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Ghaziabad, Delhi NCR



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# NEW ARRIVALS

March 2023



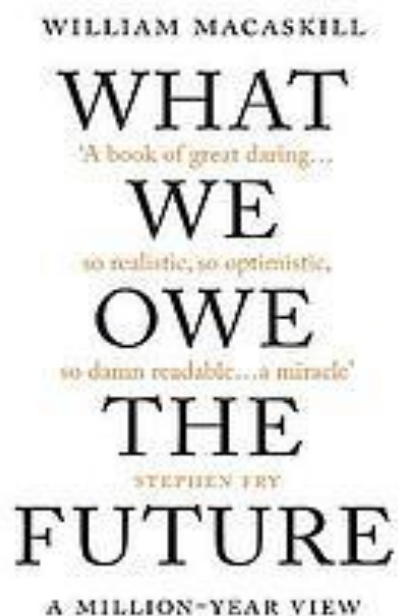


### **Life 3.0: being human in the age of artificial intelligence by Tegmark, Max**

**Penguin Books 2018**

**Acc. No.: 50210    Class No.: 006.3    ISBN: 9780141981802**

**Summary:** "What jobs should be automated? How should our legal systems handle autonomous systems? How likely is the emergence of superhuman intelligence? A.I. is the future of science, technology, and business--and there is no person better qualified or situated to explore that future than Max Tegmark. What has A.I. brought us? Where will it lead us? The story of A.I. is the story of intelligence--of life processes as they evolve from bacteria (1.0) to humans (2.0), where life processes define their own software, to technology (3.0), where life processes design both their hardware and software. We know that A.I. is transforming work, laws, and weapons, as well as the dark side of computing (hacking and viral sabotage), raising questions that we all need to address: What jobs should be automated? How should our legal systems handle autonomous systems?"



### **What we owe the future: a million-year view by MacAskill, William**

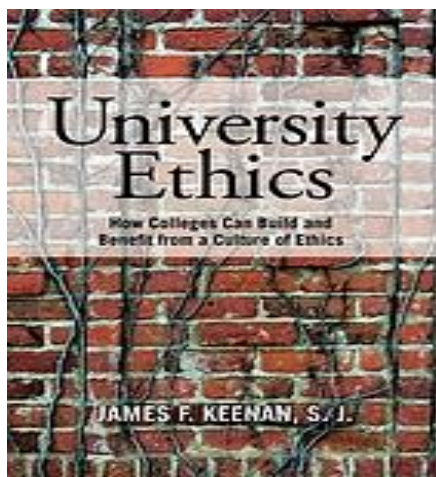
**Oneworld 2022**

**Acc. No.: 50211    Class No.: 171.8    ISBN: 9780861546138**

**Summary:** Humanity is in its infancy. Our future could last for millions of years – or it could end tomorrow. Astonishing numbers of people could lead lives of great happiness or unimaginable suffering, or never live at all, depending on what we choose to do today.

As we approach a critical juncture in our history, we can make profound moral decisions about how humanity's course plays out. We can create positive change on behalf of future generations, to prevent the use of catastrophic weapons and maintain peace between the world's great powers. We can improve our moral values, navigating the rise of AI and climate change more fairly for generations to come.

## NEW ARRIVALS, MARCH 2023

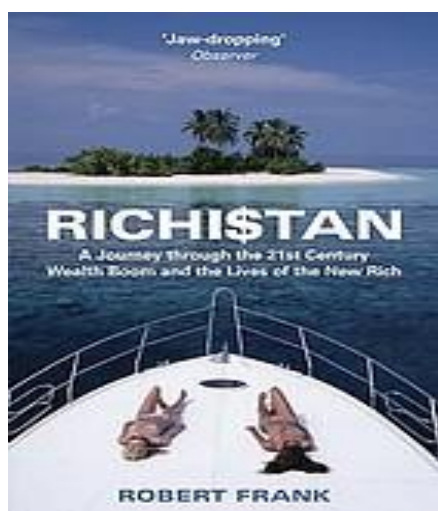


**University ethics: how colleges can build and benefit from a culture of ethics by Keenan, James F**

**Rowman & Littlefield 2015**

**Acc. No.: 50200    Class No.: 174.4    ISBN: 9781442223721**

**Summary:** University Ethics not only highlights the ethical shortfalls of colleges today on topics ranging from sexual violence to the treatment of adjuncts but also proposes solutions based on best practices. Essential reading for anyone connected to higher education, the book proposes creating an integrated culture of ethics university-wide.

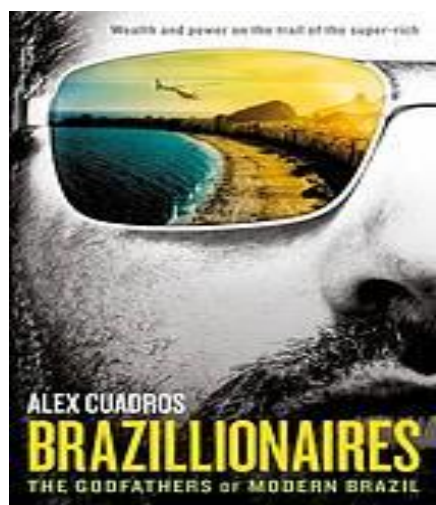


**Richistan: a journey through the 21st century wealth boom and the lives of the new rich by Frank, Robert**

**Piatkus 2008**

**Acc. No.: 50228    Class No.: 305.5234    ISBN: 9780749928650**

**Summary:** Frank explores the lives and lifestyles of a new breed of millionaires and billionaires many of them self-made and from blue-collar backgrounds and how this new gilded age is affecting wider society.



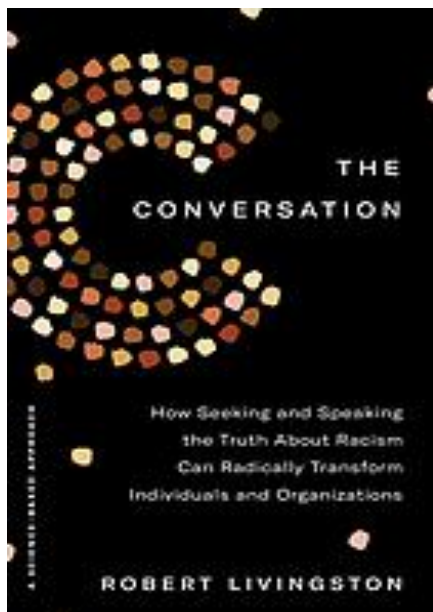
**Brazillionaires: the godfathers of modern Brazil by Cuadros, Alex**

**Profile Books 2016**

**Acc. No.: 50233    Class No.: 305.5234    ISBN: 9781781253878**

**Summary:** A Brazillionaires tells the story of their country's past, present and future.



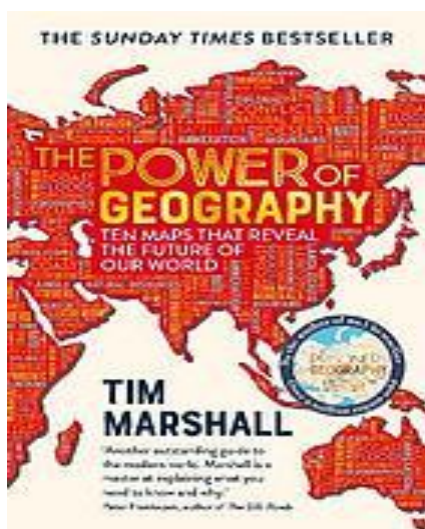


**The conversation: how seeking and speaking the truth about racism can radically transform individuals and organizations by Livingston, Robert W**

**Currency 2021**

**Acc. No.: 50221    Class No.: 305.8    ISBN: 9780593238561**

**Summary:** An essential tool for individuals, organizations, and communities of all sizes to jump-start dialogue on racism and bias and to transform well-intentioned statements on diversity into concrete actions-from a leading Harvard social psychologist. How can I become part of the solution? In the wake of the social unrest of 2020 and growing calls for racial justice, many business leaders and ordinary citizens are asking that very question. This book provides a compass for all those seeking to begin the work of anti-racism. In *The Conversation*, Robert Livingston addresses three simple but profound questions: What is racism? Why should everyone be more concerned about it? What can we do to eradicate it? For some, the existence of systemic racism against Black people is hard to accept because it violates the notion that the world is fair and just. But the rigid racial hierarchy created by slavery did not collapse after it was abolished, nor did it end with the civil rights era.



