



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

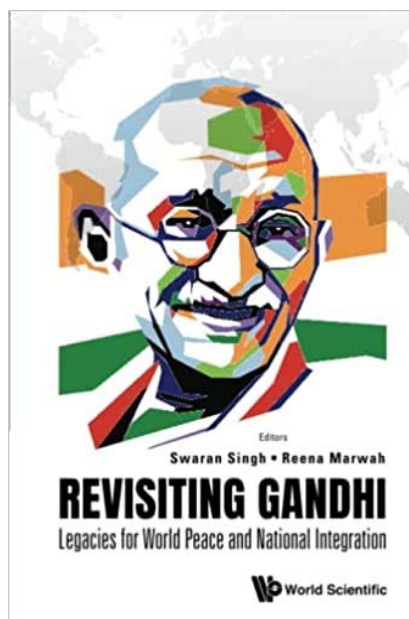


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NEW ARRIVALS

October 2022



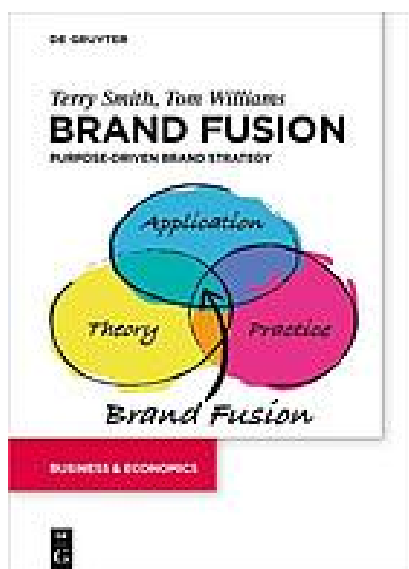


Revisiting Gandhi: legacies for world peace and National integration *by Singh, Swaran*

World Scientific 2022

Acc. No.: 50082 Call No.: 920 ISBN: 9781944660239

Summary: This book interrogates several strands of Gandhian design, articulations, methods and ideals, through five sections. These include Theoretical Perspectives, Peace and World Order, Revolutionary Experiments, National Integration and Gandhi in Chinese Discourses. The authors seek to provide answers to questions as: Were Gandhian ideas utopian? What is the contemporary relevance of Gandhi? Do his ideas share convergence with theory in world politics and international relations? What was his role in forging national integration? How did his ideologies and experiments with truth resonate with countries as China? The writings also underline that being averse to individualism, for Gandhi it was the realm of societal interests which were significant, encompassing the good of humanity, dignity of labor and village-centric development. Development paradigms and health related challenges are articulated in the book to underline the significance of Gandhi's vision of "Leave no one behind" to create an egalitarian society with respect and tolerance. The book presents the essential humility and simplicity of Gandhi.

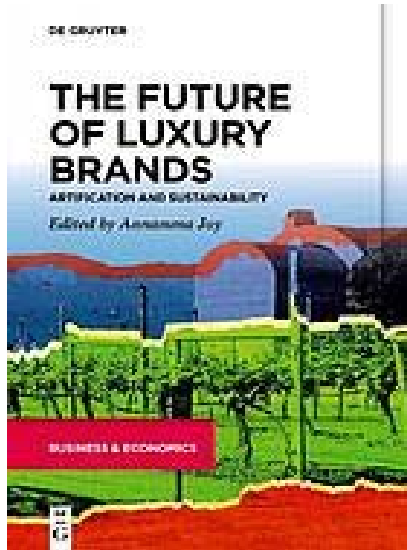


Brand fusion: purpose-driven brand strategy *by Smith, Terry*

De Gruyter 2022

Acc. No.: 50089 Call No.: 658.827 ISBN: 9783110718348

Summary: Brand Fusion: Purpose-driven brand strategy presents a compelling case for what consumers, customers, employees, and wider society are now demanding from companies - the development of brands that deliver profit with purpose, are sustainable, and create mutually beneficial meaning. It fuses theory-practice-application to purpose-driven brand strategies in order to develop a unique approach that has comprehensive theoretical underpinning as well as practical and thought-provoking lessons from industry. Data-driven case studies from a broad range of brands and contexts show the application of this learning-from micro-brands to corporates; charities to technology companies; retirement villages to aspiring high-growth start-ups.

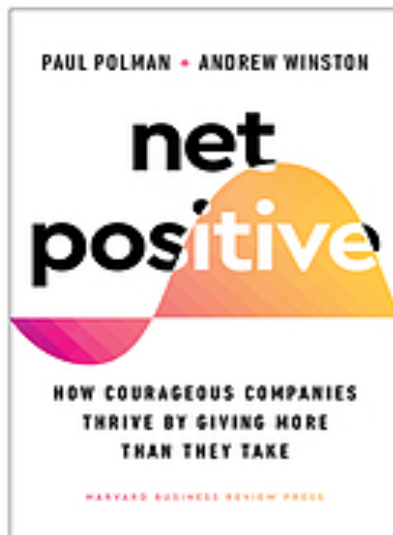


The future of luxury brands: artification and sustainability by Joy, Annamma

De Gruyter 2022

Acc. No.: 50088 Call No.: 658.827 ISBN: 9783110737615

Summary: The concepts of artification and sustainability are now both at the heart of luxury brand marketing strategies; artification as an ongoing process of transformation in the world of art and sustainability as an indispensable response to the issues of our times. The Future of Luxury Brands examines three interrelated luxury-marketing segments-the art world, fashion and fine wines including hospitality services-through the dual lenses of sustainability and artification. From safeguarding human and natural resources to upholding labor rights and protecting the environment, sustainability has taken center stage in consumer consciousness, embodying both moral authority and sound business practices. At the same time, artification-the process by which non-art is reconceived as art-applies the cachet of art to business, affording commercial products the sacred status accorded to works of art. When commercial products enter the realm of aesthetic creation, artification and consumer engagement inevitably increases.

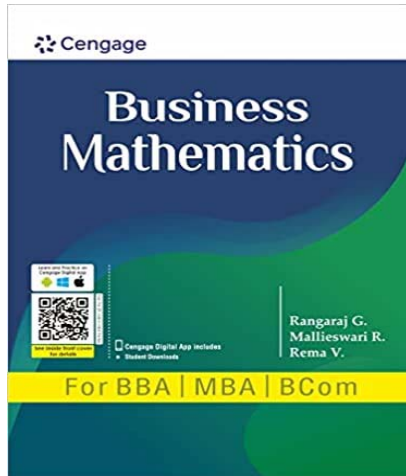


Net positive: how courageous companies thrive by giving more than they take by Polman, Paul

Harvard Business Review Press 2021

Acc. No.: 50110 Call No.: 658.408 ISBN: 9781647821302

Summary: Runaway climate change and persistent inequality are ravaging the world and humanity. Who can help lead us to a better future? Business. These massive dual challenges-and other profound shifts like pandemics, resource constraints, and shrinking biodiversity-threaten our very existence on the planet. Yet division and discord risk undermining our response, just when we need to come together. Global partnership and leadership are lacking, free trade and globalization are under attack, and populism continues to breed intolerance and disruption. At this critical time in history, the imperative to reimagine our economies and companies could not be more urgent. Fortunately, many in the business community-from large corporations to microenterprises-are helping to solve our most profound challenges by deploying long-term, purpose-led business models that put people and planet first. And they are profiting on this new path with new tools, AI and data-driven transparency, and radical improvements in the economics of clean technologies.

