



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



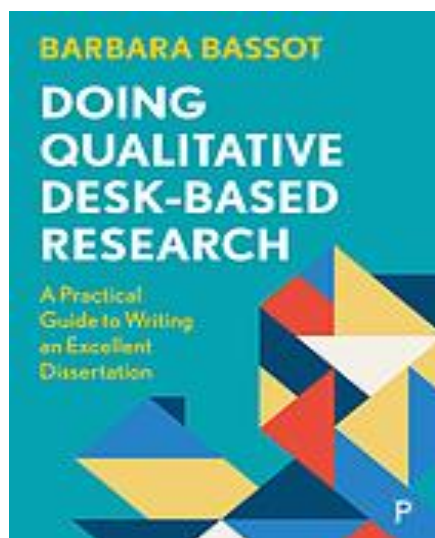
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NEW ARRIVALS

June 2023



NEW ARRIVALS, JUNE 2023

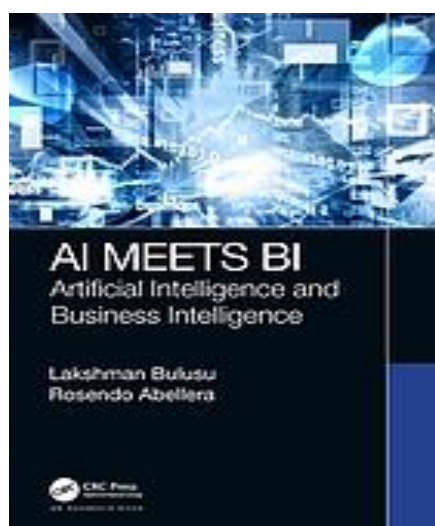


Doing qualitative desk-based research: a practical guide to writing an excellent dissertation by Bassot, Barbara

Policy Press 2022

Acc. No.: 50433 Call No.: 001.4 ISBN: 9781447362432

Summary: Using two key visual pedagogical tools, this book shows you how to produce vibrant and stimulating in-depth qualitative research that draws on data readily available via the internet. Concise, practical and jam-packed with valuable tips, this book will enable you to complete a successful desk-based research project you can be proud of.

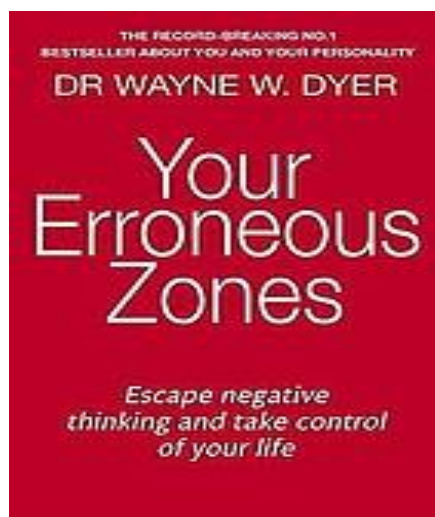


AI meets BI: artificial intelligence and business intelligence by Lakshman, Bulusu

CRC Press 2021

Acc. No.: 50436 Call No.: 006.3 ISBN: 9780367643812

Summary: This book addresses the integration of all the new tools and technologies presented in today's plethora of artificial intelligence tools and technologies to boost and enhance business intelligence. It covers various AI powered analytics for BI enabled decision making. It focuses on the primary aspect of "pairing AI with BI" on a one-on-one basis.



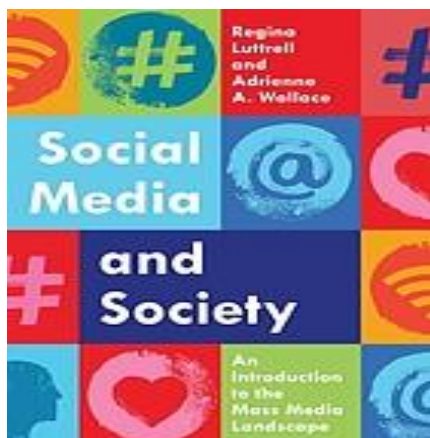
Your Erroneous Zones: escape negative thinking and take control of your life by Dyer, Wayne W

Piatkus 2009

Acc. No.: 50643 Call No.: 158.1 ISBN: 9780749939854

Summary: Positive and practical advice for breaking free from the trap of negative thinking ... If you are plagued by guilt and worry and find yourself falling unwittingly into the same old self-destructive patterns, then you have 'erroneous zones' - whole facets of your approach to life that act as barriers to your success and happiness. Dr Wayne Dyer can help you break free!

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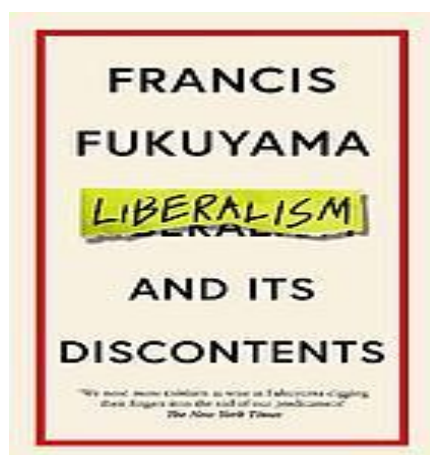


Social media and society: an introduction to the mass media landscape by Luttrell, Regina

Rowman & Littlefield 2021

Acc. No.: 50429 Call No.: 302.23 ISBN: 9781538129098

Summary: This text engages students in the social media phenomenon, exploring how fundamental changes in mass media influence every level of societal communication. With the explosion of social media and big data, students must become conscious of media's positive and negative influences on their lives.

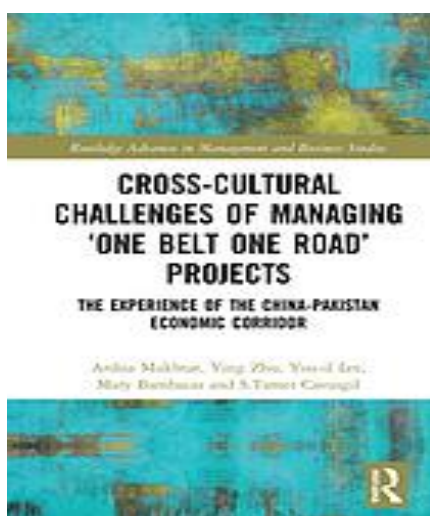


Liberalism and its discontents: by Fukuyama, Francis

Profile Books 2022

Acc. No.: 50665 Call No.: 320.51 ISBN: 9781800810082

Summary: A short book about the challenges to liberalism from the right and the left by the bestselling author of The Origins of Political Order.



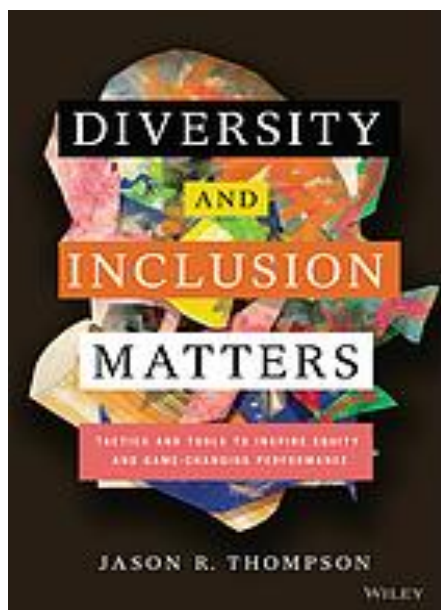
Cross-cultural challenges of managing 'One belt one road' projects: the experience of China-Pakistan economic corridor by Mukhtar, Arshia

Routledge 2022

Acc. No.: 50689 Call No.: 327.5105491 ISBN: 9781032147352

Summary: The China Pakistan Economic Corridor (CPEC) is a flagship program of China's 'One Belt One Road' initiative, created to boost economic cooperation between China and Pakistan with significant political and economic implications in the region. This book looks at critical issues when developing capabilities of cross-cultural management, adaptation and adjustment through cross-cultural understanding and network building from the CPEC case study. The book highlights the importance of acculturation experience, cross-cultural networking, networking behaviour (guanxi vs. hawala), and factors influencing cross-cultural adjustment, which would enhance the overall performance of 'One Belt One Road' projects in general. It looks at how the Chinese and Pakistani employees' national cultures affect their behaviour while working on the CPEC projects.

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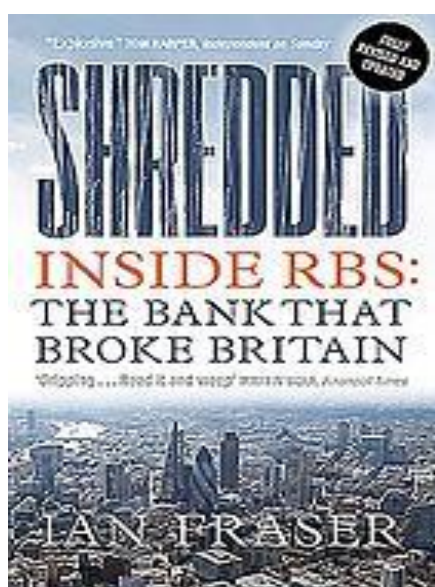


Diversity and inclusion matters: tactics and tools to inspire equity and game-changing performance by Thompson, Jason

John Wiley & Sons 2022

Acc. No.: 50698 Call No.: 331.133 ISBN: 9781119799535

Summary: Diversity, equity, and inclusion has been a hot topic especially in the tech industry. "Between 2017 and 2018, postings for diversity and inclusion positions had increased by nearly 20%--and that number is growing." Many companies are struggling to achieve their DEI goals and develop successful programs. Thompson addresses one of the major issues: there is no handbook that helps people develop and create an effective DEI program. Most work is currently being done on ROI, what diversity means, and how to define it, but there are not books that help you develop an actual program. Thompson provides diversity officers with a blueprint, information, and tools to implement a successful diversity program. Thompson's insights can jumpstart and help implement a diversity program that can gain immediate traction. He walks you through the process of execution on a weekly and even daily basis. His book shares practical, concrete steps about what data to collect and how to analyse and assess that data, choose the right diversity goal given your current resources, and how to measure the impact of your DEI efforts.



Shredded: inside RBS, the bank that broke Britain by Fraser, Ian

Birlinn 2019

Acc. No.: 50721 Call No.: 332.1 ISBN: 9781780276045

Summary: For a few brief months in 2007 and 2009, the Royal Bank of Scotland was the largest bank in the world. Then the Edinburgh-based giant - having rapidly grown its footprint to 55 countries and stretched its assets to £2.4 trillion under its hubristic and delinquent former boss Fred Goodwin - crashed to earth. In Shredded, Ian Fraser explores the series of cataclysmic misjudgements, the toxic internal culture and the 'light touch' regulatory regime that gave rise to RBS/NatWest's near-collapse. He also considers why it became the most expensive bank in the world to bail out and why a culture of impunity was allowed to develop in the banking sector. This new edition brings the story up to date, chronicling the string of scandals that have come to light since taxpayers rescued RBS and concluding with an evaluation of the attempts of the bank's post-crisis chief executives, Stephen Hester and Ross McEwan, to dismantle Goodwin's disastrous legacy and restore the damaged institutions to health.

