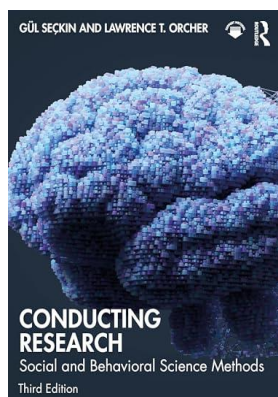


# NEW ARRIVALS OF PRINT BOOKS

April 2026





**Sr. No. 01**

**Title:** [Conducting Research: social and behavioral science methods by Seçkin, Gül](#)

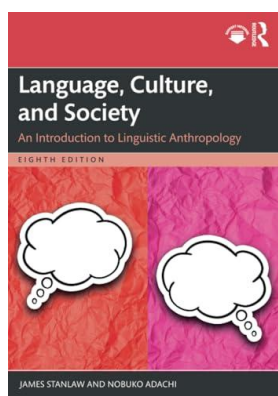
New York Routledge 2025

Acc. No. 011025

Call No. 300.72 SEC

**Summary:** Conducting Research prepares students to conduct their first empirical research study, with quantitative and qualitative methods covered in detail. The emphasis is on providing practical, easy-to-follow advice on how to conduct a first research project. This book walks students through each step of the research process, from selecting a research topic and participants to analysing data and presenting research findings.

[Click for more details](#)



**Sr. No. 02**

**Title:** [Language, culture, and society: an introduction to linguistic anthropology by Stanlaw, James](#)

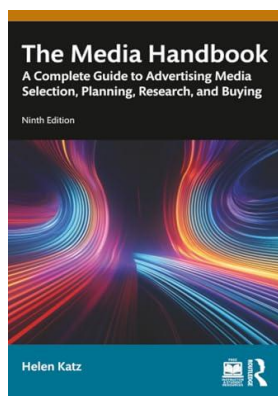
New York Routledge 2025

Acc. No. 011026

Call No. 306.44 STA

**Summary:** This book carries on the legacy while addressing some of the newer, pressing, and exciting challenges of the twenty-first century, such as issues of language and power, language ideology, linguistic diasporas, as well as online and digital ecosystems. New to this edition are a reconceptualization of how linguistics approaches race, gender, and sexuality, with additional chapters and sections on how linguistics benefits archaeology and biological anthropology, as well as considerations of the relationship between language and truth, ethics, and war and politics.

[Click for more details](#)



**Sr. No. 03**

**Title:** [The media handbook: complete guide to advertising media selection, planning, research, and buying by Katz, Helen](#)

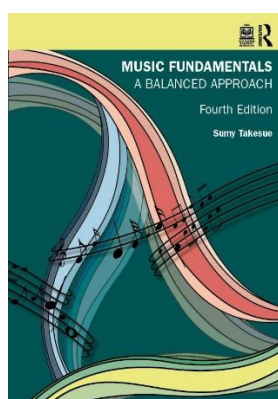
New York Routledge 2025

Acc. No. 011027

Call No. 659 KAT

**Summary:** The Media Handbook introduces students to the media planning and buying process with a concise and industry-informed approach. The book takes readers through the fundamentals of each media channel, leading to the creation of a media plan. This edition features a revised and expanded chapter on digital media for both planning and buying (including programmatic), with additional material on artificial intelligence, the metaverse and augmented/virtual reality, and streaming.

[Click for more details](#)



**Sr. No. 04**

**Title:** [Music Fundamentals: a balanced approach by Takesue, Sumy](#)

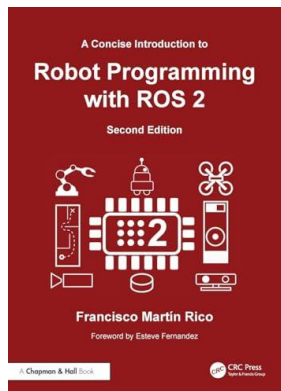
Routledge New York 2026

Acc. No. 011028

Call No. 781.2 TAK

**Summary:** Music Fundamentals: A Balanced Approach, Fourth Edition combines a textbook and integrated workbook with an interactive website for those who want to learn the basics of reading music. Intended for students with little or no prior knowledge of music theory, it offers a patient approach to understanding and mastering the building blocks of musical practice and structure. Musical examples range from Elvis Presley songs to Filipino ballads to Beethoven symphonies, offering a balanced mixture of global, classical, and popular music.

[Click for more details](#)



**Sr. No. 05**

**Title:** A concise introduction to robot programming with ROS2 by Rico, Francisco Martín

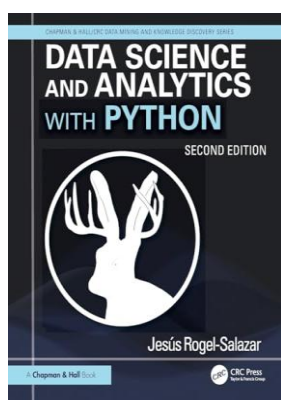
Boca Raton CRC Press 2025

**Acc. No.** 011029

**Call No.** 629.892 RIC

**Summary:** A Concise Introduction to Robot Programming with ROS2 provides the reader with the concepts and tools necessary to bring a robot to life through programming. It will equip the reader with the skills necessary to undertake projects with ROS2, the new version of ROS. It is not necessary to have previous experience with ROS2 as it will describe its concepts, tools, and methodologies from the beginning. Uses the two programming languages officially supported in ROS 2 (C++, mainly, and Python)

[Click for more details](#)



**Sr. No. 06**

**Title:** Data science and analytics with Python by Rogel-Salazar, Jesus

Boca Raton CRC Press 2025

**Acc. No.** 011030

**Call No.** 519.50285 ROG

**Summary:** this book assumes a working knowledge of programming and statistical modelling but aims to guide readers deeper into the wonders of data analytics and machine learning. Maintaining the book's structure, each chapter stands alone as much as possible, allowing readers to use it as a reference as well as a textbook. Whether revisiting fundamental concepts or diving into new, advanced topics, this book offers something valuable for every reader. This surge has led to the widespread adoption of the book, not just among business practitioners, but also by universities as a key textbook.

[Click for more details](#)



**Sr. No. 07**

**Title:** Contemporary selling: building relationships, creating value by Johnston, Mark W

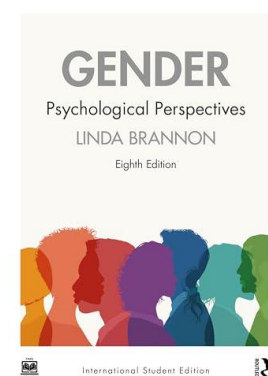
New York Routledge 2025

**Acc. No.** 011031

**Call No.** 658.85 JOH

**Summary:** Contemporary Selling is the only book that combines full coverage of up-to-date personal selling processes with a straightforward look at sales management practices, delivered in a way that students want to learn and instructors want to teach. The book has been fully updated with new content throughout, including the impact of the COVID-19 pandemic, the rise of remote working and virtual selling, advances in sales technology and tools, such as the use of AI and automation, value-based sales, and social selling.

[Click for more details](#)



**Sr. No. 08**

**Title:** Gender: psychological perspectives by Brannon, Linda

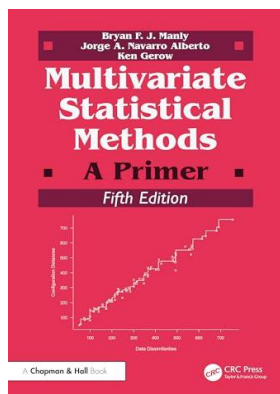
New York Routledge 2025

**Acc. No.** 011032

**Call No.** 155.3 BRA

**Summary:** This book examines the behavioral, biological, and social context in which people express gendered behaviors, utilizing the latest research to help students think critically about research findings and stereotypes and provoking them to examine and revise their own preconceptions. According to the Research boxes offer the latest scientifically based research to help students analyze the accuracy and fairness of gender images presented in the media. Additionally, Considering Diversity sections emphasize the cross-cultural perspective of gender.

[Click for more details](#)



**Sr. No. 09**

**Title:** Multivariate statistical methods: a primer by Manly, Bryan F. J

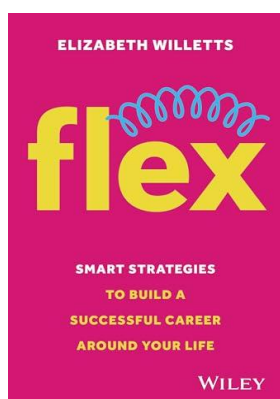
Boca Raton CRC Press 2025

Acc. No. 011033

Call No. 519.535 MAN

**Summary:** Multivariate Statistical Methods: A Primer offers an introduction to multivariate statistical methods in a rigorous yet intuitive way, without an excess of mathematical details. In this fifth edition, all chapters have been revised and updated, with clearer and more direct language than in previous editions, and with more up-to-date examples, exercises, and references, in areas as diverse as biology, environmental sciences, economics, social medicine, and politics. This book continues to be a great starting point for readers looking to become proficient in multivariate statistical methods.

[Click for more details](#)



**Sr. No. 10**

**Title:** Flex: smart strategies to build a successful career around your life by Willetts, Elizabeth

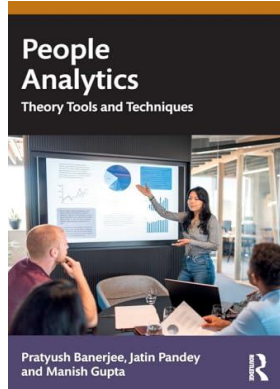
Hoboken John Wiley & Sons 2025

Acc. No. 011034

Call No. 650.1 WIL

**Summary:** Flex: Smart Strategies to Build a Successful Career Around Your Life, by Elizabeth Willetts is a dynamic guide for anyone wanting to build a successful career — on their terms! This book, written by a seasoned recruitment entrepreneur and career coach, offers a wealth of strategies, real-life success stories, and expert advice to empower you to navigate the complexities of the modern workplace and advance your career, even when life throws you curveballs.