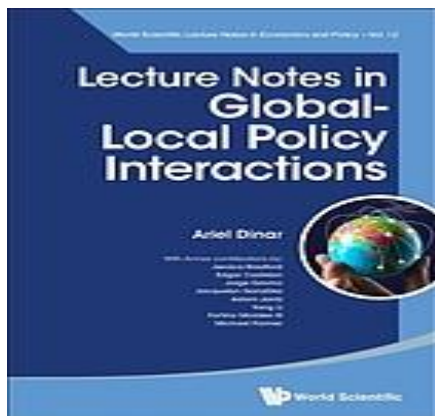
**The power of geography: ten maps that reveal the future of our world by Marshall, Tim**

**Elliott & Thompson Limited 2021**

**Acc. No.: 50218    Class No.: 320    ISBN: 9781783966028**

**Summary:** Tim Marshall's global bestseller *Prisoners of Geography* showed how every nation's choices are limited by mountains, rivers, seas and concrete. Since then, the geography hasn't changed. But the world has. In this revelatory new book, Marshall explores ten regions that are set to shape global politics in a new age of great-power rivalry: Australia, Iran, Saudi Arabia, the UK, Greece, Turkey, the Sahel, Ethiopia, Spain and Space. Find out why Europe's next refugee crisis is closer than it thinks as trouble brews in the Sahel; why the Middle East must look beyond oil and sand to secure its future; why the Eastern Mediterranean is one of the most volatile flashpoints of the twenty-first century; and why the Earth's atmosphere is set to become the world's next battleground. Delivered with Marshall's trademark wit and insight, this is a lucid and gripping exploration of the power of geography to shape humanity's past, present - and future. An urgent and accessible study of the forces shaping our future on earth and beyond.

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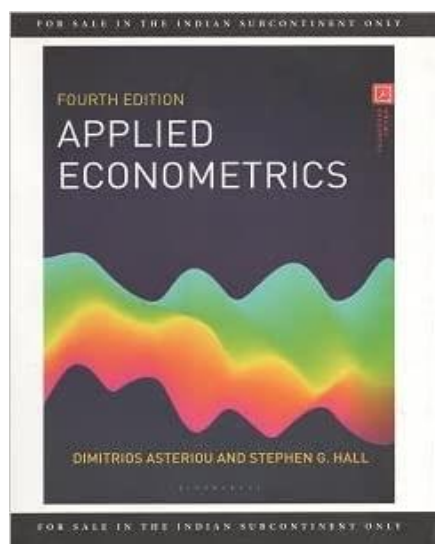


### Lecture notes in global-local policy interactions by Dinar, Ariel

**World Scientific 2022**

**Acc. No.: 50207    Class No.: 320.6    ISBN: 9789811249310**

**Summary:** Globalization and recent developments in the world suggest strong relationships between local and global decisions, actions and impacts. Global-local relationships are also associated with positive and negative externalities, which necessitate policy interventions. Lecture Notes in Global-Local Policy Interactions discusses the process of building and managing a global public policy and the interaction of public policies at the global and local (national/regional) levels. This book demonstrates the global negative externalities from under-regulation of various activities by one agent/country that affect the well-being of other agents/countries, and the design of policies (agreements) to reduce the impacts of such externalities. Possible opposed interests to global policies of local stakeholders and the (local) policies they established to tackle such externalities in their jurisdictions are included as well. The book introduces concepts and principles associated with conflict, negotiation and cooperation, all of which are part of policy reform and design. It explores to various extents the global-local interactions that are related to selected global policies.



### Applied econometrics by Asteriou, Dimitrios

**Bloomsbury 2022**

**Acc. No.: 50599    Class No.: 330.015195    ISBN: 9789356401303**

**Summary:** This book will be essential reading for economics undergraduate and master's students taking a course in applied econometrics. Its practical nature makes it ideal for modules requiring a research project. New to this Edition - Additional practical exercises throughout to help consolidate understanding - A freshly-updated companion website featuring a new solutions manual for instructors.

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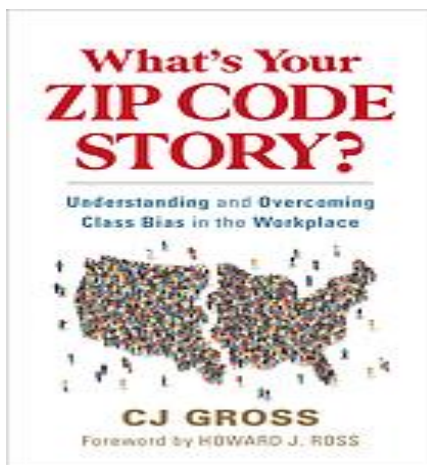


**Work in the 21st century: how do i log on by Ross, Peter K**

**Emerald Publishing 2017**

**Acc. No.: 50194    Class No.: 331    ISBN: 9781787145788**

**Summary:** This book provides practical guidance for policy makers, managers and workers trying to better understand the processes underpinning changing work environments and labour markets, while further developing academic perspectives and theoretical debate on the changing nature of work and workplaces in the 21st century.



**What's your zip code story: understanding and overcoming class bias in the workplace by Gross, C J**

**Rowman & Littlefield 2022**

**Acc. No.: 50201    Class No.: 331.256    ISBN: 9781538160589**

**Summary:** Shedding light on class division, this book reveals implications and solutions to class bias in the workplace by analyzing real experiences, social norms, education, wealth, and more.

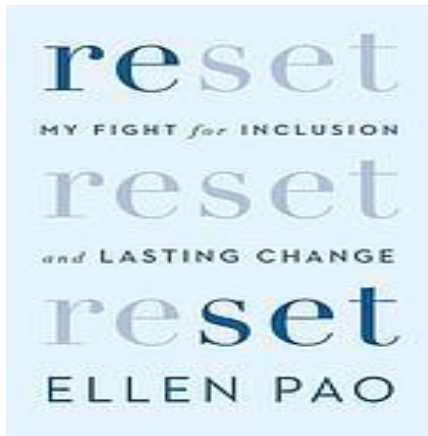


**Inclusive sponsorship: a bold vision to advance women of color in the workplace by Tynan, Jhaymee**

**Rowman & Littlefield 2023**

**Acc. No.: 50197    Class No.: 331.4    ISBN: 9781538160398**

**Summary:** Inclusive Sponsorship is an inspiring business book that explores how career sponsorship can accelerate women of color into senior leadership. Jhaymee Tynan, a Black female executive and talent advisor, shares her personal sponsorship and leadership journey, and shows how sponsorship can be transformational for black women and their employers.



**Reset: my fight for inclusion and lasting change by Pao, Ellen K**

**Spiegel & Grau 2017**

**Acc. No.: 50227    Class No.: 331.4133    ISBN: 9780399591013**

**Summary:** The co-founder of the diversity non-profit Project Include shares the story behind her landmark 2015 lawsuit against powerhouse venture capitalist firm Kleiner Perkins, exploring what her case and refusal to settle revealed about Silicon Valley discrimination.