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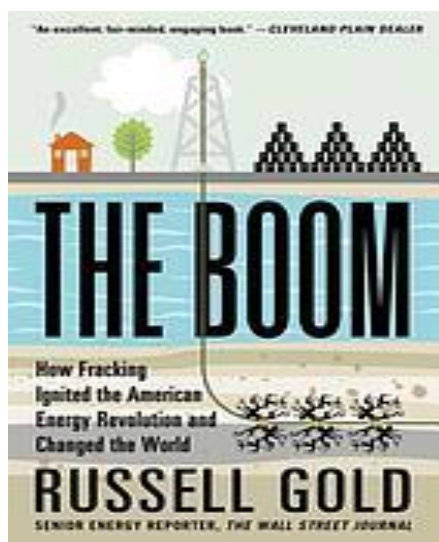


Blockchain and the commons: by Papadimitropoulos, Vangelis

Routledge 2023

Acc. No.: 50435 Call No.: 332.178 ISBN: 9780367484040

Summary: Recent years have seen a surge of interest in 'the commons' based on a simple yet radical idea: great improvements in production and management could be achieved by reducing barriers to knowledge exchange and power-sharing. Ranging from meadows, forests and parks to language, open source software (FLOSS and Blockchain) and 3D printers, the commons are distributed or common property resources/infrastructures which are self-managed by their user communities. While acknowledging the significant contributions that can be made through commons-based peer production, this book provides a critical examination of the commons with the aim of contributing to their long-term sustainability. In particular, the book examines the relation of Blockchain to the commons by illustrating the case study of the Commons Stack. Drawing on a range of interdisciplinary ideas and methodologies, the chapters argue that there are a number of economic and social barriers which are obstructing the wider reproduction of the commons.



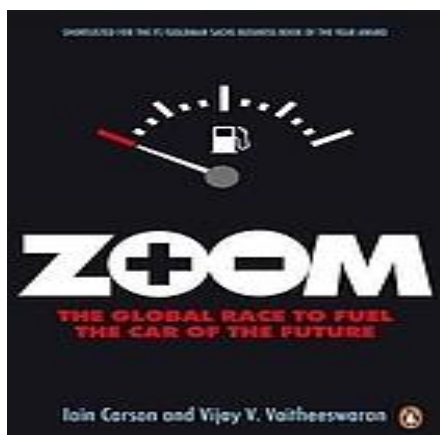
The boom: how fracking ignited the American energy revolution and changed the world by Gold, Russell

Simon & Schuster 2015

Acc. No.: 50727 Call No.: 333.823 ISBN: 9781451692297

Summary: Fracking has vociferous critics and fervent defenders, but the debate between these camps has obscured the actual story: Fracking has become a fixture of the American landscape and the global economy. It has upended the business models of energy companies around the globe, and it has started to change geopolitics and global energy markets in profound ways. Here the author tells the story of this once-obscure oilfield technology, a story with an incredible cast of tycoons and geologists, dreamers and drillers, speculators and sceptics, a story that answers a critical question of our time: Where will the energy come from to power our world, and what price will we have to pay for it?

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Zoom: the global race to fuel the car of the future by Carson, Iain

Penguin Books 2008

Acc. No.: 50707 Call No.: 338.47 ISBN: 9780141036724

Summary: Visits to the boardrooms of oil executives and shows how some are fearlessly exploring new energy sources and designs. Elsewhere, Carson and Vaitheeswaran examine the alliances that are being formed to end our addiction to oil in both the West and the growing markets of China, India and Russia, as well as what Toyota can teach us.

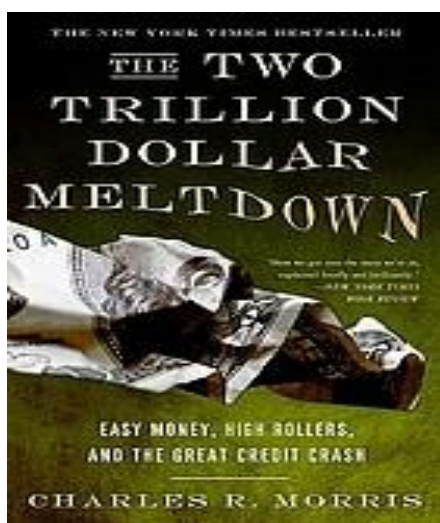


Our daily meds: how the pharmaceutical companies transformed themselves into slick marketing machines and hooked the nation on prescription drugs by Petersen, Melody

Picador 2008

Acc. No.: 50709 Call No.: 338.476151 ISBN: 9780312428259

Summary: The author shows how corporate salesmanship has triumphed over science inside the biggest pharmaceutical companies and, in turn, how this promotion driven industry has taken over the practice of medicine and is changing American life.



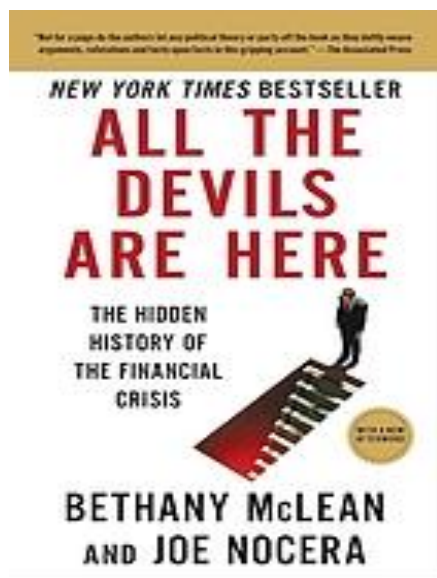
The two trillion-dollar meltdown: easy money, high rollers and the great credit crash by Morris, Charles R

PublicAffairs 2008

Acc. No.: 50710 Call No.: 338.542 ISBN: 9781586486914

Summary: Now fully updated with the latest financial developments, this is the bestselling book that briefly and brilliantly explains how we got into the economic mess that is the Credit Crunch. With the housing markets unravelling daily and distress signals flying throughout the rest of the economy, there is little doubt that we are facing a fierce recession. In crisp, gripping prose, Charles R. Morris shows how got into this mess. He explains the arcane financial instruments, the chicanery, the policy mis-judgments, the dogmas, and the delusions that created the greatest credit bubble in world history.

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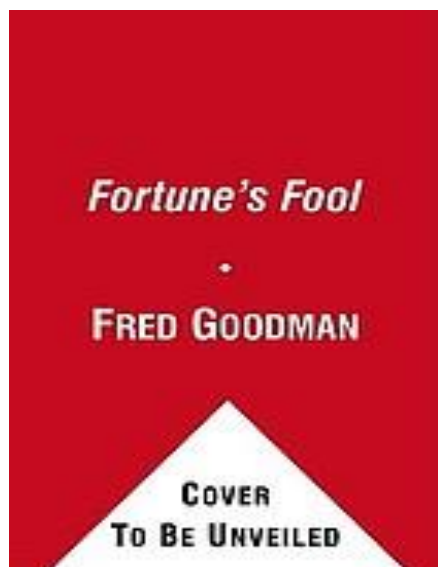


All the devils are here: the hidden history of the financial crisis by McLean, Bethany

Penguin Books 2011

Acc. No.: 50720 Call No.: 338.542 ISBN: 9781591844389

Summary: According to the authors, both business journalists, no one has put all the pieces of the financial crisis together. This title explores the motivations of everyone from CEOs and politicians to anonymous lenders, borrowers and Wall Street traders. It goes back more than twenty years to reveal, how Wall Street, the mortgage industry, and the government conspired to change the way Americans bought their homes, creating a perfect storm. The authors take us inside elusive institutions such as Goldman Sachs, AIG, and Fannie Mae, to reveal who changed the game and why.



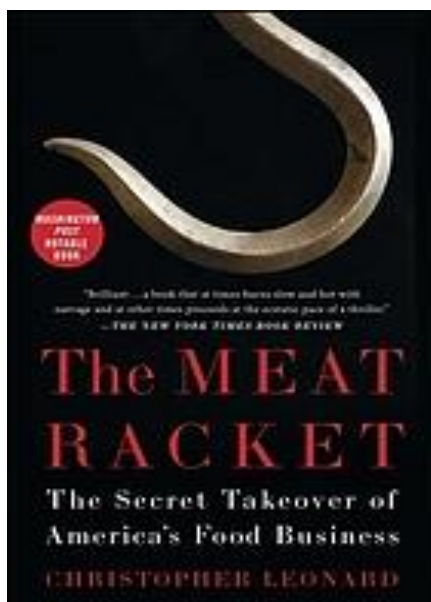
Fortune's fool: Edgar Bronfman, Jr Warner Music and an industry in crisis by Goodman, Fred

Simon & Schuster 2010

Acc. No.: 50718 Call No.: 338.76178 ISBN: 9780743269995

Summary: In 1999, when Napster made music available free online, the music industry found itself in a fight for its life. A decade later, the most important and misunderstood story and the one with the greatest implications for both music lovers and media companies is how the music industry has failed to remake itself. In *Fortune's Fool*, Fred Goodman, the author of *The Mansion on the Hill*, shows how this happened by presenting the singular history of Edgar M. Bronfman Jr., the controversial heir to Seagram's, who, after dismantling his family's empire and fortune, made a high-stakes gamble to remake both the music industry and his own reputation. Napster had successfully blown the industry off its commercial foundations because all that the old school label heads knew how to do was record and market hits. So when Bronfman took over the Warner Music Group in 2004, his challenge was to create a new kind of record executive. Goodman finds the source of the crisis in the dissolution of the old Warner Music Group, the brilliant conglomerate of Atlantic, Elektra, and Warner Bros. Records.

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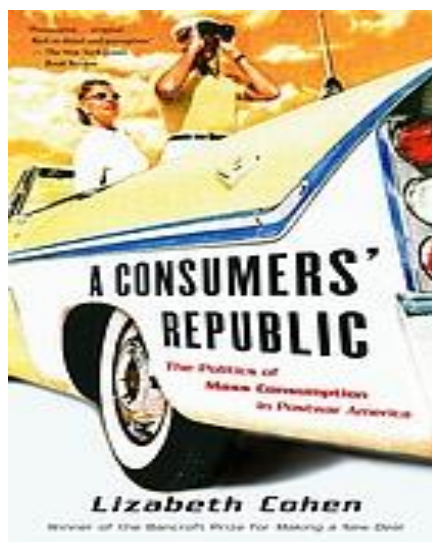


The meat racket: the secret takeover of America's food business by Leonard, Christopher

Simon & Schuster 2015

Acc. No.: 50714 Call No.: 338.76365 ISBN: 9781451645835

Summary: The biggest takeover in American business that you've never heard of. The American supermarket seems to represent the best in America: abundance, freedom, choice. But that turns out to be an illusion. The rotisserie chicken, the pepperoni, the cordon bleu, the frozen pot pie, and the bacon virtually all come from four companies. In *The Meat Racket*, investigative reporter Christopher Leonard delivers the first-ever account of how a handful of companies have seized the nation's meat supply. He shows how they built a system that puts farmers on the edge of bankruptcy, charges high prices to consumers, and returns the industry to the shape it had in the 1900s before the meat monopolists were broken up. At the dawn of the twenty-first century, the greatest capitalist country in the world has an oligarchy controlling much of the food we eat and a high-tech sharecropping system to make that possible. Forty years ago, more than thirty-six companies produced half of all the chicken Americans ate.