[Click for more details](#)



**Sr. No. 11**

**Title:** People analytics: theory, tools and techniques by Banerjee, Pratyush

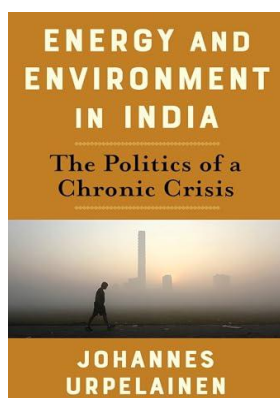
Abingdon Routledge 2024

Acc. No. 011035

Call No. 658.300727 BAN

**Summary:** The book provides the readers with a step-by-step guide to analyze data and interpret the results for strategy formulation. Each chapter of the book includes a vignette, data-driven exercises provided in a companion website, and real-world case studies. The authors also introduce the readers to data visualization software Microsoft Power BI as well as elaborates on how to use Tableau Desktop. This book would be useful to the students of human resource management, organizational behaviour, marketing management, business research methods, applied psychology, social work and sociology.

[Click for more details](#)



**Sr. No. 12**

**Title:** Energy and environment in India: the politics of a chronic crisis by Urpelainen, Johannes

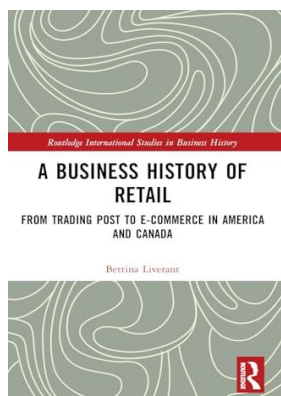
New York Columbia University Press 2023

Acc. No. 011036

Call No. 338.954 URP

**Summary:** Johannes Urpelainen provides an expert guide to India's energy and environmental issues that incorporates both domestic and global perspectives. He details how unequal economic development and rapid population growth have brought the country to its current state: a potential engine of the world economy hampered by environmental hazards and energy poverty. Urpelainen argues that institutional shortcomings have led wealthier Indians to find private solutions that protect them from threats such as air pollution and heat waves, but exclude the poor.

[Click for more details](#)



**Sr. No. 13**

**Title:** A business history of retail: from trading post to e-commerce in America and Canada by Liverant, Bettina

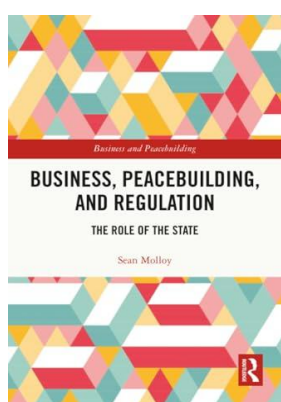
New York Routledge 2025

Acc. No. 011037

Call No. 658.8700973 LIV

**Summary:** A Business History of Retail fills this gap, providing a chronological presentation of changes in retail businesses and shopping experiences from pre-industrial times to the present. Retailing is explored as both an economic and a cultural phenomenon, tracing retail strategies and business operations as they are reconfigured by retailers adapting to changing conditions, new technologies, government policies, and evolving markets.

[Click for more details](#)



**Sr. No. 14**

**Title:** Business, peacebuilding, and regulation: the role of the state by Molloy, Sean

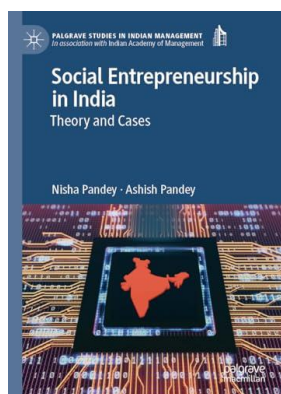
New York Routledge 2025

Acc. No. 011038

Call No. 338.9 MOL

**Summary:** This book examines the relationship between business-based peacebuilding and the opportunities that emerge from the pluralisation of regulation. The core message is, notwithstanding the broad range of regulatory initiatives and actors that exist in conflict-affected settings, the state should assume responsibilities for defining the types of contribution that business can and ought to make to peace. It also demonstrates how the state, through different forms and methods of regulation, is well-placed to engage businesses to do so.

[Click for more details](#)



**Sr. No. 15**

**Title:** Social entrepreneurship in India: theory and cases by Pandey, Nisha

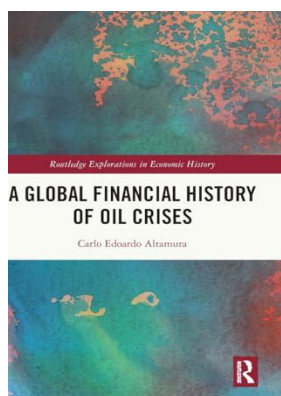
Singapore Palgrave Macmillan 2025

Acc. No. 011039

Call No. 338.040954 PAN

**Summary:** This book offers a critical and comprehensive exploration of the evolving landscape of social sector organizations in India—including social enterprises, NGOs, Section 8 companies, cooperatives, trusts, and philanthropic bodies. It examines their unique roles, challenges, and contributions to the Indian economy, while highlighting the government's initiatives to foster social innovation. Blending theory with practice, the book presents frameworks for understanding capital formation, resource mobilization, and strategic growth within the third sector.

[Click for more details](#)



**Sr. No. 16**

**Title:** A global financial history of oil crises by Altamura, Carlo Edoardo

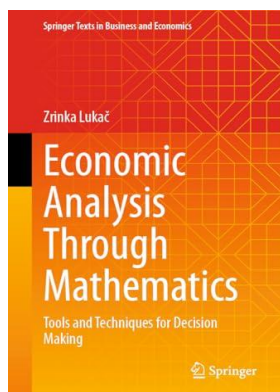
New York Routledge 2026

Acc. No. 011040

Call No. 338.27209 ALT

**Summary:** In this book, Altamura analyses the oil shocks of 1973 and 1979, considering their impact on the world economy and subsequent reactions to the global instability. This monograph will be illuminating reading for economic and financial historians, plus scholars looking at energy history, the Cold War in a global context, the New International Economic Order and the political economy of the 1970s. Altamura draws on newly available archival material from private financial institutions to paint a full picture of a rapidly changing world which paved the way for stagflation and interdependency.

[Click for more details](#)



**Sr. No. 17**

**Title:** Economic analysis through mathematics: tools and techniques for decision making by Lukač, Zrinka

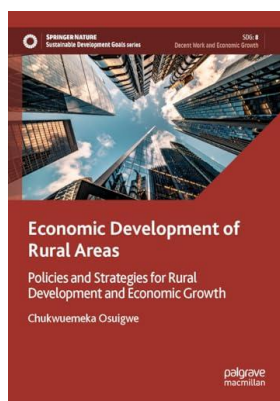
Cham Springer 2026

**Acc. No.** 011041

**Call No.** 330.0151 LUK

**Summary:** This textbook introduces readers to the mathematical topics fundamental for the study of economics through a combination of formal definitions, theorems, and proofs, including intuitive and easy-to-follow explanations and visualizations. Its goal is to help students understand the underlying concepts and develop an intuitive understanding of each notion, conclusion, and method presented, supported by formal proofs and approximately 270 worked-out examples.

[Click for more details](#)



**Sr. No. 18**

**Title:** Economic development of rural areas: policies and strategies for rural development and economic growth by Osuigwe, Chukwuemeka

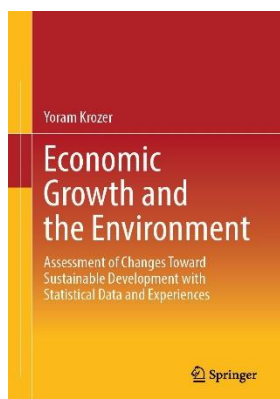
Cham Palgrave Macmillan 2025

**Acc. No.** 011042

**Call No.** 338.91 OSU

**Summary:** This book explores the potential for economic development within rural areas. With a particular focus on African economies, it examines the challenges facing rural areas, including inadequate infrastructure, limited access to essential services, low population density, and ineffective governance. Through integrated approaches to development, community participation, and technological upgrading, the ways that rural areas can be developed to attract investment and utilize natural resources is evaluated.

[Click for more details](#)



**Sr. No. 19**

**Title:** Economic growth and the environment: assessment of changes toward sustainable development with statistical data and experiences by Krozer, Yoram

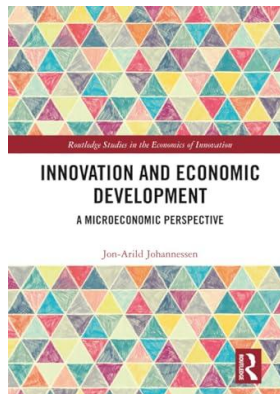
Cham Springer 2025

**Acc. No.** 011043

**Call No.** 338.9 KRO

**Summary:** This book presents experiences that enable economic growth with more well-being, and better environmental qualities within framework of Sustainable Development Goals. Authoritative statistical data on economic, social, and environmental indicators in all countries are used, with particular attention to the most populated countries. It is shown that the radical economic ideas of neo-liberalism and degrowth fail to achieve their own objectives, while sustainable innovations generate continuous improvements with promising results.

