



**Institute of
Management Technology**

Ghaziabad, Delhi NCR



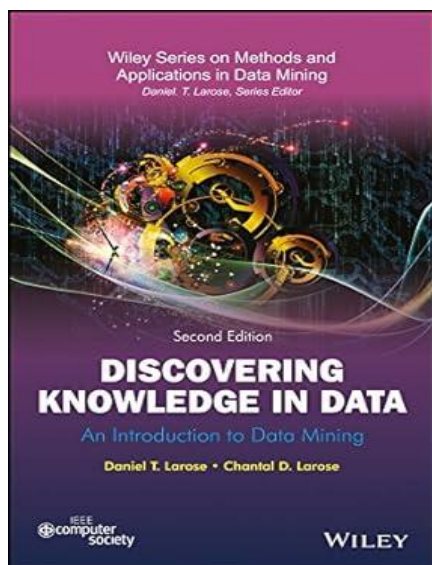
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NEW ARRIVALS

August-October 2023



NEW ARRIVALS, AUGUST-OCTOBER 2023



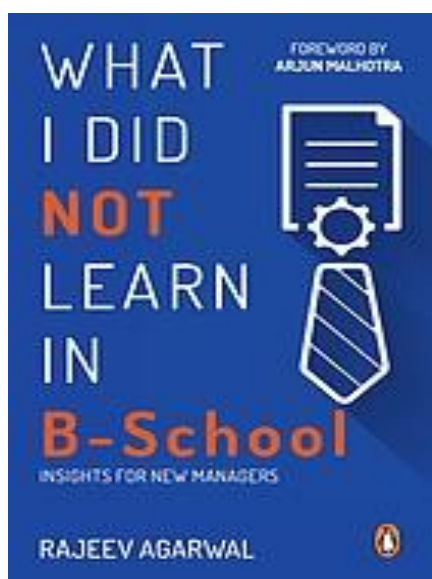
Discovering knowledge in data: an Introduction to data mining by Larose, Daniel T

Wiley India 2018

Acc. No. 50746 Call No. 006.3 ISBN 9788126558346

Summary: The field of data mining lies at the confluence of predictive analytics, statistical analysis, and business intelligence. Due to the ever-increasing complexity and size of data sets and the wide range of applications in computer science, business, and health care, the process of discovering knowledge in data is more relevant than ever before.

This book provides the tools needed to thrive in today's big data world. The author demonstrates how to leverage a company's existing databases to increase profits and market share, and carefully explains the most current data science methods and techniques. The reader will "learn data mining by doing data mining".



What I did not learn in B school: insights for a new manager by Agarwal, Rajeev

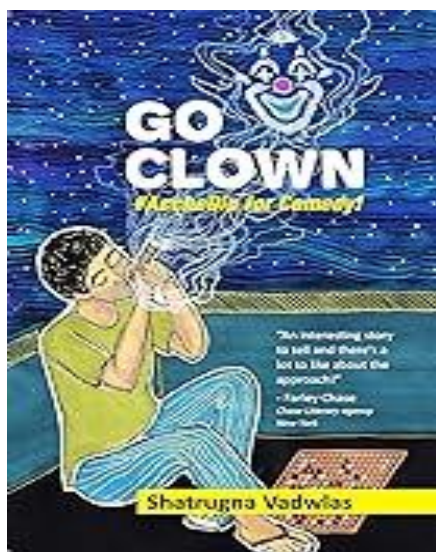
Penguin Books 2017

Acc. No. 50747 Call No. 658.4 ISBN 9780143440079

Summary: Every year, top performers join management ranks in their companies. As they assume their new roles, managers often receive inadequate training on adopting the right mind sets and behaviors to succeed.

Combining his experience as the founder and CEO of MAQ Software, with research by leading management thinkers such as Peter Drucker and Henry Mintzberg, Rajeev Agarwal offers insights on key issues faced by managers, including motivating team members, what a manager does and why they are so busy, how to delegate, train a team, provide feedback, retain employees and whether pay matters. Whether you are a recent MBA graduate or an aspiring manager, What I Did Not Learn in B-School provides useful tools to set you on the path to managerial success.