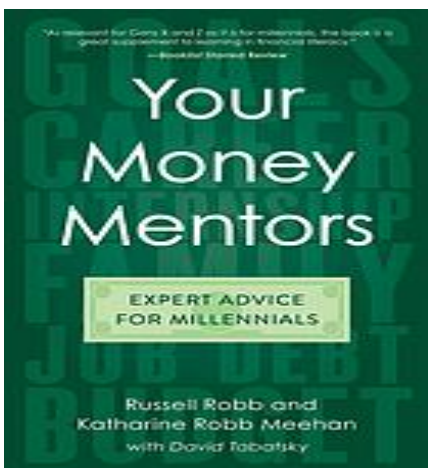


**Applications and trends in fintech II: cloud computing, compliance and global fintech trends by Chuen, David Kuo Lee**

**World Scientific 2022**

**Acc. No.: 50203    Class No.: 332    ISBN: 9789811249303**

**Summary:** This book is the second part of Applications and Trends in Fintech, which serves as a comprehensive guide to the advanced topics in fintech, including the deep learning and natural language processing algorithms, blockchain design thinking, token economics, cybersecurity, cloud computing and quantum computing, compliance and risk management, and global fintech trends. Readers will gain knowledge about the applications of fintech in finance and its latest developments as well as trends. This fifth volume covers global fintech trends and emerging technologies such as cloud computing and quantum computing, as well as the compliance and risk management frameworks for fintech companies. Together with the first part in applications and trends (fourth volume), these two books will deepen readers' understanding of the fintech fundamentals covered in previous volumes through various applications and analysis of impacts and trends.



**Your money mentors: expert advice for millennials by Robb, Russell**

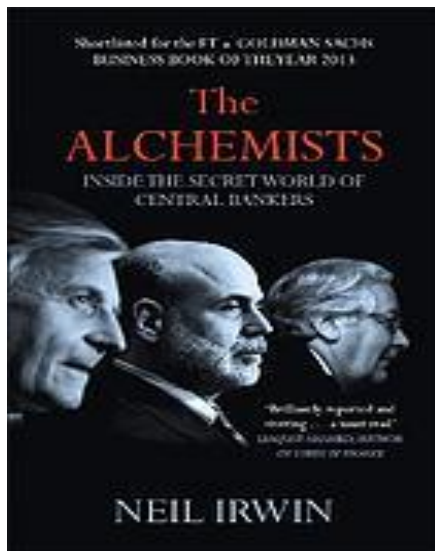
**Rowman & Littlefield 2022**

**Acc. No.: 50202    Class No.: 332.024    ISBN: 9781538149485**

**Summary:** Russell Robb, along with his millennial granddaughter, Katherine Robb Meehan, offers real-world financial and career advice, which encourages millennials to utilize their personality traits while seeking a job, set realistic financial goals, and budget wisely as they partner, start families, and prepare for retirement.



## NEW ARRIVALS, MARCH 2023



**The alchemists: inside the secret world of central bankers by Irwin, Neil**

**Headline Business Plus 2014**

**Acc. No.: 50209    Class No.: 332.11    ISBN: 9780755362684**

**Summary:** An unprecedented and important insight into the secret world behind our economy. When the first rumblings of the coming financial crisis were heard in August 2007, three men who were never elected to public office suddenly became the most powerful men in the world. They were the leaders of the world's three most important central banks: Ben Bernanke of the U.S. Federal Reserve, Mervyn King of the Bank of England, and Jean-Claude Trichet of the European Central Bank. Over the next five years, they and their fellow central bankers deployed trillions of dollars, pounds and euros to try and contain the waves of panic that threatened to bring down the global financial system. Neil Irwin's *The Alchemists* is both a gripping account of the most intense exercise in economic crisis management we've ever seen, and an insightful examination of the role and power of the central bank.

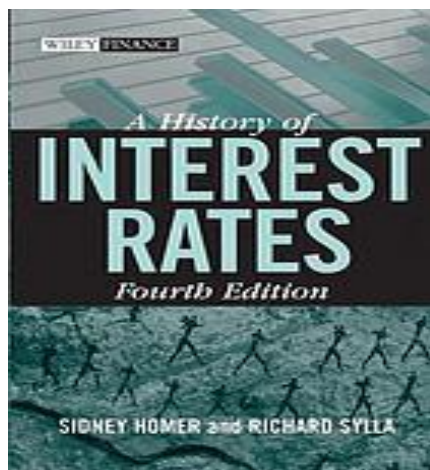


**Sustainable and responsible investing 360°: lessons learned from world class investors by Arnell, R Scott**

**Rowman & Littlefield 2022**

**Acc. No.: 50198    Class No.: 332.6    ISBN: 9781538149041**

**Summary:** A must-read for anyone struggling to understand Impact Investing, ESG, SRI, and the myriad terms used to describe investing for positive impact. Hear from 27 experts managing trillions in funds about why sustainable and responsible investing matters, how they perform, and what the future of this investment strategy is.



**A history of interest rates by Homer, Sidney**

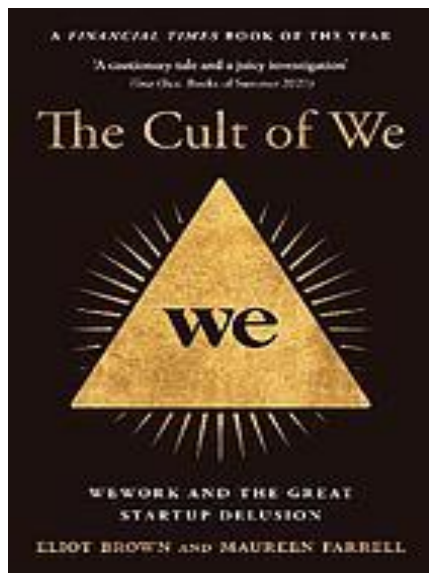
**John Wiley & Sons 2005**

**Acc. No.: 50229    Class No.: 332.82    ISBN: 9780471732839**

**Summary:** *A History of Interest Rates* presents a very readable account of interest rate trends and lending practices over four millennia of economic history. Despite the paucity of data prior to the Industrial Revolution, authors Homer and Sylla provide a highly detailed analysis of money markets and borrowing practices in major economies. Underlying the analysis is their assertion that "the free market long-term rates of interest for any industrial nation, properly charted, provide a sort of fever chart of the economic and political health of that nation."



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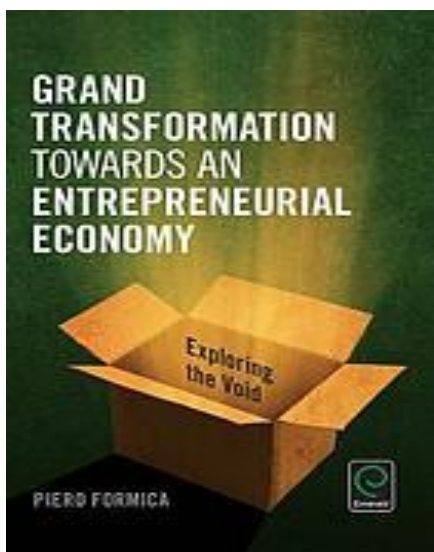


**The cult of we: WeWork and the great start-up delusion by Brown, Elio**

**Mudlark 2022**

**Acc. No.: 50222    Class No.: 333.33875    ISBN: 9780008389406**

**Summary:** The definitive inside story of WeWork, its audacious founder, and the company's epic unravelling from the journalists who first broke the story wide open. In 2001, Adam Neumann arrived in New York after five years as a conscript in the Israeli navy. Just over fifteen years later, he had transformed himself into the charismatic CEO of a company worth 47 billion dollars. With his long hair and feel-good mantras, the six-foot-five Neumann looked the part of a messianic Silicon Valley entrepreneur. The vision he offered was mesmerizing: a radical reimagining of work space for a new generation. He called it WeWork. As billions of funding dollars poured in, Neumann's ambitions grew limitless. WeWork wasn't just an office space provider; it would build schools, create cities, even colonize Mars. In pursuit of its founder's vision, the company spent money faster than it could bring it in. From his private jet, sometimes clouded with marijuana smoke, the CEO scoured the globe for more capital but in late 2019, just weeks before WeWork's highly publicized IPO, everything fell apart.



