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Management Technology**
Ghaziabad, Delhi NCR



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NEW ARRIVALS

April 2023



NEW ARRIVALS, APRIL 2023



Data visualization: exploring and explaining with data by Camm, Jeffrey D

Cengage Learning 2022

Acc. No.: 50298 Call No.: 001.4 ISBN: 9789355733979

Summary: Exploring and Explaining with Data is designed to introduce best practices in data visualization to undergraduate and graduate students. This is one of the first books on data visualization designed for college courses. The book contains material on effective design, choice of chart type, effective use of color, how to both explore data visually, and how to explain concepts and results visually in a compelling way with data. The book explains both the "why" of data visualization and the "how." That is, the book provides lucid explanations of the guiding principles of data visualization through the use of interesting examples.



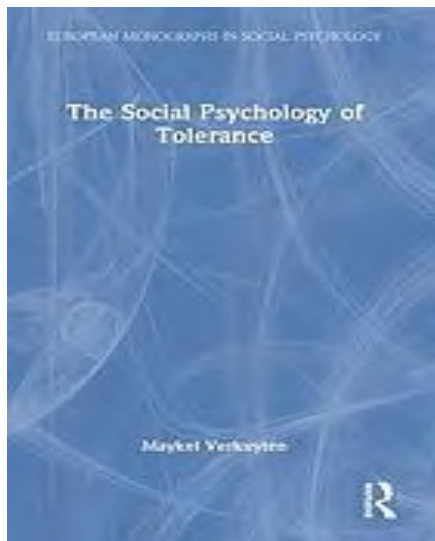
Case study research: core skills in using 15 genres by Woodside, Arch G

Emerald Group 2017

Acc. No.: 50240 Call No.: 001.42 ISBN: 9781785604614

Summary: Case Study Research looks at the research processes involved in conducting methods including participant observation, fuzzy set social science, system dynamics, decision systems analysis, forced metaphor elicitation technique, ethnographic decision tree modelling, mapping strategic thinking, the historical method, storytelling research and conversational analysis. The book reviews and applies the best literature on case study methods from several disciplines, providing strong rationales for adopting case study research methods alone or in mixed-methods. This second edition uses a combination of broad and deep coverage of multiple case study research genres to comprehensively explore the topic.

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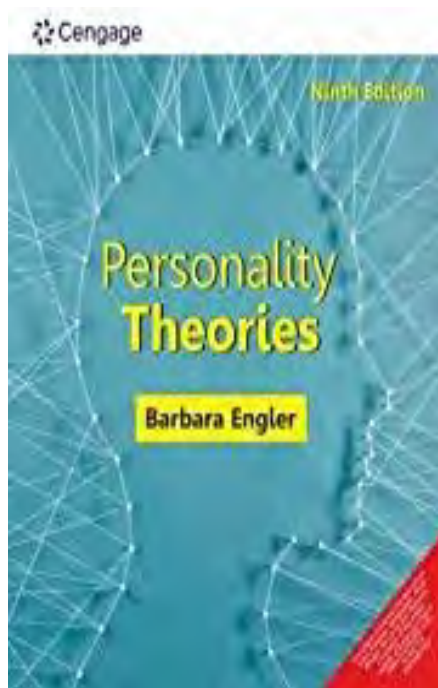


The social psychology of tolerance: by Verkuyten, M

Routledge 2023

Acc. No.: 50248 Call No.: 155.92 ISBN: 9781032370439

Summary: This highly topical book is the first of its kind to provide a comprehensive theoretical and empirical discussion of the social psychology of tolerance, exploring the importance and drawbacks of a focus on tolerance and discussing how tolerance can be stimulated in a range of contexts. The importance of tolerance for a diverse, equal and open society is increasingly recognized by social and behavioural scientists. When people are aware of salient differences and disagree about the value of various viewpoints and ways of life, the question of tolerance arises.



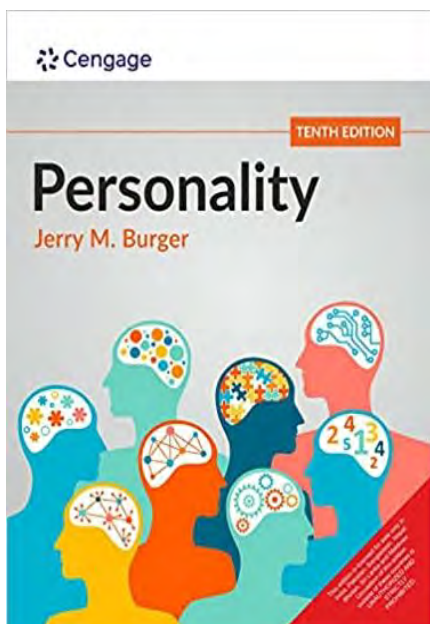
Personality theories: by Engler, Barbara

Cengage Learning 2023

Acc. No.: 50311 Call No.: 158.1 ISBN: 9789355732255

Summary: CHAPTER 1 Introduction: Evaluating Personality Theories CHAPTER 2 Psychoanalysis: Sigmund Freud CHAPTER 3 Analytical Psychology: Carl Jung CHAPTER 4 Interpsychic Theories: Alfred Adler, Harry Stack Sullivan CHAPTER 5 Psychoanalytic Social Psychology: Karen Horney, Erich Fromm CHAPTER 6 Ego Analytic Psychology: Anna Freud, Erik Erikson, Dan McAdams CHAPTER 7 Human Relations: Object Relations Theory, Relational-Cultural Theory CHAPTER 8 Experimental Analysis of Behavior: John Dollard and Neal Miller, B. F. Skinner CHAPTER 9 Social Learning Theories: Albert Bandura, Julian Rotter, Walter Mischel CHAPTER 10 Traits and Personology: Gordon Allport, Henry Murray CHAPTER 11 Factor Analytic, Genetic and Evolutionary Theories: Raymond Cattell, The Big Five Personality Traits, Genetic and Evolutionary Developments CHAPTER 12 Biological Traits: Hans Eysenck CHAPTER 13 Humanism: Abraham Maslow, Carl Rogers CHAPTER 14 Existential Psychoanalysis: Rollo May CHAPTER 15 Personal Constructs: George Kelly 377 CHAPTER 16 Cognitive-Behavioral Theories: Albert Ellis, Aaron Beck, Arnold Lazarus CHAPTER 17 Zen Buddhism

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Personality: by Burger, Jerry M

Cengage Learning 2023

Acc. No.: 50312 Call No.: 158.1 ISBN: 9789355732262

Summary: How would you describe your personality, or can you? Whatever your answer, this text will help you understand personality - the qualities and traits that form every individual's distinctive character. You'll learn about theoretical explanations of personality, and about the research that illuminates how those theories are relevant in the world around you. Biographical sketches of theorists and accounts of the stories behind influential research programs help you see how classic and contemporary findings relate to each other, and illustrate the connection between theory and research. As you read, personality tests encourage you to interact with the material -- and learn more about your own personality.



Business, society and government essentials: strategy and applied ethics by Lussier, Robert N

Routledge 2022

Acc. No.: 50254 Call No.: 174.4 ISBN: 9781032020334

Summary: Understanding the interrelationship of business, society and government is vital to working at any level in an organization of any size. This text develops strategic management skills using an applied ethics approach, primarily through a case study analysis pedagogy, to develop and implement ethical strategies in today's high-tech global community. The authors crystallize the complex array of issues that business leaders, managers, and employees face in market and nonmarket environments, from balancing stakeholder interests and dealing with government regulations to managing crises and making socially responsible and ethical decisions. Technical concepts come to life through a variety of cases and case questions, thought-provoking personal and professional applications, ethical dilemmas, and practical exercises.

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Media, technology and education in a post-truth society: from fake news, datafication and mass surveillance to the death of trust by Grech, Alex

Emerald Publishing 2021

Acc. No.: 50249 Call No.: 302.23 ISBN: 9781800439078

Summary: This interdisciplinary collection of essays explores the impact of media, emerging technologies, and education on the resilience of the so-called post-truth society.

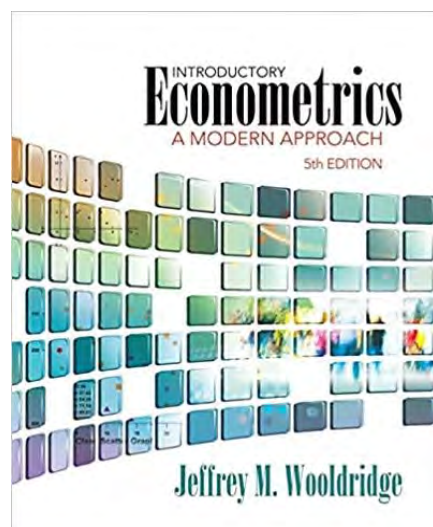


The making of modern economics: the lives and ideas of the great thinkers by Skousen, Mark

Routledge 2022

Acc. No.: 50268 Call No.: 330 ISBN: 9781032023212

Summary: The Making of Modern Economics presents a bold and engaging history of economics -- the dramatic story of how the great economic thinkers built today's rigorous social science. This comprehensive yet accessible introduction to the major economic philosophers begins with Adam Smith and continues through to the present day. It examines the contributions each one made to our understanding of the role of the economist, the science of economics and economic theory. Boxes in each chapter highlight little-known and entertaining facts about the economists' personal lives that had an influence on their work.



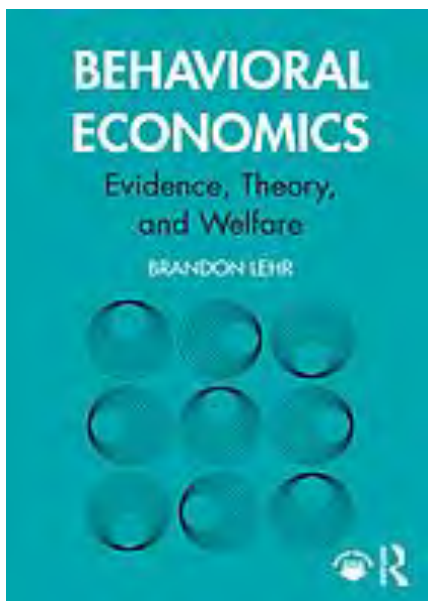
Introductory econometrics: a modern approach by Wooldridge, Jeffrey M

Cengage Learning 2023

Acc. No.: 50295 Call No.: 330.015195 ISBN: 9789353731074

Summary: Discover how empirical researchers today actually think about and apply econometric methods with the practical, professional approach in Wooldridge's INTRODUCTORY ECONOMETRICS: A MODERN APPROACH, 5E. Unlike traditional books on the subject, INTRODUCTORY ECONOMETRICS' unique presentation demonstrates how econometrics has moved beyond just a set of abstract tools to become a genuinely useful tool for answering questions in business, policy evaluation, and forecasting environments.