A consumers' republic: the politics of mass consumption in postwar America by Cohen, Lizabeth

Vintage Books 2004

Acc. No.: 50712 Call No.: 339 ISBN: 9780375707377

Summary: In this signal work of history, Bancroft Prize winner and Pulitzer Prize finalist Lizabeth Cohen shows how the pursuit of prosperity after World War II fuelled our pervasive consumer mentality and transformed American life. Trumpeted as a means to promote the general welfare, mass consumption quickly outgrew its economic objectives and became synonymous with patriotism, social equality, and the American Dream. Material goods came to embody the promise of America, and the power of consumers to purchase everything from vacuum cleaners to convertibles gave rise to the power of citizens to purchase.

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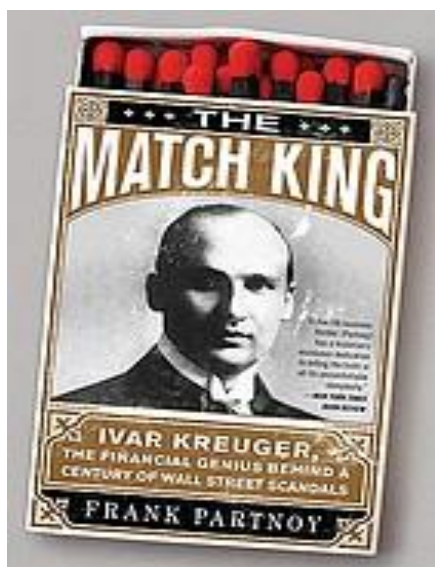


Operations management for healthcare: by Vissers, Jan

Routledge 2023

Acc. No.: 50448 Call No.: 362.1068 ISBN: 9780367895952

Summary: This fully updated edition of the bestselling textbook on health service operations management provides an invaluable reference for students and researchers in the fields of healthcare management, operations management and patient flow logistics.

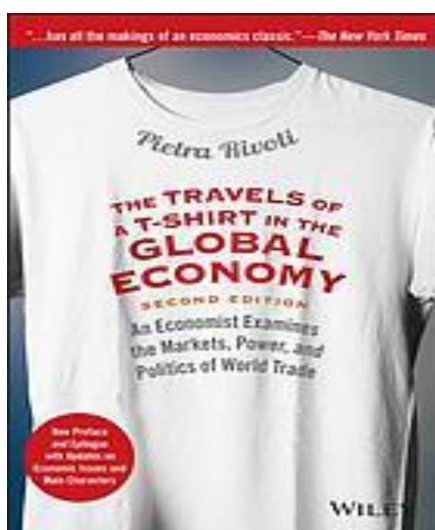


The match king: Ivar Kreuger, the financial genius behind a century of Wall Street scandals by Partnoy, Frank

PublicAffairs 2010

Acc. No.: 50711 Call No.: 364.168 ISBN: 9781586488123

Summary: Frank Partnoy delivers a thrilling history lesson about an era and a nearly century-old Wall Street scandal rooted in unscrupulous investment banking and derivative hedge funds techniques developed by one man Ivar Kreuger. Kreuger made his fortune in the 1920s by raising money from American investors to lend to European governments in exchange for match monopolies. Then he suddenly committed suicide in 1932. As his fraudulent schemes unravelled in the wake of his death, the so-called "Kreuger crash" began, bankrupting millions and leading to the enactment of the securities laws of 1933 and 1934.



The travels of a t-shirt in the global economy: an economist examines the markets, power and politics of world trade by Rivoli, Pietra

John Wiley & Sons 2009

Acc. No.: 50696 Call No.: 382 ISBN: 9781118950142

Summary: The keys to global business success, as taught by a T-shirt's journey, The Travels of a T-Shirt in the Global Economy is a critically-acclaimed narrative that illuminates the globalization debates and reveals the key factors to success in global business. Tracing a T-shirt's life story from a Texas cotton field to a Chinese factory and back to a U.S. storefront before arriving at the used clothing market in Africa, the book uncovers the political and economic forces at work in the global economy. Along the way, this fascinating exploration addresses a wealth of compelling questions about politics, trade, economics, ethics, and the impact of history on today's business landscape.

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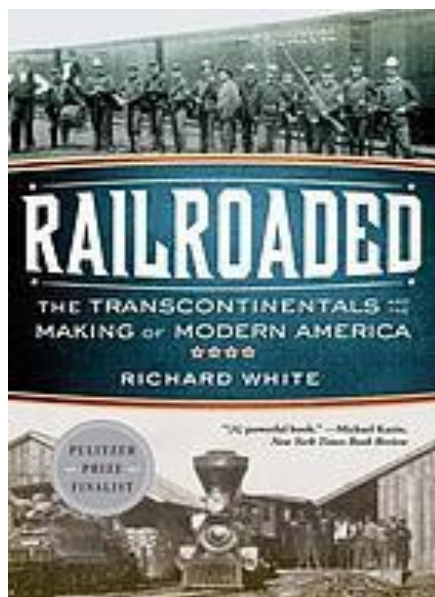


South African business in China: navigating institutions by Meng, Kelly

Routledge 2022

Acc. No.: 50690 Call No.: 382.1 ISBN: 9780367761301

Summary: Sino-African relations have evoked a great deal of geo-strategic interest in recent years. Most attention has focused on China's assistance to and growing involvement in the economic development of several African nations. Far less emphasis has been placed on Africans in China, and on African actors' involvement in the Chinese economy, despite the importance of both to genuinely bilateral economic relations. This is one of the first studies to focus on South African foreign direct investment (FDI) in Mainland China. The research aims to identify and specify the key institutional factors that have contributed to the effectiveness or otherwise of South African firms entering and operating within the Chinese market. The research also investigates the characteristics and processes that have effectively shaped South African firms' business strategies to negotiate the current Chinese institutional environment. The study's primary empirical contribution is ten real-life case studies drawn from a cross-section of South African business actors who have sought to penetrate the Chinese market.



Railroaded: the transcontinentals and the making of modern America by White, Richard

W W Norton 2012

Acc. No.: 50713 Call No.: 385.0973 ISBN: 9780393342376

Summary: A history of the transcontinental railroads and how they transformed America in the decades after the Civil War. The transcontinental railroads of the late nineteenth century were the first corporate behemoths. Their attempts to generate profits from proliferating debt sparked devastating panics in the U.S. economy. Their dependence on public largess drew them into the corridors of power, initiating new forms of corruption. Their operations rearranged space and time, and remade the landscape of the West. As wheel and rail, car and coal, they opened new worlds of work and ways of life. Their discriminatory rates sparked broad opposition and a new antimonopoly politics. With characteristic originality, range, and authority, Richard White shows the transcontinentals to be pivotal actors in the making of modern America. But the triumphal myths of the golden spike, robber barons larger than life, and an innovative capitalism all die here.

NEW ARRIVALS, JUNE 2023



Maritime business and economics: Asian perspectives by Duru, Okan

Routledge 2019

Acc. No.: 50691 Call No.: 387.095 ISBN: 9781138400368

Summary: Asian shipping entrepreneurship relies on strong ties between private entities and public institutions (i.e. governments). This book examines the growth and sustainability of the Asian maritime world through the lens of the Asian cultural code, its social and institutional economics as well as its unique way of public governance. The book addresses the economics of maritime industry in a broader stroke to include ship owning, ship building, port operation and its links and collaborations to other industries from a refreshing perspective. The book also examines major maritime nations of Asia in three dimensions: history, strategy (also policy) and the current state of the maritime industry. The relationship between Asian shipping giants and public institutions is also explored, along with the recent developments and challenges of the regional maritime industry in the era of marine tech boom, upsizing tonnage and environmental debates. Its comprehensive overview of and unique approach to the subject makes the book a valuable reference to anyone interested in the subject.



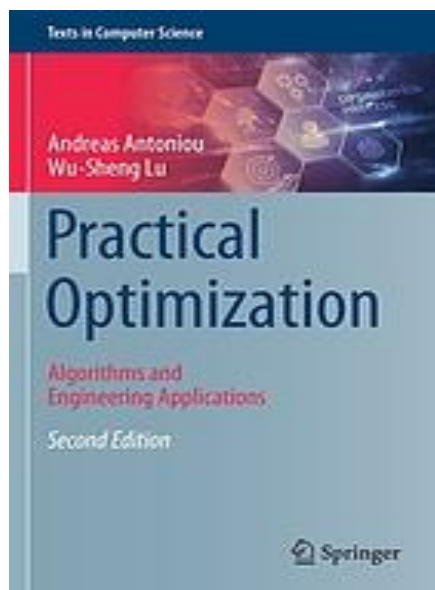
Game theory and business applications: by Chatterjee, Kalyan

Springer 2014

Acc. No.: 50697 Call No.: 519.3 ISBN: 9781461470946

Summary: Game theory has been applied to a growing list of practical problems, from antitrust analysis to monetary policy; from the design of auction institutions to the structuring of incentives within firms; from patent races to dispute resolution. The purpose of Game Theory and Business Applications is to show how game theory can be used to model and analyze business decisions. The contents of this revised edition contain a wide variety of business functions - from accounting to operations, from marketing to strategy to organizational design. In addition, specific application areas include market competition, law and economics, bargaining and dispute resolution, and competitive bidding. All of these applications involve competitive decision settings, specifically situations where a number of economic agents in pursuit of their own self-interests and in accordance with the institutional "rules of the game" take actions that together affect all of their fortunes. As this volume demonstrates, game theory provides a compelling guide for analyzing business decisions and strategies.

NEW ARRIVALS, JUNE 2023



Practical optimization: algorithms and engineering applications by Antoniou, Andreas

Springer 2021

Acc. No.: 50452 Call No.: 519.4 ISBN: 9781071608418

Summary: In recent decades, advancements in the efficiency of digital computers and the evolution of reliable software for numerical computation have led to a rapid growth in the theory, methods, and algorithms of numerical optimization. This body of knowledge has motivated widespread applications of optimization methods in many disciplines (e.g., engineering, business, and science) and has subsequently led to problem solutions that were considered intractable not long ago. This unique and comprehensive textbook provides an extensive and practical treatment of the subject of optimization. Each half of the book contains a full semester's worth of complementary, yet stand-alone material. In this substantially enhanced second edition, the authors have added sections on recent innovations, techniques, methodologies, and many problems and examples. These features make the book suitable for use in one or two semesters of a first-year graduate course or an advanced undergraduate course.