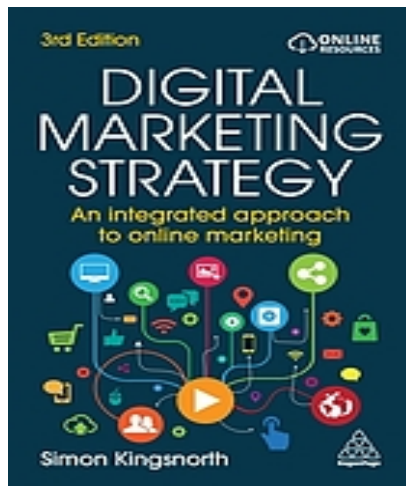


Business mathematics by Rangaraj, G

Cengage Learning 2020

Acc. No.: 50127 Call No.: 519.5 ISBN: 9789353502461

Summary: Mathematics is used in most aspects of daily life. It is required in business to record and manage business operations. A good grasp of Mathematics and its applications is necessary to use as a tool for better decision making. This book provides a methodical approach to learn mathematics and motivates to learn the concepts and apply them in real life situations. It also provides a detailed case study arising in different business situations to understand application of Mathematics in business.



Digital marketing strategy: an integrated approach to online marketing by Kingsnorth, Simon

Kogan Page 2022

Acc. No.: 50087 Call No.: 658.872 ISBN: 9781398605978

Summary: Build an effective and practical digital strategy with this bestselling guide to digital marketing, covering everything from automation and analytics to integrating AI. Digital Marketing Strategy is a global bestseller, and a one-stop guide to digital marketing and how to structure and build a more strategic approach. Recommended by the Chartered Institute of Marketing (CIM), a professional marketing body. Now fully updated, this third edition covers the integration of AI in marketing, marketing automation and how to use digital analytical tools, plus new strategies for third-party data and privacy protection. Digital Marketing Strategy will show you how to effectively select, align and manage digital channels and operations, to streamline a winning digital marketing strategy for measurable, optimized results. Learn from real-world case studies including Coca-Cola, MoneySupermarket.com, Bloom & Wild, Airbnb, Adidas, Uber so you can view best-practice examples so you can build your own digital marketing strategy. Accompanying online resources consist of practical implementation guides spanning SEO, paid-search, email, lead-generation, as well as lecture slides and activity sheets. This is an invaluable guide for digital marketing students and entry-level to mid-management professionals

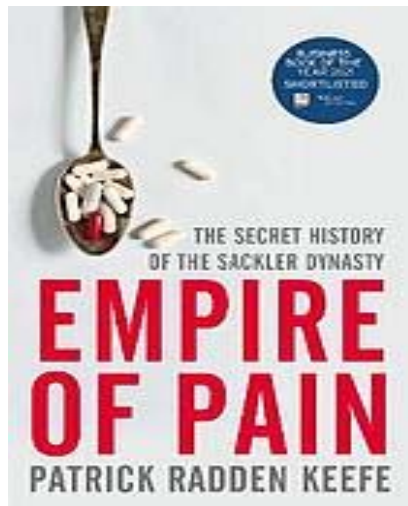


Social media marketing for business: scaling an integrated social media strategy across your organization *by Jenkins, Andrew*

Kogan Page 2022

Acc. No.: 50091 Call No.: 658.872 ISBN: 9781398603691

Summary: Social media has become an imperative for almost every business. Discover how to successfully implement an effective social media strategy that is supported and integrated throughout every part of your organization, with this essential handbook to enhancing your online presence and achieving the competitive edge. Social Media Marketing for Business provides a step-by-step roadmap to setting up effective workflows, team configurations, governance models and social media policies, alongside creating and measuring social media campaigns and content themselves. Featuring insights from leading industry experts, it covers areas such as balancing social media ownership, measuring success using analytics and conducting a social media audit. Containing an array of international case study examples from organizations such as Airbnb, Hyundai, Deloitte Digital and LVMH, Social Media Marketing for Business also explores how to build a supportive culture, get buy-in and common pitfalls to avoid.

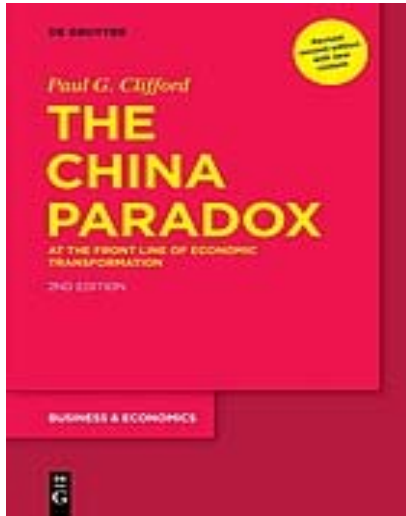


Empire of pain: the secret history of the Sackler dynasty *by Radden, Patrick*

Picador 2021

Acc. No.: 50111 Call No.: 338.476151 ISBN: 9781529063073

Summary: The Sackler name adorns the walls of many storied institutions - Harvard, the Metropolitan Museum of Art - Oxford - the Louvre. They are one of the richest families in the world, known for their lavish donations in the arts and the sciences. The source of the family fortune was vague, however, until it emerged that the Sacklers were responsible for making and marketing Oxycontin, a blockbuster painkiller that was a catalyst for the opioid crisis-an international epidemic of drug addiction which has killed nearly half a million people. In this masterpiece of narrative reporting and writing, Patrick Radden Keefe exhaustively documents the jaw-dropping and ferociously compelling reality. Empire of Pain is the story of a dynasty - a parable of 21st century greed

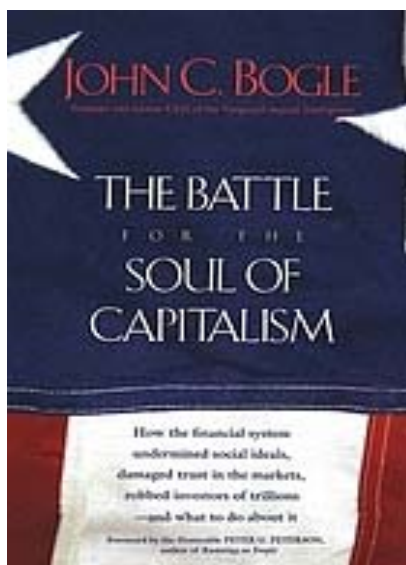


The China paradox: at the front line of economic transformation *by Clifford, Paul Gilmore*

De Gruyter 2022

Acc. No.: 50096 Call No.: 339.9 ISBN: 9783110724172

Summary: In *The China Paradox: At the Front Line of Economic Transformation*, Harvard University-based historian of modern China and business strategist Dr. Paul G. Clifford documents the twists and turns of China's dramatic and unforeseen rise over the last four decades. He sheds light on the delicate and fragile balance of forces at the heart of the success of China's hybrid model, explaining how the ruling Communist Party boldly led the nation's economic reforms as the surest way to preserve its grip on political power. Five years after this book was first published, much has changed within China and in its relationship with the world. This second edition provides extensive fresh new material. It explains how China has raised its game, moving from a catch-up mode to technological innovation in some areas, while still languishing in technology dependence in other respects. Earlier, China had shown signs that its driving spirit was faltering with its sails flapping. Under Xi Jinping, renewed energy has been injected. But at the same time Xi and his party have strongly reinforced their control across society and the economy, posing the question of whether Xi's New Era in fact marks a retreat from the reforms. This second edition contains two new chapters.