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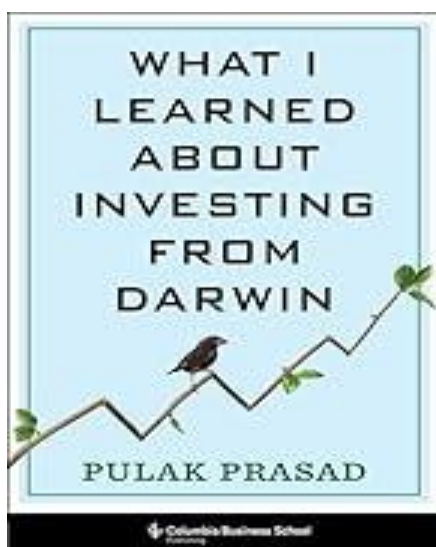
Go clown: AccheDin for comedy by Vadwlas, Shatrugna

Shatrugna Vadwlas 2016

Acc. No. 50748 Call No. 823 ISBN 9789384439835

Summary: When Baby Kiriti arrived in this world, he was like a lost butterfly in a sea of white. A baby who is born and thrust into the huge sea of humanity called India, rides and steers his destiny ship, as he constantly grapples with the Clown inside him, who meanwhile brings out his own set of funny oars in these troubled waters.

The Clown's journey continues on from a Karma-Guru to a trader of special water from Europe (thanks to his Made-in-China friend!), and from a music director (the Bad-Boy theme!) to the founder of a school, and a dirty sock to a sex-crazed, horny bunch of young fellas. The colors of the Clown's comedy are different but he always plays to the circus of life. As Kiriti encounters a wide array of characters from the length and breadth of India, a land as rich as its flavours, the carefree years full of joy and young hopes come to an end, with the sweet smell of Ganja still lingering under the starry nights. The philosophy of Meaning is preached, after a session of holy smokes, on the sides of a dusty highway which sees blood and grime daily.



What I Learned About Investing from Darw by Prasad, Pulak

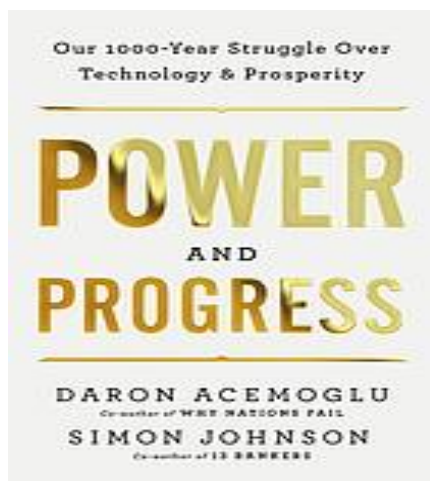
Columbia University Press 2023

Acc. No. 50749 Call No. 332.6 ISBN 9780231213509

Summary: The investment profession is in a state of crisis. The vast majority of equity fund managers are unable to beat the market over the long term, which has led to massive outflows from active funds to passive funds. Where should investors turn in search of a new approach?

Pulak Prasad offers a philosophy of patient long-term investing based on an unexpected source: evolutionary biology. He draws key lessons from core Darwinian concepts, mixing vivid examples from the natural world with compelling stories of good and bad investing decisions—including his own. How can bumblebees' survival strategies help us accept that we might miss out on Tesla? What does an experiment in breeding tame foxes reveal about the traits of successful businesses? Why might a small frog's mimicry of the croak of a larger rival shed light on the signs of corporate dishonesty?

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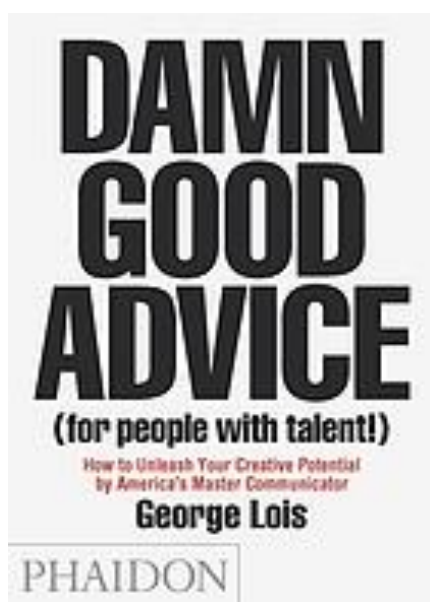


Power and progress: our thousand-year struggle over technology and prosperity/ by Acemoglu, Daron

PublicAffairs 2023

Acc. No. 50750 Call No. 303.483 ISBN 9781541702530

Summary: Two bestselling authors overturn conventional wisdom about how economies work, revealing the untold story of who wins and who loses the rewards of prosperity, in a work that fundamentally transforms how we look at and understand the world.