Time series models by Deistler, M

Springer 2022

Acc. No.: 50615 Call No.: 519.5 ISBN: 9783031132124

Summary: This textbook provides a self-contained presentation of the theory and models of time series analysis. Putting an emphasis on weakly stationary processes and linear dynamic models, it describes the basic concepts, ideas, methods and results in a mathematically well-founded form and includes numerous examples and exercises. The first part presents the theory of weakly stationary processes in time and frequency domain, including prediction and filtering. The second part deals with multivariate AR, ARMA and state space models, which are the most important model classes for stationary processes, and addresses the structure of AR, ARMA and state space systems, Yule-Walker equations, factorization of rational spectral densities and Kalman filtering. Finally, there is a discussion of Granger causality, linear dynamic factor models and (G)ARCH models. The book provides a solid basis for advanced mathematics students and researchers in fields such as data-driven modeling, forecasting and filtering, which are important in statistics, control engineering, financial mathematics, econometrics and signal processing, among other subjects.

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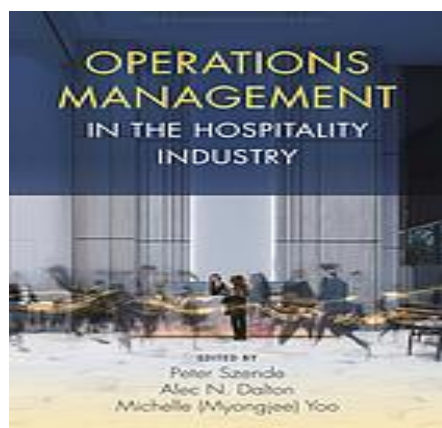


Linear mixed models: a practical guide using statistical software by West, Brady T

CRC Press 2022

Acc. No.: 50443 Call No.: 519.535 ISBN: 9781032019321

Summary: Highly recommended by JASA, Technometrics, and other leading statistical journals, the first two editions of this bestseller showed how to easily perform complex linear mixed model (LMM) analyses via a variety of software programs. Linear Mixed Models: A Practical Guide Using Statistical Software, Third Edition continues to lead readers step-by-step through the process of fitting LMMs. The third edition provides a comprehensive update of the available tools for fitting linear mixed-effects models in the newest versions of SAS, SPSS, R, Stata, and HLM. All examples have been updated, with a focus on new tools for visualization of results and interpretation. New conceptual and theoretical developments in mixed-effects modeling have been included, and there is a new chapter on power analysis for mixed-effects models.

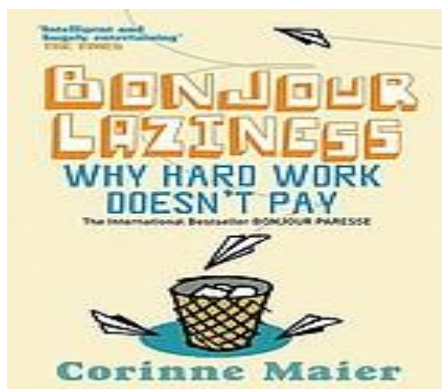


Operations management in the hospitality industry: by Szende, Peter

Emerald Publishing 2021

Acc. No.: 50454 Call No.: 647.94 ISBN: 9781838675424

Summary: From restaurants to resorts, the hospitality industry demands strong operations management to delight guests, develop employees, and deliver financial returns. This introductory textbook provides students with fundamental techniques and tools to analyse and improve operational capabilities of any hospitality organization.



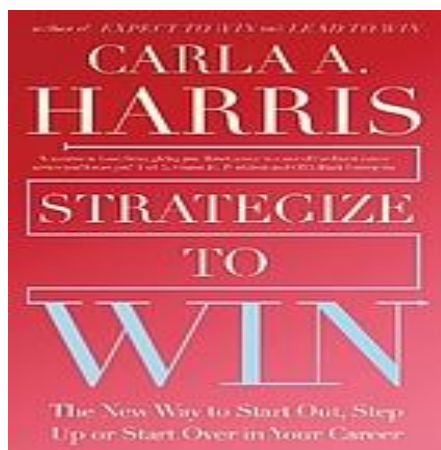
Bonjour laziness: why hard work doesn't pay by Maier, Corinne

Orion Books 2006

Acc. No.: 50668 Call No.: 650.1 ISBN: 9780752877648

Summary: The runaway surprise bestseller and tongue-in-cheek call to arms for office-workers the world over to do less if they want to achieve more.

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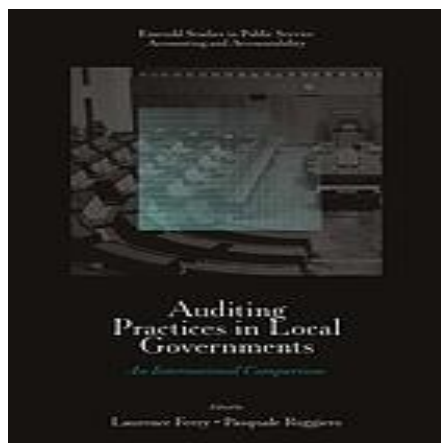


Strategize to win: the new way to start out, step up or start over in your career by Harris, Carla

Nicholas Brealey Publishing 2022

Acc. No.: 50708 Call No.: 650.1 ISBN: 9781399806084

Summary: Whether you're starting out, striving toward a promotion, or looking for a new opportunity, the working world is changing. Discover how to manage your career and position yourself for success no matter the environment.

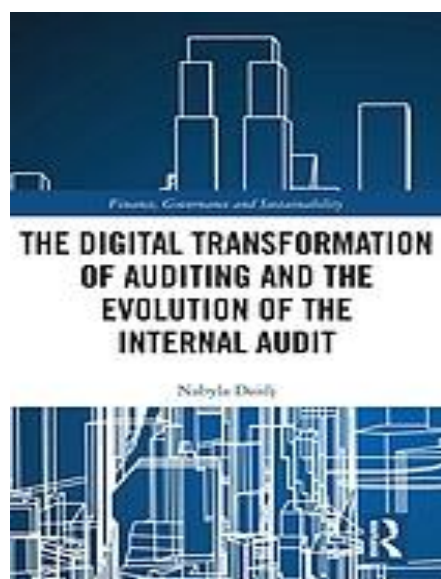


Auditing practices in local governments: an international comparison by Ferry, Laurence

Emerald Publishing 2022

Acc. No.: 50419 Call No.: 657.45 ISBN: 9781801170864

Summary: Through a comparative analysis of the development of auditing practices in governments across the globe, Auditing Practices in Local Governments: An International Comparison provides a contemporary overview of public sector auditing practices at both local and state level.



The digital transformation of auditing and the evolution of the internal audit: by Daidj, Nabyla

Routledge 2023

Acc. No.: 50420 Call No.: 657.458 ISBN: 9781032103914

Summary: The main objective of this book is to provide both academics and practitioners with a global vision of the evolution of internal auditing in a fast-changing business landscape driven by digital transformation. Digital transformation has been first associated with the emergence and the development of new technologies (artificial intelligence, blockchain, cloud computing, data analytics, predictive analytics, robotic process automation, IOT, drones etc.). Beyond the technological dimensions, this transformation has several impacts on businesses, organizations and processes and raises several questions for auditing activities.

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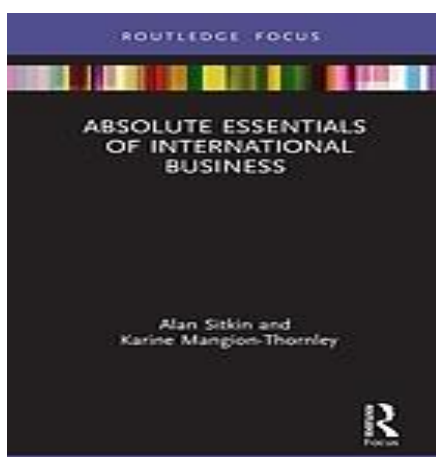


Accounting essentials for hospitality managers: by Guilding, Chris

Routledge 2022

Acc. No.: 50441 Call No.: 657.837 ISBN: 9781032024325

Summary: For non-accountant hospitality managers, accounting and financial management is often perceived as an inaccessible part of the business. Yet having a grasp of accounting basics is a key part of management. Using an 'easy-to-read' style, this book provides a comprehensive overview of the most relevant accounting techniques and information for hospitality managers. It demonstrates how to organise and analyse accounting data to help make informed decisions with confidence. With its highly practical approach, this new 4th Edition: Quickly develops the reader's ability to adeptly use and interpret accounting information to enhance organisational decision making and control. Demonstrates how an appropriate analysis of financial reports can drive your business strategy forward from a well-informed base. Presents new accounting problems in the context of a range of countries and currencies throughout. Develops mastery of the key accounting concepts through financial decision making cases that take a hospitality manager's perspective on a range of issues. Includes accounting problems at the end of each chapter to be used to test knowledge and apply understanding to real life situations.



Absolute essentials of international business: by Sitkin, Alan

Routledge 2022

Acc. No.: 50686 Call No.: 658.049 ISBN: 9780367610777

Summary: As challenges to the era of globalization emerge, international business as a field of study grows in importance and complexity. This short form textbook introduces learners to the frameworks within which international business occurs and to the range of actions that companies might undertake in these environments.

NEW ARRIVALS, JUNE 2023

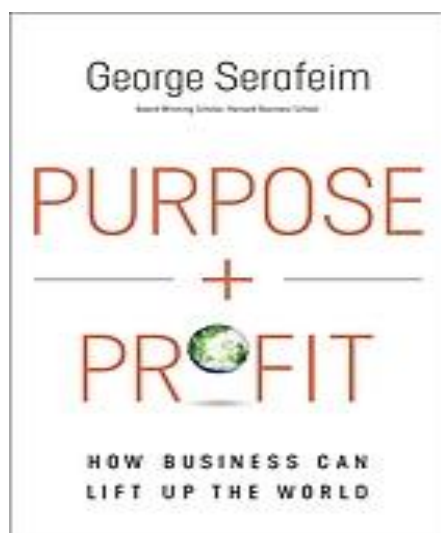


Corporate financial distress: restructuring and turnaround by Tron, Alberto

Emerald Publishing 2021

Acc. No.: 50440 Call No.: 658.152 ISBN: 9781839829819

Summary: Financial distress and crises for businesses can be used to implement substantial organizational changes and turnaround the damage done to achieve financial equilibrium in the short term and financial stability in the long term. Plans, methodology and tools are provided here to examine how this turnaround can be achieved.