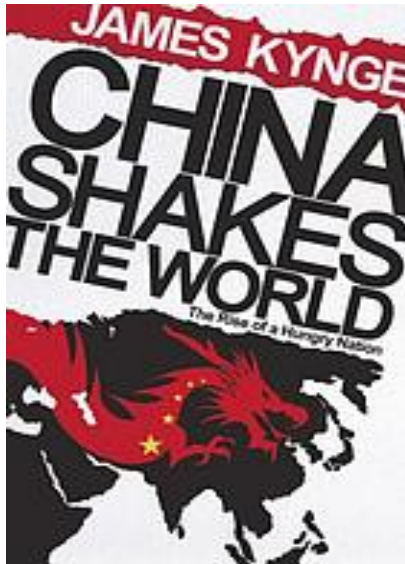


The battle for the soul of capitalism *by Bogle, John C*

Yale University Press 2005

Acc. No.: 50104 Call No.: 330.122 ISBN: 9780300119718

Summary: Bogle, founder of Vanguard and developer of the first index mutual fund, believes that corporate America has gone "profoundly wrong ... stressing form over substance, prestige over virtue, money over achievement." Bogle's solutions include increased board oversight, the return to long-term investing, increased emphasis on cash dividends, and valuation based on the capacity of assets to generate cash flow, which creates wealth for investors. He even suggests increasing taxation of short-term gains to discourage the quick sale of securities

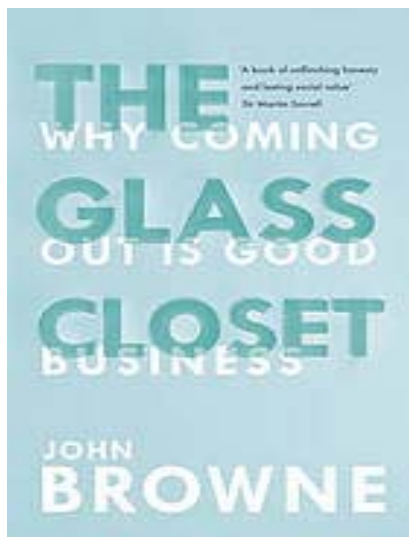


China shakes the world: the rise of a hungry nation *by Kynge, James*

Orion Publishing 2009

Acc. No.: 50100 Call No.: 330.951 ISBN: 9780753826706

Summary: Authoritative and fully up-to-date account by leading China expert on China's economic rise and how it will affect the world. The new China, the nation that in 25 years has changed beyond all recognition is becoming an industrial powerhouse for the world. James Kynge shows not only the extraordinary rise of the Chinese economy, but what the future holds as China begins to influence the world. On the eve of the British industrial revolution some 230 years ago, China accounted for one third of the global economy. In 1979, after 30 years of Communism, its economy contributed only two per cent to global GDP. Now it is back up to five per cent, and rising. Although China is already a palpable force in the world, its re-emergence is only just starting to be felt. Kynge shows China's weaknesses - its environmental pollution, its crisis in social trust, its weak financial system and the faltering institutions of its governments - which are poised to have disruptive effects on the world.



The glass closet: why coming out is good business *by Browne, John*

WH Allen 2014

Acc. No.: 50105 Call No.: 331.53 ISBN: 9780753555323

Summary: Part memoir and part social criticism, The Glass Closet addresses the issue of homophobia that still pervades corporations around the world and underscores the immense challenges faced by LGBT employees. In The Glass Closet, Lord John Browne, former CEO of BP, seeks to unsettle business leaders by exposing the culture of homophobia that remains rampant in corporations around the world, and which prevents employees from showing their authentic selves. Drawing on his own experiences, and those of prominent members of the LGBT community around the world, as well as insights from well-known business leaders and celebrities, Lord Browne illustrates why, despite the risks involved, self-disclosure is best for employees and for the businesses that support them. Above all, The Glass Closet offers inspiration and support for those who too often worry that coming out will hinder their chances of professional success.

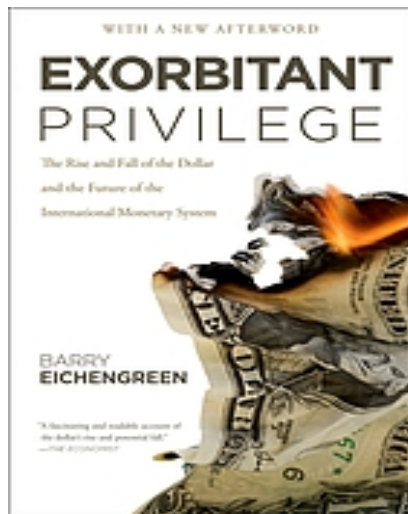


Boom: mad money, mega dealers and the rise of contemporary art by *Shnayerson, Michael*

PublicAffairs 2020

Acc. No.: 50108 Call No.: 332.4 ISBN: 9781541758728

Summary: The contemporary art market is an international juggernaut, throwing off multimillion-dollar deals as wealthy buyers move from fair to fair, auction to auction, party to glittering party. But none of it would happen without the dealers-the tastemakers who back emerging artists and steer them to success, often to see them picked off by a rival. Dealers operate within a private world of handshake agreements, negotiating for the highest commissions. Michael Shnayerson, a longtime contributing editor to Vanity Fair, writes the first ever definitive history of their activities. He has spoken to all of today's so-called mega Dealers-Larry Gagosian, David Zwirner, Arne and Marc Glimcher, and Iwan Wirth-along with dozens of other dealers-from Irving Blum to Gavin Brown-who worked with the greatest artists of their times: Jackson Pollock, Andy Warhol, Cy Twombly, and more.

