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Ghaziabad, Delhi NCR

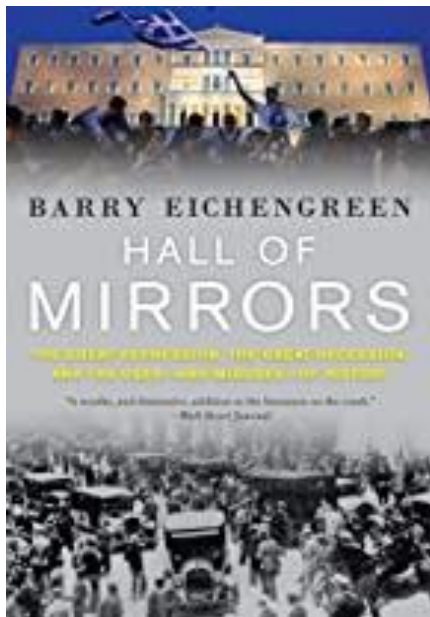


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# NEW ARRIVALS

January 2023



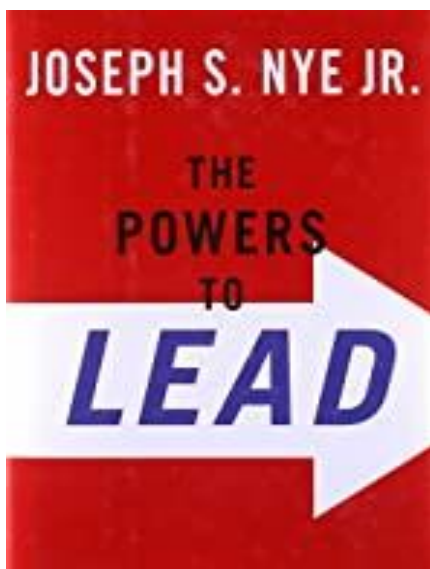


### **Hall of mirrors: the great depression, the great recession, and the uses and misuses of history by Eichengreen, Barry J**

**Oxford University Press 2016**

**Acc. No.: 50161    Call No.: 973.91    ISBN: 9780190621070**

**Summary:** There have been two global financial crises in the past century: The Great Depression of the 1930s and the Great Recession that began in 2008. Both featured loose credit, precarious real estate and stock market bubbles, suspicious banking practices, an inflexible monetary system, and global imbalances; both had devastating economic consequences. In both cases, people in the prosperous decade preceding the crash believed they were living in a post-volatility economy, one that had tamed the cycle of boom and bust. When the global financial system began to totter in 2008, policymakers were able to draw on the lessons of the Great Depression in order to prevent a repeat, but their response was still inadequate to prevent massive economic turmoil on a global scale. In *Hall of Mirrors*, renowned economist Barry Eichengreen provides the first book-length analysis of the two crises and their aftermaths. Weaving together the narratives of the 30s and recent years, he shows how fear of another Depression greatly informed the policy response after the Lehman Brothers collapse, with both positive and negative results.