Purpose and profit: how business can lift up the world by Serafeim, George

HarperCollins Leadership 2022

Acc. No.: 50671 Call No.: 658.155 ISBN: 9781400230358

Summary: Are purpose and profit in conflict, or can both be achieved simultaneously with the right mind-set and tools? What are the forces that are reshaping the relationship between the two? What can we all do to strengthen the relationship between purpose and profit as entrepreneurs, managers, employees, consumers, and investors? Backed by cutting-edge research, Purpose and Profit provides answers to these fundamental questions that are increasingly defining the business landscape all around the world.



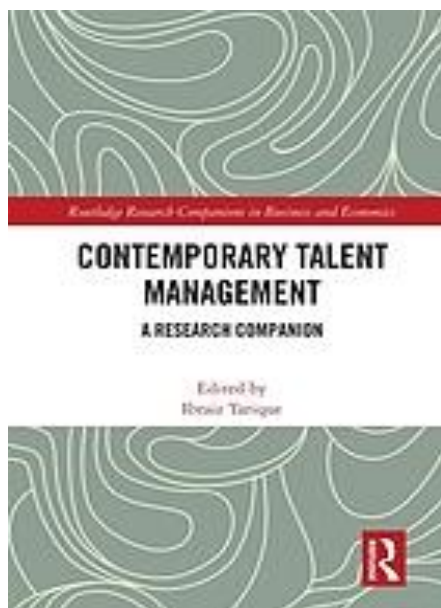
Mergers, acquisitions and international financial regulation: analysing special purpose acquisition companies by DAAlvia, Daniele

Routledge 2022

Acc. No.: 50439 Call No.: 658.16 ISBN: 9780367609863

Summary: This is a much-needed work in the financial literature, and it is the first book ever to analyse the use of Special Purpose Acquisition Companies (SPACs) from a theoretical and practical perspective. By the end of 2020, more than 240 SPACs listed in the U.S. (on NASDAQ or the NYSE), raising a record \$83 billion. The SPAC craze has been shaking the U.S. for months, mainly because of its simplicity: a bunch of investors decides to buy shares at a fixed price in a company that initially has no assets. In this way, a SPAC, also known as a "blank check company", is created as an empty shell with lots of money to spend on a corporate shopping spree. Could the trend be here to stay? Are SPACs the new legitimate path to traditional IPO?

NEW ARRIVALS, JUNE 2023

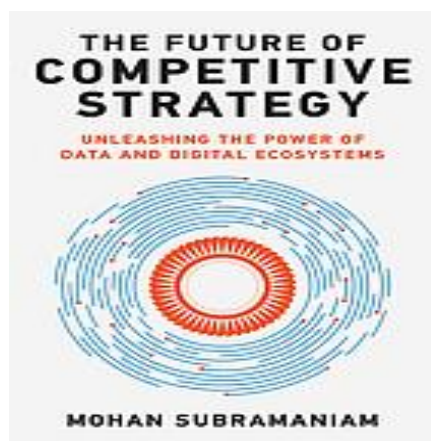


Contemporary talent management: a research companion by Tarique, Ibraiz

Routledge 2022

Acc. No.: 50729 Call No.: 658.3125 ISBN: 9781032022987

Summary: The field of Talent Management (TM) has grown and advanced exponentially over the past several years as an essential area of research. While interest in the field is growing, and recent research has provided valuable insight into various topics, there remain many opportunities for additional exploration and research. One such opportunity is to examine Talent Management topics related to the modern workforce and organizations - an area identified as contemporary talent management. Divided into two thematic sections that provide a unique overarching structure to organize seventeen chapters written by leading and renowned international scholars, this Research Companion assesses essential knowledge, trends, debates, and avenues for future research in a single volume. Some of the topics examined from a contemporary Talent Management perspective include Executive Search, Gifted Early Career Individuals, Managing Diverse Talents, Gender Sensitive TM, Aging Global Workforce, Leadership Wisdom, Learning Agility, Employee Engagement, Entrepreneurship, Intrapreneurship, Small Business Enterprises, Talent Flow, Green HR, Gig Workers, and Mergers and Acquisitions.



The future of competitive strategy: unleashing the power of data and digital ecosystems by Subramaniam, Mohan

The MIT Press 2022

Acc. No.: 50437 Call No.: 658.4012 ISBN: 9780262046992

Summary: A guide for business leaders to understand how to make use of data for competitive advantage.

NEW ARRIVALS, JUNE 2023



Dynamics of competence-based competition: theory and practice in the new strategic management by Sanchez, Ron

Pergamon 1996

Acc. No.: 50723 Call No.: 658.4012 ISBN: 9780080425856

Summary: Notions of 'competence' and of 'core competencies' are at the heart of much recent thinking in the field of strategic management. They have been developed in response to the need for concepts that can more accurately reflect the rapid evolution of business organizations and the dynamics of their competitive interactions. When applied to real-life situations, the 'competence' perspective has proved a powerful means of uncovering new insights into the nature of inter firm competition and potential sources of competitive advantage.



Business model transformation: the AI and cloud technology revolution by Samson, Danny

Routledge 2023

Acc. No.: 50438 Call No.: 658.4038 ISBN: 9781032186405

Summary: A large opportunity exists for Australian organisations to use new and powerful technologies (Artificial intelligence [AI] and Cloud technologies) to transform their businesses to keep pace with or ahead of the leading edge of competitiveness. This book showcases inspirational Australian case studies in order to inspire Australian (and non-Australian) organisations to undertake the challenge. This book synthesises the key learnings and contrasts those with the conventional wisdom on this topic. The book also defines what AI- and Cloud-based business transformations are and what they can do for businesses. Furthermore, it explains why it is imperative that businesses should address the business opportunities of these technological advancements, without going into the technical details any more than the literacy' that is necessary for business leaders. Finally, it also includes international best practice case studies beyond the usual suspects. This book provides guidance and motivation for business executives, managers and students interested in innovating and transforming their businesses through the use of the two critical new technologies.

NEW ARRIVALS, JUNE 2023



Managing business projects: the essentials by Einhorn, Frank

CRC Press 2023

Acc. No.: 50445 Call No.: 658.404 ISBN: 9781032276021

Summary: Managing Business Projects: The Essentials differs from many other project management textbooks. Foremost, it is about business projects as opposed to construction or engineering projects. Although many techniques, like schedule management, apply to both, they are usually applied differently. As its title conveys, the book explains the essential techniques and perspectives needed for business projects to be successful. The focus is on small and medium sized projects, up to say \$20 million, but often below \$1 million. Some literature favors large and mega-projects, but for every mega-project there are many thousands of smaller projects which are vital to the organization and could involve considerable complexity and risk. Nevertheless, the techniques outlined here also apply to mega-projects and their many subprojects; they even apply to some aspects of construction or engineering projects. This book does not aim to cover all project management techniques. In real life there is simply not time for sophisticated 'should-dos.' Rather, it covers the essentials that apply to almost all business projects; these are unlikely to change in the future even as technology and methodologies advance. The driving idea, which is stated repeatedly, is to do the essentials and to do them consistently and well.



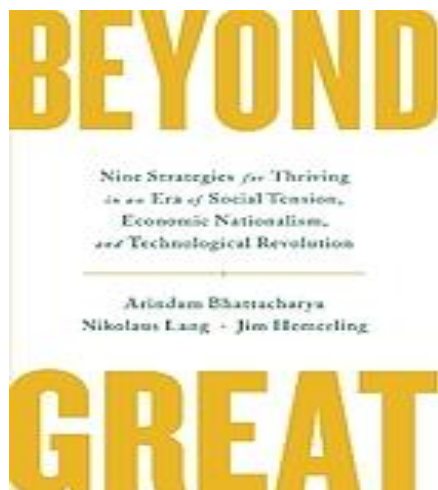
Platforms everywhere: transforming organizations by integrating ecosystems in business design by Rava, Nenad

Emerald Publishing 2021

Acc. No.: 50434 Call No.: 658.406 ISBN: 9781801177955

Summary: Platforms Everywhere: Transforming Organizations by Integrating Ecosystems in Business Design presents a new comprehensive paradigm for platform businesses and a practical methodology for platforming organizations across sectors and industries.

NEW ARRIVALS, JUNE 2023



Beyond great: nine strategies for thriving in an era of social tension, economic nationalism and technological revolution by Bhattacharya, Arindam K

Nicholas Brealey Publishing 2021

Acc. No.: 50642 Call No.: 658.406 ISBN: 9781529341409

Summary: The nine core strategies that will help companies keep customers, attract quality talent, generate revenue, and improve the communities around them, all in the face of new disruptive forces.



Innovation sucks: time to think differently by Watkins, Alan

Routledge 2021

Acc. No.: 50676 Call No.: 658.4063 ISBN: 9780367681920

Summary: Business spends billions on innovation with very little to show for their investment or effort. This book challenges some of the 'ingrained truths' of innovation and suggests a different approach. Innovation is not the creation of a novel idea. It is the successful commercialisation of that novel idea. Rather than starting with costly, time-consuming problem assessment that seeks to push potential solutions through an innovation funnel, an 'impeller approach' starts with possible solutions and gets the market to pull the best ones forward so they can fail fast or flourish fast. This approach is made possible by the addition of a 'bee' - a new type of integrative thinker who can harvests existing knowledge from the 'meadow of experts. Completely reversing the innovation process means organisations are much better placed to win in the market rather than focus on finding theoretical solutions or clearing innovation stage gates. In addition, this approach also recognises that the people who shepherd the solution through the ideation and testing stage are not the same people who must then take that solution to market for successful commercialisation.

NEW ARRIVALS, JUNE 2023

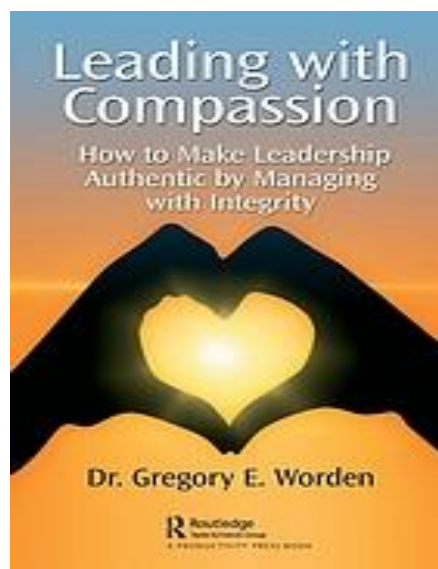


Sustainable operations management: key practices and cases by Nunes, Breno

Routledge 2023

Acc. No.: 50684 Call No.: 658.408 ISBN: 9780367443832

Summary: Sustainable Operations Management applies the issues of sustainability to all strategic decisions of operations: capacity management, supply network, process technology, and development and organisation. This book extends the existing literature of operations management that for years has been paramount in creating economic value with little consideration of environment and social dimensions. Whilst based on robust theoretical frameworks, some developed by its own authors, the book is enriched by international case studies and real-world illustrations throughout, to demonstrate how this theory translates to practice. Each chapter begins with learning objectives and ends with a summary, activity and questions for discussion. Readers will gain a comprehensive and in-depth knowledge on how to manage operations for sustainability. They will learn the ways to formulate a sustainable operations strategy and the elements involved in managing tactical and operational activities to enhance sustainability performance over time.