[Click for more details](#)



**Sr. No. 20**

**Title:** Innovation and economic development: a microeconomic perspective by Johannessen, Jon-Arild

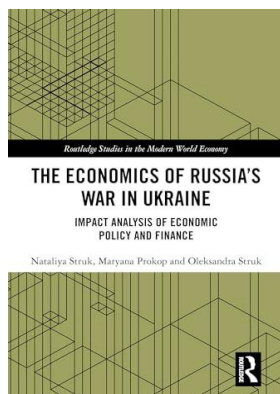
New York Routledge 2026

**Acc. No.** 011044

**Call No.** 338.064 JOH

**Summary:** This book addresses the lack of microeconomic theory concerning the role of innovation as a driver for economic development and explores the topic from multiple perspectives: innovative entrepreneurship, competence, productivity, automation, and the institutional framework. It also highlights the critical gap in conventional economic models, which reduce everything to a single number and fail to analyse how innovation shapes both economic structures and the education systems and policies needed to adapt to them. By incorporating systems thinking and evolutionary economics, the book offers a multidimensional analysis of the innovation economy.

[Click for more details](#)



**Sr. No. 21**

**Title:** The economics of Russia's war in Ukraine: impact analysis of economic policy and finance by Struk, Nataliya

New York Routledge 2025

**Acc. No.** 011045

**Call No.** 330.947 STR

**Summary:** The Economics of Russia's War in Ukraine provides a thorough analysis of the Russo-Ukrainian war, tracing its historical roots and exploring its multifaceted dimensions. This book emphasizes economic, geopolitical, and humanitarian impacts, highlighting Ukraine's resilience amid challenges. The Economics of Russia's War in Ukraine will be useful for scholars, students, professionals, policy makers, all interested in economics, international relations, security, and global studies, as well as all those wishing to have a thorough.

[Click for more details](#)



**Sr. No. 22**

**Title:** The new global economic order by Ing, Lili Yan

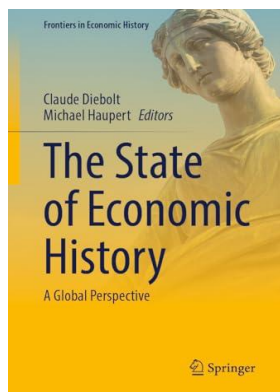
New York Routledge 2026

**Acc. No.** 011046

**Call No.** 330 ING

**Summary:** This book provides a nuanced and balanced analysis of economic transformation over the past century, exploring critical themes such as structural change, resource mobilization, and the future of global growth. This book offers expert commentary on economic transformation, development strategies, and the evolving global order. It further examines into pressing governance questions surrounding AI, green technology, and the financing of health crises, future pandemics, and energy transitions.

[Click for more details](#)



**Sr. No. 23**

**Title:** The state of economic history: a global perspective by Diebolt, Claude

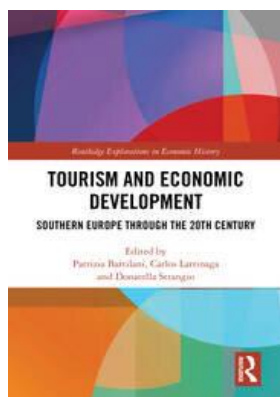
Cham Springer 2025

**Acc. No.** 011047

**Call No.** 330.1 DIE

**Summary:** This volume examines the state of the economic history discipline around the globe. It raises and answers questions such as: What are its roots, how did it evolve, and what is the current state of the discipline in each country or region presented? Transcending traditional Western paradigms, the book gathers renowned economic historians from around the globe to engage in a comprehensive dialogue about economic history's global standing. Investigating its role in shaping future economists, addressing pivotal questions, and its symbiotic relationship with economics, contributors analyze economic history's resonance across continents.

[Click for more details](#)



**Sr. No. 24**

**Title:** Tourism and economic development: Southern Europe through the 20th Century by Battilani, Patrizia

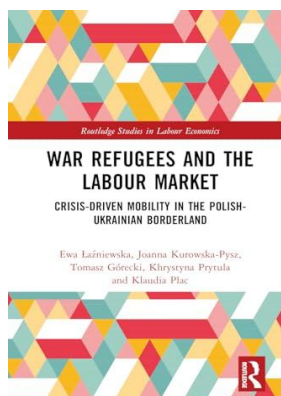
New York Routledge 2026

**Acc. No.** 011048

**Call No.** 338.4791 BAT

**Summary:** This book analyses when, how, and why tourism gained an important role in the economy and social life of Southern Europe. It contributes to a reassessment of mass tourism focusing on two main dimensions: first, the impact on the economic development of the different southern European countries and second, the building of a new sociality focusing on the rituals and values of middle and the working class. This book adopts a comparative approach that opens with a comparison of European countries in terms of international market share and tourist products.

[Click for more details](#)



**Sr. No. 25**

**Title:** War refugees and the labour market: crisis-driven mobility in the polish Ukrainian borderland by Ewa, Lazniewska

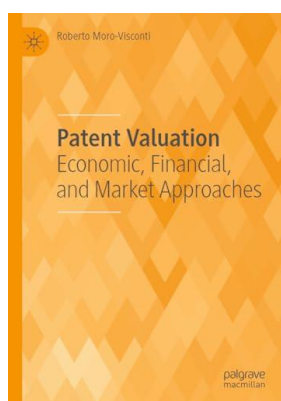
New York Routledge 2025

**Acc. No.** 011049

**Call No.** 331.1209438 EWA

**Summary:** This book addresses the complex socioeconomic situation in the Polish Ukrainian borderland, in the context of the labour market, following Russia's invasion of Ukraine. It examines the impact of the refugee crisis on this market, as well as mobilisation of various groups of actors in order to support this specific group of migrants in adapting to life in Poland. The authors argue that this phenomenon of the migration of war refugees confirms the thesis that political instability can be a factor in pushing people abroad as equally important as inequalities in prosperity.

[Click for more details](#)



**Sr. No. 26**

**Title:** Patent valuation: economic, financial, and market approaches by Moro-Visconti, Roberto

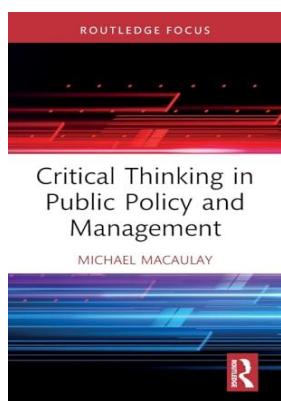
Springer Cham 2025

**Acc. No.** 011050

**Call No.** 658.15 MOR

**Summary:** This book provides a comprehensive framework for patent valuation, integrating economic, financial, and market approaches with emerging technologies such as AI, blockchain, and tokenization. This book explores the methodologies used to assess patent worth, including cost-based, market-based, and income-based approaches, while addressing critical challenges such as litigation risks, regulatory considerations, and monetization strategies. This book is an essential guide for investors, innovators, policymakers, and academics looking to unlock the economic potential of patents.

[Click for more details](#)



**Sr. No. 27**

**Title:** Critical thinking in public policy and management by Macaulay, Michael

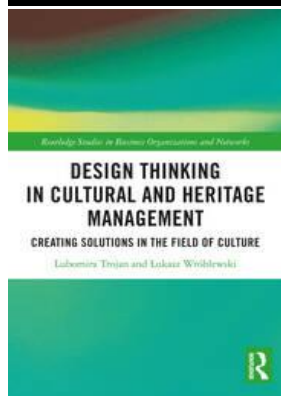
New York Routledge 2023

**Acc. No.** 011051

**Call No.** 320.607 MAC

**Summary:** This book outlines the ways in which this skillset is sometimes overlooked and how it can be enhanced. It defines constructive critical thinking, outlining some common applications before looking more specifically at how these occur within policy and management. This short book will appeal to researchers, advanced students, and practitioners with an interest in the conceptualisation of policy, management, and public administration.

[Click for more details](#)



**Sr. No. 28**

**Title:** Design thinking in cultural and heritage management: creating solutions in the field of culture by Trojan, Lubomira

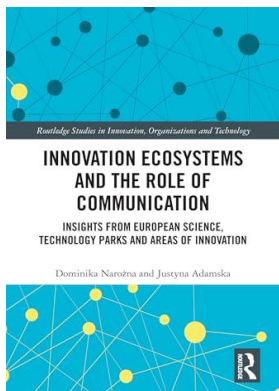
New York Routledge 2025

**Acc. No.** 011052

**Call No.** 363.69068 TRO

**Summary:** This book is the first comprehensive study of the application of the design thinking method to cultural management, especially management of the intangible cultural heritage. It asserts that design thinking can bring numerous benefits to organizations involved in the management of intangible cultural heritage and to its depositories. It will be of interest to researchers and academics in the fields of public and nonprofit management, strategic management, and value creation in the field of culture; students of design for culture and heritage; and practitioners in cultural management.

[Click for more details](#)



**Sr. No. 29**

**Title:** Innovation ecosystems and the role of communication by Narozna, Dominika

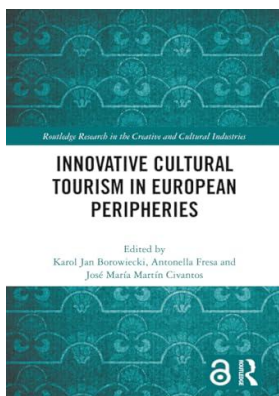
New York Routledge 2025

**Acc. No.** 011053

**Call No.** 658.4063 NAR

**Summary:** This book analyses the role of communication in creating the value of innovation ecosystems from the perspective of the international network of technology parks and areas of innovation. It explores the relations and interactions between different stakeholders (administration, universities, business, innovation agencies), highlighting the important role of communication within successful innovation ecosystems. The book proposes novel and interdisciplinary research (management, social communication and journalism, political science and administration) focused on the potential of communication in order to design the paradigm and indicate practical implications.