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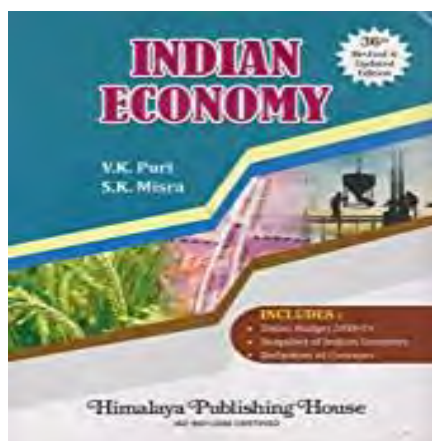


Behavioral economics: evidence, theory and welfare by Lehr, Brandon

Routledge 2022

Acc. No.: 50269 Call No.: 330.019 ISBN: 9780367426446

Summary: Behavioral Economics: Evidence, Theory, and Welfare provides an engaging and accessible introduction to the motivating questions, real-world evidence, theoretical models, and welfare implications of behavioral economics concepts. Applications and examples-- from household decisions, finance, public finance, labor, business, health, development, politics, education, energy, and sports-- illustrate the broad relevance of behavioral economics for consumers, firms, markets, and policy makers alike. This textbook provides readers with both the intuition and analytical tools to apply behavioral economics concepts in understanding the complex social world. Each part of the book covers a key concept, beginning with a range of empirical evidence that is anomalous within the standard economics framework.

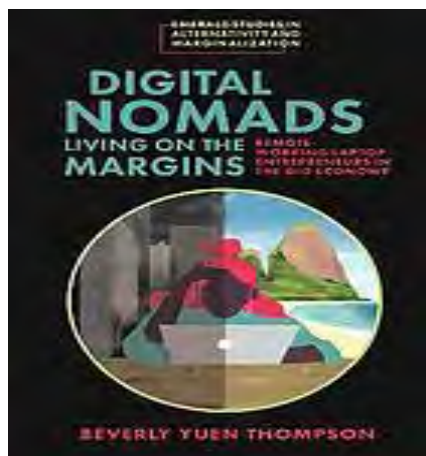


Indian economy: its development experience by Puri, V K

Himalaya Publishing House 2022

Acc. No.: 50314 Call No.: 330.954 ISBN: 9789352991730

Summary: Indian Economy 31st Edition, authored by V. K. Puri and S. K. Misra, is a useful textbook for students specializing in Sociology and Economics.



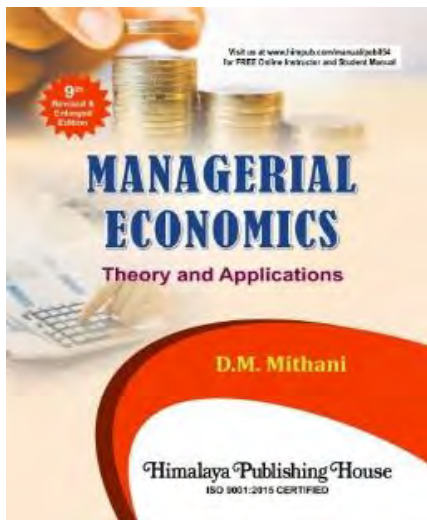
Digital nomads living on the margins: remote-working laptop entrepreneurs in the gig economy by Thompson, Beverly Yuen

Emerald Publishing 2021

Acc. No.: 50238 Call No.: 331.256 ISBN: 9781800715462

Summary: In this increasingly neoliberal gig economy, exponentially expanding with technological advances, the ability to work online remotely has led some western millennials to travel the world to work and play, while making a subsistence living as digital platform workers.

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Managerial economics: theory and applications by Mithani, D M

Himalaya Publishing House 2022

Acc. No.: 50322 Call No.: 331.714 ISBN: 9789354954269

Summary: Managerial Economics: Theory and Applications PB....Mithani D M [Paperback] [Jan 01, 2016] Mithani D M Readings and activities designed to help students improve their comprehension and response skills. Classroom-tested lessons include brief reading selections followed by constructed response and multiple-choice questions and thinking and writing activities. Reading Comprehension Boosters is flexible and can be used as a core or supplemental program, as test prep, or for intervention with individual students or groups.



Personal financial planning by Billingsley, Randall S

Cengage Learning 2023

Acc. No.: 50290 Call No.: 332.024 ISBN: 9789355735621

Summary: Knowing what to do with your money is more important than ever. Billingsley/Gitman/Joehnk market-leading PERSONAL FINANCIAL PLANNING, 14E, provides the tools, techniques, and understanding you need to define and achieve your financial goals. You will find the numerous practical examples, illustrations, and reliance on common sense that is engaging and refreshingly concrete. Features such as You Can Do It Now, the Financial Impact of Personal Choices, Financial Fact or Fantasy, Financial Planning Tips, Financial Road Signs, and Behavior Matters keep the material relevant and vital to facing a life time of important personal financial decisions.

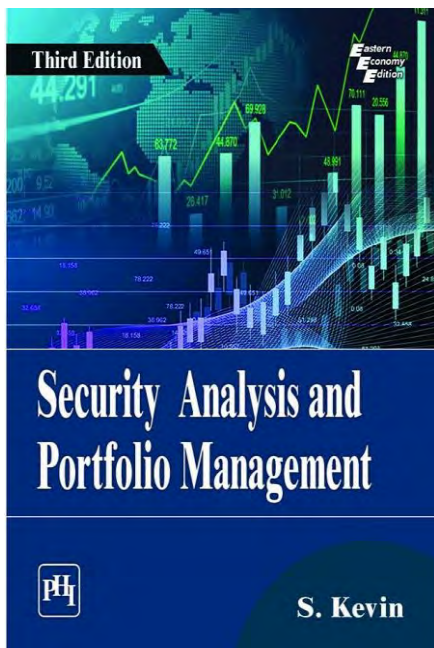


Investment analysis and portfolio management: by Reilly, Frank K

Cengage Learning 2023

Acc. No.: 50306 Call No.: 332.6 ISBN: 9789353506384

Summary: Learn to manage your money to maximize your earning potential with Reilly/Brown/Leeds' INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT, 11th Edition. Extremely reader friendly in a succinct 18 chapters, this text equips you with a solid understanding of investment instruments, capital markets, behavioral finance, hedge funds, international investing and much more. Real-world examples and hands-on applications bring chapter concepts to life as you learn to use the same tools as investment professionals.



Security analysis and portfolio management by Kevin, S

PHI Learning 2022

Acc. No.: 50352 Call No.: 332.642 ISBN: 9789391818265

Summary: This new edition of the book explains in detail the two phases of wealth creation through investment in securities. The first phase Security Analysis deals with the selection of securities for investment. The book begins with an introduction to the investment process and a familiarization of the securities market environment and the trading system in India followed by different dimensions of the risk involved in investment. The different methods of security analysis such as Fundamental analysis (including economy, industry and company analysis), Technical Analysis and Random Walk Theory (including Efficient Market Hypothesis) are explained in different chapters. The valuation of securities such as equity shares and bonds is illustrated with examples.

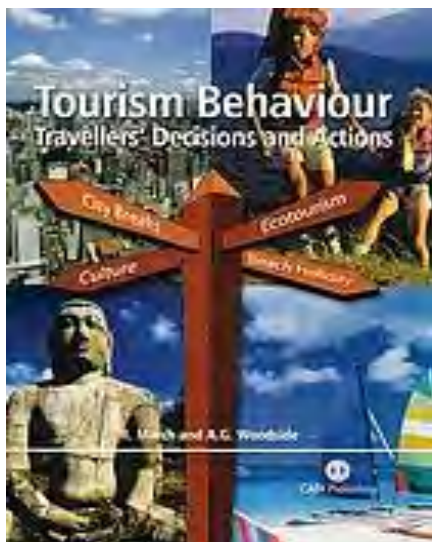


Tourism innovation: technology, sustainability and creativity by Ratten, Vanessa

Routledge 2020

Acc. No.: 50266 Call No.: 338.4791 ISBN: 9780367077891

Summary: Tourism can take many different forms and types but increasingly it is viewed as one of the most innovative industries. This book showcases the innovations in tourism through a creativity, sustainability and technology perspective. Tourism Innovation: Technology, Sustainability and Creativity addresses the growing use and importance of tourism innovation in society. Readers of this book will gain a global perspective on how the tourism industry is changing and taking advantage of emerging technologies, which will help them to foresee potential changes in the industry and plan for the future. Tourism innovation is defined as innovating in a cost-efficient manner by taking into account the available resources. Most of the focus on tourism innovation has been on developing countries but it is also used by companies in other locations.

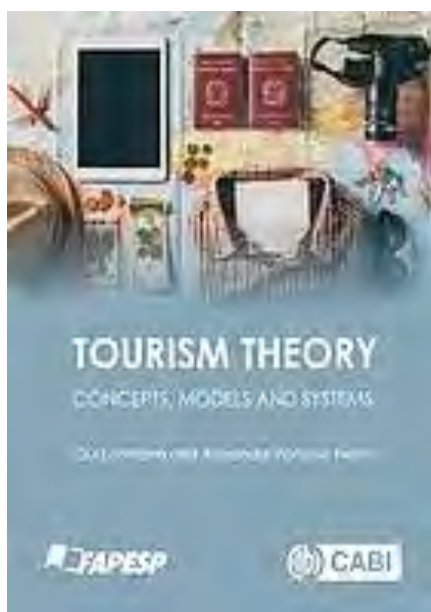


Tourism behaviour: travellers decisions and actions by March, Roger

CABI Publishing 2005

Acc. No.: 50242 Call No.: 338.4791 ISBN: 9780851990217

Summary: This book focuses on individuals' and households' thinking and behaviour relating to discretionary travel. Part I (chapters 1-3) covers new theories of tourism behaviour and offers examples of empirical examinations of these theories in three settings: Australia, Hawaii (USA), and Prince Edward Island (Canada). Part II (chapters 4-11) builds and examines a theory comparing leisure traveller plans and behaviour. The eight chapters in part II cover all four possible behaviours: (1) planned and done (deliberate strategies); (2) planned and not done (unrealized strategies); (3) unplanned and done (emergent strategies); and (4) unplanned and not done (unused but possible strategies). The trade-offs made in life among work, leisure, travel and personal maintenance actions and how plans actually relate to deeds are therefore considered.

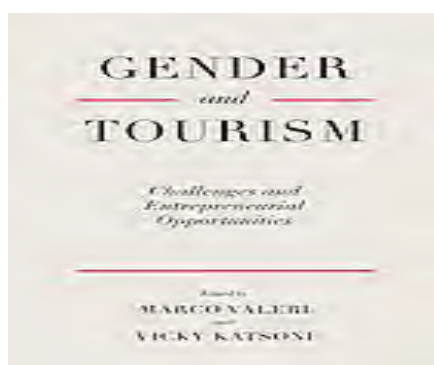


Tourism theory: concepts, models and systems by Lohmann, Guilherme

CABI Publishing 2017

Acc. No.: 50243 Call No.: 338.4791 ISBN: 9781800621497

Summary: Theories within tourism can be difficult, even confusing areas to understand. Developed from the successful Portuguese textbook *Teoria do Turismo*, *Tourism Theory* provides clear and thorough coverage of all aspects of tourism theory for students and researchers of tourism. Consisting of five sections and over fifty entries, this book covers nine of the most important models in tourism study. The first three sections examine general concepts in tourism; disciplines and topics; and the tourist, which includes areas such as demand, gaze, psychology and typologies.