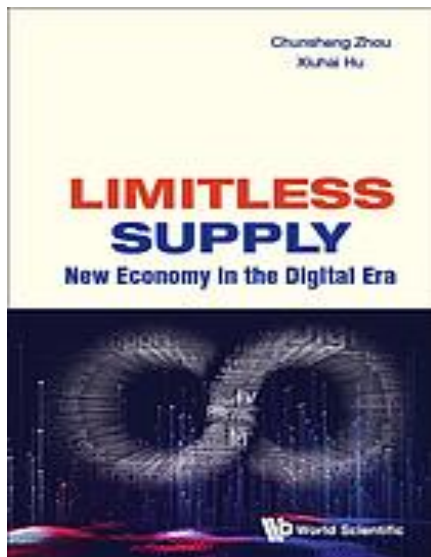
**Grand transformation towards an entrepreneurial economy: exploring the void by Formica, Piero**

**Emerald Group 2015**

**Acc. No.: 50188    Class No.: 338.04    ISBN: 9781785605239**

**Summary:** Formica explains why public policy needs to shift towards the entrepreneurial economy and how this can be done. This book focuses on the crucial role of policies to support entrepreneurs and establish the right environment for new business development and rapid conversion of ideas into enterprises that contribute to booming economic growth.

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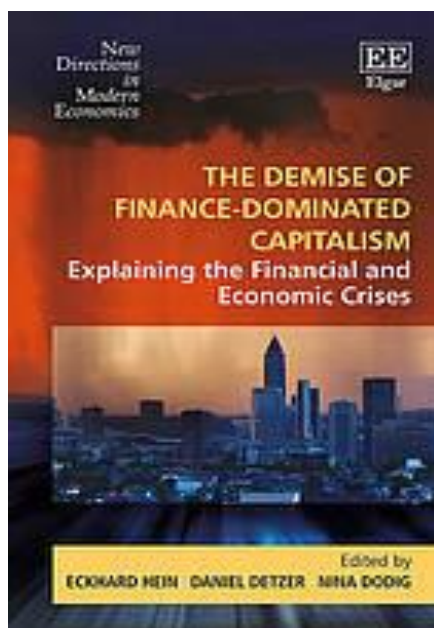


**Limitless supply: new economy in the digital era by Zhou, Chunsheng**

**World Scientific 2022**

**Acc. No.: 50597    Class No.: 338.064    ISBN: 9789811247156**

**Summary:** Scarcity hypothesis is the cornerstone of traditional economic theory. However, in the digital era, new products such as Windows, Android, and WeChat have been introduced to the market. Traditional economic theory may not be able to explain various new economic phenomena in the digital era. This book creatively proposes the concept of limitless supply and then discusses its implications for economy at both macro and micro-levels. It analyses and summarizes the basic features of limitless supply products, and compares the differences and similarities of how limited supply and limitless supply products are manufactured and marketed. The book also provides reasons for why manufacturers of limitless supply products create intangible assets. It argues that the scale of an enterprise producing limitless supply products depends on the number of users, whereas the scale of an enterprise producing limited supply products depends on the production capacity.



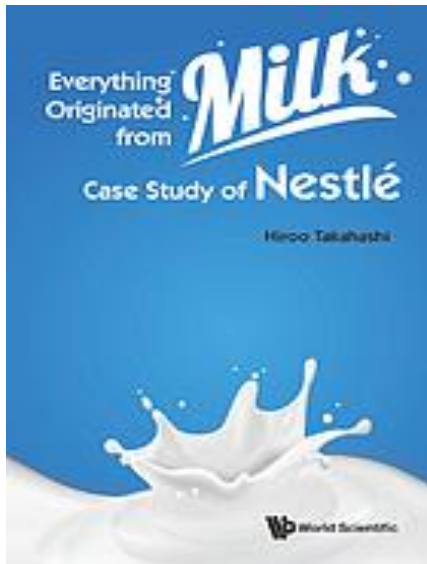
**The demise of finance-dominated capitalism: explaining the financial and economic crises by Hein, Eckhard**

**Edward Elgar 2015**

**Acc. No.: 50185    Class No.: 338.542    ISBN: 9781784715069**

**Summary:** This book provides an overview of different theoretical perspectives on the long-run transition towards finance-dominated capitalism, on the implications for macroeconomic and financial stability, and ultimately on the recent global financial and economic crisis. In the first part, the macroeconomics of finance-dominated capitalism, the theories of financial crisis and important past crises are reviewed. The second part deals with the 2007-09 financial and economic crisis in particular. The special focus is on the long-run problems and inconsistencies of finance-dominated capitalism which play.

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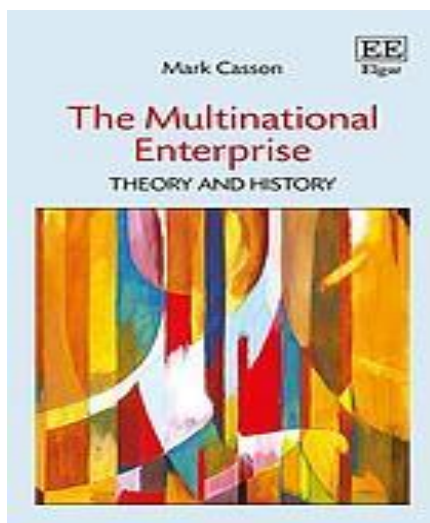


**Everything originated from milk: case study of Nestle by Takahashi, Hiroo**

**World Scientific 2021**

**Acc. No.: 50205    Class No.: 338.7664    ISBN: 9789811234088**

**Summary:** This book is essentially a case study of food giant Nestle. the largest food company in the world which was born in the town of Vevey, Switzerland over hundreds of years ago. Prof Takahashi's interest in Nestle was sparked 50 years ago when he visited Nestle during a trip to Switzerland. He took painstaking efforts to research and discover the secrets of Nestle's success over the last few decades. In this book, Prof Takahashi expounds what has made Nestle a world-reigning global corporation despite its small domestic Swiss market through examining its corporate strategy and R&D, and illustrates how Nestle became the most representative and symbolic company among today's successful Swiss companies. Nestle has been in nearly 189 countries, a number that is almost the same as the number of UN member countries. Since food products are so closely related to our daily lives, any place where people live can be Nestle's market. Switzerland is not blessed with large farmland to grow agricultural products.



**The multinational enterprise: theory and history by Casson, Mark**

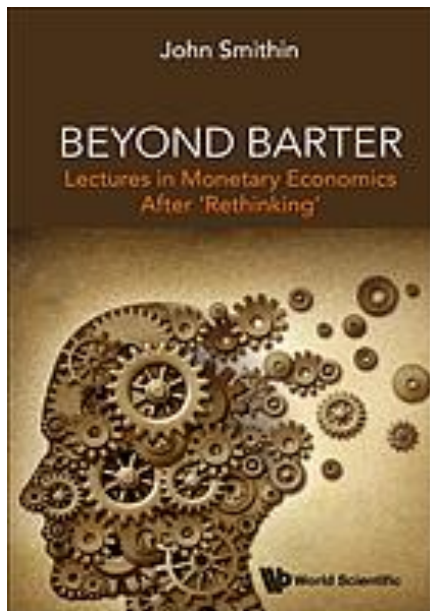
**Edward Elgar 2018**

**Acc. No.: 50186    Class No.: 338.88    ISBN: 9781788110051**

**Summary:** This book summarises Mark Cassons recent research on the multinational enterprise. This work is firmly rooted in history and examines the evolution of the internalisation theory of the multinational enterprise over the past forty years and, in the light of this, considers its potential for further development. The book also explores internationalisation theory in respect to marketing and brands, the supply chain, risk management as well as methodology.