[Click for more details](#)



**Sr. No. 30**

**Title:** Innovative cultural tourism in European peripheries by Borowiecki, Karol Jan

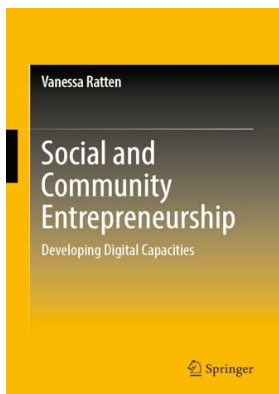
New York Routledge 2025

**Acc. No.** 011054

**Call No.** 338.47914094 BOR

**Summary:** This book provides insights into the use of innovative business models and tools, such as ecosystem services contracts and digital narrative platforms, to enhance the sustainability and economic development of peripheral and marginal destinations. Additionally, this book addresses the value of data collection and analysis in cultural tourism and provides insights into participatory models and approaches that contribute to sustainable tourism development. This book serves as an essential resource for researchers, professionals, and anyone with an interest in tourism, and the cultural and creative industries.

[Click for more details](#)



**Sr. No. 31**

**Title:** Social and community entrepreneurship: developing digital capacities by Ratten, Vanessa

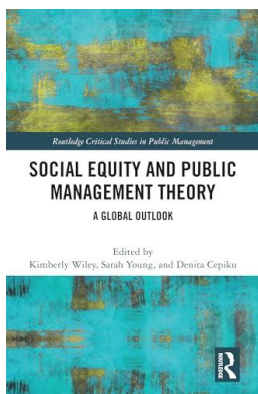
Singapore Springer 2025

**Acc. No.** 011055

**Call No.** 303.4833 RAT

**Summary:** This book focuses on both social and community developments within an entrepreneurship perspective, thereby highlighting the need to foster public and non-profit initiatives that combine with financial needs. Social and community entrepreneurship is a distinct form of entrepreneurship that combines profit and non-profit initiatives. This book helps to encourage social and community enterprises to integrate digital capabilities. Specific business examples of social digital enterprises will be discussed in the textbook together with community-led initiatives.

[Click for more details](#)



**Sr. No. 32**

**Title:** Social equity and public management theory: a global outlook by Wiley, Kimberly

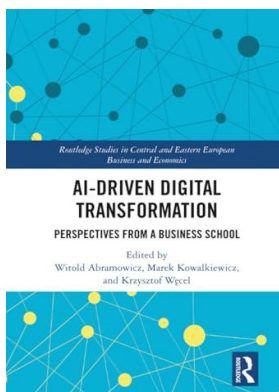
New York Routledge 2025

**Acc. No.** 011056

**Call No.** 351 WIL

**Summary:** This book highlights international research that leverages public management theory to build reasonable social equity measures and applications. Composed to provide insight into the intersections of public management and social equity from multiple lenses, each chapter presents the empirical context in which the study takes place, including global region, government structure, and cultural insights related to the analysis. The research highlighted in the text includes studies from across countries in North and South America, Europe, Southeast Asia, and Australia. This is the first book that connects public management theory and practice with social equity reforms.

[Click for more details](#)



**Sr. No. 33**

**Title:** AI-driven digital transformation: perspectives from a business school by Abramowicz, Witold

New York Routledge 2025

**Acc. No.** 011057

**Call No.** 006.3 ABR

**Summary:** This book explores AI-driven digital transformation from the perspective of a well-established higher education institution. Featuring 23 chapters organized into six thematic areas – Decision Support, Data Processing, Marketing and Product Development, Supply Chains, Finance, and Foundational Issues – it provides practical examples of how business school departments can implement AI to foster innovation.

[Click for more details](#)



**Sr. No. 34**

**Title:** Analytical and stochastic modelling techniques and applications by Devos, Arnaut

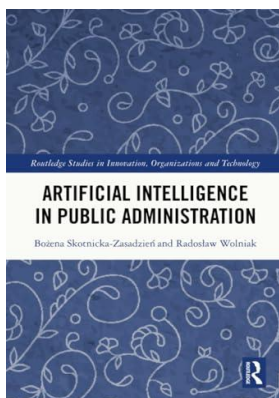
Cham Springer 2025

**Acc. No.** 011058

**Call No.** 519.23 DEV

**Summary:** This book constitutes the refereed proceedings of the 28th International Conference on Analytical and Stochastic Modelling Techniques and Applications, ASMTA 2024, held in Venice, Italy, on June 14, 2024. The 10 full papers presented were carefully reviewed and selected from 14 submissions. These papers covered a wide range of topics in analytical and stochastic modeling techniques and their applications.

[Click for more details](#)



**Sr. No. 35**

**Title:** Artificial intelligence in public administration by Skotnicka-Zasadziń, Boze

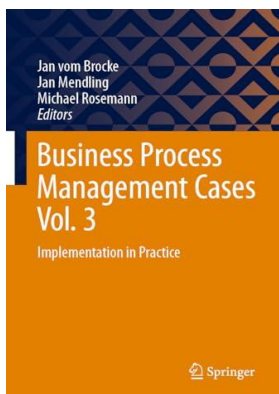
New York Routledge 2026

**Acc. No.** 011059

**Call No.** 351.0285 SKO

**Summary:** This book presents a conceptualization of the process of using artificial intelligence (AI) in public administration, along with its operationalization in terms of technology, competence, and the use of AI by employees of municipal offices. The book provides a nuanced understanding of the complex interactions between AI technologies, governance structures, and public service delivery models, as well as diverse case studies across administrative domains to offer cross-national insights and shedding light on the contextual factors shaping AI adoption and implementation strategies.

[Click for more details](#)



**Sr. No. 36**

**Title:** Business process management cases Vol. 3: implementation in practice by Brocke, Jan vom

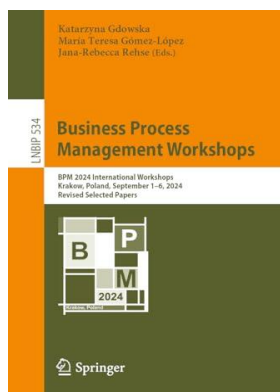
Cham Springer 2025

**Acc. No.** 011060

**Call No.** 658.514072 BRO

**Summary:** Business Process Management (BPM) is at a pivotal moment as new opportunities and demands emerge. On the one side, Artificial Intelligence and process mining facilitate entirely new process design and analysis options. On the other hand, organizations are tasked to ensure their business processes are also sustainable, responsible and explainable. In light of this fast-moving context, insights into the actual practice of BPM have become indispensable points of reference. The BPM Cases Volume 3 adds 16 new cases to the existing 53 cases from Volumes 1 and 2, bringing the case collection to a total of 69 cases from many well-known organizations across industries and around the world.

[Click for more details](#)



**Sr. No. 37**

**Title:** Business process management workshops: BPM 2024 international workshops, Krakow, Poland, September 1–6, 2024, revised selected papers by Gdowska, Katarzyna

Cham Springer 2025

**Acc. No.** 011061

**Call No.** 658.5 GDO

**Summary:** This book constitutes revised papers from the International Workshops held at the 22nd International Conference on Business Process Management, BPM 2024, in Krakow, Poland, during September 2024. Each of the workshops focused on particular aspects of business process management. Overall, after a thorough review process, 28 full papers and 2 short papers were selected from a total of 64 submissions. In addition, one invited paper is also included. 8th International Workshop on Artificial Intelligence for Business Process Management (AI4BPM 2024), 3rd International Workshop on Data-Driven Business Process Optimization (BPO 2024).

[Click for more details](#)



**Sr. No. 38**

**Title:** Digital Transformation of Performing Arts by Salvaggio, Salvino A

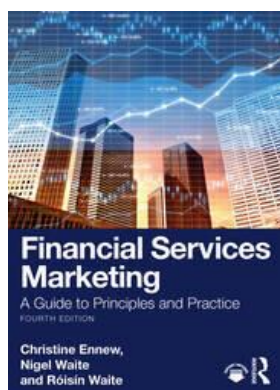
New York Routledge 2025

**Acc. No.** 011062

**Call No.** 790.285 SAL

**Summary:** This book explores the DT of performing arts, taking readers on a journey through classical orchestras as illustrative examples. From reimagining audience engagement to revolutionising operations, the book examines how emerging technologies like AI, VR, and blockchain are reshaping the cultural landscape. Through case studies of successful digital initiatives and analysis of critical success factors, readers will gain practical strategies for navigating this complex transition.

[Click for more details](#)



**Sr. No. 39**

**Title:** Financial Services Marketing: a guide to principles and practice by Ennew, Christine

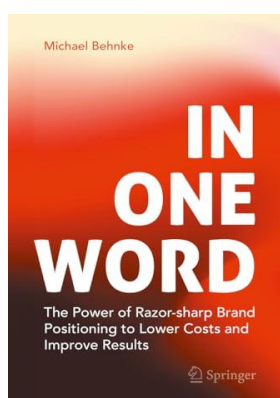
New York Routledge 2025

**Acc. No.** 011063

**Call No.** 332.1068 ENN

**Summary:** Financial Services Marketing firmly reinforces the book's role as a leading global educational resource, combining appropriate conceptual principles with practical insights on how financial products and services are marketed in the real world. Financial Services Marketing is essential reading for advanced undergraduate and postgraduate students studying Marketing for Financial Services, Marketing Strategy and Consumer Ethics in Finance.