Gender and tourism: challenges and entrepreneurial opportunities by Valeri, Marco

Emerald Publishing 2021

Acc. No.: 50236 Call No.: 338.4791 ISBN: 9781801173230

Summary: *Gender and Tourism: Challenges and Entrepreneurial Opportunities* provides a comprehensive collection of new insights for traditional paradigms, approaches and methods, as well as exploring more recent developments in research methodology in the context of gender and tourism studies.

NEW ARRIVALS, APRIL 2023



Macroeconomics: by Parkin, Michael

Pearson Education 2023

Acc. No.: 50264 Call No.: 339 ISBN: 9781292433608

Summary: To change the way students see the world: this is my goal in teaching economics and in writing this book. Three facts about students are my guiding principles. First, they want to learn, but they are over-whelmed by the volume of claims on their time and energy. So, they must see the relevance to their lives and future careers of what they are being asked to learn. Second, students want to get it, and get it quickly. So, they must be presented with clear and succinct explanations. And third, students want to make sense of today's world and be better prepared for life after school. So, they must be shown how to apply the timeless principles of economics and its models to illuminate and provide a guide to understanding today's events and issues, and the future challenges they are likely to encounter.



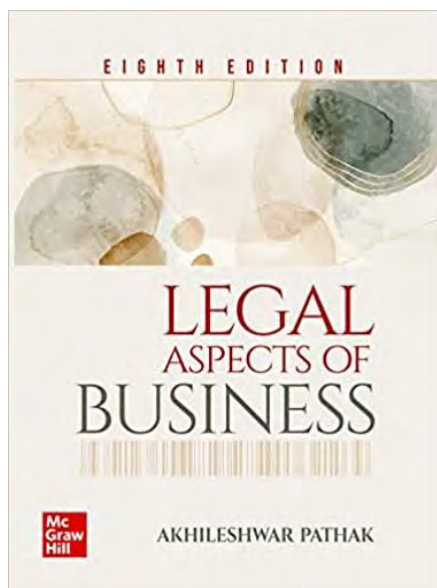
Technology, innovation and access to justice: dialogues on the future of law by Souza, Siddharth Peter De

Edinburgh University Press 2021

Acc. No.: 50247 Call No.: 344.095 ISBN: 9781474473866

Summary: Around five billion people globally are unable to address their everyday legal problems and do not have the security, opportunity, or protection to redress their grievances and injustices. Courts and legal institutions can often be out of reach because of costs, distance or a lack of knowledge of rights and entitlements and judicial institutions may be under-funded leading to poor judicial infrastructure, inadequate staff, and limited resources to meet the needs of those who require such services. This book sets out to embed access to justice into mainstream discussions on the future of law and to explore how this can be addressed in different parts of the legal industry. It examines what changes in technology mean for the end user, whether an ordinary citizen, a client or a student. It looks at the everyday practice of law through a sector-wide analysis of law firms, universities, start-ups, and civil society organisations.

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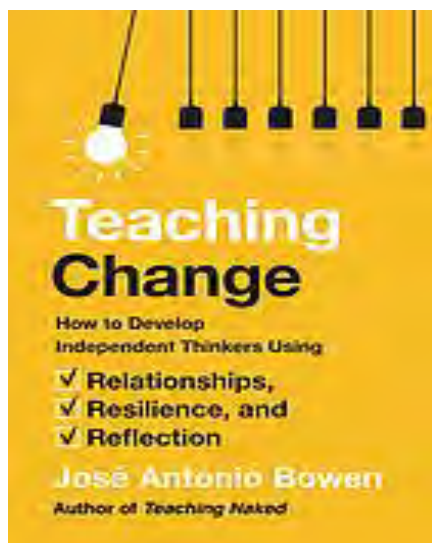
Legal aspects of business: by Pathak, Akhileshwar

McGraw-Hill 2023

Acc. No.: 50349 Call No.: 346.065 ISBN: 9789355322081

Summary: This is one of the most popular titles on business law in India. Since its launch in 2005, Legal Aspects of Business has come a long way in winning hearts across the length and breadth of the country in the two decades of its existence. The focus of the book is making the teaching and learning of Business Laws interesting and engaging. The book has caught attention of the market especially for its unique application-based orientation. Each important theme opens with a section having unsolved cases that bring out disputes arising from business practices and other common incidents.

The eighth edition retains the core winning elements of its earlier editions and include new chapters on incorporation of contract terms, termination, damages, and sale of goods etc.



Teaching change: how to develop independent thinkers using relationships, resilience and reflection by Bowen, Jose Antonio Johns

Hopkins University Press 2021

Acc. No.: 50246 Call No.: 371.102 ISBN: 9781421442617

Summary: Learning something new--particularly something that might change your mind--is much more difficult than most teachers think. Because people think with their emotions and are influenced by their communities and social groups, humans tend to ignore new information unless it fits their existing worldview. Thus facts alone, even if discussed in detail, typically fail to open minds and create change. In a world in need of graduates who can adapt to new information and situations, we need to renew our educational commitment to producing flexible and independent thinkers.

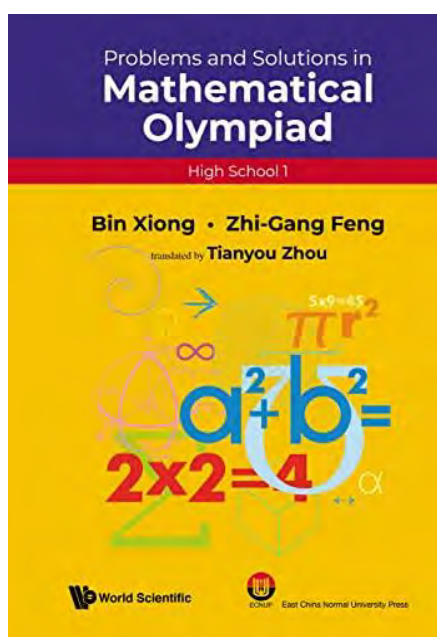


Markets and exchanges in pre-modern and traditional societies: by Garcia, Juan Carlos Moreno

Oxbow Books 2021

Acc. No.: 50241 Call No.: 381.0962 ISBN: 9781789256116

Summary: Markets emerge in recent historical research as important spheres of economic interaction in ancient societies. In the case of ancient Egypt, traditional models imagined an all-encompassing centralized, bureaucratic economy that left practically no place for market transactions, as many surviving documents only described the activities of the royal palace and of huge institutions, mainly temples. Yet scattered references in the sources reveal that markets and traders were crucial actors in the economic life of ancient Egypt. In this perspective, this volume aims to discuss the role of markets, traders and economic interaction (not necessarily organized through markets) and the use of "money" (metals, valuable commodities) in pre-modern societies, based on archaeological, anthropological and historical evidence.



Problems and solutions in mathematical Olympiad: by Xiong, Bin

World Scientific 2023

Acc. No.: 50313 Call No.: 510.76 ISBN: 9781944660406

Summary: The series is edited by the head coaches of China's IMO National Team. Each volume, catering to different grades, is contributed by the senior coaches of the IMO National Team. The Chinese edition has won the award of Top 50 Most Influential Educational Brands in China. The series is created in line with the mathematics cognition and intellectual development levels of the students in the corresponding grades. All hot mathematics topics of the competition are included in the volumes and are organized into chapters where concepts and methods are gradually introduced to equip the students with necessary knowledge until they can finally reach the competition level. In each chapter, well-designed problems including those collected from real competitions are provided so that the students can apply the skills and strategies they have learned to solve these problems. Detailed solutions are provided selectively.

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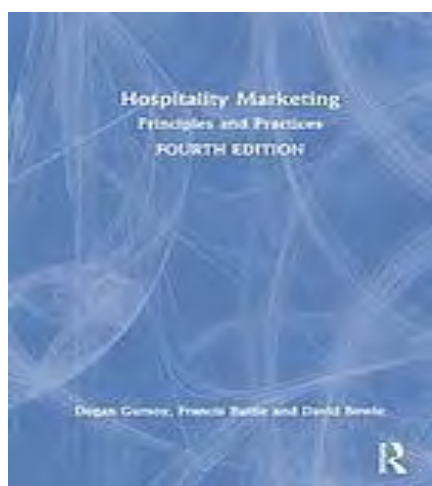


Business statistics: communicating with numbers by Jaggia, Sanjiv

McGraw-Hill 2021

Acc. No.: 50351 Call No.: 519.5 ISBN: 9781260288377

Summary: The third edition of Business Statistics: Communicating with Numbers provides a unique, innovative, and engaging learning experience for students studying Business Statistics. It is an intellectually stimulating, practical, and visually attractive textbook, from which students can learn and instructors can teach. Throughout the book, the authors have presented the material in an accessible way by using timely business applications to which students can relate. Although the text is application-oriented, it is also mathematically sound and uses notation that is generally accepted for the topic being covered.



Hospitality marketing: principles and practice by Gursoy, Dogan

Routledge 2023

Acc. No.: 50279 Call No.: 647.94 ISBN: 9781032030265

Summary: Hospitality Marketing 4e is an introductory textbook which shows readers how to apply the principles of marketing within the hospitality industry. This book is written specifically for students taking marketing modules within hospitality courses and is a valuable resource to promote learning.



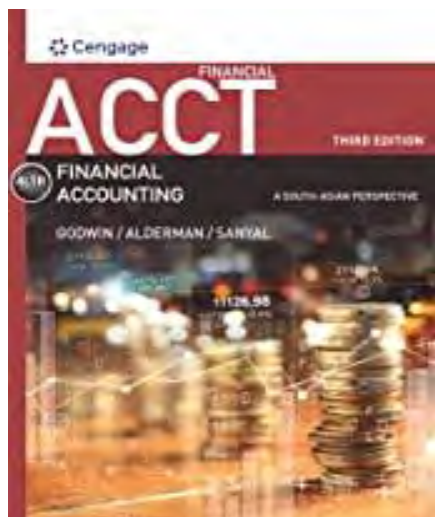
Financial accounting: an international introduction by Alexander, David

Pearson Education 2020

Acc. No.: 50272 Call No.: 657.48 ISBN: 9781292295831

Summary: Accounting began as a practical activity in response to perceived needs. It has progressed in the same way, adapting to meet changes in the demands made on it. Where the needs differed in different countries, accounting developed in different ways, essentially on the Darwinian principle: useful accounting survived.

NEW ARRIVALS, APRIL 2023



Financial ACCT: a south Asian perspective by Godwin, Norman H

Cengage Learning 2023

Acc. No.: 50286 Call No.: 657.48 ISBN: 9789355731067

Summary: Financial ACCT, 3e, a 4LTR Press product, takes into account and integrates the inputs from discipline-specific focus groups, conversations, and surveys and presents the content in a visually-engaging page layout, keeping intact the high-quality content instructors need. It adopts a persuasive visual medium and offers a balanced approach, demonstrating how to use accounting information to make business decisions. The book aims at enjoyable reading and easy attention using comprehensive pedagogical features.