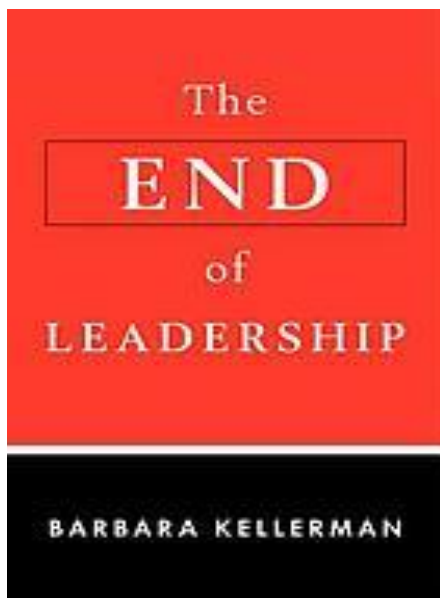
Leading with compassion how to make leadership authentic by managing with integrity: by Worden, Gregory E

Routledge 2023

Acc. No.: 50608 Call No.: 658.4092 ISBN: 9781032347851

Summary: Business schools teach the transactional tools one needs to work in business. They teach various strategic planning and decision-making models such as SPACE or SWOT or decision trees or weighted grids. They teach about the various functions of an organization, financial ratios, and breakeven analyses. And they may even have a class on business ethics. But those tools are more about knowing where the business-case boundaries are as a risk prevention measure and do not help one to think about how they should comport themselves as a leader. This book is about helping you to become your best self and helping those around you to achieve their best. Inherently it's about authenticity, integrity, and empathy and how these simple traits can lead to high performance. The book explores ways to make our leadership more authentic and to lead with integrity. It discusses how to mentor employees and how this can lead to higher-performing teams and more successful organizations.

NEW ARRIVALS, JUNE 2023

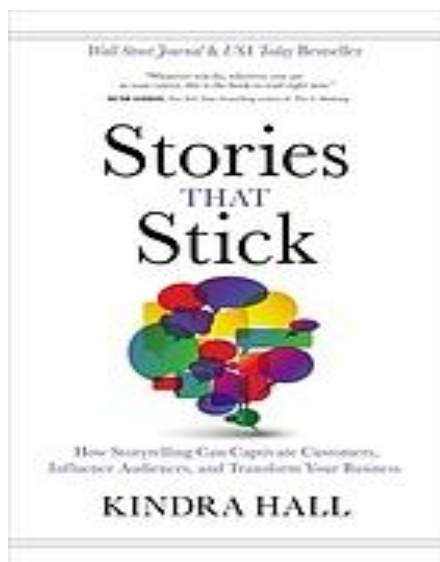


The end of leadership: by Kellerman, Barbara

Harper Business 2012

Acc. No.: 50717 Call No.: 658.4092 ISBN: 9780062069160

Summary: One of our foremost leadership experts dismantles obsolete assumptions and stimulates a new conversation about leadership in the twenty-first century. Becoming a leader has become a mantra. The explosive growth of the 'leadership industry' is based on the belief that leading is a path to power and money, a medium for achievement, and a mechanism for creating change. But there are other, parallel truths: that leaders of every stripe are in disrepute; that the tireless and often superficial teaching of leadership has brought us no closer to nirvana; and that followers nearly everywhere have become, on the one hand, disappointed and disillusioned, and, on the other, entitled and emboldened. The End of Leadership tells two tales. The first is about change--about how and why leadership and followership have changed over time, especially in the last forty years. As a result of cultural evolution and technological revolution, the balance of power between leaders and followers has shifted--with leaders becoming weaker and followers stronger. The second narrative is about the leadership industry itself.



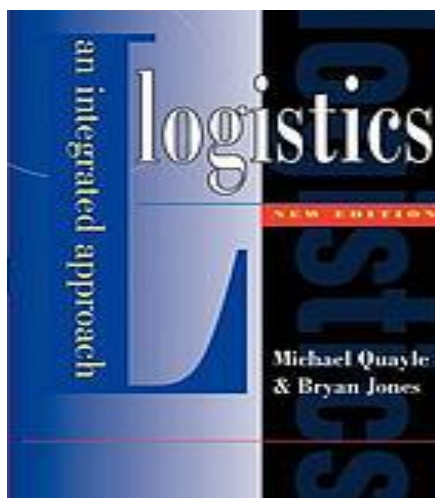
Stories that stick: how storytelling can captivate customers, influence audiences and transform your business by Hall, Kindra

HarperCollins 2019

Acc. No.: 50730 Call No.: 658.452 ISBN: 9781400211937

Summary: Every person has a gap in their business they want to fill, and the bridge for that gap is a good story. Professional storyteller Kindra Hall shows business leaders the four unique stories they already have at their disposal, to more effectively captivate and convert audiences. She offers specific, actionable steps readers can take to find, craft, and leverage the stories they already have and aren't telling, teaching them that the moment they take control of their stories, they take control of their businesses and their lives.

NEW ARRIVALS, JUNE 2023

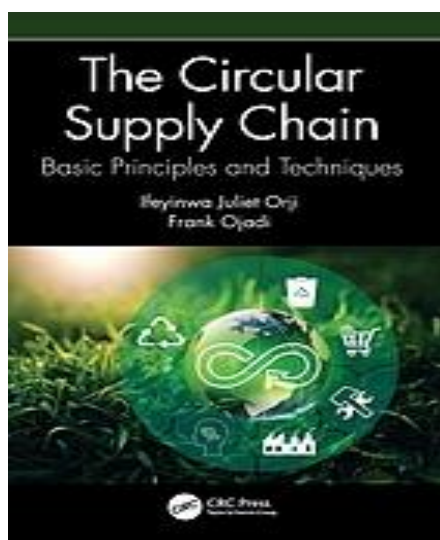


Logistics: an integrated approach by Quayle, Michael R

Liverpool Business Publishing 2001

Acc. No.: 50725 Call No.: 658.5 ISBN: 9781903500002

Summary: With logistics becoming increasingly important within business management, it is essential that today's managers are familiar with this approach to solving business problems. This text focuses on how business decisions can be made in a manner which integrates all the resources available to the organization. Organizations in almost all sectors of industry from manufacturing to retailing see the effective management of logistics as the key to their competitive advantage

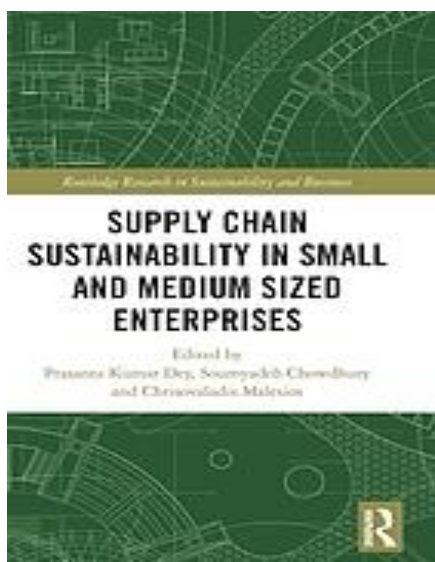


The circular supply chain: basic principles and techniques by Orji, Ifeyinwa Juliet

CRC Press 2023

Acc. No.: 50447 Call No.: 658.7 ISBN: 9781032171555

Summary: This book presents the key principles and techniques for the effective integration of a circular economy into supply chains. It discusses sustainability, digitization, and the application of blockchain to enhance operations within the realm of Industry of 4.0. Principles to assist managers in effectively adopting circularity business models for sustainability improvements are provided along with the historical background so the reader can have a better understanding for implementation.



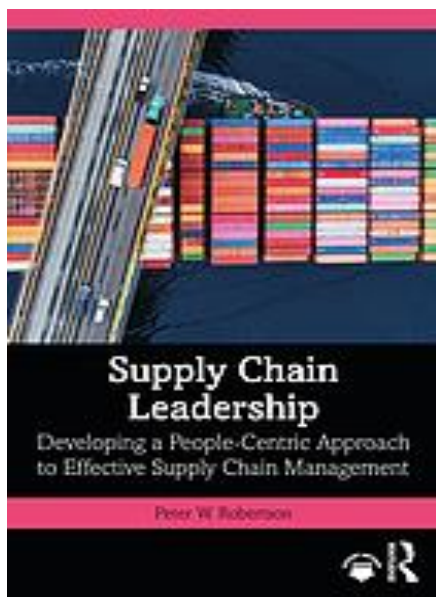
Supply chain sustainability in small and medium sized enterprises: by Dey, Prasanta Kumar

Routledge 2023

Acc. No.: 50449 Call No.: 658.7 ISBN: 9780367819859

Summary: This book examines the sustainability of supply chains in Small and Medium Sized Enterprises (SMEs), focusing specifically on the developed and emerging economies of the UK and India. Drawing on contributions from experts in the field and examining case studies from a range of countries including Thailand, Bangladesh, France, Spain, Austria, and Greece, this book provides researchers and industry practitioners with guidance on how to make SMEs more sustainable through appropriate trade-off between economic, environmental and social aspects.

NEW ARRIVALS, JUNE 2023

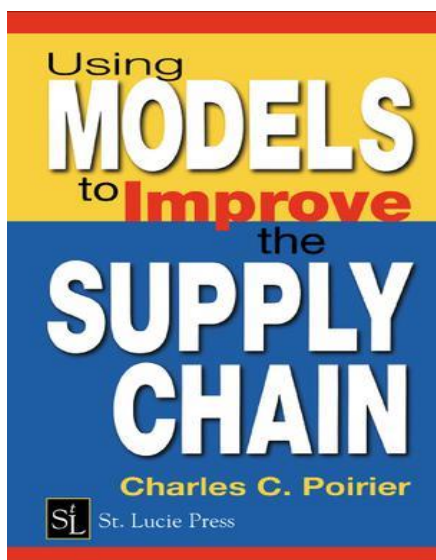


Supply chain leadership: developing a people-centric approach to effective supply chain management by Robertson, Peter W

Routledge 2022

Acc. No.: 50455 Call No.: 658.7 ISBN: 9780367540128

Summary: Supply Chain leaders are key to achieving sustainable supply chain excellence and long-term competitive advantage. This book addresses 'big-picture' supply chain leadership and provides a roadmap and practical advice to help Supply Chain leaders successfully navigate this challenging social and technical environment. The book describes crucial leadership characteristics and explains the actions necessary to develop and appraise the skills in both new and existing leaders. It presents a socio-technical framework, which includes the key aspects of supply chain relationships, the supply chain business environment, overall supply chain competitiveness, supply chain sustainability, and supply chain risks. The book works through the recruitment, training and development of leaders as well as obstacles and risks, to offer a fresh, people-centred approach. Pedagogy to aid learning is incorporated throughout, including an introduction to each chapter explaining the key learnings; tables, diagrams and equations to help visualise the concepts and methods covered; real-life case studies and examples; and end of chapter review questions and assignment tasks.