## NEW ARRIVALS, MARCH 2023



**Beyond barter: lectures in monetary economics after 'rethinking' by Smithin, John N**

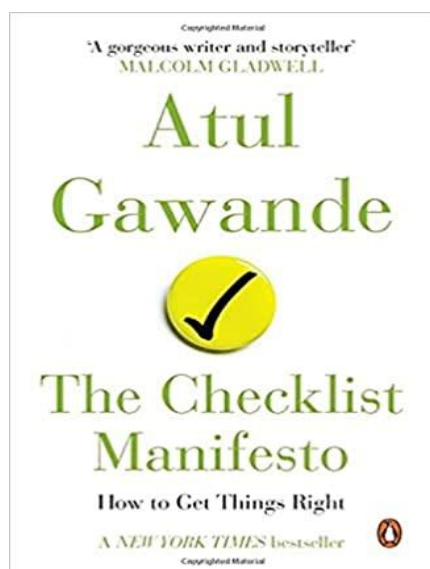
**World Scientific 2022**

**Acc. No.: 50204**

**Class No.: 339.5**

**ISBN: 9789811244421**

**Summary:** The conventional macroeconomic theory of the late twentieth and early twenty-first century, based on the assumption that the working of complex monetary economy could be analysed on the same principles as those of barter exchange, has demonstrably failed. This book provides a thorough rethinking of the nature of a monetary economy. It builds upon a complete theory of the domestic and international monetary macro-economy, and of macroeconomic policy for the modern age. Central to the analysis is the idea that a successful market economy requires an endogenous supply of money via the banking system.



**The checklist manifesto: how to get things right by Gawande, Atul**

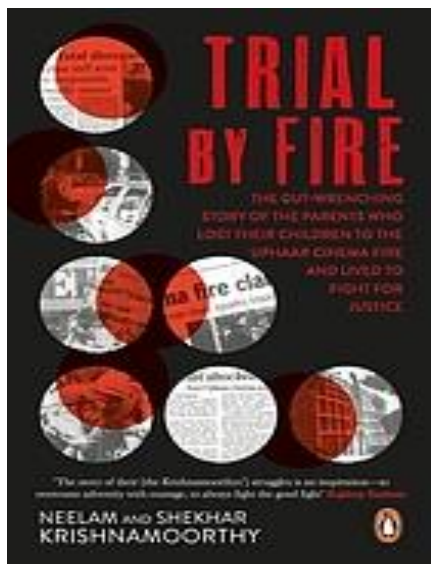
**Penguin Books 2014**

**Acc. No.: 50214**

**Class No.: 362.10685**

**ISBN: 9780143423225**

**Summary:** Acclaimed surgeon and writer Atul Gawande finds a remedy to tackle immensely complex problems with the humblest of techniques: the checklist. In riveting stories, Gawande takes us from Austria, where an emergency checklist saved a drowning victim who had spent half an hour underwater, to Michigan, where a cleanliness checklist in intensive care units virtually eliminated a type of deadly hospital infection. And he follows the checklist revolution into fields well beyond medicine, from disaster response to investment banking, skyscraper construction and business of all kinds.

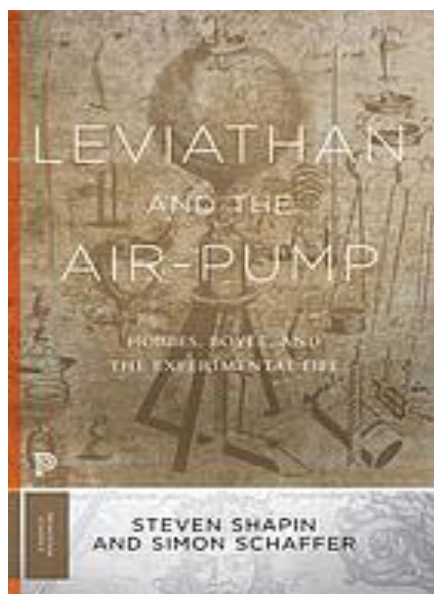


**Trial by fire: the gut-wrenching story of the parents who lost their children to the Uphaar Cinema fire and lived to fight for justice by Krishnamoorthy, Neelam**

**Penguin Books 2016**

**Acc. No.: 50217    Class No.: 363.372    ISBN: 9780143425830**

**Summary:** For the victims of the uphaar cinema fire tragedy, the fight for justice seems endless and closure, a distant dream On 13 June 1997, at 4.55 p.m., a swirling mass of thick smoke entered the balcony section of the well-known cinema hall located in posh south Delhi. With most exits unavailable and no ushers to help, the people seated in the balcony found themselves trapped. By 7 p.m., fifty-seven had died and 103 were seriously injured in the ensuing stampede. Two more people died later in the hospital. Neelam and Shekhar Krishnamoorthy lost their children, Unnati and Ujjawal, aged seventeen and thirteen respectively, that day. They decided to fight for justice - to bring those who were responsible for the tragedy to book. Their battle, which began nineteen years ago, continues till date. Trial by Fire is the story of how the system failed them one step at a time and how, despite the odds, they still refuse to back down.

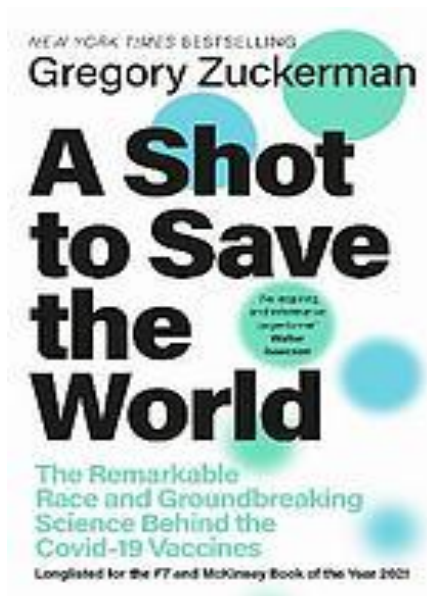


**Leviathan and the air-pump: hobbes, boyle and the experimental life by Shapin, Steven**

**Princeton University Press 2011**

**Acc. No.: 50232    Class No.: 533.5    ISBN: 9780691178165**

**Summary:** Leviathan and the Air-Pump examines the conflicts over the value and propriety of experimental methods between two major seventeenth-century thinkers: Thomas Hobbes, author of the political treatise Leviathan and vehement critic of systematic experimentation in natural philosophy, and Robert Boyle, mechanical philosopher and owner of the newly invented air-pump. The issues at stake in their disputes ranged from the physical integrity of the air-pump to the intellectual integrity of the knowledge it might yield. Both Boyle and Hobbes were looking for ways of establishing knowledge that did not decay into ad hominem attacks and political division. Boyle proposed the experiment as cure. He argued that facts should be manufactured by machines like the air-pump so that gentlemen could witness the experiments and produce knowledge that everyone agreed on. Hobbes, by contrast, looked for natural law and viewed experiments as the artificial, unreliable products of an exclusive guild. The new approaches taken in Leviathan and the Air-Pump have been enormously influential on historical studies of science.

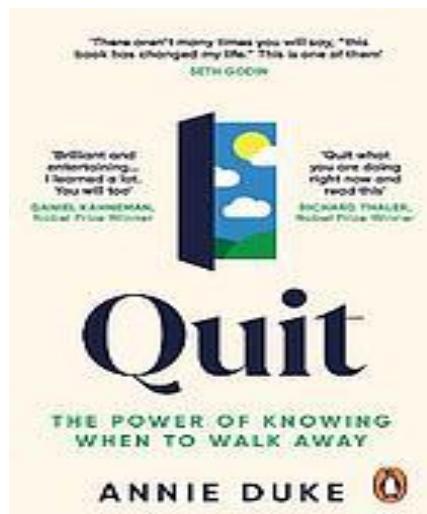


**A shot to save the world: the remarkable race and ground-breaking science behind the COVID-19 vaccines by Zuckerman, Gregory**

**Penguin Business 2021**

**Acc. No.: 50220 Class No.: 616.2414 ISBN: 9780241531716**

**Summary:** This is the definitive account of the global effort to develop a vaccine for Covid-19, charting the failure and success of every major vaccine in use. When the coronavirus pandemic hit, many of the world's biggest drug and vaccine makers were slow to react or couldn't muster an effective response. It was up to a small group of unlikely and untested scientists and executives to save civilization; a French businessman dismissed by many as a fabulist, a Turkish immigrant with little virus experience, a quirky American Midwesterner obsessed with insect cells, a Boston scientist employing questionable techniques, a British scientist despised by his peers. They scrambled to turn their life's work into life-saving vaccines in a matter of months, each gunning to make the big breakthrough - and to beat each other for the glory that a vaccine guaranteed. A number-one New York Times bestselling author and award-winning Wall Street Journal investigative journalist, Zuckerman takes us inside the top-secret laboratories, corporate clashes and high-stakes government negotiations that led to effective vaccines development and roll out.