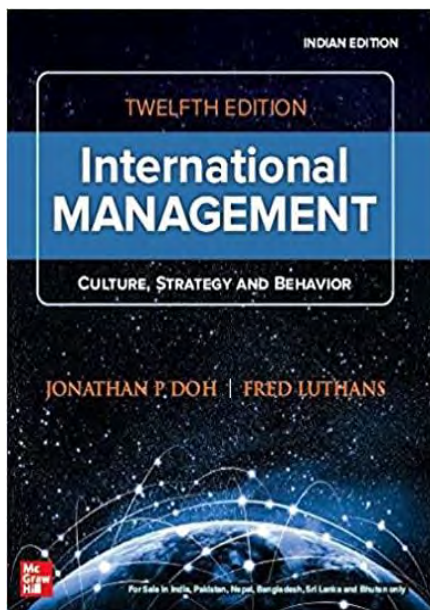


Management: the basics by Witzel, Morgen

Routledge 2022

Acc. No.: 50256 Call No.: 658 ISBN: 9780367775124

Summary: Management: The Basics provides an easy, jargon-free introduction to the fundamental principles and practices of modern management. Using examples ranging from people management at Cadbury and the Enron crisis to the marketing of fried chicken in China, the book explains key aspects of management, including: Business strategy and how to use it to meet goals how successful marketing works how organizations are structured and function Fundamentals of corporate finance Human resource management's role in the management and development of people the importance of knowledge and culture to management This second edition has been updated to take account of general advances in management thinking, including developments in governance, responsible management, environmental pressures and a new emphasis on health and well-being in the aftermath of the Covid-19 pandemic.

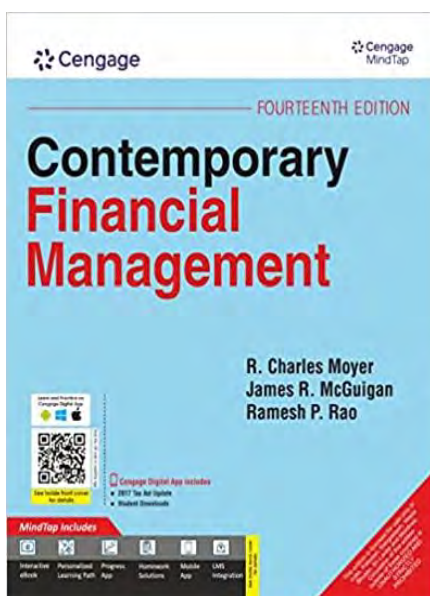


International management: culture strategy and behavior by Doh, Jonathan P

McGraw-Hill 2021

Acc. No.: 50348 Call No.: 658.049 ISBN: 9789355320810

Summary: International Management: Culture Strategy and Behavior reflects new and emerging developments influencing international managers. With integrated real-world examples research and practical applications students understand how to adjust, adapt and navigate the changing global business landscape and respond to global challenges-making it a market-leader. The authors retain research and practices over the past decades and incorporate new and emerging developments affecting international managers to increase students' effectiveness in managing across cultures. Salient Features: 1. New & updated chapter cases and chapter-end Integrative Cases across the book 2. Updated examples and statistics based on the most recent data 3. Contemporary Topics that include globalization, international connectivity and social media aspects 4. Updated features such as You Be the International Management Consultant exercises, International Management in Action, and Country Spotlights 5. Rich pool of instructor resources



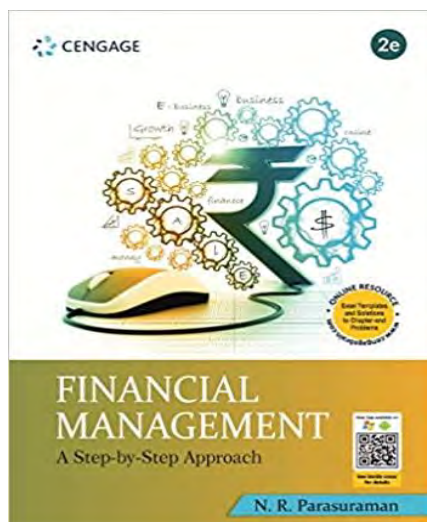
Contemporary financial management: by Moyer, R Charles

Cengage Learning 2023

Acc. No.: 50293 Call No.: 658.15 ISBN: 9789355734556

Summary: Packed with current examples from companies you know, CONTEMPORARY FINANCIAL MANAGEMENT, 14e, equips you with the knowledge and skills to enhance enterprise value, manage risk, and effectively manage cash flow. Completely up to date with the latest developments from the field, the text explores the international aspects of financial management, the ethical behavior of managers, the unique finance-related concerns of entrepreneurs, and the effects of the 2008-2009 recession. Chapter-opening "Financial Challenges," integrative cases, and other learning features highlight critical concepts and enable you to apply what you learn to real-world practice. Excel® templates allow you to use technology to achieve financial management objectives.

NEW ARRIVALS, APRIL 2023



Financial management: a step by step approach by Parasuraman, N R

Cengage Learning 2019

Acc. No.: 50291 Call No.: 658.15 ISBN: 9789386668554

Summary: Financial Management seeks to teach complex concepts in Finance through a simple step-by-step approach. To make it easy for the reader to comprehend, the concepts are explained with the help of Excel spreadsheets. The book ensures exposure to Excel formulae and their use in financial applications. In order to add the real-life flavour, the book contains a number of quotes and musings by eminent corporate leaders and personalities on various aspects of management. Each chapter starts with a real-life case of a company and its key figures.

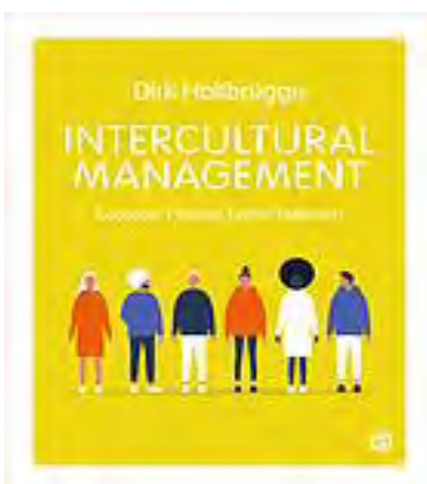


Fundamentals of corporate finance: by Berk, Jonathan

Pearson 2021

Acc. No.: 50271 Call No.: 658.152 ISBN: 9781292437156

Summary: For undergraduate courses in corporate finance or financial management. Help students practice and connect to real-world financial decisions Fundamentals of Corporate Finance offers a practical introduction to modern-day core principles, arming students with a problem-solving methodology, real-life financial management practices, and an overarching valuation framework that they can apply in their future careers. Updated with new data, examples, and exercises, the 5th Edition gives students the opportunity to practice and apply course concepts, while connecting them to the latest financial issue.



Intercultural management: concepts, practice critical reflection by Holtbrügge, Dirk

Sage 2022

Acc. No.: 50250 Call No.: 658.3008 ISBN: 9781529789744

Summary: This textbook explores the reasons for intercultural differences and their effects on the behavior of individuals and organizations within the context of management. The text embraces the presence of ambiguity and complexity and encourages critical thinking when it comes to intercultural relations in order to avoid ethnocentrism, stereotyping and prejudice, as well as overly simplistic solutions.

NEW ARRIVALS, APRIL 2023



Managing and organizations: an introduction to theory and practice
by Clegg, Stewart R

Sage 2022

Acc. No.: 50251 Call No.: 658.4 ISBN: 9781529763881

Summary: Managing and Organizations: An Introduction to Theory and Practice has been praised for its breadth, innovative content and application to real life. Along with its full coverage of all the essential topics of organizational behaviour, it offers a critical perspective that equips readers with the tools to question dominant assumptions about organizations.



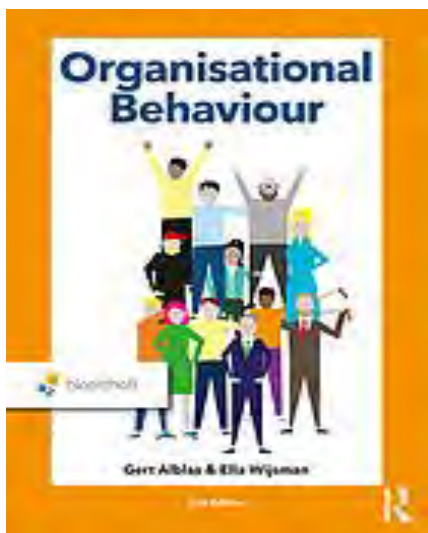
Organisation management in the digital economy: globalization challenges/ by Brzozowska, Anna

CRC Press 2022

Acc. No.: 50424 Call No.: 658.4 ISBN: 9781032221564

Summary: This book highlights the essence of information technology in the modern digital world in relation to improvements and threats to organisations and e-business in the era of the digital economy. Rapid IT development has created modern business proposals such as digital and virtual currencies, crowdfunding, peer-to-peer lending, mobile banking, online investing and new payment systems. This allows organisations and firms to increase competitiveness by using financial products and services, thus increasing their value. Information technology users receive significant timesaving and a choice of investment options. At the same time, there is a new challenge for regulators who must monitor how this or that technology affects the financial sector.

NEW ARRIVALS, APRIL 2023



Organisational behaviour: by Alblas, Gert

Noordhoff Publishers 2021

Acc. No.: 50252 Call No.: 658.402 ISBN: 9789001898953

Summary: For many years, Organisational Behaviour has been the number one introduction into organisational psychology. Alblas and Wijsman offer an inspirational description of the behaviour of people in organisation and offer explanations for these behaviours. Moreover, the authors indicate how this knowledge can be put to use in managing an organisation. This makes Organisational Behaviour a suitable work for a vast range of courses in higher economic, technical, and social education alike. The inclusion of newspaper and online articles in this addition clearly illustrates its applicability in practice. Its clear use of language, comprehensive summaries, case histories with evaluation assignments, and practice tests on the accompanying website make this book a very suitable tool for self-study.



Organization design: frameworks, principles and approaches by Bree, Jeroen van

Palgrave Macmillan 2021

Acc. No.: 50253 Call No.: 658.402 ISBN: 9783030786786

Summary: This upper-level textbook provides a practical guide to the field of organization design, grounded in academic literature. It is set apart from other books on the topic by its commitment to be relevant to Masters students, as well as practitioners looking for evidence-based guidance. The book provides a solid theoretical background for students, defining what organization design is, exploring the history of the field, and describing established frameworks and theories. It then investigates why organizations may seek to embark on a re-design, and what a well-designed organization looks like, referencing case studies and the authors own research.

NEW ARRIVALS, APRIL 2023

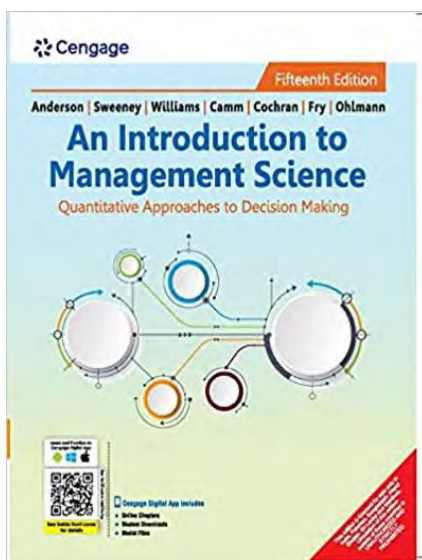


Organizational behavior: emerging knowledge global reality by McShane, Steven L

McGraw Hill 2022

Acc. No.: 50347 Call No.: 658.402 ISBN: 9789354600777

Summary: This edition of Organizational Behavior reflects the latest trends in the subject area. The title offers comprehensive discussion on all major areas of organizational behavior. This edition has several new topics, sections and cases. Existing chapters are modified with India-specific data, examples and exhibits to provide local context. This book is helpful for all readers and will be especially relevant and insightful for students of business management and other allied courses.