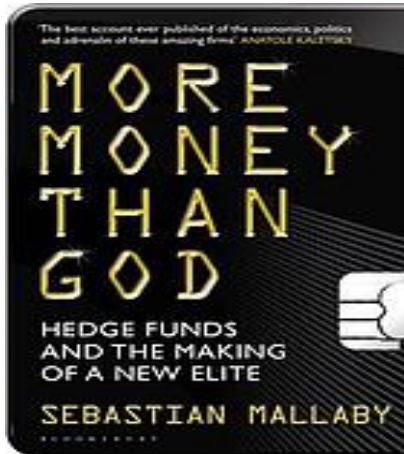


Exorbitant privilege: the rise and fall of the dollar and the future of the international monetary system by *Eichengreen, Barry J*

Oxford University Press 2012

Acc. No.: 50099 Call No.: 332.456 ISBN: 9780199642472

Summary: In *Exorbitant Privilege*, economic historian, Barry Eichengreen, traces the rise of the dollar to international prominence over the course of the 20th century. He shows that the greenback dominated internationally in the second half of the century for the same reasons and in the same way that the United States dominated the global economy. But now, America no longer towers over the global economy. It follows, Eichengreen argues, that the dollar will not be a dominant. Challenging the presumption that there is room for only one true global currency, either the dollar or something else, Eichengreen shows that several currencies have shared this international role over long periods.

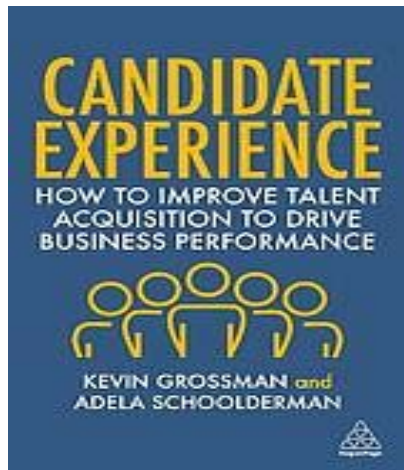


More money than God: hedge funds and the making of the new elite *by Mallaby, Sebastian*

Bloomsbury 2011

Acc. No.: 50102 Call No.: 332.645 ISBN: 9781408809754

Summary: Wealthy, powerful and potentially dangerous, hedge fund moguls have become the 'It Boys' of 21st-century capitalism. Based on unprecedented access to the industry, including 300 hours of interviews and binders of internal documents, 'More Money Than God' provides an authoritative history of hedge funds

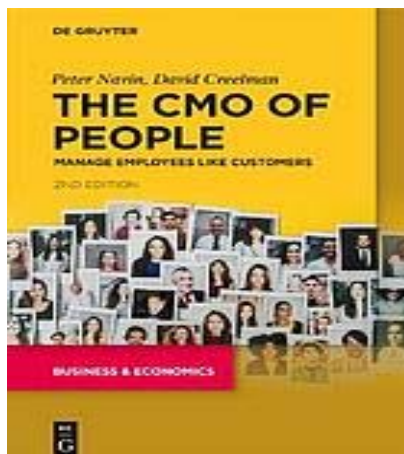


Candidate experience: how to improve talent acquisition to drive business performance *by Grossman, Kevin W*

Kogan Page 2022

Acc. No.: 50040 Call No.: 658.3112 ISBN: 9781398605336

Summary: Achieve a world class candidate experience with this practical, evidence-based guide to attract, acquire, engage and retain the employees the business needs to succeed

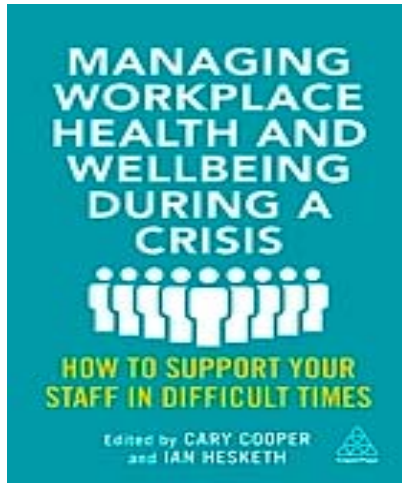


The CMO of people: manage employees like customers *by Navin, Peter A*

De Gruyter 2022

Acc. No.: 50039 Call No.: 658.314 ISBN: 9783110752960

Summary: A fresh look at how to run HR so that it has impact. Drawing on what HR can learn from marketing the book focuses on topics such as brand, employee experience and analytics. Based on the authors experience in leading HR it is jam packed with actionable advice. The new edition includes contributions with industry specialists from UKG, Nike, Service Now, DocuSign and Walsh College



Human Resource Management

Managing workplace health and wellbeing during a crisis:
how to support your staff in difficult times *by Cooper, Cary L*

Kogan Page 2022

Acc. No.: 50029 Call No.: 658.38 ISBN: 9781398601222

Summary: During the Covid-19 pandemic, almost half of Americans reported that the crisis had a negative effect on their mental health. In the UK, the financial crisis of 2008 resulted in a rise in stress and anxiety and a decline in physical health. When dealing with a crisis, a business will consider the resilience of its structures and processes or the impact on forecasts and budgets but what about their people? Without a supported, engaged and motivated workforce, the business won't be able to achieve its crisis recovery plans. Managing Workplace Health and Wellbeing During a Crisis is a practical guide for all HR professionals and those responsible for talent management. It covers how to deal with employee stress and burnout as well as how to drive engagement, motivation and morale during unsettled times. There is expert guidance on how to deal with role and responsibility changes and explains how to improve productivity through effective employee communication. Supported by case studies from companies including Microsoft, Marks and Spencer, GlaxoSmithKline, Rolls-Royce and Twitter, this book equips readers to deal with a crisis as it is happening and implement longer term post-crisis strategies.



Practical time series forecasting with R: a hands-on guide
by Shmueli, Galit

Axelrod Schnall Publishers 2016

Acc. No.: 50116-50117 Call No.: 658.47 (R) ISBN: 9780997847901

Summary: Practical Time Series Forecasting with R: A Hands-On Guide, Second Edition provides an applied approach to time-series forecasting. Forecasting is an essential component of predictive analytics. The book introduces popular forecasting methods and approaches used in a variety of business applications.

The book offers clear explanations, practical examples, and end-of-chapter exercises and cases. Readers will learn to use forecasting methods using the free open-source R software to develop effective forecasting solutions that extract business value from time-series data.



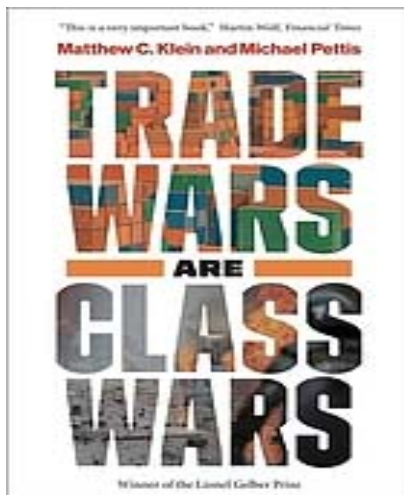
Practical time series forecasting: a hands-on guide by Shmueli, Galit

Axelrod Schnall Publishers 2016

Acc. No.: 50118-50119 Call No.: 658.40355 ISBN: 9780991576661

Summary: Practical Time Series Forecasting: A Hands-On Guide, Third Edition provides an applied approach to time-series forecasting. Forecasting is an essential component of predictive analytics. The book introduces popular forecasting methods and approaches used in a variety of business applications.