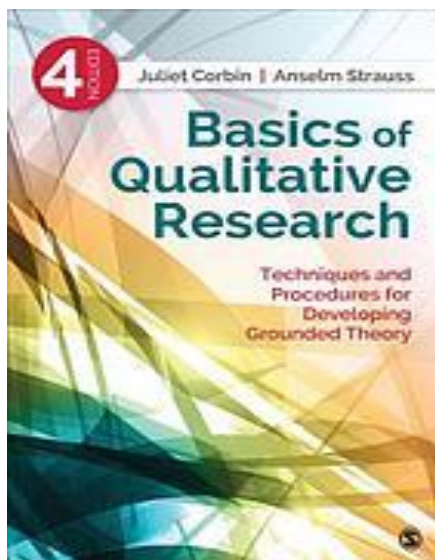
Damn good advice: for people with talent! how to unleash your creative potential by America's master communicator by Lois, George

Phaidon Press 2022

Acc. No. 50751 Call No. 650.1 ISBN 9780714863481

Summary: Damn Good Advice (for people with talent!) is an indispensable insight into the mind of one of America's most legendary creative thinkers. Packed with lessons, practical advice, facts, anecdotes and inspiration, this book is a timeless creative bible for all those looking to succeed in life, business and creativity. Derived from the incomparable life of 'Master Communicator' George Lois, all entries are written and compiled by the man the Wall Street Journal called 'prodigy, enfant terrible, founder of agencies, creator of legends'. Each step is borne from a passion to succeed and a disdain for the status quo. Organised into inspirational, bite-sized pointers, each page offers fresh insight into the sources of success. From identifying your heroes to believing in yourself; the ideas, images and illustrations presented in this book are fresh, witty and in-your-face. Whether it be communicating your point in nanosecond, creating an explosive portfolio or making your presence felt, no one is better placed than George Lois to teach you the process of creativity. Poignant, punchy and to-the-point, Damn Good Advice (for people with talent!), is a must for anyone – whether in business, design, advertising or the visual arts – on a quest for success.

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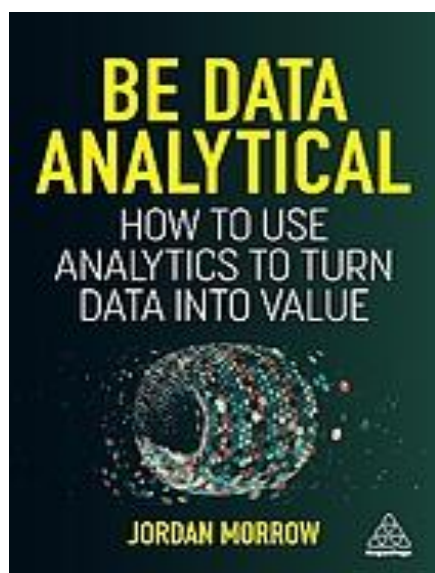


Basics of qualitative research: techniques and procedures for developing grounded theory by Corbin, Juliet

Sage 2015

Acc. No. 50752 Call No. 300.722 ISBN 9781412997461

Summary: Offering immensely practical advice, Basics of Qualitative Research, Fourth Edition presents methods that enable researchers to analyze, interpret, and make sense of their data, and ultimately build theory from it. Authors Juliet Corbin and Anselm Strauss (late of the University of San Francisco and co-creator of grounded theory) walk readers step-by-step through the research process--from the formation of the research question through several approaches to coding, analysis, and reporting. Packed with definitions and illustrative examples, this highly accessible book concludes with chapters that present criteria for evaluating a study, as well as responses to common questions posed by students of qualitative research. New end-of-chapter 'Insider Insights' contributed by qualitative researchers give readers a sense of what it's like to work in the field. Significantly revised, this Fourth Edition remains a landmark volume in the study of qualitative methods.