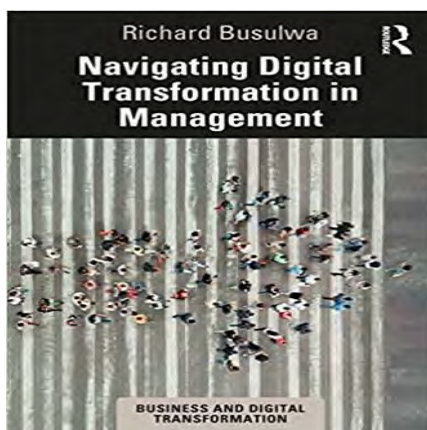


An introduction to management science: quantitative approaches to decision making by Anderson, David R

Cengage Learning 2022

Acc. No.: 50289 Call No.: 658.403 ISBN: 9789355730985

Summary: Now you can gain with a sound conceptual understanding of the role that management science plays in the decision-making process while mastering the latest advantages of Microsoft® Office Excel® 2016. The trusted market leader for more than two decades, Anderson/Sweeney/Williams/Camm/Cochran/Fry/Ohlmann's AN INTRODUCTION TO MANAGEMENT SCIENCE: QUANTITATIVE APPROACHES TO DECISION MAKING, 15E uses a proven problem-scenario approach to introduce each quantitative technique within an applications setting. All data sets, applications, and screen visuals reflect the details of Excel 2016 to effectively prepare you to work with the latest spreadsheet tools.



Navigating digital transformation in management: by Busulwa, Richard

Routledge 2023

Acc. No.: 50421 Call No.: 658.4038 ISBN: 9781032184043

Summary: Navigating Digital Transformation in Management provides a thorough introduction to the implications of digital transformation for leaders and managers.

NEW ARRIVALS, APRIL 2023



Disruptive technologies: a framework to understand, evaluate and respond to digital disruption by Armstrong, Paul

Kogan Page 2023

Acc. No.: 50523 Call No.: 658.4038 ISBN: 9781398609204

Summary: Acquire a framework to understand, evaluate and respond to emerging technologies in order to future-proof your organization against technological disruption.



Future of outsourcing: strategic outsourcing controls and the back sourcing evolution by Mederos, Lazaro A

Palgrave Macmillan 2021

Acc. No.: 50423 Call No.: 658.4058 ISBN: 9783030714093

Summary: This book provides a new evolutionary perspective on outsourcing. The case studies demonstrate the evolution of outsourcing, from a past marked by a costly outsourcing approach to a future fuelled by the diversification of sourcing for optimal business success.



Innovation and collaborating in the digital era: the role of emotional intelligence for innovation leadership and collaborative innovation by Pascual, Jara

De Gruyter 2021

Acc. No.: 50425 Call No.: 658.4063 ISBN: 9783110665116

Summary: Innovation and Collaboration in the Digital Era provides a holistic approach to collaborative innovation, innovation management and innovation leadership. It is full of practical advice and includes 34 interviews with high-level politicians, innovation industry leaders, academics and entrepreneurs discussing the reality of innovation and how to create change for a positive impact. Many "es are included from researchers and practitioners in the innovation field who have participated as guests in the author's podcast "Business of Collaboration" or in interviews with the Collabwith Magazine which she produces. This is a powerful book full of practical frameworks and one-page canvases which act as reminders of the value of making needs and expectations explicit.



Developing innovation: innovation management in IT companies by Buljubasic, Tomislav

De Gruyter 2020

Acc. No.: 50426 Call No.: 658.4063 ISBN: 9783110653069

Summary: One of the greatest challenges in the ever-changing world of IT is to create and maintain an innovation culture and align innovation activities with company strategy. This book provides a fresh perspective on innovation management activities in an IT environment using examples from both start-ups and established companies such as Cisco, Ericsson Nikola Tesla, Lufthansa Systems, Worldline, Amdocs, Telefonica and Enea. This book addresses the following issues: The software development environment offers many possibilities for innovation, yet also places some constraints on the innovation process at the same time. It considers how this can be bypassed to bring success to the company. It is a challenge to create and maintain an innovation culture using an agile process in the area of software development with its short cycles. This book describes how to bring innovation challenges closer to developers and use their experience and vision to create new projects. It also shows how to inspire software engineers using incremental and often small but useful money-saving improvements.



Inclusive innovation: by Klingler-Vidra, Robyn

Routledge 2022

Acc. No.: 50427 Call No.: 658.4063 ISBN: 9780367647001

Summary: Innovation offers potential: to cure diseases, to better connect people, and to make the way we live and work more efficient and enjoyable. At the same time, innovation can fuel inequality, decimate livelihoods, and harm mental health. This book contends that inclusive innovation - innovation motivated by environmental and social aims - is able to uplift the benefits of innovation while reducing its harms. The book provides accessible engagement with inclusive innovation happening at the grassroots level through to policy arenas, with a focus on the South-East Asian region. Focusing on fundamental questions underpinning innovation, in terms of how, what and where, it argues that inclusive innovation has social processes and low-tech solutions as essential means of driving innovation, and that environmental concerns must be considered alongside societal aims.

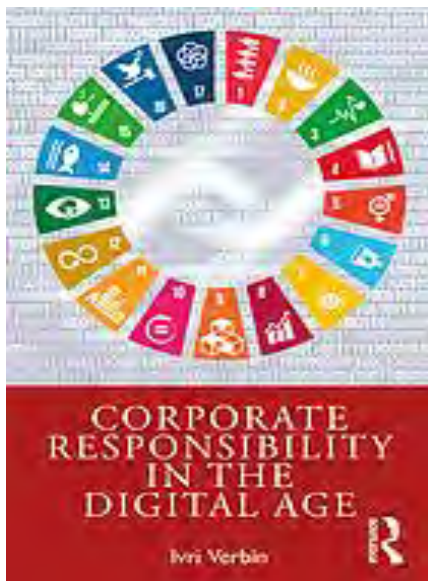


Vigilant Innovation: Configuring search and select processes to avoid disruption by Russell, Bill

De Gruyter 2020

Acc. No.: 50428 Call No.: 658.4063 ISBN: 9783110653342

Summary: Drawing on over hundred years of research into innovation and an in depth research study, the book brings to life the reality of managing established firms to secure advantage through vigilant innovation approaches in disrupting digital era markets. Exploring how organizations manage new offering development focused innovation across a portfolio of core, adjacent and breakthrough environments, the focus is on the search and select phases of the innovation process, and how established firms identify and validate a range of opportunities. Companies face the paradox of how to establish search and select processes for focal markets, while also setting up routines to sense and respond to disruptive innovation signals from adjacent and more peripheral markets.



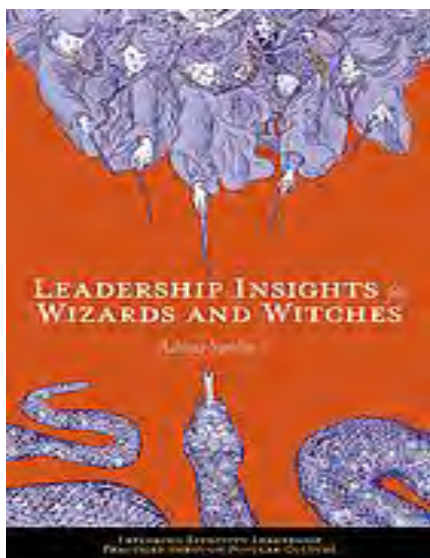
Corporate responsibility in the digital age: by Verbin, Ivri

Routledge 2021

Acc. No.: 50261 Call No.: 658.408 ISBN: 9780367516697

Summary: This book is a roadmap to help organizations adopt corporate responsibility and sustainability practices and be fit for purpose in a digital era. It explains why corporate responsibility is the only option in the twenty-first-century post-COVID-19 world, and guides readers through the process of transforming their organizations with continued reference to the importance of technology. This is not a technical manual, and it is not an academic textbook: it is designed to be a quick, easily digested read. The first part looks at the current landscape - both of business and of the world in which it operates. The second part explains why corporate responsibility is the only realistic option for business in the twenty-first-century, post-COVID, and who needs to take responsibility for it. The third part is a step-by-step guide to putting principles into practice, covering: values, stakeholder engagement, employees, supply chain, environment, community, customers and marketing, and reporting and transparency. Each chapter is linked to relevant UN Sustainable Development Goals and supported by dozens of real-world examples.

NEW ARRIVALS, APRIL 2023



Leadership insights for wizards and witches: by Simha, Aditya

Emerald Publishing 2022

Acc. No.: 50237 Call No.: 658.4092 ISBN: 9781801175456

Summary: Popular culture can help us think creatively and teach us the best ways to use our imagination. Leadership Insights for Wizards and Witches outlines various leadership styles, theories, and concepts through the imaginative lens of J.K. Rowling's magical world - from ethical, servant, and authentic leadership, to power, influence, and persuasion. Combining the immersive and enchanting context of the series with the scholarly discipline of leadership, Simha teaches key theories using examples of characters and situations familiar to fans. Leadership Insights for Wizards and Witches encourages readers to consider how they themselves can approach personal and organizational problems by finding solutions using insights and perspectives gathered from the discipline of leadership.

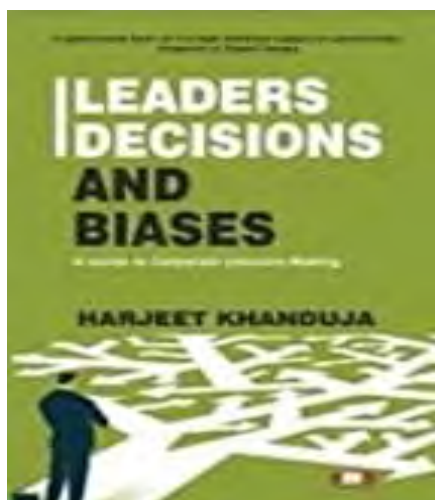


Digital leadership agile change and the emotional organization: emotion as a success factor for digital transformation projects by Kupiek, Martin

Springer 2021

Acc. No.: 50260 Call No.: 658.4092 ISBN: 9783658334918

Summary: This book shows an innovative way for managers to gain a better understanding of emotions in teams and organizational units and thus positively influence agile development in the context of digital transformation of companies. Digitalization does not just lead to technical changes.



Leaders decisions and biases: a guide to corporate decision making by Khanduja, Harjeet

Kabdwal Book International 2023

Acc. No.: 50604 Call No.: 658.4092 ISBN: 9788196078133

Summary: Harjeet Khanduja, known as the R. K. Laxman of Business, is an author, TEDx speaker, inventor, influencer and Senior Vice President HR at Reliance Jio, ORGANIZATIONS PROVIDE MIND-BOGGLING COMPENSATIONS TO THEIR LEADERS AS COMPARED TO AN AVERAGE EMPLOYEE. IS IT BECAUSE THEY WORK MORE? Just like saying we are the decisions we make, the very existence of an organization depends on the decisions it's leaders make! Decision-making is an interplay of competitive strategies, processes, design, values and culture.