Using models to improve the supply chain: by Poirier, Charles C

St. Lucie Press 2004

Acc. No.: 50701 Call No.: 658.7 ISBN: 9781574443479

Summary: Around the world, virtually every company is engaged in some form of effort intended to improve the processing that takes place across an end-to-end supply chain system as they work towards moving their organizations to the next level of performance. Supply chain, particularly when enhanced with collaboration and Internet technology, is uniquely suited to helping an organization increase profits and decrease costs. A comprehensive guide to adding value to supply chain efforts, Using Models to Improve the Supply Chain demonstrates how leading firms have successfully integrated their supply chains and how they plan further progress through supply chain evolution. Using both generic and specific models, the author carefully explains just what's required for each function of the supply chain and outlines what takes place from lower to higher levels of progress.

NEW ARRIVALS, JUNE 2023

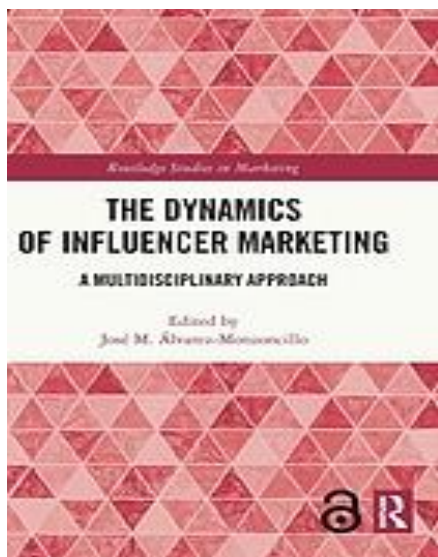


The digital supply chain by MacCarthy, Bart L

Elsevier 2022

Acc. No.: 50699 Call No.: 658.70285 ISBN: 9780323916141

Summary: The Digital Supply Chain is a thorough investigation of the underpinning technologies, systems, platforms and models that enable the design, management, and control of digitally connected supply chains. The book examines the origin, emergence and building blocks of the Digital Supply Chain, showing how and where the virtual and physical supply chain worlds interact. It reviews the enabling technologies that underpin digitally controlled supply chains and examines how the discipline of supply chain management is affected by enhanced digital connectivity, discussing purchasing and procurement, supply chain traceability, performance management, and supply chain cyber security. The book provides a rich set of cases on current digital practices and challenges across a range of industrial and business sectors including the retail, textiles and clothing, the automotive industry, food, shipping and international logistics, and SMEs.



The dynamics of influencer marketing: a multidisciplinary approach by Alvarez-Monzoncillo, Jose María

Routledge 2023

Acc. No.: 50614 Call No.: 658.8 ISBN: 9780367678906

Summary: YouTube, Instagram, Facebook, Vimeo, Twitter, etc. have their own logics, dynamics and different audiences. This book analyses how the users of these social networks, especially those of YouTube and Instagram, become content prescribers, opinion leaders and, by extension, people of influence. What influence capacity do they have? Why are intimate or personal aspects shared with unknown people? Who are the big beneficiaries? How much is vanity and how much altruism? What business is behind these social networks? What dangers do they contain? What volume of business can we estimate they generate? How are they transforming cultural industries? What legislation is applied? How does the legislation affect these communications when they are sponsored? Is the privacy of users violated with the data obtained? Who is the owner of the content? Are they to blame for "fake news"?

NEW ARRIVALS, JUNE 2023



Customer success management: helping business customers achieve their goals by Kleinaltenkamp, Michael

Springer 2023

Acc. No.: 50700 Call No.: 658.812 ISBN: 9783031261770

Summary: End of 2022, nearly 200,000 people indicated holding a position as a customer success manager on LinkedIn. Customer success management (CSM) is thus the fastest growing business function. It was first implemented in selected service businesses, but currently CSM applications are spreading globally across industries. This book provides a clear understanding of CSM for practitioners based on comprehensibly prepared knowledge from practical and scientific resources. The book can be used as a practical guide to learn about CSM process and the roles, necessary capabilities, and expectations toward customer success managers. Furthermore, it also shows how CSM differs from and, at the same time, relates to existing customer-related management concepts such as value-based selling, key account management and customer relationship management. The presented insights are not only relevant for customer success managers, but also for those aiming at such a position in the future. The book is also useful for supplier and customer representatives who are connected with customer success management activities in their daily business.



Brand management: an introduction through storytelling by Mogaji, Emmanuel

Palgrave Macmillan 2021

Acc. No.: 50431 Call No.: 658.827 ISBN: 9783030661182

Summary: Branding is an increasingly important part of business strategy for all types of businesses, including start-ups, SMEs, NGOs, and large corporations. This textbook provides an introduction to brand management that can be applied to all these types of organizations. Using story-telling to guide the reader through the main concepts, theories and emerging issues, it offers a theoretical and applied perspective to brand management. Highlighting the relationship between different brand concepts, this textbook explores the role of branding from both a corporate and a consumer perspective and highlights implications for employability and future career options. With case studies, activities, learning objectives and online resources for lecturers, this book is an ideal accompaniment for undergraduates, post graduates or students who have never studied branding before. Written in an approachable way, it gives readers the basics, allowing them to enhance their understanding of the core topics and advance their study further.

NEW ARRIVALS, JUNE 2023

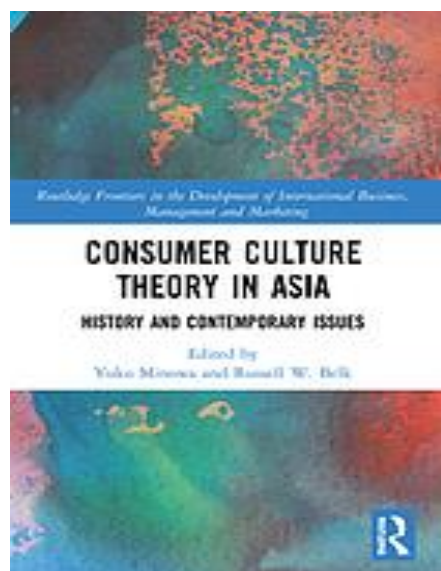


Consumer behaviour and social network sites: the impact of negative word of mouth by Zaraket, Sarah

Routledge 2021

Acc. No.: 50678 Call No.: 658.8342 ISBN: 9780367532864

Summary: This book provides a solid understanding of electronic word of mouth (eWOM) by taking the reader through the process of information diffusion from rumour generation in times of traditional word of mouth (WOM) to negative social eWOM and examining how consumers process it.



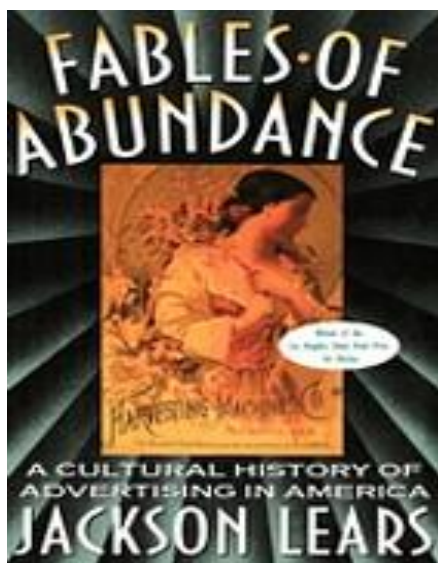
Consumer culture theory in Asia: history and contemporary issues by Minowa, Yuko

Routledge 2022

Acc. No.: 50430 Call No.: 658.8342095 ISBN: 9780367629496

Summary: We live in times of increasing world uncertainty. Consumer culture in Asia has embodied such precariousness, with their unprecedented states of both prosperity and vulnerability. Works in this volume examine the consumer cultures that exist in today's precarious Asia. They do this through culturally oriented, critical consumer research. How deeply has the consumer precariousness in Asia been intertwined with the socio historic patterning of consumption including class, gender, and other social categories? How do these problematics affect consumers' identity projects, consumer rituals, and marketplace cultures? How is consumer precariousness aggravated by the governmentality of the superpower? How does the changing landscape of inter-Asian and global popular culture impact consumer culture in these nations? Together, the authors in this volume attempt to answer these questions through consumer research within the paradigm known as consumer culture theory (CCT). Since most CCT inquiry has been in Western contexts, this volume augments the existing knowledge.

NEW ARRIVALS, JUNE 2023

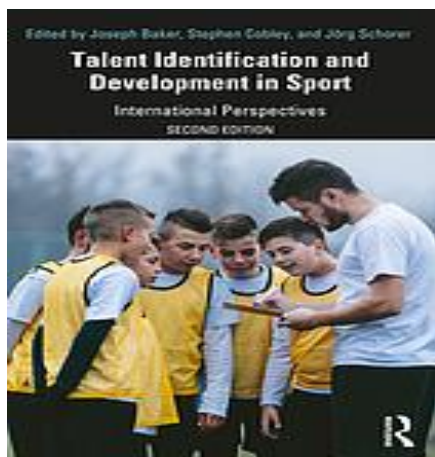


Fables of abundance: a cultural history of advertising in America by Lears, Jackson

Basic Books 1994

Acc. No.: 50715 Call No.: 659.1 ISBN: 9780465090754

Summary: American advertisements have become perhaps the most pervasive social icons in the modern world. This book traces their rise against a richly varied backdrop. Its range encompasses literature, religion, and the visual arts, as well as economics, public policy, and the history of medicine. Its cast of characters includes a host of remarkable figures in or around advertising, from P.T. Barnum and Theodore Dreiser to John B. Watson and Joseph Cornell. The book explores the ways that advertising collaborated with other cultural institutions to produce what have become the dominant aspirations, anxieties, and even notions of personal identity in the twentieth-century United States. Moving from the carnivals and market fairs of Renaissance Europe to the traveling peddlers of nineteenth-century America, Jackson Lears shows how early advertisers encouraged a new kind of magical thinking, detached from religious traditions and geared to an emerging market society.



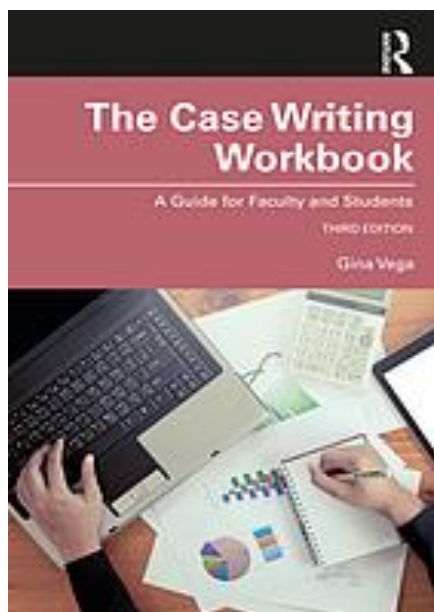
Talent identification and development in sport: international perspectives by Baker, Joseph

Routledge 2021

Acc. No.: 50675 Call No.: 796.069 ISBN: 9780367501983

Summary: Identifying and developing talented athletes to their fullest potential is a central concern of sport scientists, sports coaches, and sports policy makers. The second edition offers a state of the science synthesis of current knowledge in talent identification and development in sport, from the biological basis of talent to the systems and processes within sport through which that talent is nurtured.