[Click for more details](#)



**Sr. No. 40**

**Title:** In one word: the power of razor-sharp brand positioning to lower costs and improve results by Behnke, Michael

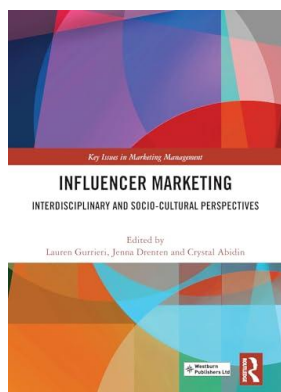
Cham Springer 2025

**Acc. No.** 011064

**Call No.** 658.827 BEH

**Summary:** This book offers deep insights to marketers and communication professionals, helping them to better understand what it takes to build successful brands. Many of today's power brands are succeeding in defining what they stand for in a single word. When executed properly, a one-word brand positioning is unleashing powerful synergies in the brand-building and management process by aligning everyone involved in the same strategic direction. "In One Word" analyzes and discusses the underlying dynamics, as well as the unique technique and methodology of defining a brand's value proposition in just one word.

[Click for more details](#)



**Sr. No. 41**

**Title:** Influencer Marketing: interdisciplinary and socio-cultural perspectives by Gurrieri, Lauren

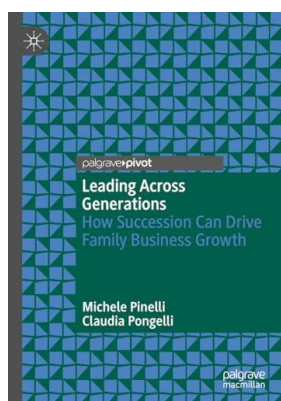
New York Routledge 2025

**Acc. No.** 011065

**Call No.** 658.8 GUR

**Summary:** Influencer marketing often gets touted as more authentic, democratised, credible, and relatable than traditional marketing tactics. But such hype glosses over its messy sociocultural dynamics and underlying disparities. This book discusses and debates the complexities of influencer marketing, casting a critical and interdisciplinary lens on its practices, consumption, and far-reaching societal impact. In this book advance the readers' understanding of influencer marketing by bringing to life its complexities, embracing its messiness, and highlighting future potentialities.

[Click for more details](#)



**Sr. No. 42**

**Title:** Leading across generations: how succession can drive family business growth by Pinelli, Michele

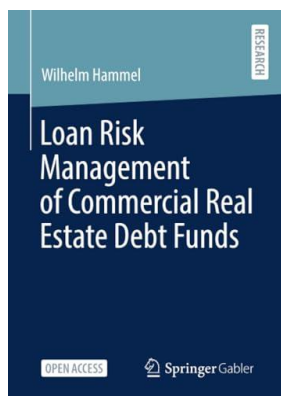
Cham Palgrave Macmillan 2025

**Acc. No.** 011066

**Call No.** 658.045 PIN

**Summary:** This book delves into the dynamics of transgenerational succession in family firms and its profound impact on the growth trajectories of these businesses. It provides a comprehensive examination of how different generations and transgenerational dynamics both enable and constrain the long-term growth of family firms. The book offers a comprehensive overview of the scientific literature on family business succession. Based on the qualitative analysis of nine case studies, it introduces a conceptual model that identifies best practices for successful transgenerational succession.

[Click for more details](#)



**Sr. No. 43**

**Title:** Loan risk management of commercial real estate debt funds by Hammel, Wilhelm

Germany Springer 2025

**Acc. No.** 011067

**Call No.** 332.6324 HAM

**Summary:** This open-access publication examines the organisational mechanisms that enable the commercial real estate industry to better withstand economic headwinds and more quickly recover from downturns. With geographic focus on the United Kingdom and Germany, it sheds light on the alternative lending space and explores how debt funds prepare to weather economic turbulence by adopting effective loan risk management practices. Given the significant market share of debt funds and their potential for future growth, the insights provided by industry experts into this rather opaque sector are pertinent and satisfy an urgent need.

[Click for more details](#)



**Sr. No. 44**

**Title:** Machiavelli, marketing and management by Harris, Phil

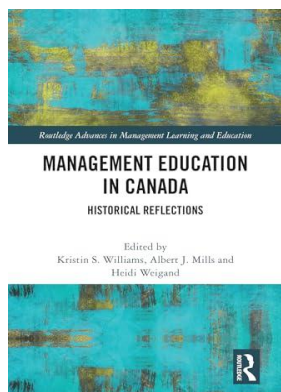
New York Routledge 2025

**Acc. No.** 011068

**Call No.** 658.8 PHI

**Summary:** This book provides insight into the meaning and interpretation of Machiavelli and his works for management, marketing, and political thought and highlights their particular relevance to the manager and policymaker today. By bringing together contributions from authors, both academic and practitioner, this book addresses a number of common themes relating to the influences and arguments of perhaps the first political scientist and advocate of sound management and marketing principles.

[Click for more details](#)



**Sr. No. 45**

**Title:** Management education in Canada: historical reflections by Williams, Kristin S.

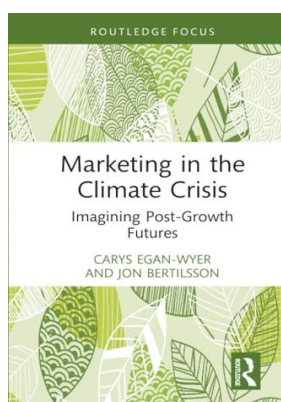
New York Routledge 2026

**Acc. No.** 011069

**Call No.** 378.71 WIL

**Summary:** Management Education in Canada: Historical Reflections offers a fresh and critical look at the evolution of management education in Canada. Nearly 25 years after the seminal work Capitalizing Knowledge by Barbara Austin, this edited collection revisits and expands upon the debates that shaped the field, while introducing new perspectives and overlooked histories. This volume explores a range of critical and historiographic approaches to management education, highlighting the ways in which history is written, privileged, and, at times, neglected.

[Click for more details](#)



**Sr. No. 46**

**Title:** Marketing in the climate crisis: imagining post-growth futures by Egan-Wyer, Carys

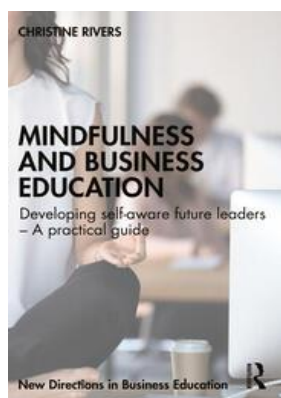
New York Routledge 2026

**Acc. No.** 011070

**Call No.** 658.8 EGA

**Summary:** This book argues that marketing researchers and practitioners have a crucial role to play in reimagining and promoting alternatives to growth capitalism. This book is essential reading for those who want to understand why it is so hard for us to imagine desirable, sustainable futures and who want to be part of changing that. This book proposes an alternative way of thinking—dystopian optimism—which allows us to imagine degrowth as desirable.

[Click for more details](#)



**Sr. No. 47**

**Title:** Mindfulness and business education: developing self-aware future leaders – a practical guide by Rivers, Christine

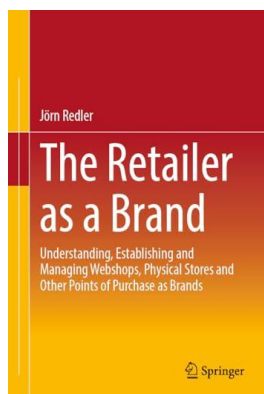
New York Routledge 2025

**Acc. No.** 011071

**Call No.** 158.1 RIV

**Summary:** Mindfulness and Business Education: Developing self-aware future leaders is a practical guide for educators and academics with teaching responsibilities in business schools or colleges. Business schools have a responsibility to equip future leaders with the right knowledge and the right skills to make the right decisions, particularly in times of volatility, uncertainty, complexity, and ambiguity. This responsibility can only be met if business schools change the way they teach and develop self-aware future leaders who are grounded in the foundations of mindfulness.

[Click for more details](#)



**Sr. No. 48**

**Title:** The retailer as a brand: understanding, establishing and managing webshops, physical stores and other points of purchase as brands by Redler, Jörn

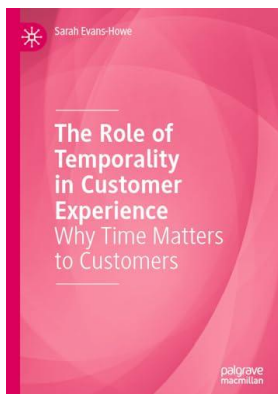
Germany Springer 2025

**Acc. No.** 011072

**Call No.** 658.87 RED

**Summary:** This book covers the principles and action areas of store brand management, which aims to establish retail locations as strong brands. The author explains key concepts, outlines central challenges, and addresses the specific approaches for both strategic and operational brand management in retail. The main focus is on communication at the point of purchase. The content is theoretically grounded and includes many structuring aids, considering both brick-and-mortar and online retail.

[Click for more details](#)



**Sr. No. 49**

**Title:** The role of temporality in customer experience: why time matters to customers by Evans-Howe, Sarah

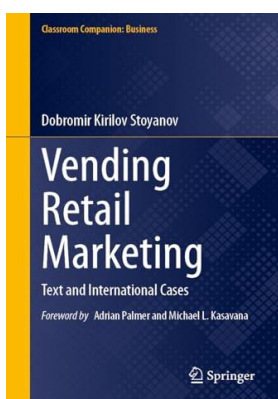
Cham Palgrave Macmillan 2026

**Acc. No.** 011073

**Call No.** 658.8342 EVA

**Summary:** This book introduces a model of consumer perceptions of temporality, which can be used as a framework to consolidate knowledge of the role of temporality in consumption, and improve the management of customer experiences. Temporality and the importance of time has evolved over the centuries. From an abstract philosophical perspective of the meaning of time, to a quantifiable commercialisation of yield from individual units of time, we have long appreciated time's value and centrality to the human experience.