NEW ARRIVALS, APRIL 2023



Digitized: industry transformation and disruption through entrepreneurship and innovation by Einav, Gali

Emerald Publishing 2019

Acc. No.: 50235 Call No.: 658.421 ISBN: 9781789736229

Summary: Over the past ten years, industries such as music, retail, journalism, advertising, and health information have experienced massive and wrenching disruption. Dominant players have been displaced and often marginalized by innovative, entrepreneurial competitors. The same digital transformation has now migrated to more traditional sectors. Just as the Industrial Revolution created distinct winners and losers, so the digital era has led to a climate where individuals, companies, and even entire industries and countries will either thrive or fall hopelessly behind. Gali Einav and a strong group of international contributors offer a guide to this brave new world in a timely collection that combines academic insights and entrepreneurial case studies focused on digital innovation.



Marketing communications: by Eagle, Lynne

Routledge 2021

Acc. No.: 50278 Call No.: 658.45 ISBN: 9780429447044

Summary: Marketing communication is a dynamic industry, which continues to change and adapt to new technologies, media consumption patterns and communication interfaces between marketers and their target markets. At the same time, the fundamental communication processes and well-established theories and models are very much applicable in this dynamic environment. This revised second edition blends the well-established with the new and emerging aspects of marketing communications. Marketing Communications applies a uniquely practical approach to the topic, providing a structured overview of planning, development, implementation and evaluation of marketing communications, alongside detailed case studies that demonstrate how the theory translates to practice.

NEW ARRIVALS, APRIL 2023



Operations management: processes and supply chains by Krajewski, Lee J

Pearson 2022

Acc. No.: 50270 Call No.: 658.5 ISBN: 9781292409863

Summary: The thirteenth edition of Operations Management: Processes and Supply Chains offers a comprehensive and systematic view into the changing world of business. This text not only explores but also demonstrates how business operations respond when an unexpected disaster, like the COVID-19 pandemic, presents itself. Further, this edition includes discussions on the latest technologies being used to improve business operations, such as Industry 4.0, autonomous supply chains, autonomous warehouse operations, and blockchain.



Digital transformation: recent trends and practices by Kaushik, Meenakshi

Himalaya Publishing House 2022

Acc. No.: 50328 Call No.: 658.514 ISBN: 9789355967312

Summary: Digital Transformation is the process of rethinking the use of a company's technology, platforms and processes to create new business models and new forms of revenue. One of the key drivers for achievement of the strategic goal is to seek various opportunities to digitize their organizational processes, strategies, operations and business models according to the demands of the dynamic, changing customer preferences and competitor's strategies.



Managing the digital transformation: a guide to successful organizational change by Hess, Thomas

Springer 2022

Acc. No.: 50422 Call No.: 658.514 ISBN: 9783658384234

Summary: Digitisation and digital transformation are not only a topic of the media, but are also taking place in companies. The digital transformation affects the most diverse fields, from procurement to sales and from organisation to strategy development. This task requires the commitment of every company management and cannot simply be delegated. This book aims to help managers and entrepreneurs to set up structures in their organisation that allow them to approach the digital transformation systematically. The spectrum of topics ranges from the configuration of digitisation strategies to new management roles such as that of a Chief Digital Officer to the importance of IT infrastructures, HR management and corporate culture as "enablers" of digital transformation.

NEW ARRIVALS, APRIL 2023



Global supply chain management and international logistics: by Branch, Alan E

Routledge 2022

Acc. No.: 50255 Call No.: 658.7 ISBN: 9780367223083

Summary: Until now, no book dedicated to international logistics and supply chain management had existed. Featuring numerous case studies and diagrams obtained from logistic operators, Branch's book remedies this oversight, and skilfully illustrates his ideas in practice.

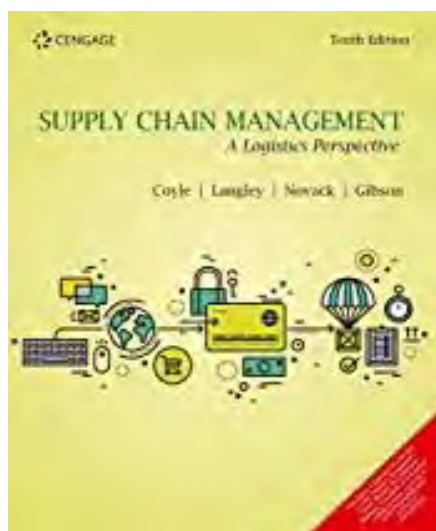


Purchasing and supply chain management: a sustainability perspective by Johnsen, Thomas E

Routledge 2019

Acc. No.: 50277 Call No.: 658.7 ISBN: 9781138064768

Summary: For too long, business has focused on short-term cost advantages through low-cost country sourcing with little regard for the longer-term implications of global sustainability. Purchasing and Supply Chain Management, Second Edition, not only fully addresses the environmental, social and economic challenges of how companies manage purchasing and supply chains, but also delves deeper into emerging areas such as modern slavery, digital technologies and circular supply chains. In addition to explaining the basic principles and processes of both purchasing and supply chain management, the book evaluates how to develop strategic and sustainable purchasing and supply chain management.



Supply chain management: a logistics perspective by Coyle, John J

Cengage Learning 2020

Acc. No.: 50287 Call No.: 658.7 ISBN: 9789353502546

Summary: The tenth edition of supply chain management: A logistics perspective refined its focus on the supply chain approach by blending logistics theory with practical applications and includes updated material on the latest technology, transportation regulations, pricing, and other issues. Each Chapter opens with supply chain profiles vignettes introducing students to real-world companies, people, and events. New and updated on the line boxed features are applied examples providing students with hands-on managerial experience of the chapters; 5 topics.

NEW ARRIVALS, APRIL 2023

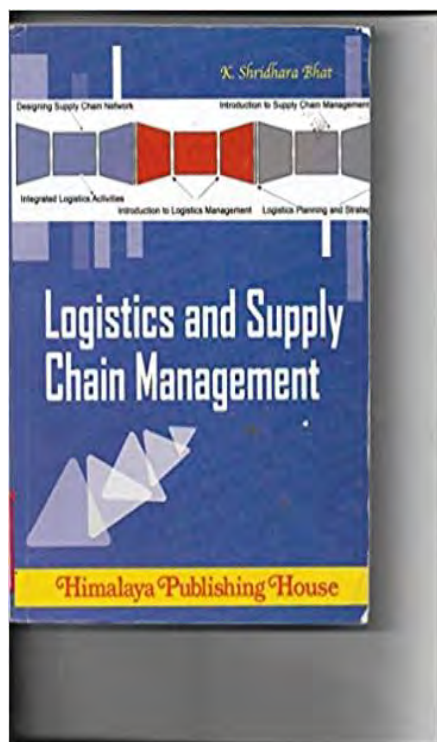


Operations and supply chain management: by Collier, David A

Cengage Learning 2022

Acc. No.: 50288 Call No.: 658.7 ISBN: 9789355733962

Summary: Gain a clear understanding of the fundamental concepts and applications behind operations and supply chain management with the reader-friendly approach in Collier/Evans' popular OPERATIONS AND SUPPLY CHAIN MANAGEMENT, 2E. The authors present detailed, solved problems throughout this edition to illustrate key formulas and computations as you learn to complete both manual and digital calculations using Excel spreadsheet templates and other Excel models for optimization and simulation. Even more review questions, cases, experiential activities, problems and exercises as well as feature boxes teach you how to work with the latest operations management (OM) and supply chain management (SCM) concepts and tools. New content examines process analysis and resource utilization, analytics in OM, capacity measurement, applications of linear optimization and other critical OM and SCM topics.

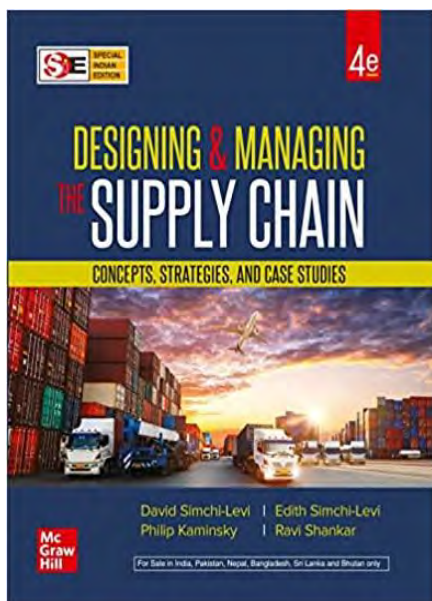


Logistics and supply chain management: by Bhat, Shridhara K

Himalaya Publishing House 2022

Acc. No.: 50329 Call No.: 658.7 ISBN: 9789350247594

Summary: The salient features of this book are: Learning objectives at the beginning of each chapter which provide students with an overall perspective of the chapter material. - Exhibits and box illustrations which add value to the reading material presented. - Snapshots of logistics and supply chain management at annexure I. - Short cases at annexures II which expose students to practical real life situations. - Review questions at the end of each chapter which allow students to recollect what the CONTENTS: 1. Introduction to Logistics and Supply Chain Management 2. Demand Management and Customer Service 3. Customer Service Dimensions 4. Logistics Planning and Strategy 5. Logistics System Design and Administration 6. Integrated Logistics Activities 7. Measuring Logistics Costs and Performance 8. Strategic Integrated Logistics Management 9. Benchmarking the Supply Chain 10. Designing the Supply Chain Network 11. Supply Chain Planning and Implementation 12. Order Processing and Information Systems 13. Supply Chain Planning and Strategies 14. Organisation and Control in a Supply Chain 15. Purchasing and Supply Chain Decisions 16. Co-ordination and Information Technology in a Supply Chain 17. Global Logistics and Supply Chain Management 18. Supply Chain Performance Measurement 19. Supply Chain Performance 20. Current Issues in Supply Chain Management 21. Supply Chain Challenges for the Future

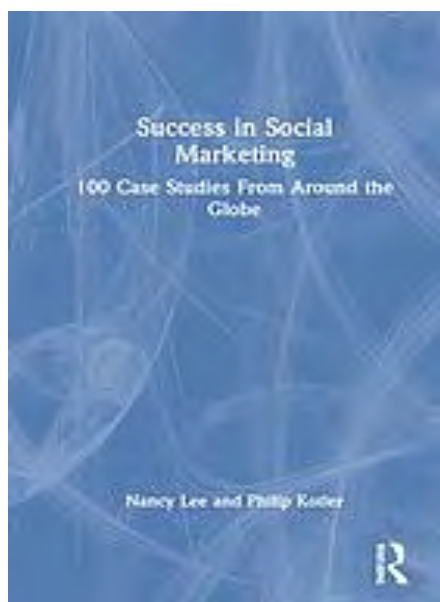


Designing and managing the supply chain: concepts, strategies and case studies by Simchi-Levi, David

McGraw-Hill 2022

Acc. No.: 50350 Call No.: 658.7 ISBN: 9789355321787

Summary: Long established as one of the most authentic and comprehensive texts on the subject area, Designing and Managing the Supply Chain focuses on one crucial element of an organization's success: the link between the value it provides and its supply chain strategies. The title lays great emphasis on both the basic tenets of the subject area as well as supply chain strategies such as flexibility, sustainability, and risk mitigation. The 4th edition includes recent developments in the subject area such as digitization, advanced analytics, machine learning, artificial intelligence, automation, and how these developments are changing the way companies manage business, from demand planning and promotional decisions, all the way to financial planning. India-specific supply chain management strategies and insights have been included across the chapters. Also, this edition includes more solved numerical problems related to various topics of SCM and specific inputs on the use of analytics in the subject area.