The book offers clear explanations, practical examples, and end-of-chapter exercises and cases. Readers will learn to use forecasting methods using the Excel add-in XLMiner to develop effective forecasting solutions that extract business value from time-series data.

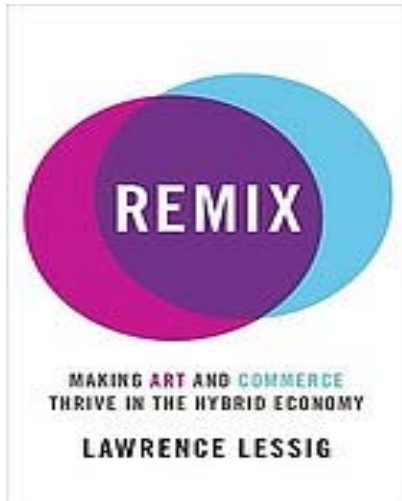


Trade wars are class wars: how rising inequality distorts the global economy and threatens international peace with a new preface by Klein, Matthew C

Yale University Press 2020

Acc. No.: 50109 Call No.: 337 ISBN: 9780300261448

Summary: Trade disputes are usually understood as conflicts between countries with competing national interests, but as Matthew C. Klein and Michael Pettis show, they are often the unexpected result of domestic political choices to serve the interests of the rich at the expense of workers and ordinary retirees. Klein and Pettis trace the origins of today's trade wars to decisions made by politicians and business leaders in China, Europe, and the United States over the past thirty years. Across the world, the rich have prospered while workers can no longer afford to buy what they produce, have lost their jobs, or have been forced into higher levels of debt. In this thought-provoking challenge to mainstream views, the authors provide a cohesive narrative that shows how the class wars of rising inequality are a threat to the global economy and international peace-and what we can do about it

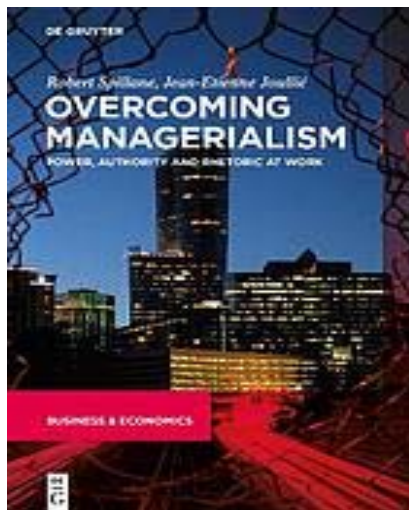


Remix: making art and commerce thrive in the hybrid economy by *Lessig, Lawrence*

Penguin Books 2008

Acc. No.: 50098 Call No.: 346.0482 ISBN: 9780143116134

Summary: The reigning authority on intellectual property in the Internet age, Lawrence Lessig spotlights the newest and possibly the most harmful culture war a war waged against those who create and consume art. America's copyright laws have ceased to perform their original, beneficial role: protecting artists' creations while allowing them to build on previous creative works. In fact, our system now criminalizes those very actions. Remix is an urgent, eloquent plea to end a war that harms every intrepid, creative user of new technologies. It also offers an inspiring vision of the post war world where enormous opportunities await those who view art as a resource to be shared openly rather than a commodity to be hoarded

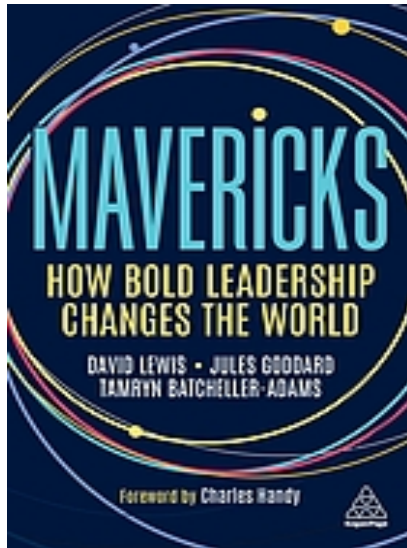


Overcoming managerialism: power, authority and rhetoric at work by *Spillane, Robert*

De Gruyter 2022

Acc. No.: 50034 Call No.: 658.4 ISBN: 9783110758160

Summary: Managerialism has often been defined as an ideology, according to which the effective and efficient running of commercial firms, not-for-profit organizations and public administrations is delivered by individuals who possess superior formal knowledge and expertise in management. Arguing to their exclusive education, managers deprive employers and employees of decision-making power and ensconce themselves systematically in the power structure of workplaces to advance their own interests and agenda. The central thesis of *Overcoming Managerialism* is that resisting and overcoming managerialism necessitates the re-establishing of the conceptual distinction between power and authority. Second, it requires the rehabilitating of authoritative management as a protection against authoritarian practices. Authority, properly conceived, redirects power to technical experts and professionals and thereby limits managerial power.

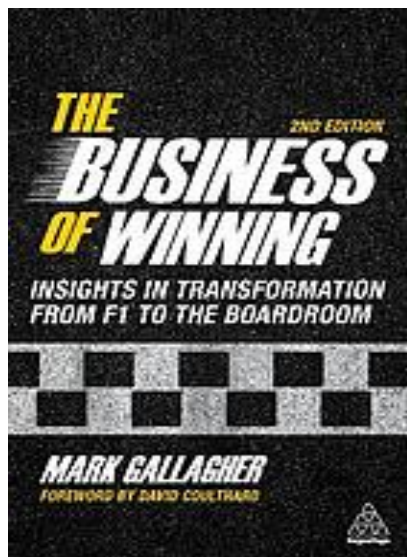


Mavericks: how bold leadership changes the world *by Lewis, David*

Kogan Page 2022

Acc. No.: 50033 Call No.: 658.4092 ISBN: 9781398604391

Summary: How many of our business leaders truly embody the change needed in the world of work and beyond? Not nearly enough. This book shows you how to reclaim your power to make a difference, by unleashing your inner maverick. Organizations are where the world's most innovative and impactful talents lie; we have the ingenuity, the technology and the resources to change the world for the better. Discover how to awaken the maverick mindset in you; one that will question, debate and enhance. Mavericks are the key to answering some of the world's most pressing challenges; they don't settle for anything less, and neither should you. Mavericks shows you how being a maverick isn't about shooting from the hip and rocking the boat for the sake of it, it's about demanding better of yourself and your organization for the wider good. In Mavericks, business consultants, London Business School faculty members and authors David Lewis and Jules Goddard guide you through the five characteristics that you can develop to become a maverick leader.