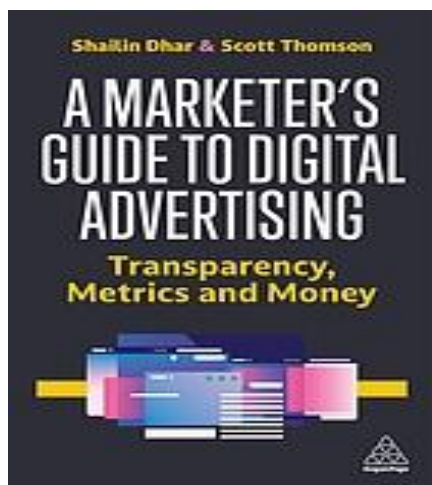
Be data analytical: how to use analytics to turn data into value by Morrow, Jordan

Kogan Page 2023

Acc. No. 50753 Call No. 658.47(A) ISBN 9781398609280

Summary: Be Data Analytical is the book organizations and individuals need to understand how to truly use analytics to turn data into valuable insights and drive smarter decision making. Data needs analytics to turn it into value and for organizations to be truly data-driven, they need to use analytics correctly. However, most organizations do not move beyond the first, most rudimentary stage of analytics. They miss out on the powerful insights and opportunities available with all the four levels of analytics: descriptive, diagnostic, predictive and prescriptive. Be Data Analytical reveals how to supercharge data value through all the four levels of analytics, bringing data to life and enhancing data-driven decision making. Be Data Analytical examines each of these four levels of analytics in-depth: what they are, why they matter, how they can be used strategically and how they can be implemented. The book also explores how individuals and organizations can improve their skills and performance in each of these areas.

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A marketer's guide to digital advertising: transparency, metrics and money by Shailin, Dhar

Kogan Page 2023

Acc. No. 50754 Call No. 659.1 ISBN 9781398609662

Summary: Gain an in-depth understanding of the complicated world of digital advertising by learning about the kinds of metrics available to marketers and the technologies that are worth the investment.

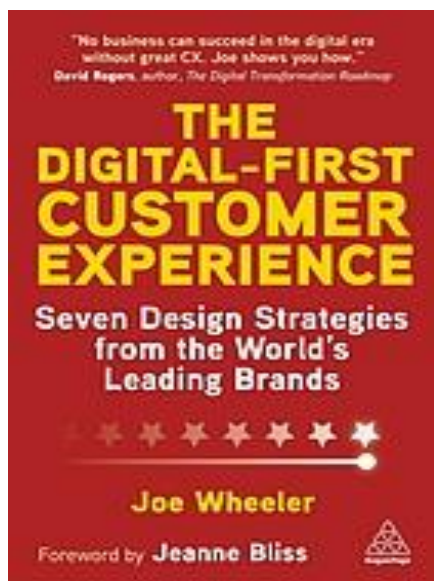


Brand love: building strong consumer-brand connections by Michael, Lydia

Kogan Page 2023

Acc. No. 50755 Call No. 658.827 ISBN 9781398611276

Summary: The best brands evoke the emotions of their customers by tapping into their hearts and minds. Individuals connect with brands the same way they connect with people. As a marketer, it's your responsibility to cultivate that relationship with your consumers. In this book, marketing and brand strategist Lydia Michael breaks down the process of building culturally inclusive, long-lasting consumer-brand relationships. Brand Love describes how brands appeal to the emotions of their consumers and why everybody benefits when brands earn the love of their customers. The author explains what marketers need to do to make consumers fall for their brands. The book builds on in-depth brand interviews and insights from companies such as Huda Beauty, LEGO and Toyota. She also shares what she has learned through client work and her observations in multicultural settings. Offering insight into the use of emotional and rational drivers, she introduces a "brand love" model designed to inspire brand loyalty and advocacy. With emotional elements such as humanization, personalization and trust alongside rational elements like relevance, differentiation and innovation, the author highlights the best ways to create or reinforce brand love to help your organization remain profitable and a source of inspiration, even during challenging times.