Success in social marketing: 100 case studies from around the globe by Lee, Nancy R

Routledge 2023

Acc. No.: 50257 Call No.: 658.8 ISBN: 9781032223247

Summary: Social marketing, a field first introduced by Philip Kotler and Gerald Zaltman in a pioneering article in the Journal of Marketing in 1971, uses marketing concepts to influence the behaviors of individuals and communities for the greater social good. Now, as the discipline celebrates its 50th anniversary, Success in Social Marketing provides an accessible and comprehensive guide to the field, introducing stories from around the world related to multiple sectors including public health, injury prevention, environmental protection, community engagement, financial well-being, and education. The 100 case examples contained in this book, each 2 pages in length, follow an outline that includes key components of a campaign: Wicked Problem, Purpose & Focus, Priority Audience, Desired Behavior, Audience Insights, Marketing Intervention Mix, and Results. This common structure provides the reader with a clear sense of how success in social marketing may best be achieved in a wide variety of disciplinary and national contexts.

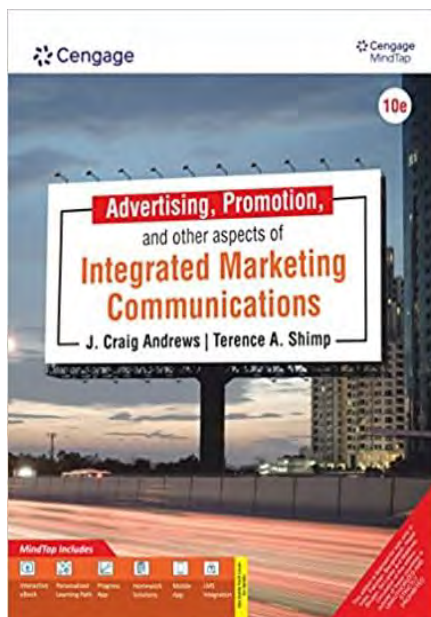


Strategies for e-Business: concepts and cases on value creation and digital business transformation by Jelassi, Tawfik

Springer 2020

Acc. No.: 50258 Call No.: 658.8002 ISBN: 9783030489526

Summary: This is the fourth edition of a unique textbook that provides extensive coverage of the evolution, the current state, and the practice of e-business strategies. It provides a solid introduction to understanding e-business and e-commerce by combining fundamental concepts and application models with practice-based case studies. An ideal classroom companion for business schools, the authors use their extensive knowledge to show how corporate strategy can imbibe and thrive by adopting vibrant e-business frameworks with proper tools. Students will gain a thorough knowledge of developing electronic and mobile commerce strategies and the methods to deal with these issues and challenges.



Advertising promotion and other aspects of integrated marketing communications: by Andrew, J Craig

Cengage Learning 2023

Acc. No.: 50302 Call No.: 658.802 ISBN: 9789355734587

Summary: Explore all aspects of marketing communications, from time-honoured methods to the newest developments in the field backed by the latest research, data and analytic techniques with one of today's leading IMC texts, ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 10E. With emphasis on the fundamentals and practices you need, this edition focuses on advertising and sales promotion, planning, branding, consumer behavior, media buying, public relations, packaging, POP communications, and personal selling. You explore emerging topics, such as today's popularity of apps, social media outlets, online and digital practices, and viral communications, as well as their impact on traditional marketing. Revisions to this most current IMC text on the market address must-know changes to environmental, regulatory, and ethical issues; MindTap Insights Online; place-based applications; privacy; global marketing, and memorable advertising campaigns.

NEW ARRIVALS, APRIL 2023

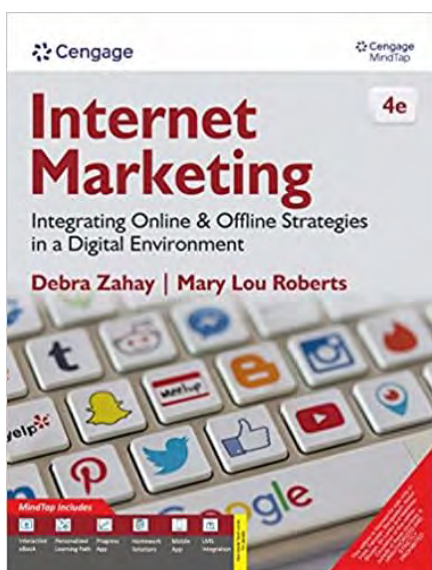


Consumer insights: findings from behavioral research by Alba, Joseph W

Marketing Science Institute 2011

Acc. No.: 50602 Call No.: 658.8342 ISBN: 9780982387757

Summary: With profound changes in the marketing landscape, the question for researchers and marketers is: What are enduring insights about consumer judgments and behavior? Consumer Insights: Findings from Behavioral Research, edited by Joseph Alba of University of Florida, offers a collection of findings on a broad range of consumer behavior phenomena, from variety seeking and brand recall to price biases and the effects of package size on consumption. Each of 42 entries, contributed by behavioral scientists, includes a generalizable consumer insight or insights, description of evidence base, managerial implications, and selected references. Consumer Insights: Findings from Behavioral Research is intended as supplementary reading for undergraduate and MBA courses and a reference resource for academics and marketing practitioners.



Internet marketing: integrating online and offline strategies in a digital environment by Zaha, Debra

Cengage Learning 2023

Acc. No.: 50304 Call No.: 658.872 ISBN: 9789355734570

Summary: INTERNET MARKETING provides comprehensive coverage of the rapidly changing field of Internet marketing that is timely and relevant. It relies on extant marketing theory where appropriate and introduces many conceptual frameworks to structure student understanding of Internet marketing issues. Above all, it works on the premise that the Internet--whether used as a medium of communication or as a channel of distribution--is only one component of the contemporary marketer's arsenal.

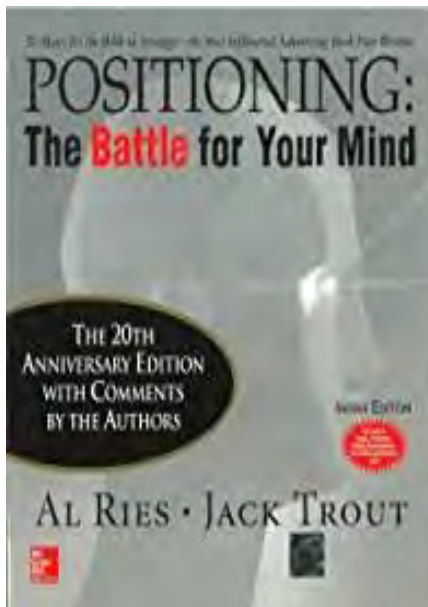


Amazon: how the world's most relentless retailer will continue to revolutionize commerce/ by Berg, Natalie

Kogan Page 2022

Acc. No.: 50524 Call No.: 658.872 ISBN: 9781398601420

Summary: Amazon - one of the world's most valuable companies - is worth more than Walmart, Netflix, Target, Nike and Costco combined. What are the secrets to its success? How can these insights be applied to other businesses in the e-commerce sector? The retail industry is facing unprecedented challenges. Across all sectors and markets, retailers are shifting their business models and customer engagement strategies to ensure they survive. Amazon offers unique insight into the company's persistent dissatisfaction with the status quo and innovation and how it has fundamentally changed the ways in which we shop. This fully updated second edition explores Amazon's response to the coronavirus pandemic, the convergence of physical and digital retail, e-commerce economics and sustainability, as well as future policy implications. Written by industry-leading retail analysts and with the first edition now translated into more than a dozen languages, Amazon is an invaluable resource for discovering the lessons that can be learned from the company's unprecedented rise to dominance.

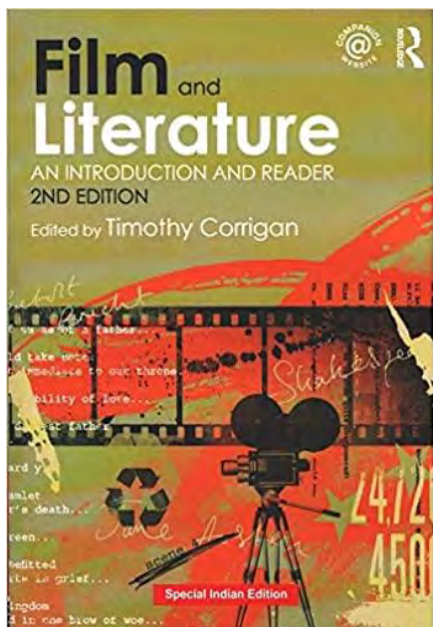


Positioning: the battle for your mind by Ries, Al

Tata McGraw-Hill 2011

Acc. No.: 50603 Call No.: 659.1 ISBN: 9780070533752

Summary: Ries and Trout taught me everything I know about branding, marketing, and product management. When I had the idea of creating a very large thematic community on the Web, I first thought of Positioning.... "David Bohnett, Chairman and Founder of GeoCities" One of the most important communication books I've ever read. I recommend it highly! Spencer Johnson, MD, co-author of The One Minute Managerial shook up the world of marketing with all the force of a 20-megaton bomb, and now, two decades later, Positioning is still as fresh and, perhaps, even more relevant, for advertisers in the New Economy. To commemorate the 20th anniversary of the classic book that changed an industry, McGraw-Hill has reunited mavens of marketing Al Ries and Jack Trout to make available to another generation of advertisers the book that forever changed the way advertising is done. The 20th Anniversary Edition features commentary from the authors that offers fresh insight into why "positioning" a product in a prospective customer's mind is still the most important strategy in business.



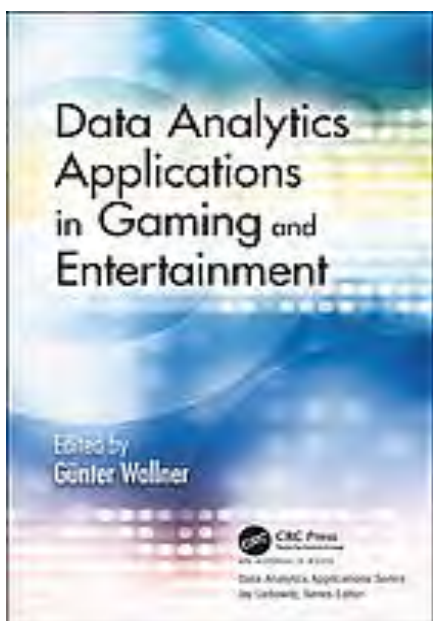
Film and literature: an introduction and reader by Corrigan, Timothy
Routledge 2023

Acc. No.: 50346 Call No.: 791.4 ISBN: 9781138707061

Summary: The Routledge new edition of this classic book functions as an accessible introduction to the historical and theoretical exchanges between film and literature and also includes the key critical readings necessary for an understanding of this increasingly vibrant and popular field of adaption studies.