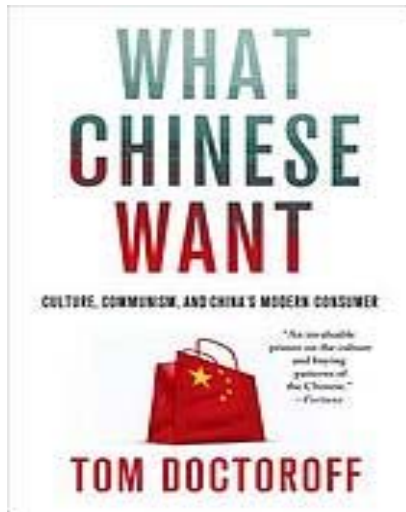


The business of winning: insights in transformation from F1 to the boardroom *by Gallagher, Mark*

Kogan Page 2021

Acc. No.: 50094 Call No.: 650.1 ISBN: 9781398602700

Summary: Have you ever wondered what has made Mercedes the undisputed kings of Formula One? Do you want to know how Lewis Hamilton has managed to exceed legendary driver Michael Schumacher's record of winning races? And most of all, do you want to find out how to inject that winning streak to your business strategy? In this riveting insider's account of nearly 40 years in the Formula One industry, Mark Gallagher explains what it takes to succeed in a competitive business with high technology, high finance and immensely high stakes. Like any global business, Formula One demands the best from its people. To thrive within it requires impeccable leadership and communications skills. You also need to bring in the ability to design, manufacture, develop and launch a constantly improving high-technology product, constantly working to immovable deadlines with an immense supply chain and tight regulations. The Business of Winning sets out a one-stop management guide for business leaders keen to emulate this high-speed, high-impact approach to business.

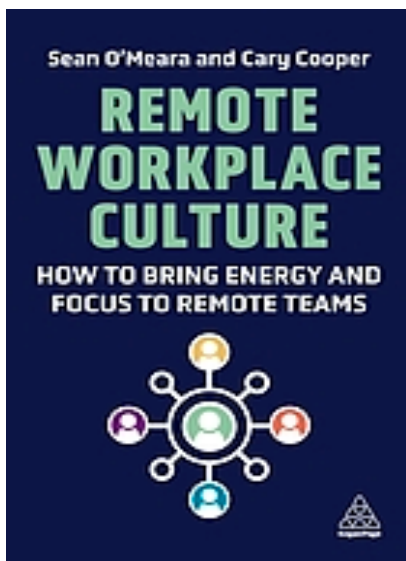


What Chinese want: culture, communism and China's modern consumer by Doctoroff, Tom

Palgrave Macmillan 2013

Acc. No.: 50101 Call No.: 658.8343 ISBN: 9781137278357

Summary: China is emerging as an economic superpower, yet, as advertising executive Doctoroff explains, advertising and marketing practices in China often seem radically different from, and more complex than, their Western counterparts. Because their sensibilities are deeply rooted in their history and culture, Chinese consumers traditionally value strong nationalist and family ties, anti-individualism, and Confucian ideals such as "clever resourcefulness." Gaining familiarity with China's basic philosophies and culture will help businesspeople create new opportunities

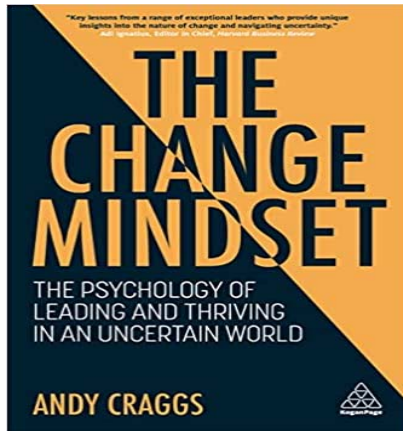


Remote workplace culture: how to bring energy and focus to remote teams by O'Meara, Sean

Kogan Page 2022

Acc. No.: 50030 Call No.: 658.4022 ISBN: 9781398603868

Summary: The way we work has changed and a strong and supportive company culture is key for success. When employees are working remotely, even if only occasionally, HR professionals and business leaders need to think differently. Practitioners now need to motivate their workforce, support talent development, ensure an inclusive environment and protect their employees' mental health, all without being in the same physical space. A strong and effective company culture that is built specifically with this purpose in mind is key. Remote Workplace Culture is a practical guide that shows how to achieve this and explains why simply replicating what used to happen in the office in a virtual environment doesn't work. This book shows how a strong culture for remote workers helps attract the best talent, whether this is nationally or globally and also explains how to prioritize inclusion. There is also specific guidance on wellbeing initiatives, how to replace social learning in a partially remote working culture and how to avoid common pitfalls such as an overreliance on technology, the blurring of work/life boundaries and a misunderstanding of remote working etiquette.

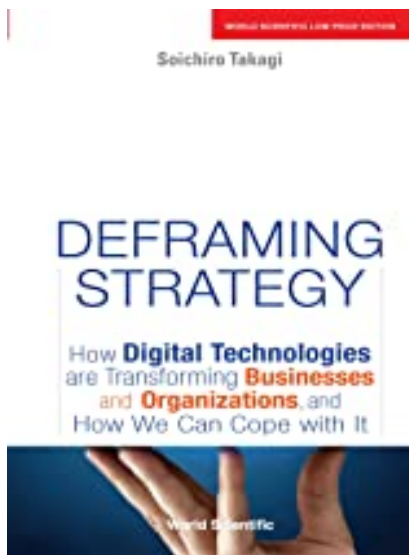


The change mindset: the psychology of leading and thriving in an uncertain world *by Craggs, Andy*

Kogan Page 2022

Acc. No.: 50032 Call No.: 658.406 ISBN: 9781398604926

Summary: In *The Change Mindset*, leadership development expert Andy Craggs unpicks the main reasons why teams fail when it comes to dealing with change and navigating uncertainty. He defines the common traps that lead to failure; from not allowing yourself to reimagine the possible, mimicking the behaviour that your competition has shown when dealing with change, to doubting yourself and your team. Leading through change requires business leaders to be courageous and to show empathy, both for themselves and their people. With those attributes, this book, which is steeped in behavioural and organizational psychology analysis, catapults you to developing meaningful and long-lasting adaptability and resilience in the face of uncertainty.



Deframing strategy: how digital technologies are transforming businesses and organizations and how we can cope with it *by Takagi, Soichir*

World Scientific 2022

Acc. No.: 50095 Call No.: 658.4062 ISBN: 9781944660253

Summary: *Deframing Strategy* describes how digital technologies are changing the world. Rather than simply showing cases on digital applications, this book deeply analyses the fundamental shift in the society caused by digital transformation (DX), from an economic perspective. Based on the three elements of 'deframing' — dissolution and reintegration, specific-optimization, and individualization — it discusses how digital technologies are affecting the industrial structure, business models, and workstyles. The arguments presented in the book are backed up by a wide range of applications such as mobile payments, shared economy, food delivery, retail transformation, mass customization, co-working spaces, and social media marketing, throughout the world. The importance of 'deframing' has increased significantly during the ongoing COVID-19 pandemic period, where incumbent businesses and economies have had to strengthen themselves to respond to the turbulence. Originally published in Japanese in 2019, this book contains updated case studies and data that are particularly important in responding to economic and social evolutions.