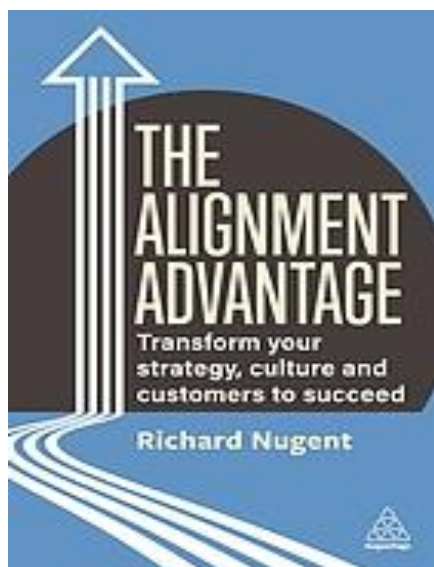


The digital-first customer experience: seven design strategies from the world's leading brands by Wheeler, Joe

Kogan Page 2023

Acc. No. 50756 Call No. 658.812 ISBN 9781398612631

Summary: The definitive guide to designing digital-first experiences customers love. In his third book on the topic of customer experience, bestselling author and consultant Joe Wheeler tackles the challenges many organizations are facing as they attempt to design compelling experiences in a digital-first world. It features case studies of leading brands including Lemonade, Spotify, CEMEX, VMware, Starbucks, NIKE and Amazon. Part One introduces the new "3 Cs", key trends associated with technology convergence, competition and culture change in a post-pandemic world. Part Two takes a deep dive into seven design strategies, from designing emotional peaks across channels to empowering customers through immersive experiences that merge physical and digital assets. Part Three provides a playbook for how to design digital-first experiences, including how to solve the right problems, develop a measurable business case, design digital-first experiences customers love and execute the new design at scale.



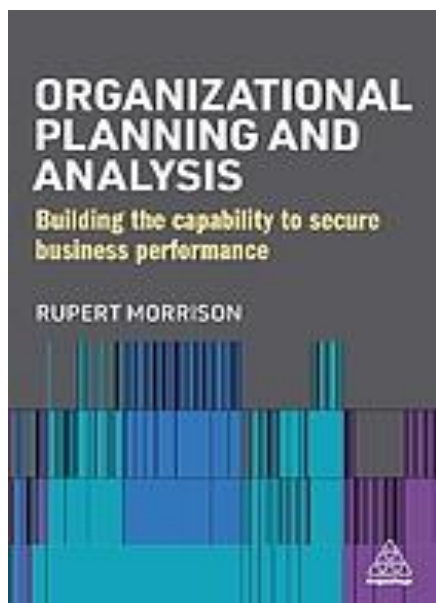
The alignment advantage: transform your strategy, culture and customers to succeed by Nugent, Richard

Kogan Page 2023

Acc. No. 50757 Call No. 658.812 ISBN 9781398610606

Summary: Strategy, culture and customers are the key elements of any business. But to truly succeed, they need to be effectively built, refined and aligned. Studies show that organizations which are highly aligned are 72% more profitable than their competition. The Alignment Advantage shows how you can achieve this through a practical and proven framework which can be adapted to all businesses, whether it's a small start-up, multinational organization or somewhere in between. Arguing that Peter Drucker's claim that "culture eats strategy for breakfast" is counterproductive and Simon Sinek's "start with why" approach is compelling yet flawed, Richard Nugent dismisses flawed approaches and creates a clear, accessible blueprint for a more collaborative, data-driven and efficient organization. Illustrated with fascinating case studies from the likes of LEGO and Nike, The Alignment Advantage cuts through organizational silos and inter-departmental tensions to provide an aligned and strategic approach that will allow you to build your success, refine your processes and align your efforts to target your customers and clients.

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Organizational planning and analysis: building the capability to secure business performance by Morrison, Rupert M

Kogan Page 2022

Acc. No. 50758 Call No. 658.4012 ISBN 9781398605817

Summary: What is the cost of employees today and what will this be in the future? This book explains how to take a data-driven approach to workforce planning and allow the business to reach its strategic goals. Organizational Planning and Analysis (OP&A) is a data-driven approach to workforce planning. It allows HR professionals, OD practitioners and business leaders to monitor an organization's activities and analyse business data to regularly adjust plans to ensure that the business succeeds. This book covers everything from how to build an OP&A function, the difference between strategic and operational workforce planning and how to manage demand and supply through to how to match people to new or changing roles and develop robust succession planning. Organizational Planning and Analysis also covers how OP&A works with HR operations including recruitment, L&D, reward and performance management and includes a chapter on new human capital analytics which allow a business to improve the return on investment for each of its employees.