This new edition has been fully updated and is usefully separated into three sections: in the first section Timothy Corrigan guides readers through the history of film and literature to the present; the second section has expanded to reprint 28 key essays by leading theorists in the field including André Bazin, Linda Hutcheon and Robert Stam, as well as new essays by Timothy Corrigan and William Galperin; and the third section offers hands-on strategies and advice for students writing about film and literature.

Film and Literature will fill a gap for many film and literature courses and courses concentrating on the interplay between the two.



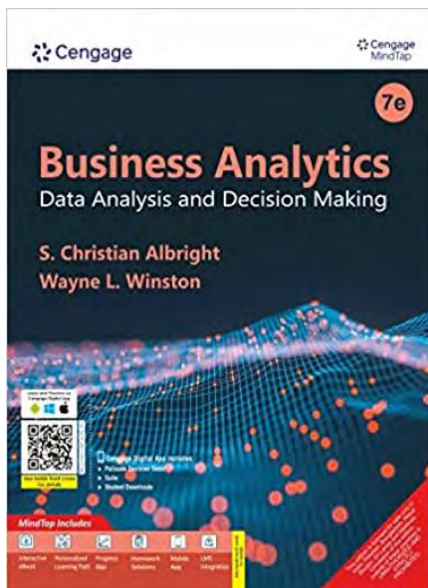
Data analytics applications in gaming and entertainment: by Wallner, Günter

CRC Press 2019

Acc. No.: 50244 Call No.: 658.47(A) ISBN: 9781138104433

Summary: The last decade has witnessed the rise of big data in game development as the increasing proliferation of Internet-enabled gaming devices has made it easier than ever before to collect large amounts of player-related data. At the same time, the emergence of new business models and the diversification of the player base have exposed a broader potential audience, which attaches great importance to being able to tailor game experiences to a wide range of preferences and skill levels. This, in turn, has led to a growing interest in data mining techniques, as they offer new opportunities for deriving actionable insights to inform game design, to ensure customer satisfaction, to maximize revenues, and to drive technical innovation. By now, data mining and analytics have become vital components of game development. The amount of work being done in this area nowadays makes this an ideal time to put together a book on this subject. Data Analytics Applications in Gaming and Entertainment seeks to provide a cross section of current data analytics applications in game production.

NEW ARRIVALS, APRIL 2023

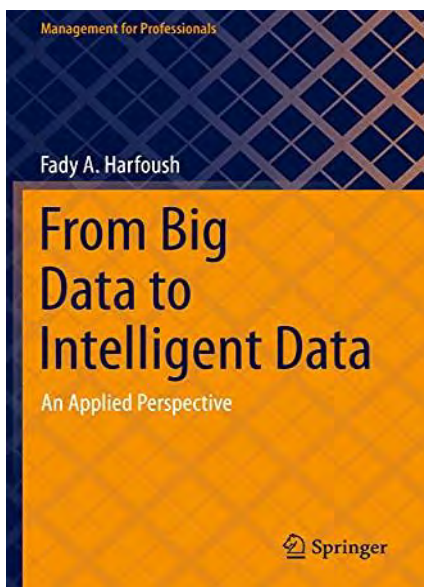


Business analytics: data analysis and decision making by Albright, S Christian

Cengage Learning 2023

Acc. No.: 50300 Call No.: 658.47(BA) ISBN: 9789355734198

Summary: Master data analysis, modeling and the effective use of spreadsheets with the popular BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 7E. The quantitative methods approach in this edition helps you maximize your success with a proven teach-by-example presentation, inviting writing style and complete integration of the latest version of Excel. The approach is also compatible with earlier versions of Excel for your convenience. This edition is more data-oriented than ever before with a new chapter on the two main Power BI tools in Excel -- Power Query and Power Pivot -- and a new section of data visualization with Tableau Public. Current problems and cases demonstrate the importance of the concepts you are learning. In addition, a useful Companion Website provides data and solutions files, Solver Table for optimization sensitivity analysis and Palisade Decision Tools Suite. MindTap online resources are also available.

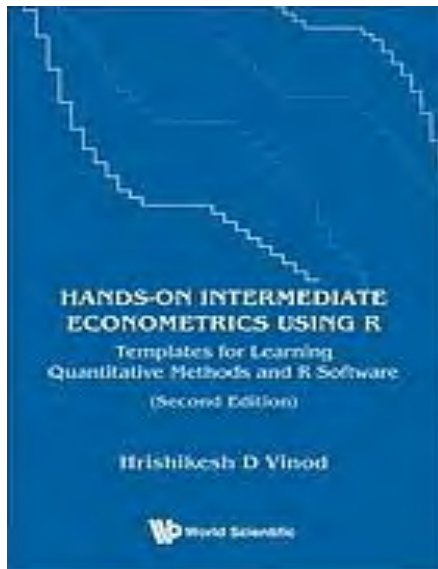


From big data to intelligent data: an applied perspective by Harfoush, Fady A

Springer 2021

Acc. No.: 50259 Call No.: 658.47(BD) ISBN: 9783030769925

Summary: This book addresses many of the gaps in how industry and academia are currently tackling problems associated with big data. It introduces novel concepts, describes the end-to-end process, and connects the various pieces of the puzzle to offer a holistic view. In addition, it explains important concepts for a wide audience, using accessible language, diagrams, examples and analogies to do so. The book is intended for readers working in industry who want to expand their knowledge or pursue a related degree, and employs an industry-centred perspective.

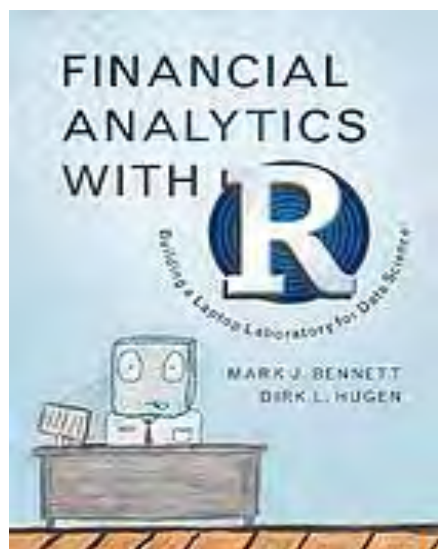


Hands-on intermediate econometrics using R: templates for learning quantitative methods and R software by Vinod, Hrishikesh D

World Scientific 2022

Acc. No.: 50307 Call No.: 658.47(R) ISBN: 9789811256738

Summary: How to learn both applied statistics (econometrics) and free, open-source software R? This book allows students to have a sense of accomplishment by copying and pasting many hands-on templates provided here. The textbook is essential for anyone wishing to have a practical understanding of an extensive range of topics in Econometrics. No other text provides software snippets to learn so many new statistical tools with hands-on examples. The explicit knowledge of inputs and outputs of each new method allows the student to know which algorithm is worth studying. The book offers sufficient theoretical and algorithmic details about a vast range of statistical techniques. The second edition's preface lists the following topics generally absent in other textbooks.



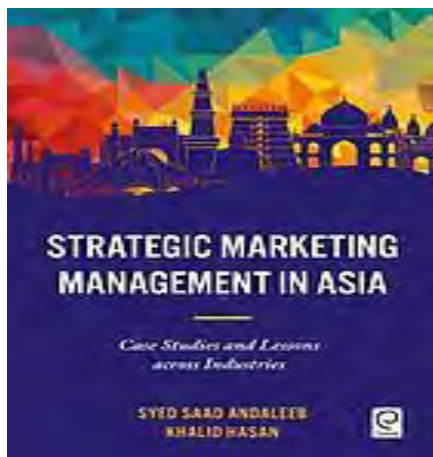
Financial analytics with R: building a laptop laboratory for data science by Bennett, Mark J

Cambridge University Press 2016

Acc. No.: 50601 Call No.: 658.47(R) ISBN: 9781107150751

Summary: Are you innately curious about dynamically inter-operating financial markets? Since the crisis of 2008, there is a need for professionals with more understanding about statistics and data analysis, who can discuss the various risk metrics, particularly those involving extreme events. By providing a resource for training students and professionals in basic and sophisticated analytics, this book meets that need. It offers both the intuition and basic vocabulary as a step towards the financial, statistical, and algorithmic knowledge required to resolve the industry problems, and it depicts a systematic way of developing analytical programs for finance in the statistical language R. Build a hands-on laboratory and run many simulations. Explore the analytical fringes of investments and risk management. Bennett and Hugen help profit-seeking investors and data science students sharpen their skills in many areas, including time-series, forecasting, portfolio selection, covariance clustering, prediction, and derivative securities.

NEW ARRIVALS, APRIL 2023

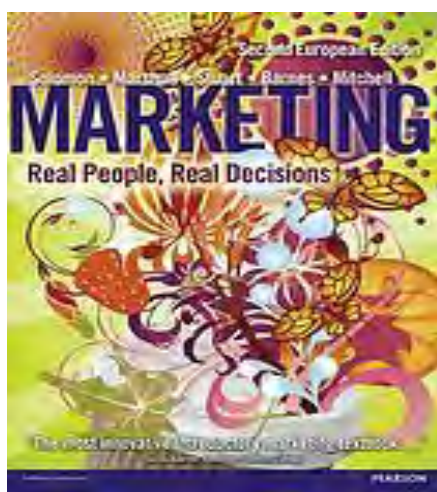


Strategic marketing management in Asia: case studies and lessons across industries by Andaleeb, Syed Saad

Emerald Group 2017

Acc. No.: 50239 Call No.: 658.8(M) ISBN: 9781786357465

Summary: With a view to continue the current growth momentum, excel in all phases of business, and create future leadership in Asia and across the globe, there is a felt need to develop a deep understanding of the Asian business environment, and how to create effective marketing strategies that will help growing their businesses.



Marketing: real people, real decisions by Solomon, Michael R

Pearson Education 2013

Acc. No.: 50245 Call No.: 658.8(M) ISBN: 9780273758167

Summary: Real People, Real Decisions is the only text to introduce marketing from the perspective of real people who make real marketing decisions at leading companies every day. Marketing is about the flesh and blood people who need to make tough decisions about the best way to develop a new product, or about how to make a product so irresistible that it flies off store shelves. With this book, the authors show how marketing can come alive when practiced by real people who make real choices.



Marketing management: past, present and future by Czinkota, Michael R

Springer 2021

Acc. No.: 50263 Call No.: 658.8(M) ISBN: 9783030669157

Summary: This textbook provides students with comprehensive insights on the classical and contemporary marketing theories and their practical implications. A fourth, revised edition of Marketing Management, the text features new classical and contemporary cases, new interdisciplinary and cross-functional implications of business management theories, contemporary marketing management principles and futuristic application of marketing management theories and concepts. The core and complex issues are presented in a simplified manner providing students with a stimulating learning experience that enables critical thinking, understanding and future application. Each chapter features a chapter summary, key terms, review and discussion questions and a practice quiz.