**Quit: the power of knowing when to walk away by Duke, Annie**

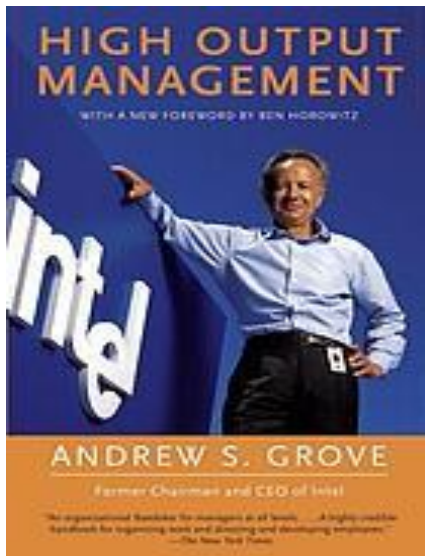
**Ebury Edge 2022**

**Acc. No.: 50212 Class No.: 650.1 ISBN: 9781529146158**

**Summary:** From the bestselling author of Thinking in Bets comes a toolkit for mastering the skill of quitting to achieve greater success. Business leaders, with millions of dollars down the drain, struggle to abandon a new app or product that just isn't working. Governments, caught in a hopeless conflict, believe that the next tactic will finally be the one that wins the war. And in our own lives, we persist in relationships or careers that no longer serve us. Why? According to Annie Duke, in the face of tough decisions, we're terrible quitters. And that is significantly holding us back. In Quit, Duke teaches you how to get good at quitting. Drawing on stories from elite athletes like Mount Everest climbers, founders of leading companies like Stewart Butterfield, the CEO of Slack, and top entertainers like Dave Chappelle, Duke explains why quitting is integral to success, as well as strategies for determining when to hold em, and when to fold em, that will save you time, energy, and money.



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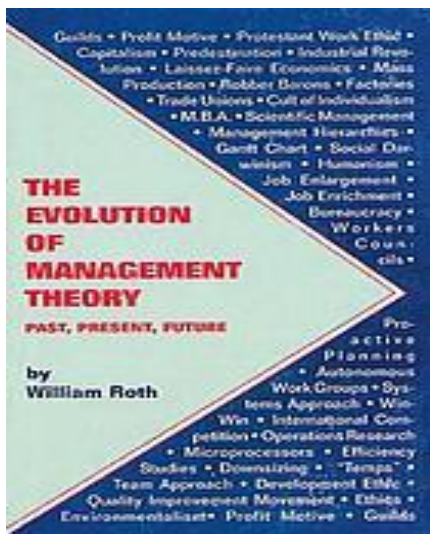


### High output management by Grove, Andrew S

Vintage Books 2015

Acc. No.: 50215    Class No.: 658    ISBN: 9780679762881

**Summary:** The essential skill of creating and maintaining new businesses--the art of the entrepreneur--can be summed up in a single word: managing. In High Output Management, Andrew S. Grove, former chairman and CEO (and employee number three) of Intel, shares his perspective on how to build and run a company. Born of Grove's experiences at one of America's leading technology companies, this legendary management book is a Silicon Valley staple, equally appropriate for sales managers, accountants, consultants, and teachers, as well as CEOs and start-up founders. Grove covers techniques for creating highly productive teams, demonstrating methods of motivation that lead to peak performance--throughout, High Output Management is a practical handbook for navigating real-life business scenarios and a powerful management manifesto with the ability to revolutionize the way we work.

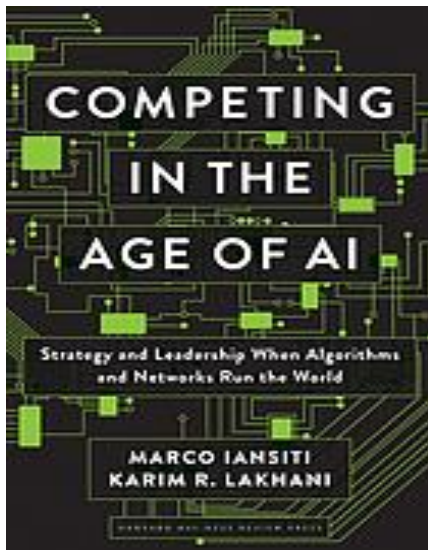


### The evolution of management theory: past, present, future by Roth, William F

CRC Press 1998

Acc. No.: 50231    Class No.: 658.009    ISBN: 9780963568014

**Summary:** This is a fascinating investigation of the history of management theory in terms of four interdependent, history-shaping forces: (1) socioeconomic thinking; (2) technological development; (3) organizational size; and (4) marketplace pressures.

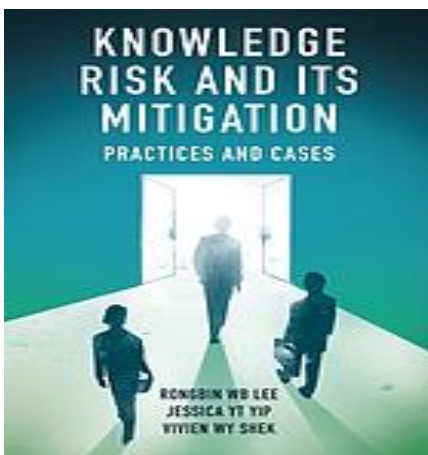


**Competing in the age of AI: strategy and leadership when algorithms and networks run the world by Iansiti, Marco**

**Harvard Business Review Press 2020**

**Acc. No.: 50225-26    Class No.: 658.0563    ISBN: 9781633697621**

**Summary:** In industry after industry, data, analytics, and AI-driven processes are transforming the nature of work. While we often still treat AI as the domain of a specific skill, business function, or sector, we have entered a new era in which AI is challenging the very concept of the firm. AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. The authors show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have constrained business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, drive massive scope increase, enabling companies to straddle industry boundaries, and enable powerful opportunities for learning to drive ever more accurate, complex, and sophisticated predictions.



**Knowledge risk and its mitigation: practices and cases by Lee, W B Rongbin**

**Emerald Publishing 2021**

**Acc. No.: 50190    Class No.: 658.155    ISBN: 9781789739206**

**Summary:** The life cycle of companies and enterprises, at present, is short-lived due to rapid social and technological changes. Despite the growing awareness on the importance of knowledge management (KM) among academic researchers, it is still not widely practiced in industry. Why is this?



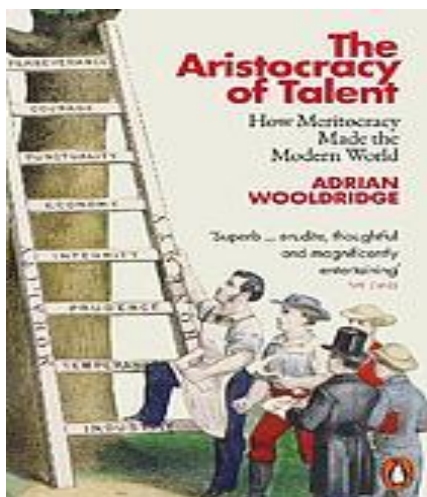
**Intercultural management in practice: learning to lead diverse global organizations by Chavan, Meena**

**Emerald Publishing 2021**

**Acc. No.: 50189    Class No.: 658.3008    ISBN: 9781839828270**

**Summary:** Modern-day business leaders need to manage diverse global organisations and teams that work in international contexts. This text will assist organisations of all types to manage diversity and promote inclusion in their national and international operations and markets.