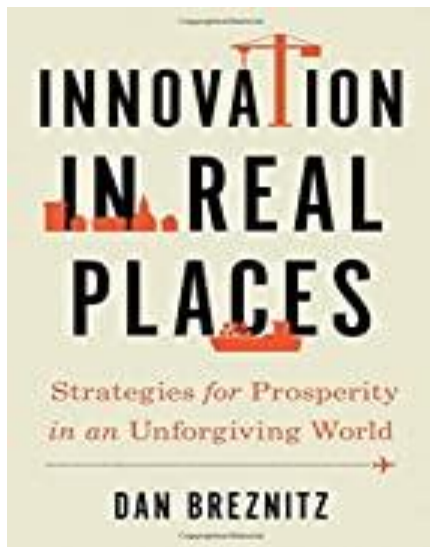


### **The powers to lead: by Nye, Joseph S**

**Oxford University Press 2008**

**Acc. No.: 50166    Call No.: 352.236    ISBN: 9780195335620**

**Summary:** Leadership is always necessary in any endeavour, applying equally to politics, business, society, and culture. Yet the perception of effective leadership has changed in our era. The older model of a heroic, authoritarian leader—picture the hard charging, demanding CEO or even General George C. Patton—is part of modern American folklore. The new conventional wisdom, though, tells us that this model has given way to the "soft" leader ideal, where leaders inspire their followers and avoid acting like dictators. Joseph Nye's *The Powers to Lead*, an innovative general introduction to leader types and the basic facets of leadership, enriches our understanding of the concept immeasurably. Throughout, Nye highlights how the changing nature of leadership derives from broader social and political changes. As Nye shows, some leaders fit the new model and rely on charisma and persuasion, while others typify the old authoritarian style. But as he also explains, today's effective leaders have the ability to utilize both approaches depending on changing circumstances. To illustrate his argument, Nye applies his famous "soft power" concept to leadership, showing through a number of examples how the power to persuade and inspire is a key attribute of most good leaders today.

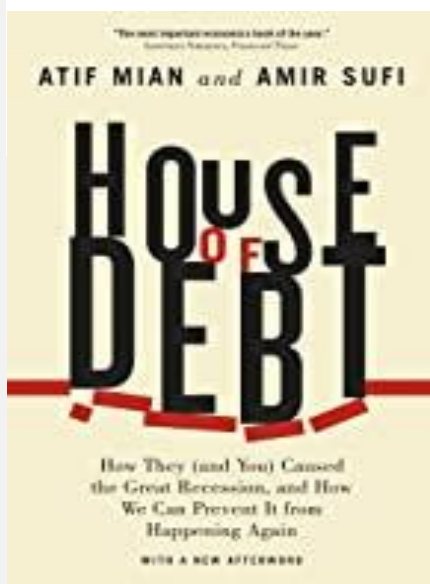


**Innovation in real places: strategies for prosperity in an unforgiving world by Breznitz, Dan**

Oxford University Press 2021

Acc. No.: 50167    Call No.: 658.4063    ISBN: 9780197508114

**Summary:** Across the world, cities and regions have wasted trillions of dollars on blindly copying the Silicon Valley model of growth creation. We have lived with this system for decades, and the result is clear: a small number of regions and cities at the top of the high-tech industry but many more fighting a losing battle to retain economic dynamism. But, as this book details, there are other models for innovation-based growth that don't rely on a flourishing high-tech industry. It argues that the purveyors of the dominant ideas on innovation have a feeble understanding of the big picture on global production and innovation. They conflate innovation with invention and suffer from techno-fetishism. In their devotion to start-ups, they refuse to admit that the real obstacle to growth for most cities is the overwhelming power of the real hubs, which siphon up vast amounts of talent and money. Communities waste time, money, and energy pursuing this road to nowhere.



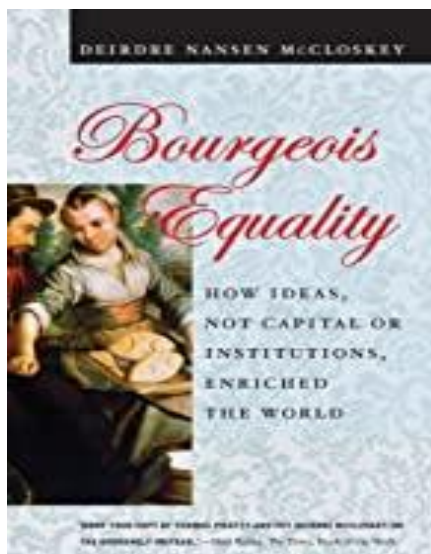
**House of debt: how they and you caused the great recession and how we can prevent it from happening again by Mian, Atif**

University of Chicago Press 2015

Acc. No.: 50171    Call No.: 330.973    ISBN: 9780226271651

**Summary:** The Great American Recession resulted in the loss of eight million jobs between 2007 and 2009. More than four million homes were lost to foreclosures. Is it a coincidence that the United States witnessed a dramatic rise in household debt in the years before the recession - that the total amount of debt for American households doubled between 2000 and 2007 to \$14 trillion? Definitely not. Armed with clear and powerful evidence, Atif Mian and Amir Sufi in *House of Debt* reveal how the Great Recession and Great Depression, as well as the recent economic malaise in Europe, were caused by a large run up in household debt followed by a significantly large drop in household spending. Mian and Sufi argue strongly with real data that current policy that is too heavily biased toward protecting banks and creditors, with the goal of increasing the flow of credit, a response that is disastrously counterproductive when the fundamental problem is actually too much debt. Thoroughly grounded in compelling economic evidence, *House of Debt* offers convincing answers to some of the most important questions facing the modern economy today: Why do severe recessions happen? Could we have prevented the Great Recession and its consequences? And what actions are needed to prevent such crises going forward?