[Click for more details](#)



**Sr. No. 50**

**Title:** Vending retail marketing: text and international cases by Stoyanov, Dobromir Kirilov

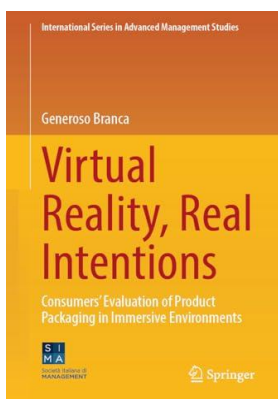
Cham Springer 2025

**Acc. No.** 011074

**Call No.** 658.87 STO

**Summary:** Vending Retail Marketing by Dr. Dobromir Kirilov Stoyanov offers an interdisciplinary exploration of vending as a strategic retail phenomenon. The book traces the historical evolution of vending machines—from early automatic dispensers to contemporary AI-powered systems—highlighting their transformation into intelligent retail interfaces. Addressing a clear gap in the literature, which has previously been dominated by entrepreneurial manuals or socially oriented academic studies, it situates vending within a broader business and marketing context.

[Click for more details](#)



**Sr. No. 51**

**Title:** Virtual reality, real intentions: consumers' evaluation of product packaging in immersive environments by Branca, Generoso

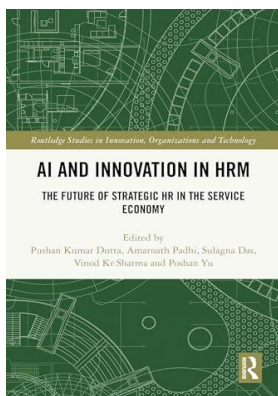
Cham Springer 2025

**Acc. No.** 011075

**Call No.** 658.8342 BRA

**Summary:** This book investigates how consumers evaluate product packaging in Virtual Reality (VR) compared to Physical Reality (PR). It explores whether immersive environments can elicit responses similar to real-world settings, focusing on packaging's structural, haptic, and visual cues. The book bridges packaging design, sustainability, and consumer behavior in immersive environments, offering actionable insights for researchers and professionals in marketing, product development, and digital innovation.

[Click for more details](#)



**Sr. No. 52**

**Title:** AI and innovation in HRM: the future of strategic HR in the service economy by Dutta, Pushan Kumar

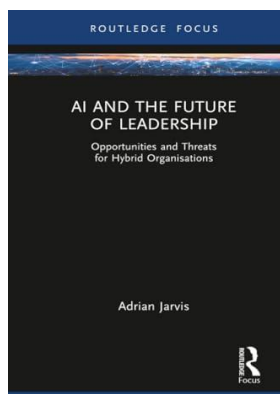
New York Routledge 2026

**Acc. No.** 011076

**Call No.** 658.3 DUT

**Summary:** This book provides a comprehensive blueprint for organizations to strategically leverage AI technologies and drive innovation in their HRM practices, enabling them to cultivate a future-ready workforce that can thrive in the service-centric marketplace. It weighs in on the challenges and opportunities brought forth by the convergence of AI and HRM in a rapidly evolving service economy. This multidisciplinary book explores how AI can augment and elevate various facets of strategic HRM, from talent acquisition and employee development to performance management and organizational culture enhancement.

[Click for more details](#)



**Sr. No. 53**

**Title:** AI and the future of leadership: opportunities and threats for hybrid organisations by Jarvis, Adrian

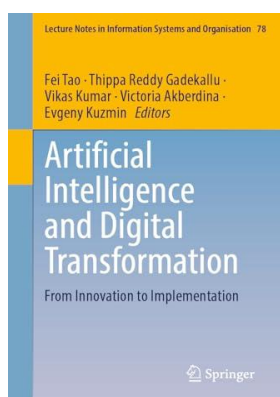
New York Routledge 2026

**Acc. No.** 011077

**Call No.** 658.4092 JAR

**Summary:** AI and the Future of Leadership explore the profound implications of artificial intelligence for leadership theory and practice. As Artificial Intelligence technologies become increasingly embedded in organisational life, this book interrogates the readiness of current leadership models to adapt to an era of automation, algorithms, and accelerated change. The book examines the promises and perils of AI in the workplace—from wellbeing and resistance to innovation and control.

[Click for more details](#)



**Sr. No. 54**

**Title:** Artificial intelligence and digital transformation: from innovation to implementation by Tao, Fei

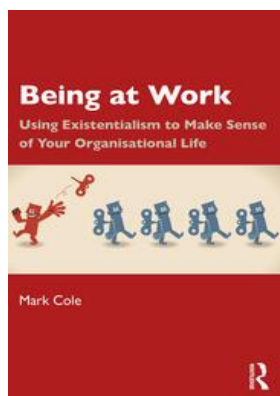
Cham Springer 2025

**Acc. No.** 011078

**Call No.**

**Summary:** This book offers a selection of the best papers presented at the International scientific conference “Digital Transformation in Industry: Trends, Management, Strategies”, held by the Institute of Economics of the Ural Branch of the Russian Academy of Sciences (Ekaterinburg, Russia) on December 16–17, 2024. The book explores cutting-edge solutions for managing digital transformation across sectors and regions. The chapters cover a wide range of topics, including AI-based sustainable industrial practices, lean-based digital integration, intelligent logistics and digital supply chain innovations.

[Click for more details](#)



**Sr. No. 55**

**Title:** Being at work: using existentialism to make sense of your organisational life by Cole, Mark

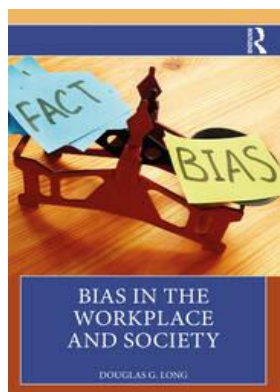
New York Routledge 2026

**Acc. No.** 011079

**Call No.** 658.3 COL

**Summary:** This book offers a way for us all to consider our experience of being at work, and of the nature of working life. Written in an engaging and accessible style, it presents the practical means by which to apply central features of existentialism to make sense of how we relate to work and the workplace. These include topics such as freedom and choice, looking for purpose and making meaning, and authenticity.

[Click for more details](#)



**Sr. No. 56**

**Title:** Bias in the workplace and society by Long, Douglas G

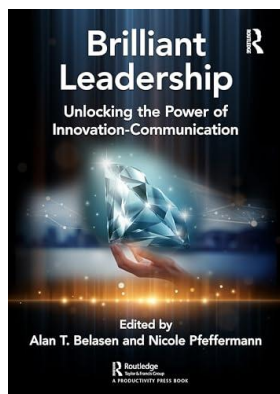
New York Routledge 2025

**Acc. No.** 011080

**Call No.** 658.3 LON

**Summary:** Bias in the Workplace and Society looks at the causes and management of the biases that underpin all behavior inclusive of discrimination, prejudice, and stereotyping that can occur in the workplace and in everyday contexts. The book is based on the premise that everyone is biased and there is no such thing as an unbiased person. We cannot eliminate bias, but we can manage it. The book focuses on the impact of biases as they are manifested in everyday life. This book is suitable for all persons concerned about the impact of bias and, particularly, students of management, leadership, HRM, diversity and decision making.

[Click for more details](#)



Sr. No. 57

**Title:** Brilliant leadership: unlocking the power of innovation-communication by Belasen, Alan T.

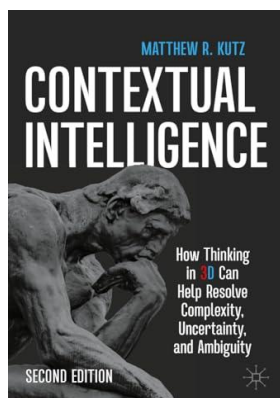
New York Productivity Press 2025

Acc. No. 011081

Call No. 658.4092 BEL

**Summary:** The book is more than a collection of ideas. It is a part of the new intellectual framework that describes 'Brilliant Leadership'. Each chapter includes a distinct contribution by experts and that at the same time is connected to other chapters through the book's organizing schema, paralleling how the different facets of leadership are inseparable from one another. The book is aimed at providing practical strategies and becoming a source of inspiration for what it means to have a new leadership mindset - a brilliant leader who understands how to communicate with empathy and authenticity, engage and inspire others

[Click for more details](#)



Sr. No. 58

**Title:** Contextual intelligence: how thinking in 3D can help resolve complexity, uncertainty, and ambiguity by Kutz, Matthew R

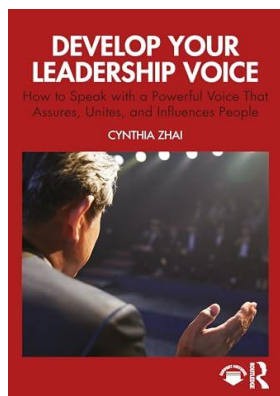
Cham Palgrave Macmillan 2025

Acc. No. 011082

Call No. 658.45 KUT

**Summary:** This book presents a structured framework for decision-making and leadership in turbulent environments, focusing on the Three-Dimensional (3D) Thinking Framework™—the use of hindsight, insight, and foresight—to navigate complexity. This book offers expanded content, practical examples, and new chapters on behaviors linked to contextual intelligence, enhancing 3D thinking.

[Click for more details](#)



Sr. No. 59

**Title:** Develop your leadership voice: how to speak with a powerful voice that assures, unites, and influences people by Zhai, Cynthia

New York Routledge 2026

Acc. No. 011083

Call No. 658.4092 ZHA

**Summary:** This book shows you that the voice you were born with can be changed. Readers will be able to develop a powerful voice that articulates thoughts with power and presence, that cuts through the noise and distractions, that navigates people through uncertainties with ease and hope, that motivates and inspires people through chaotic situations, and that leaves a lasting impact on people and your organisation.