## NEW ARRIVALS, MARCH 2023



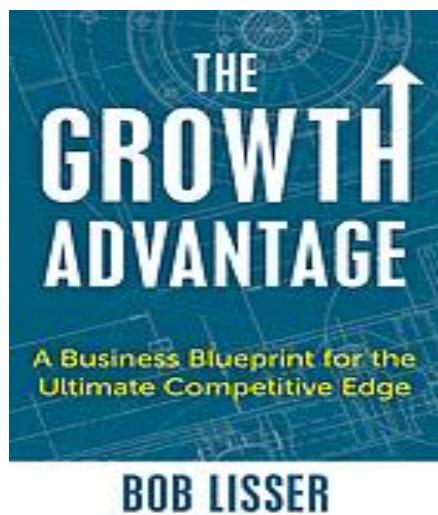
**The aristocracy of talent: how meritocracy made the modern world by Wooldridge, Adrian**

**Penguin Books 2023**

**Acc. No.: 50219    Class No.: 658.3125    ISBN: 9780141990378**

**Summary:** 'This unique and fascinating history explains why the blame now being piled upon meritocracy for many social ills is misplaced-and that assigning responsibilities to the people best able to discharge them really is better than the time-honoured customs of corruption, patronage, nepotism and hereditary castes' Steven Pinker

Meritocracy: the idea that people should be advanced according to their talents rather than their status at birth. For much of history this was a revolutionary thought, but by the end of the twentieth century it had become the world's ruling ideology. How did this happen, and why is meritocracy now under attack from both right and left?



**The growth advantage: a business blueprint for the ultimate competitive edge by Lisser, Robert**

**Rowman & Littlefield 2022**

**Acc. No.: 50199    Class No.: 658.4012    ISBN: 9781538161722**

**Summary:** The Growth Advantage cracks open the business secrets that teach companies how to achieve that dream of steady, predictable growth through effective planning and solid execution. Readers learn how their company can develop and sustain a blueprint for growth that guides company actions on a daily and weekly basis. Combining elements of culture, strategy, planning, execution, talent acquisition, training, motivation, accountability, and brand differentiation into one book with clear, actionable steps, Bob Lisser brings readers along a journey that starts with a plan and ends with success.



**Strategic outlook in business and finance innovation: multidimensional policies for emerging economies by Dinçer, Hasan**

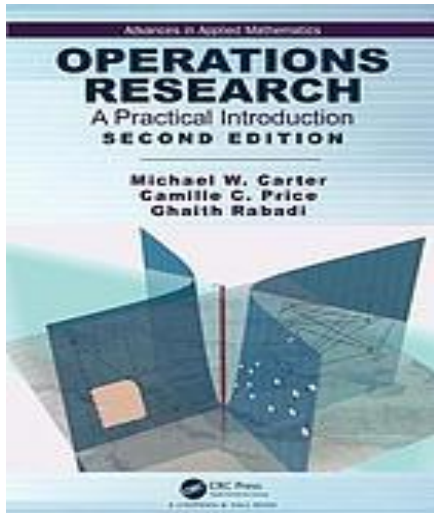
**Emerald Publishing 2021**

**Acc. No.: 50191    Class No.: 658.4012    ISBN: 9781800434455**

**Summary:** Strategic Outlook in Business and Finance Innovation: Multidimensional Policies for Emerging Economies brings together new theoretical frameworks and develops appropriate strategies to improve the performance of firms globally.



## NEW ARRIVALS, MARCH 2023



**Operations research: a practical introduction by Carter, Michael W**

**CRC Press 2019**

**Acc. No.: 50230    Class No.: 658.4034    ISBN: 9781498780100**

**Summary:** Operations Research: A Practical Introduction is just that: a hands-on approach to the field of operations research (OR) and a useful guide for using OR techniques in scientific decision making, design, analysis and management. The text accomplishes two goals. First, it provides readers with an introduction to standard mathematical models and algorithms. Second, it is a thorough examination of practical issues relevant to the development and use of computational methods for problem solving. Highlights: All chapters contain up-to-date topics and summaries - A succinct presentation to fit a one-term course - Each chapter has references, readings, and list of key terms - Includes illustrative and current applications - New exercises are added throughout the text - Software tools have been updated with the newest and most popular software.



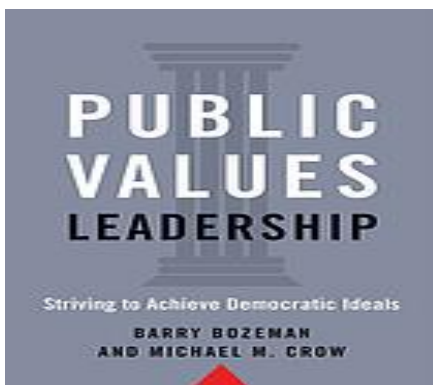
**The management of innovation: by Burns, Tom**

**Tavistock Publications 1961**

**Acc. No.: 50600    Class No.: 658.4063    ISBN: 9781014554413**

**Summary:** This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it.

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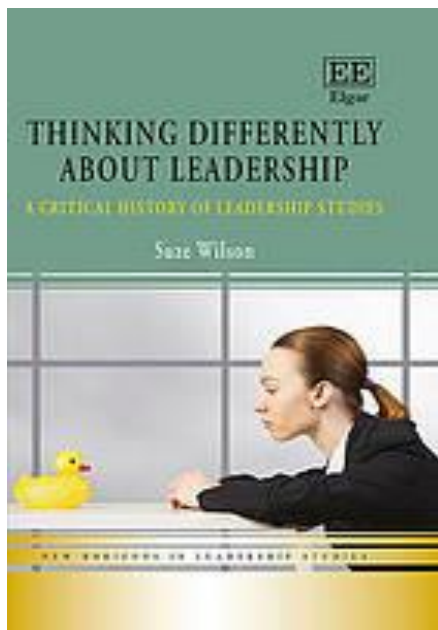
**Public values leadership: striving to achieve democratic ideals by Bozeman, Barry**

**Johns Hopkins University Press 2021**

**Acc. No.: 50196    Class No.: 658.4092    ISBN: 9781421442013**

**Summary:** One of many objectives of leadership is upholding public values. But that objective may be quite different from other more conventional leadership objectives. This book discusses the requirements for effective leadership that promotes public values.

## NEW ARRIVALS, MARCH 2023

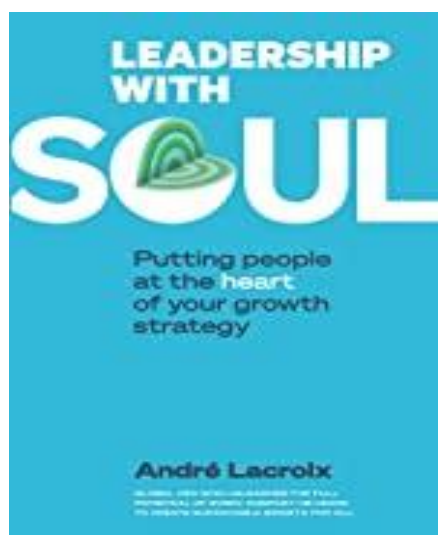


**Thinking differently about leadership: a critical history of leadership studies by Wilson, Suze**

**Edward Elgar 2016**

**Acc. No.: 50187    Class No.: 658.4092    ISBN: 9781784716783**

**Summary:** Thinking Differently about Leadership asks why and how we have come to understand leadership in the way we now do, and the consequences that arise from these understandings. Its critical interrogation of Classical Greek, Medieval and modern social-scientific ideas reveals troubling assumptions and problematic expectations for leaders and followers, which are key features of leadership theorizing both in the past and present day. By tracing developments in leadership thought over time, this book reveals the influence of ideas from history on current thinking, inviting reflection on what we now seek from leaders and followers. Its unique, multi-faceted analysis identifies non-scientific factors that have profoundly influenced the development of leadership science in the modern era.