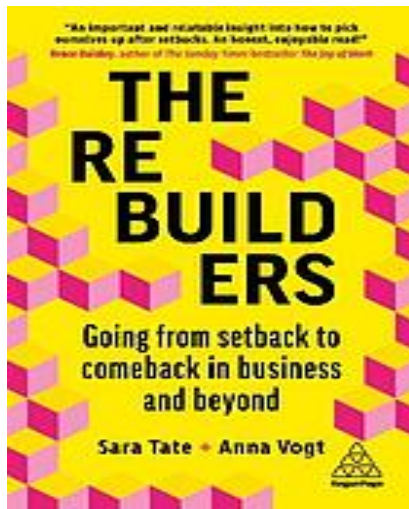


A guide to the project management body of knowledge *by Project Management Institute*

Project Management Institute 2021

Acc. No.: 50083-50084 Call No.: 658.404 ISBN: 9781628256642

Summary: The go-to resource for project management practitioners. The Standard for Project Management enumerates 12 principles of project management and the PMBOK (R) Guide, Seventh Edition is structured around eight project performance domains. Both the standard and the guide reflect the range of development approaches that lead to value delivery.



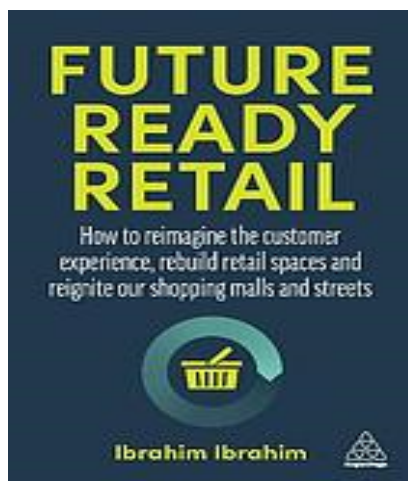
The rebuilders: going from setback to comeback in business and beyond *by Tate, Sara*

Kogan Page 2022

Acc. No.: 50085 Call No.: 158.1 ISBN: 9781398606012

Summary: Failure...we've all been there. In business and in life. Whether you've done it to yourself or have been negatively impacted by external situations, this book is a guide to building resilience and turning obstacles into opportunities.

Failure can often be the first step forward. The Rebuilders is here to help us accept setbacks for what they are and explores not just how to get back up and get through to the other side, but also recognize the creative potential found in the rubble of disappointment. This book is your companion to facing challenges at work and in life with pragmatism and a healthy dose of inspiration.



Future ready retail: how to reimagine the customer experience, rebuild retail spaces and reignite our shopping malls and streets *by Ibrahim, Ibrahim*

Kogan Page 2022

Acc. No.: 50090 Call No.: 658.87 ISBN: 9781398603349

Summary: Understand how you can successfully reposition high street retail and the shopping mall in response to changing consumer needs and issues around health, wellness, social distancing and the impact of online commerce

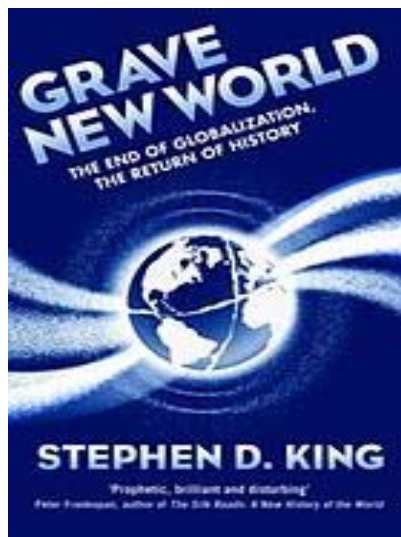


Ethical leadership: moral decision-making under pressure by McQuade, Aidan

De Gruyter 2022

Acc. No.: 50031 Call No.: 174.4 ISBN: 9783110745740

Summary: Ethical leadership does not simply emerge from a code of conduct, a good school, or a host of good intentions. It is an individual choice, or rather a series of choices that emerges from the complex interaction of personal values with social imperatives. This book explores how and why some people become ethical leaders in morally challenging and complex social environments. In *Ethical Leadership*, Aidan McQuade provides insight into the concept of human agency - the individual's choice of a course of action in response to the options posed by that individual's engagement with the social world. He puts forth a new model of human agency - the "cruciform of agency" - which recognises that the potential range of individual action emerges from the nature of the resonance that social options strike with personal thoughts. Every action adds to the individual's personal biography in ways that influence subsequent choices by confirming or changing personal values and hopes, hence influencing the way the individual subsequently thinks about the world.

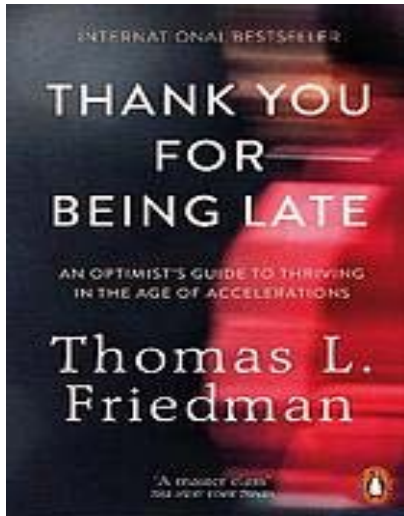


Grave new world: the end of globalization, the return of history by King, Stephen D

Yale University Press 2017

Acc. No.: 50106 Call No.: 303.482 ISBN: 9780300218046

Summary: A controversial look at the end of globalisation and what it means for prosperity, peace, and the global economic order. Globalisation, long considered the best route to economic prosperity, is not inevitable. An approach built on the principles of free trade and, since the 1980s, open capital markets, is beginning to fracture. With disappointing growth rates across the Western world, nations are no longer willing to sacrifice national interests for global growth; nor are their leaders able-or willing-to sell the idea of pursuing a global agenda of prosperity to their citizens. Combining historical analysis with current affairs, economist Stephen D. King provides a provocative and engaging account of why globalisation is being rejected, what a world ruled by rival states with conflicting aims might look like, and how the pursuit of nationalist agendas could result in a race to the bottom. King argues that a rejection of globalisation and a return to "autarky" will risk economic and political conflict, and he uses lessons from history to gauge how best to avoid the worst possible outcomes.