NEW ARRIVALS, JUNE 2023

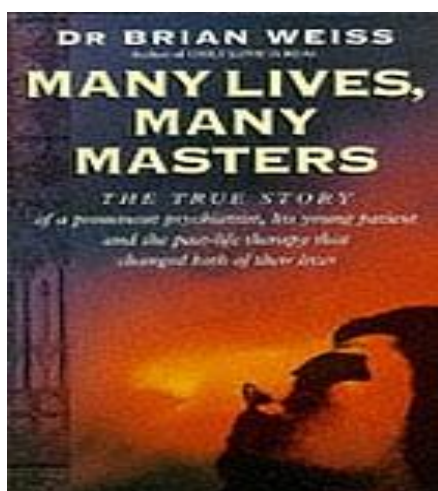


The case writing workbook: a guide for faculty and students by Vega, Gina

Routledge 2022

Acc. No.: 50432 Call No.: 808.006 ISBN: 9781032069869

Summary: This case writing workbook offers something unique in the world of case writing manuals. The third edition of The Case Writing Workbook: A Guide for Faculty and Students provides eleven standalone chapters that focus specifically on challenges related to the case writing process. The book is meant for day-to-day use as a model of the case writing process, with exercises, worksheets, and training activities that will guide you through the entire course of writing both a traditional case and instructor's manual or a concise/short case and its associated teaching note. Brief explanatory notes will lead you step-by-step through all the developmental exercises, including readying the case for publication and teaching it in the classroom or online. Designed as an individualized workshop to assist case authors to structure their writing, this book combines the easy-to-understand, student-focused language with new material covering the latest developments and challenges in the world of case writing. These include: A fresh focus on writing and teaching concise cases, which are particularly suited to the world of blended learning. Emphasis on secondary research methodology, particularly using digital technologies and social media.



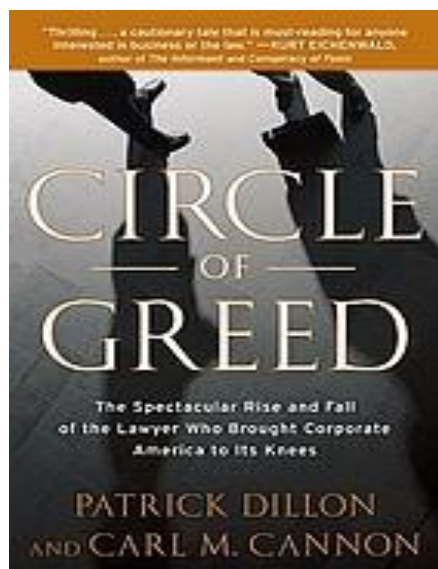
Many lives, many masters: the true story of a prominent psychiatrist, his young patient and the past-life therapy that changed both of their lives by Weiss, Brian L

Piatkus 2020

Acc. No.: 50640 Call No.: 823 ISBN: 9780749913786

Summary: A few years ago, psychiatrist Brian Weiss was approached for treatment by Catherine, a 27-year-old suffering from anxiety, depression, panic attacks and phobias. What happened in the course of their sessions together was to change both of their lives? This book tells the extraordinary story of Catherine's successful treatment and how her case was to make a vital contribution to Dr Weiss's work.

NEW ARRIVALS, JUNE 2023

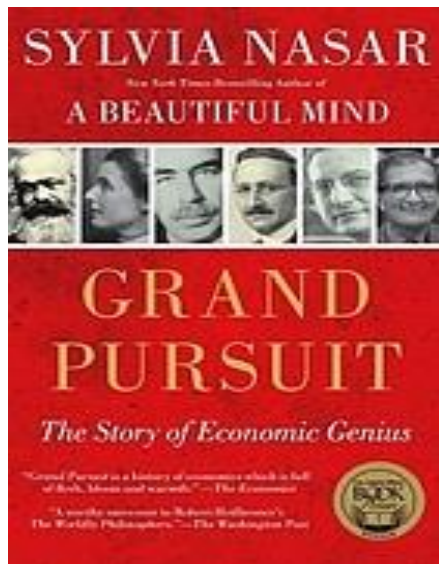


Circle of greed: the spectacular rise and fall of the lawyer who brought corporate America to its knees by Dillon, Patrick

Broadway Paperbacks 2010

Acc. No.: 50719 Call No.: 920 ISBN: 9780767929950

Summary: The epic story of the rise and fall of William S. Lerach, once the leading class action lawyer in America and now a convicted felon. For more than two decades, Lerach threatened, shook down and sued top Fortune 500 companies, including Disney, Apple, Time Warner, and--most famously--Enron. To the people he championed, he was the plaintiffs' Robin Hood, a one-man posse fighting corporate villains. Then the man who brought corporate moguls to their knees fell prey to the same corrupt impulses and paid the price by disgrace, disbarment, and time in federal prison. If ever there was a modern Greek tragedy about a man and his times, about corporate arrogance and illusions and the scorched-earth tactics to not only counteract corporate America but to beat it at its own game, it is Bill Lerach's story.



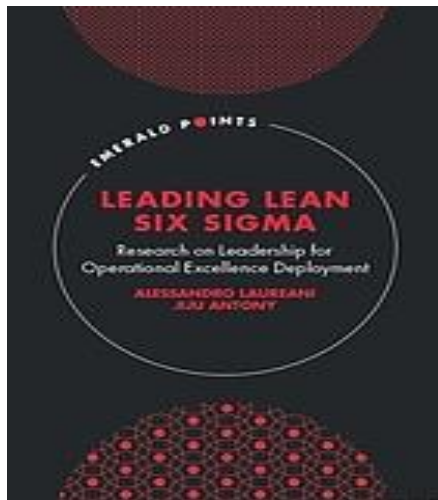
Grand pursuit: the story of economic genius by Nasar, Sylvia

Simon & Schuster 2012

Acc. No.: 50726 Call No.: 920 ISBN: 9780684872995

Summary: The epic story of the making of modern economics, and of how economics rescued mankind from squalor and deprivation by placing its material fate in its own hands rather than in fate. Nasar's account begins with Charles Dickens and Henry Mayhew observing the condition of the poor majority in mid-nineteenth-century London, the richest place in the world. She describes the often heroic efforts of Marx and others to put those insights into action, with revolutionary consequences. From John Maynard Keynes to India's Nobel Prize winner Amartya Sen, she shows how the insights of these activist thinkers transformed the world--from one city, London, to the developed nations in Europe and America, and now the entire planet. In Nasar's dramatic narrative we witness men and women responding to personal crises, world wars, revolutions, economic upheavals, and each other's ideas to turn back Malthus and transform the "dismal science" into a triumph over mankind's hitherto age-old destiny of misery.

NEW ARRIVALS, JUNE 2023

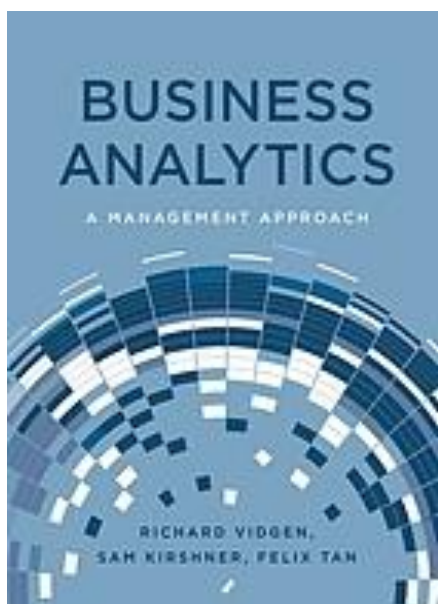


Leading Lean Six Sigma: research on leadership for operational excellence deployment by Laureani, Alessandro

Emerald Publishing 2021

Acc. No.: 50457 Call No.: 658.4013(SS) ISBN: 9781800710658

Summary: Leading Lean Six Sigma: Research on Leadership for Operational Excellence Deployment assesses the impact of organizational leadership on the deployment of Lean Six Sigma in organisations. This book details what leadership traits are needed for a successful deployment, presenting a ground-breaking leadership dependency model.



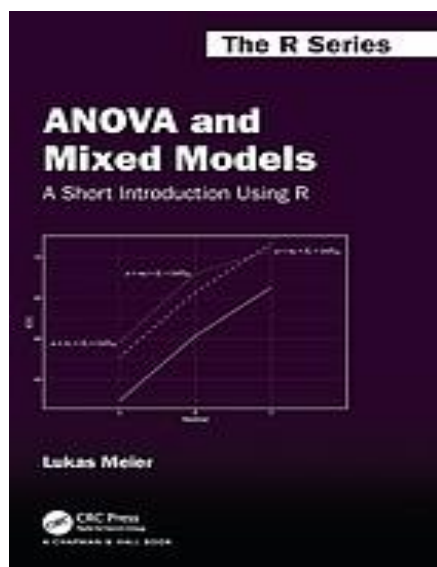
Business analytics: a management approach by Vidgen, Richard

Bloomsbury Academic 2022

Acc. No.: 50442 Call No.: 658.47(A) ISBN: 9781352007251

Summary: This exciting new textbook offers an accessible, business-focused overview of the key theoretical concepts underpinning modern data analytics. It provides engaging and practical advice on using the key software tools, including SAS Visual Analytics, R and Data Robot, that are used in organisations to help make effective data-driven decisions. Combining theory with hands-on practical examples, this essential text includes cutting edge coverage of new areas of interest including social media analytics, design thinking and the ethical implications of using big data. A wealth of learning features including exercises, cases, online resources and data sets help students to develop analytic problem-solving skills. With its management perspective on analytics and its coverage of a range of popular software tools, this is an ideal essential text for upper-level undergraduate, postgraduate and MBA students. It is also ideal for practitioners wanting to understand the broader organisational context of big data analysis and to engage critically with the tools and techniques of business analytics.

NEW ARRIVALS, JUNE 2023



ANOVA and mixed models: a short introduction using R by Meier, Lukas

CRC Press 2023

Acc. No.: 50444 Call No.: 658.47(R) ISBN: 9780367704209

Summary: ANOVA and Mixed Models: A Short Introduction Using R provides both the practitioner and the researcher with a compact introduction to the analysis of data from the most popular experimental designs. Based on knowledge from an introductory course on probability and statistics, the theoretical foundations of the most important models are introduced. The focus is on an intuitive understanding of the theory, common pitfalls in practice, and the application of the methods in R. From data visualization, model fitting, up to the interpretation of the corresponding output, the whole workflow is presented using R. The book does not only cover standard ANOVA models, but also models for more advanced designs and mixed models, which are common in many practical applications.