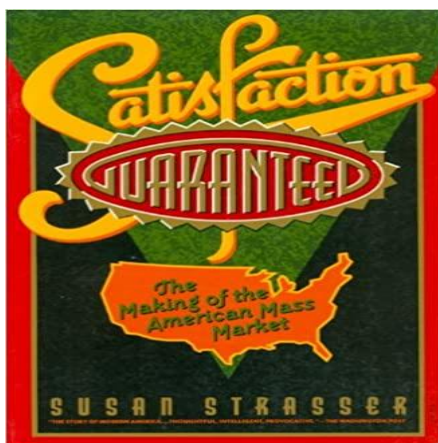


**Leadership with soul: putting people at the heart of your growth strategy by Lacroix, Andre**

**World Scientific 2023**

**Acc. No.: 50206    Class No.: 658.4092    ISBN: 9781944660550**

**Summary:** Leadership with Soul is an invitation for existing and future leaders to stop, think and reinvent their leadership approach to become ever-better leaders. Leadership with Soul is a cutting-edge, systemic leadership model that has created sustainable growth and value in high-performance companies across several sectors of the economy. Anyone, from a management student to a global CEO, who wants to become a more inspirational leader and achieve better outcomes, will benefit.



**Satisfaction guaranteed: the making of the American mass market by Strasser, Susan**

**Pantheon Books 1989**

**Acc. No.: 50234    Class No.: 659.1    ISBN: 9780679725589**

**Summary:** A history of modern marketing, the dynamic processes of advertising, production, and sales that transformed turn-of-the-century America.

## NEW ARRIVALS, MARCH 2023



**Storyscaping: stop creating ads, start creating worlds by Legorburu, Gaston**

**John Wiley & Sons 2014**

**Acc. No.: 50224    Class No.: 659.1    ISBN: 9781118823286**

**Summary:** How to use powerful tools to engage customers with your brand Marketers, technologists, and corporate leaders are looking for ways to more effectively connect consumers with their brand. Storyscapes introduces "storyscaping" as a way to create immersive experiences that solve the challenge of connecting brands and consumers. This book describes a powerful new approach to advertising and marketing for the digital age that involves using stories to design emotional and transactional experiences for customers, both online and offline.



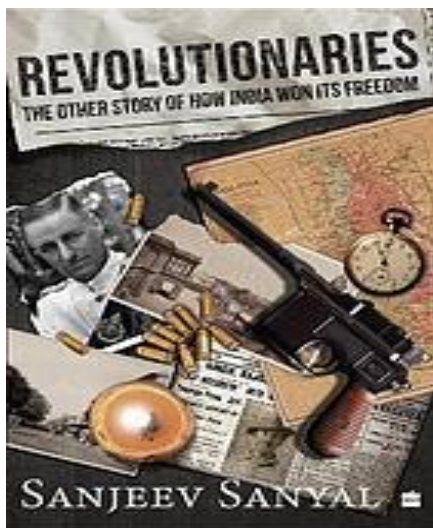
**Scientific advertising by Hopkins, Claude C**

**Martino Publishing 2016**

**Acc. No.: 50223    Class No.: 659.1    ISBN: 9781614279235**

**Summary:** 2016 Reprint of the 1923 edition. Full facsimile of the original edition, not reproduced with Optical Recognition Software. "Scientific Advertising" is cited by many advertising and marketing personalities (such as David Ogilvy, Gary Halbert and Jay Abraham) as a "must-read" book. David Ogilvy wrote that "Nobody should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life." The book is cited as being the original description of the process of split testing and of coupon based customer tracking and loyalty schemes. In the book, Hopkins outlines an advertising approach based on testing and measuring. In this way losses from unsuccessful ads are kept to a safe level while gains from profitable ads are multiplied. Or, as Hopkins wrote, the advertiser is "playing on the safe side of a hundred to one shot." The book also contains information on how to write advertising that sells.



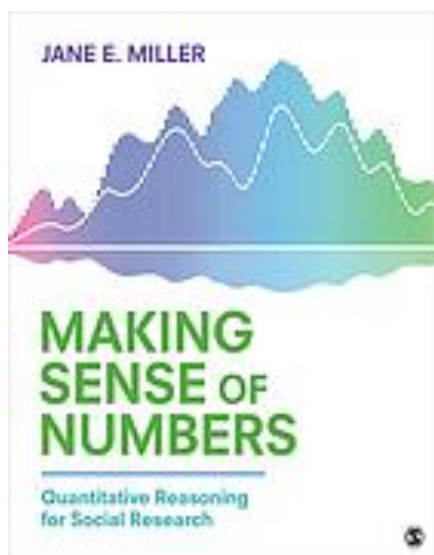


**Revolutionaries: the other story of how India won its freedom by Sanyal, Sanjeev**

**Harper Collins 2023**

**Acc. No.: 50213    Class No.: 954    ISBN: 9789356295940**

**Summary:** The history of India's struggle for freedom is usually told from the perspective of the non-violent movement. Yet, the story of armed resistance to colonial occupation is just as important. Names such as Vinayak Savarkar, Aurobindo Ghosh, Rashbehari Bose, Bagha Jatin, Sachindra Nath Sanyal, Bhagat Singh, Chandrashekhar Azad and Subhas Chandra Bose are still widely remembered. Their story is almost always presented as acts of individual heroism and not as part of a wider movement that had any overarching strategy or significant impact on the overall struggle for Independence. In reality, the revolutionaries were part of a large network that sustained armed resistance against the British Empire for half a century. They not only created a wide network inside India but also established nodes in Britain, France, Thailand, Germany, Persia, Russia, Italy, Ireland, the United States, Japan and Singapore. At various points, they received official support and recognition from the governments of some of these countries. Even the internal dynamics of the Indian National Congress of the time cannot be understood without the revolutionaries, who enjoyed widespread support within the organization.



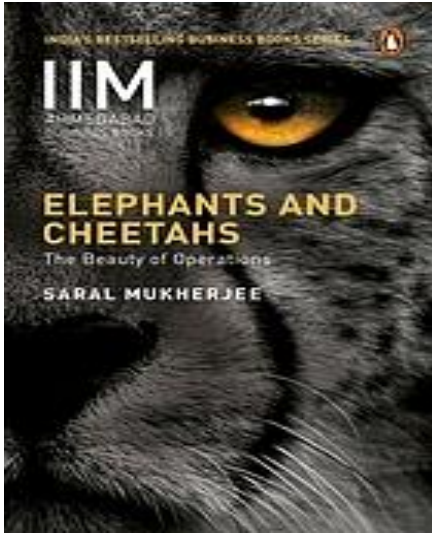
**Making sense of numbers: quantitative reasoning for social research by Miller, Jane E**

**Sage 2022**

**Acc. No.: 50598    Class No.: 001.42 (SR)    ISBN: 9781544355597**

**Summary:** Making Sense of Numbers teaches students the skills they need to be both consumers and producers of quantitative research: able to read about, collect, calculate, and communicate numeric information for both everyday tasks and school or work assignments. The text teaches how to avoid making common errors of reasoning, calculation, or interpretation by introducing a systematic approach to working with numbers, showing students how to figure out what a particular number means. The text also demonstrates why it is important to apply a healthy dose of skepticism to the numbers we all encounter, so that we can understand how those numbers can (and cannot) be interpreted in their real-world context. Jane E. Miller uses annotated examples on a wide variety of topics to illustrate how to use new terms, concepts, and approaches to working with numbers. End-of-chapter engagement activities designed based on Miller's three decades of teaching experience can be used in class or as homework assignments, with some for students to do individually and others intended for group discussion.

## NEW ARRIVALS, MARCH 2023



### **Elephants and cheetahs: the beauty of operations by Mukherjee, Saral**

**Penguin Random House 2021**

**Acc. No.: 50216    Class No.: 658.5 (OM)    ISBN: 9780143451730**

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