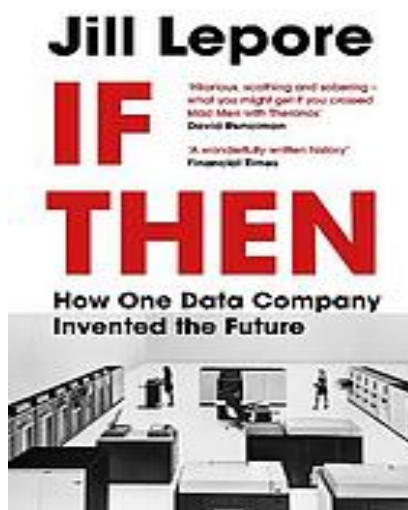


Thank you for being late: an optimist's guide to thriving in the age of accelerations *by Friedman, Thomas*

Penguin Books 2017

Acc. No.: 50107 Call No.: 303.483 ISBN: 9780141985756

Summary: Life is speeding up, and it is dizzying. Here Thomas L. Friedman reveals the tectonic movements that are reshaping our world, how to adapt to this new age and why, sometimes, we all need to be late. 'A master class . . . As a guide for perplexed Westerners, this book is very hard to beat . . . an honest, cohesive explanation for why the world is the way it is, without miracle cures or scapegoats' John Micklethwait, The New York Times Book Review 'Wonderful . . . admirably honest . . . injects a badly needed dose of optimism into the modern debate' Gillian Tett, Financial Times 'His main piece of advice for individuals, corporations, and countries is clear: Take a deep breath and adapt. This world isn't going to wait for you' Fortune 'A humane and empathetic book' David Henkin, The Washington Post

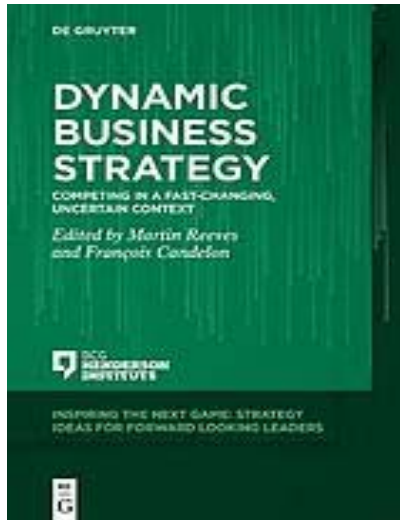


If then: how one data company invented the future *by Lepore, Jill*

John Murray 2020

Acc. No.: 50103 Call No.: 303.483409 ISBN: 9781529386165

Summary: The Simulmatics Corporation, founded in 1959, mined data, targeted voters, accelerated news, manipulated consumers, destabilized politics, and disordered knowledge--decades before Facebook, Google, Amazon, and Cambridge Analytica. Silicon Valley likes to imagine it has no past but the scientists of Simulmatics are the long-dead grandfathers of Mark Zuckerberg and Elon Musk. Borrowing from psychological warfare, they used computers to predict and direct human behavior, deploying their "People Machine" from New York, Cambridge, and Saigon for clients that included John Kennedy's presidential campaign, the New York Times, Young & Rubicam, and, during the Vietnam War, the Department of Defence. Jill Lepore, distinguished Harvard historian and New Yorker staff writer, unearthed from the archives the almost unbelievable story of this long-vanished corporation, and of the women hidden behind it. In the 1950s and 1960s, Lepore argues, Simulmatics invented the future by building the machine in which the world now finds itself trapped and tormented, algorithm by algorithm



Dynamic business strategy: competing in a fast changing, uncertain context *by Reeves, Martin*

De Gruyter 2022

Acc. No.: 50093 Call No.: 658.4012 ISBN: 9783110755275

Summary: The playing field for business has changed significantly in recent decades. The pace of change is accelerating, driven by increased technological progress and shrinking business lifespans. Economic and political uncertainty has risen dramatically and is likely to remain at elevated levels. Industry boundaries are blurring, increasing the potential paths to competitive disruption. Strategy is not dead--in fact, as the gap between winners and losers within industries continues to grow, it is more important than ever. However, the playbook needs to be reinvented for today's business environment. Classical sources of competitive advantage, such as scale and differentiation, have not gone away, but they have been complemented by new dimensions of competition. This book discusses the new role of strategy in a dynamic, unpredictable context. Part 1 of this book revisits classical strategy frameworks and what changes should be made to apply them to the modern era. Part 2 discusses new strategic capabilities companies need today, such as adapting to uncertain environments and shaping new or disrupted ones. Part 3 examines the expanding boundaries of strategy, including new competitive imperatives as well as the wider range of timescales on which businesses must now operate.

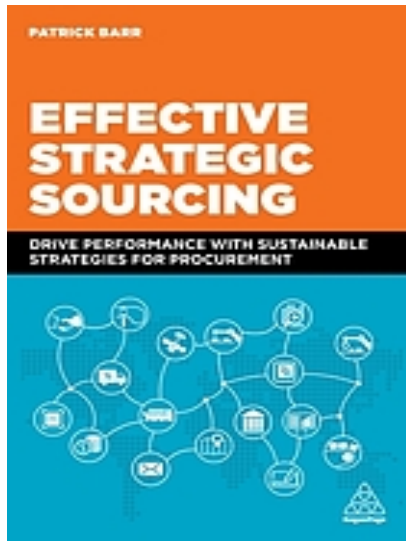


Sustainable business strategy: analysis, choice and implementation *by Grantham, Andrew*

De Gruyter 2022

Acc. No.: 50097 Call No.: 658.4012 ISBN: 9783110718188

Summary: In the twenty-first century, there is no single prescription for business strategy development, choice and implementation. The challenges facing firms, not-for-profit organizations and the public sector are significant and call for creativity, inclusivity, diversity and responsibility. The looming and deepening crisis of climate change, imperatives of the UN Sustainable Development Goals and global pandemics, have exposed the risks associated with an exclusive market worldview and the indicators that drive it such as GDP, stock market values, return on investment, executive remuneration, etc. Sustainable Business Strategy augments and challenges existing texts to offer a progressive, challenging, decolonized and plural business strategy curriculum. Andrew Grantham presents existing business strategy theories, tools and techniques, introduces contemporary critiques, and offers fresh thinking about the application of the models and outcomes.



Effective strategic sourcing: drive performance with sustainable strategies for procurement *by Barr, Patrick*

Kogan Page 2022

Acc. No.: 50086 Call No.: 658.72 ISBN: 9781398605541

Summary: Effective Strategic Sourcing brings together tools and techniques to develop comprehensive sourcing strategies and drive performance and margin improvement in an ethical, environmentally responsible way. From supplier research and risk analysis to category management and cost modelling, it answers key questions around make versus buy, outsource versus insource and RFI versus RFP.

Top supply chain leaders from a range of industries offer their insights and experience in interviews covering the challenges inherent in modern strategic sourcing. The book also focuses on how supply chain and procurement professionals can address sustainability concerns by thinking globally and acting locally and aiming for net-zero carbon footprint sourcing. Learn from the experts and thrive in the 'new normal' with this essential guide to maximising the benefits of strategic sourcing.



Consumer goods subscriptions: how to win in retail in the 21st century *by Bischof, Severin*

De Gruyter 2022

Acc. No.: 50092 Call No.: 381.10285 ISBN: 9783110735116

Summary: Digitalization has changed our economy and, with the imminent automation of consumption, is causing further major upheavals. Consumers are increasingly choosing subscriptions or season tickets to reduce the effort required to perform everyday activities such as buying clothes, preparing meals, listening to music, or city driving. This book focuses on subscriptions to consumer goods that consumers used to purchase in stationary retail stores. Consumer Goods Subscriptions describes the types of subscriptions that play a role in today's world and identifies the industries in which subscriptions will become particularly popular in the future. The authors define and differentiate four subscription types in terms of surprise and personalization. The book provides a step-by-step concept for successfully implementing subscriptions and shows how to optimize subscription revenues and profits.