[Click for more details](#)



Sr. No. 60

**Title:** Happy grow lucky: build a thriving career and find happiness at work for life by Despierre, Arnaud

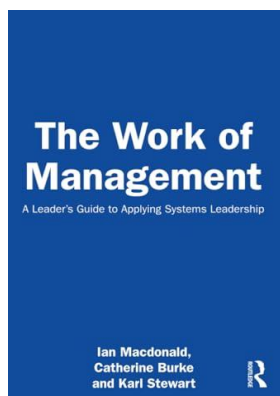
New York Routledge 2026

Acc. No. 011084

Call No. 650.1 DES

**Summary:** Happy Grow Lucky is for readers who want to play the long game and build a Thriving Career over years and decades. It is a book that you come back to every couple of years for a lifetime, even as you get into your legacy years. It is also a book you gift to your junior colleagues to set them on the right path and to your friends to help inspire them. Happy Grow Lucky is a Masterclass in career-building. It will give you value immediately and continue to grow on you throughout your life.

[Click for more details](#)



**Sr. No. 61**

**Title:** The work of management: a leader's guide to applying systems leadership by Macdonald, Ian

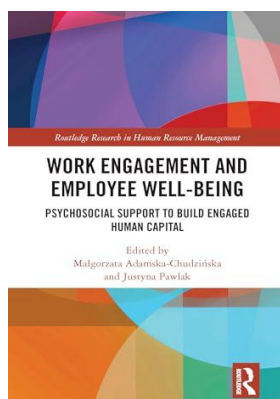
New York Routledge 2026

Acc. No. 011085

Call No. 302.35 MAC

**Summary:** The Work of Management demonstrates how the concepts, models and tools of Systems Leadership can be applied, enabling you to become a more effective manager by improving your own work to create a more positive and effective organisation. This book provides leaders with a manual for the application of concepts as well as an introduction to Systems Leadership Theory, a method that has been used successfully by businesses from large multinational firms and banks to SMEs, public agencies and NGOs.

[Click for more details](#)



**Sr. No.62**

**Title:** Work engagement and employee well-being: psychosocial support to build engaged human capital by Adamska-Chudzinska, Malgo

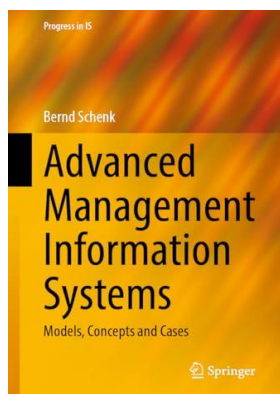
New York Routledge 2026

Acc. No. 011086

Call No. 658.314 ADA

**Summary:** Work Engagement and Employee Well-being highlight the vital role of psychosocial support in building and stimulating work engagement. It is a response to the growing phenomenon of weakened employee attachment and engagement instability. The book places emphasis on a transformational leadership style and a high level of emotional intelligence among managers, particularly their empathy. Further attention was paid to the various ways to support specific employee groups, such as remote workers and neurodivergent members of the workforce.

[Click for more details](#)



**Sr. No. 63**

**Title:** Advanced management information systems: models, concepts and cases by Schenk, Bernd

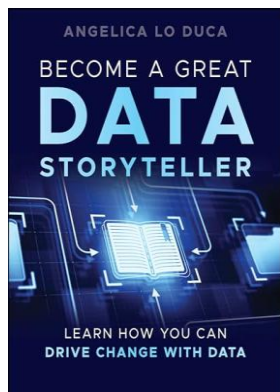
Cham Springer 2025

Acc. No. 011087

Call No. 658.4038 SCH

**Summary:** This is a textbook for advanced courses on Management Information Systems (MIS). It bridges the gap between theoretical frameworks and practical applications, offering insights into both foundational principles and emerging trends. Covering topics such as artificial intelligence, data analytics, enterprise architecture, and information systems governance, the book explores the multifaceted nature of MIS and its transformative impact on modern organizations.

[Click for more details](#)



**Sr. No. 64**

**Title:** Become a great data storyteller: learn how you can drive change with data by Duca, Lo Angelica

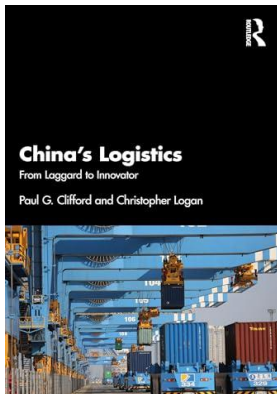
Hoboken Wiley 2025

Acc. No. 011088

Call No. 006.3 DUC

**Summary:** Become a Great Data Storyteller: Learn How You Can Drive Change with Data is a transformational journey guided by author and researcher Angelica Lo Duca. This insightful guide challenges the conventional approach to data visualization by emphasizing the creation of compelling data stories. This book offers a unique value proposition: teaching you how to weave raw data into engaging, narrative-driven presentations that can significantly impact decision-making and generate organizational change.

[Click for more details](#)



**Sr. No. 65**

**Title:** China's logistics: from laggard to innovator by Clifford, Paul

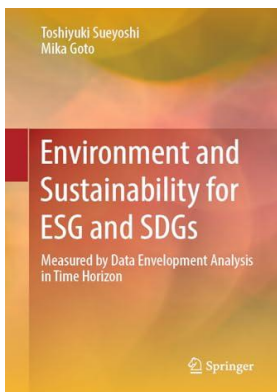
New York Routledge 2025

**Acc. No.** 011089

**Call No.** 658.7880951 CLI

**Summary:** This book analyzes the key policies, infrastructure projects, technologies, and companies that have transformed China's domestic logistics capabilities and enabled it to become deeply intertwined with the worldwide supply chain. As the world enters a new era of geopolitics and confronts the possibility of US-China decoupling, it is more critical than ever to understand China's logistics system to navigate uncertain times—and with their decades of experience, these authors are the very best guides.

[Click for more details](#)



**Sr. No. 66**

**Title:** Environment and sustainability for ESG and SDGs: measured by data envelopment analysis in time horizon by Sueyoshi, Toshiyuki

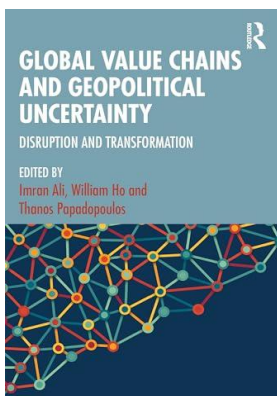
Springer Cham 2025

**Acc. No.** 011090

**Call No.** 333.7 SUE

**Summary:** This book takes a non-parametric approach to analyze integrated measures of economic growth, energy use, and sustainability. Recently, many corporate leaders, policymakers, organizations, and individuals have become concerned about environmental issues, simultaneously paying attention to economic prosperity and the green growth of the economy. This book combines methodology and application. The book introduces non-parametric approaches—for instance, data envelopment analysis–discriminant analysis (DEA-DA) and data envelopment analysis–environmental assessment (DEA-EA).

[Click for more details](#)



**Sr. No. 67**

**Title:** Global value chains and geopolitical uncertainty: disruption and transformation by Imran Ali

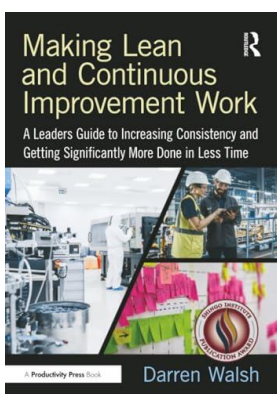
New York Routledge 2026

**Acc. No.** 011091

**Call No.** 658.7 ALI

**Summary:** This book offers a timely and insightful look at how political tensions, economic disruptions, and technological advances are reshaping the way goods and services move across borders. At a time when global trade faces mounting pressure, this book explores how businesses, governments, and communities can adapt to an increasingly uncertain world. The book delves into the evolving trade dynamics between developed and developing countries, the involvement of governments alongside international partnerships.

[Click for more details](#)



**Sr. No. 68**

**Title:** Making lean and continuous improvement work: a leaders guide to increasing consistency and getting significantly more done in less time by Walsh, Darren

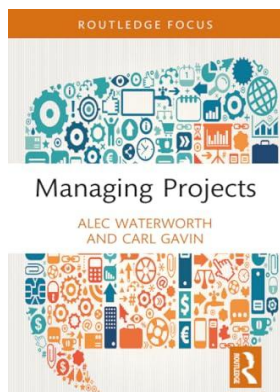
New York Productivity Press 2025

**Acc. No.** 011092

**Call No.** 338.06 WAL

**Summary:** Making Lean and Continuous Improvement Work will help solve this problem and help leaders build a solid foundation to making lean and continuous improvement work in their business. Through numerous examples and detailed case studies, the book shows how business leaders, managers and frontline supervisors can make lean and continuous improvement techniques work, increasing consistency and getting more work done, in less time.