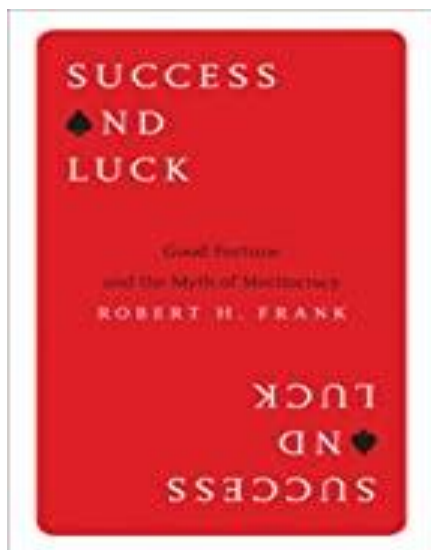


### **Bourgeois equality: how ideas, not capital or institutions, enriched the world by McCloskey, Deirdre N**

University of Chicago Press 2017

Acc. No.: 50172    Call No.: 338.064    ISBN: 9780226527932

**Summary:** There's little doubt that most humans today are better off than their forebears. Stunningly so, the economist and historian Deirdre McCloskey argues in the concluding volume of her trilogy celebrating the oft-derided virtues of the bourgeoisie. The poorest of humanity, McCloskey shows, will soon be joining the comparative riches of Japan and Sweden and Botswana. Why? Most economists—from Adam Smith and Karl Marx to Thomas Piketty—say the Great Enrichment since 1800 came from accumulated capital. McCloskey disagrees, fiercely. "Our riches" she argues, were made not by piling brick on brick, bank balance on bank balance, but by piling idea on idea. Capital was necessary, but so was the presence of oxygen. It was ideas, not matter, that drove, trade-tested betterment. Nor were institutions the drivers.

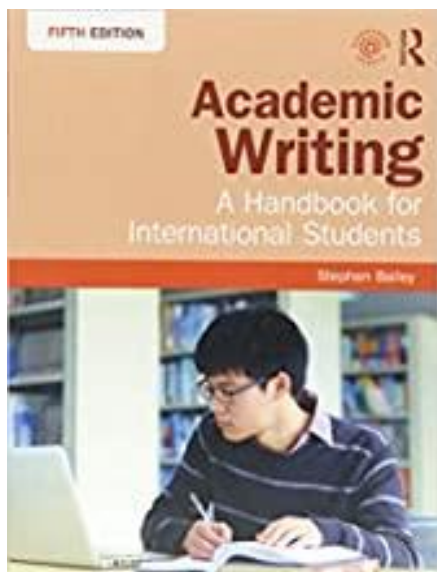


### **Success and luck: good fortune and the myth of meritocracy by Frank, Robert H**

Princeton University Press 2017

Acc. No.: 50173    Call No.: 650.1    ISBN: 9780691178301

**Summary:** How important is luck in economic success? No question more reliably divides conservatives from liberals. As conservatives correctly observe, people who amass great fortunes are almost always talented and hardworking. But liberals are also correct to note that countless others have those same qualities yet never earn much. In recent years, social scientists have discovered that chance plays a much larger role in important life outcomes than most people imagine. In *Success and Luck*, bestselling author and New York Times economics columnist Robert Frank explores the surprising implications of those findings to show why the rich underestimate the importance of luck in success and why that hurts everyone, even the wealthy.



### **Academic writing: a handbook for students by Bailey, Stephen**

**Routledge 2018**

**Acc. No.: 50174    Call No.: 808.06665    ISBN: 9781138615533**

**Summary:** This book is an excellent example of inclusive teaching. It is aimed primarily at international students, but reaches further, as it is useful for students who come from a more practice-focused background. It is also a strong companion to books on research methods that need a solid basis for academic skills. The clear structure, accessible content, and well-thought-through activities in this book, all give students the confidence to write effective academic work without the fear of breaking rules of plagiarism or academic malpractice.