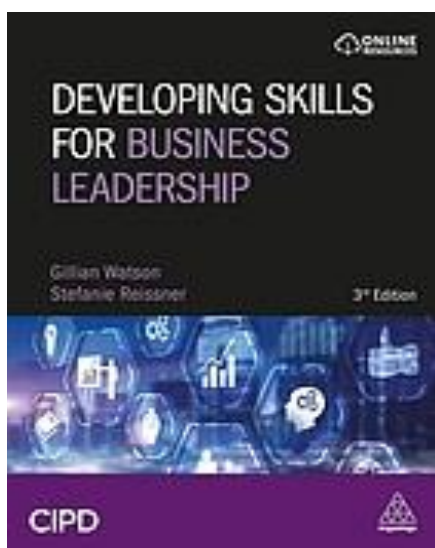
International human resource management by Brewster, Christopher

Kogan Page 2023

Acc. No. 50759 Call No. 658.3 ISBN 9781398603530

Summary: Understand the theory and practice of all aspects of international HRM with this textbook which covers cross-cultural HRM, comparative HRM and international HRM.

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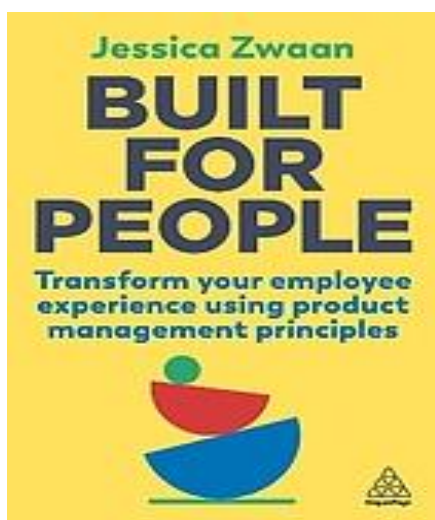


Developing skills for business leadership: building personal effectiveness and business acumen by Watson, Gillian

Kogan Page 2023

Acc. No. 50760 Call No. 658.4092 ISBN 9781398604964

Summary: Split into the core areas of managing yourself and others, transferable management skills and postgraduate study skills, this is an ideal textbook for CIPD Level 7 students and those on non-CIPD business master's degrees. Covering the theory and practice of the key topics needed for successful professional development and practice, Developing Skills for Business Leadership includes content on interpersonal and communication skills, managing information and projects, change management, decision making, managing financial resources and data analysis. This new edition has been fully updated throughout and now includes new material on leading ethically, managing virtually, working inclusively, developing the organization and managing stress. This book provides everything that students will need to manage teams in the workplace, make sound and justifiable business decisions and effectively lead, engage and influence others.



Built for people: transform your employee experience using product management principles by Zwaan, Jessica

Kogan Page 2023

Acc. No. 50761 Call No. 658.314 ISBN 9781398608023

Summary: Embed an agile, iterative and evidence-based approach to HR to improve employee experience and drive business results.

SUPER MARKETWALA



SECRETS
TO WINNING
CONSUMER
INDIA



FOREWORD BY MUKESH AMBANI
PREFACE BY KISHORE BIYANI

D A M O D A R M A L L

Super marketwala secrets to winning consumer India: by Mall, Damodar

Random House India 2014

Acc. No. 50762 Call No. 658.87 ISBN 9788184003857

Summary: Supermarketwala, Damodar Mall's intriguing and revelatory debut book, answers these questions and much more. Damodar, in Supermarketwala, provides the very basics for the growth of modern retail and consumerism in India, through interesting and carefully studied consumer behaviour, an art that few in his domain possess. Supermarketwala, is intended to be the go-to book for all consumer business enthusiasts and readers alike, who wish to understand how and why we as consumers behave in a certain manner at different places. These insights, which are the analyses of the sector so far, could become the pillars for shaping successful consumer products and retail businesses in the huge consumer economy that India will soon be.