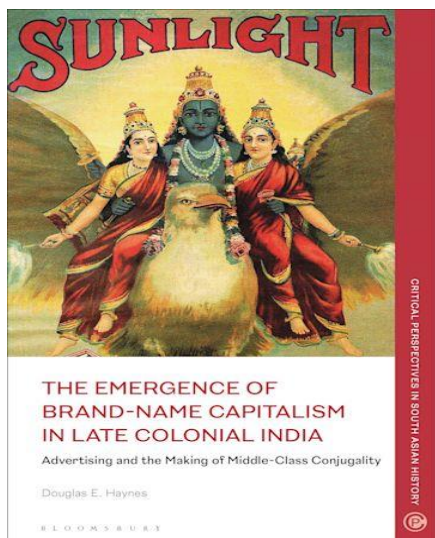


### **Triumph of the city: how urban spaces make us human by Glaeser, Edward L**

**Pan Books 2012**

**Acc. No.: 50175    Call No.: 307.76    ISBN: 9780330458078**

**Summary:** In this work, Glaeser takes us around the world and into the mind of the modern city from Mumbai to Paris to Rio to Detroit to Shanghai, and to any number of points in between to reveal how cities think, why they behave in the manners that they do, and what wisdom they share with the people who inhabit them.



### **The emergence of brand name capitalism in late colonial India: by Haynes, Douglas E**

**Bloomsbury 2023**

**Acc. No.: 50176    Call No.: 658.827    ISBN: 9789354358159**

**Summary:** This book examines the emergence of professional advertising in western India during the interwar period. It explores the ways in which global manufacturers advanced a 'brand-name capitalism' among the Indian middle class by promoting the sale of global commodities during the 1920s and 1930s, a time when advertising was first introduced in India as a profession and underwent critical transformations.

Analysing the cultural strategies, both verbal and visual, used by foreign businesses in their advertisements to capture urban consumers, Haynes argues that the promoters of various commodities crystalized their campaigns around principles of modern conjugality. He also highlights the limitations of brand-name capitalism during this period, examining both its inability to cultivate markets in the countryside or among the urban poor, and its failure to secure middle-class customers.



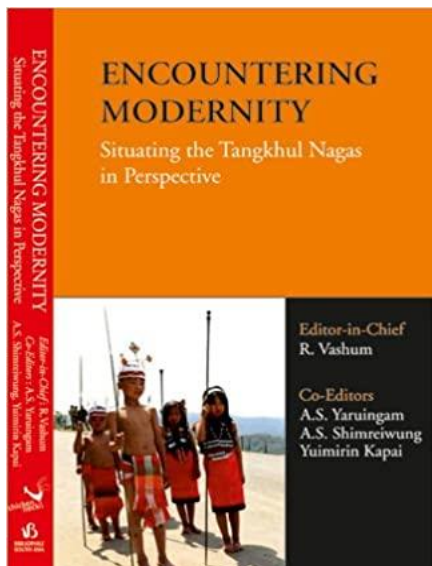
### **Fifteen judgments: cases that shaped India's financial landscape by Kirpal, Saurabh**

**Penguin Books 2022**

**Acc. No.: 50177    Call No.: 332.1    ISBN: 9780670096497**

**Summary:** This book examines fifteen judgments that have influenced the financial destiny of India. With significant macroeconomic dimensions, these judgments, when explored, show a long-term impact on the economy. In doing so, judgments from different times of history have been examined to give the reader a flavour of the jurisprudential philosophies at different times in the country since Independence.

## NEW ARRIVALS, JANUARY 2023



Encountering modernity: situating the Tangkhul Nagas in perspective by Vashum, R

Chicken Neck 2014

Acc. No.: 50165 Call No.: 305.8 ISBN: 9789382337201

Summary: This book is the first of its kind published on the various pertinent aspects of the Tangkhul Nagas and contributed by the native scholars. The book essentially engages on four broad areas: the engagement on the articulation of the discourses of tradition, modernity and emerging issues and trends; the inclusiveness of the various inter-disciplinary aspects and perspectives on the Tangkhul Nagas; the elements of critical analysis of the conventional tradition and knowledge of/on the community; and the attempt to open up discourses on the various aspects of the Tangkhul society. This book will be of interest to scholars of social sciences, humanities and natural sciences (including general readers) to understand the Tangkhul society in a holistic way.