[Click for more details](#)



**Sr. No. 69**

**Title:** *Managing projects by Waterworth, Alec*

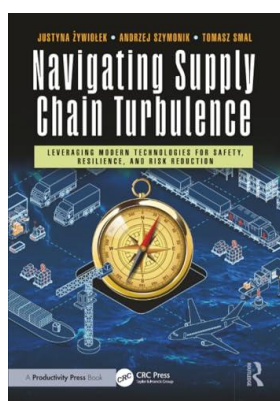
New York Routledge 2024

**Acc. No.** 011093

**Call No.** 658.404 WAT

**Summary:** Managing Projects serves as a comprehensive guide to the practice of project management, offering insights and methodologies useful to both novices and seasoned practitioners. It also delves into the history of project management, acknowledging how the field has adapted to modern methods of working and the impact of this evolution on contemporary practices. Provide a clear and comprehensive understanding of project management principles, especially for those new to the field

[Click for more details](#)



**Sr. No. 70**

**Title:** *Navigating supply chain turbulence: leveraging modern technologies for safety, resilience, and risk reduction by Zywiolok, Justyna*

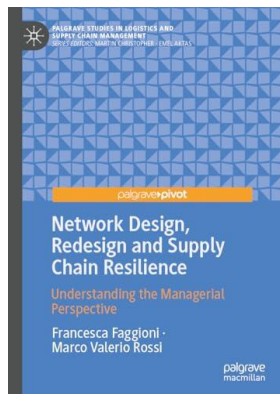
New York Productivity Press 2025

**Acc. No.** 011094

**Call No.** 658.7 ZYW

**Summary:** This book presents issues related to supply chain management, considering contemporary conditions and turmoil. It shows how global events affect the effectiveness and efficiency of logistics and thus shows how to take them into account and better manage logistics processes in these chains. The book provides readers with easy-to-use tools to plan and build supply chains that are resilient, reliable, and have reduced risk.

[Click for more details](#)



**Sr. No. 71**

**Title:** *Network design, redesign and supply chain resilience: understanding the managerial perspective by Faggioni, Francesca*

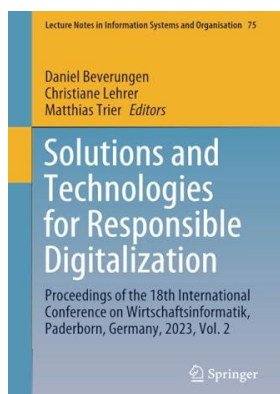
Cham Palgrave Macmillan 2025

**Acc. No.** 011095

**Call No.** 658.7 FAG

**Summary:** This book adopts a managerial perspective to explore supply chain resilience and network design, two interconnected, crucial topics in a world in which major disruptions are affecting global supply and value chain networks. Employing a scenario analysis framework, it features detailed case studies from the pharmaceutical, semi-conductor and automotive industry. The book concludes with an analysis of the relationship between practitioner perspectives and research trends on supply chain resilience and network design, ultimately providing suggestions for improved mutual collaboration and future studies.

[Click for more details](#)



**Sr. No. 72**

**Title:** *Solutions and technologies for responsible digitalization: proceedings of the 18th international conference on Wirtschaftsinformatik, Paderborn, Germany, 2023, Vol. 2 by Beverungen, Daniel*

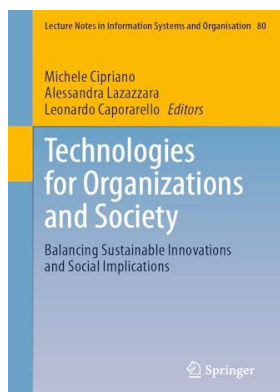
Cham Springer 2025

**Acc. No.** 011096

**Call No.** 004.068 BEV

**Summary:** This book is the second volume of proceedings from the 18th International Conference on Wirtschaftsinformatik held in Paderborn, Germany, in 2023. In the context of the global trend toward digitalization, it presents the results of innovative, high-quality research in the field of information systems and digital transformation. The book covers a broad range of topics, including digital innovation, business analytics, artificial intelligence, and IT strategy, each of which has and will continue to have significant impacts on companies, individuals and societies alike.

[Click for more details](#)



**Sr. No. 73**

**Title:** Technologies for organizations and society: balancing sustainable innovations and social implications by Cipriano, Michele

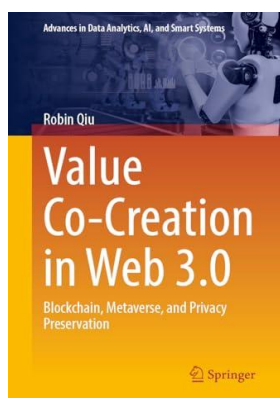
Cham Springer 2025

Acc. No. 011097

Call No. 303.4833 CIP

**Summary:** This book explores how the interaction between digital systems and ecosystems is redefining organizational models and influencing decision-making processes across various domains. It investigates the role of digital technologies such as Artificial Intelligence (generative and non-generative), blockchain, virtual reality, big data, and the Internet of Things (IoT) in shaping new organizational scenarios and examines their impact on sustainability, human resource management in hybrid and gig work, cybersecurity, and the evolution of business models.

[Click for more details](#)



**Sr. No. 74**

**Title:** Value co-creation in web 3.0: blockchain, metaverse, and privacy preservation by Qiu, Robin

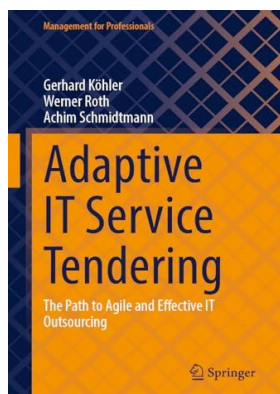
Cham Springer 2026

Acc. No. 011098

Call No. 006.8 QIU

**Summary:** This book explores the architecture and framework for co-creating the most valuable and promising data in the future Internet, often referred to as Web 3.0, from the end user's perspective. This approach aims to fully utilize the vast amounts of data generated by the increasingly connected physical world. The book explains how Web 3.0 can be developed with fundamental and technological support to enhance decentralized data management and maximize benefits for end users.

[Click for more details](#)



**Sr. No. 75**

**Title:** Adaptive IT service tendering: the path to agile and effective IT outsourcing by Köhler, Gerhard

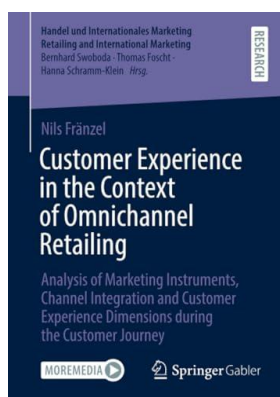
Cham Springer 2026

Acc. No. 011099

Call No. 004.068 KOH

**Summary:** This book provides all stakeholders involved in the tendering and management of IT services with a practical set of methods for adaptive tendering. Whether you are part of the executive board, management, a specialist department, IT, sales, purchasing, legal, consulting, or operations, the book offers in-depth guidance on adaptive strategies, comparing them to traditional approaches. Additionally, a glossary is included to ensure clarity and help close any knowledge gaps.

[Click for more details](#)



**Sr. No. 76**

**Title:** Customer experience in the context of omnichannel retailing: analysis of marketing instruments, channel integration and customer experience dimensions during the customer journey by Fränzel, Nils

Cham Springer 2025

Acc. No. 011100

Call No. 658.87 FRA

**Summary:** The research focus of Nils Fränzel is on customer behaviour in omnichannel retailing. He focuses on the multidimensionality of customer experience and the reciprocal interactions between different dimensions of customer experience. He also looks at the importance of channel specific marketing instruments and channel integration along the customer journey. Nils Fränzel's analysis contributes to the latest research in the field of customer experience in omnichannel retailing and shows the importance of the different stages of the customer journey.

[Click for more details](#)



**Sr. No. 77**

**Title:** Customer Journeys in fashion: from linear to multilevel by Kent, Anthony M

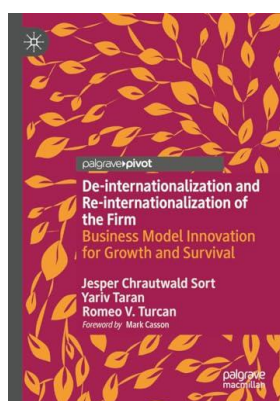
Cham Palgrave Macmillan 2026

**Acc. No.** 011101

**Call No.** 658.8342 KEN

**Summary:** This book explores emerging and alternative customer journeys in fashion. Customer journeys are typically defined by decision-making in three stages, pre-purchase, purchase and post-purchase that have a well-ordered, linear sequence. However, the influence of digital technologies, social media and other macro factors, has created a different and more complex variety of journeys. The book concludes by looking forward to a constellation of different journeys.

[Click for more details](#)



**Sr. No. 78**

**Title:** De-internationalization and re-internationalization of the firm: business model innovation for growth and survival by Sort, Jesper Chrautwald

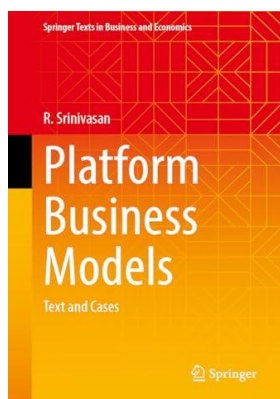
Cham Palgrave Macmillan 2025

**Acc. No.** 011102

**Call No.** 658.049 SOR

**Summary:** This book marks the first attempt to explore de-internationalization and re-internationalization through business model innovation. This book conjectures that the relationship between de-internationalization and re-internationalization is best understood, theoretically and empirically, through the moderating effect of business model innovation. This book puts forward an international business-business model research program that will undoubtedly create more questions than answers, making it an exciting, thought-provoking avenue for future research and practice pondering in a VUCA world.

[Click for more details](#)



**Sr. No. 79**

**Title:** Platform business models: text and cases by Srinivasan, R

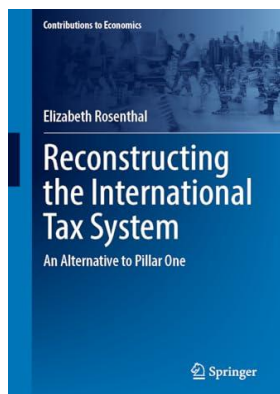
Singapore Springer 2025

**Acc. No.** 011103

**Call No.** 658.4012 SRI

**Summary:** This textbook provides learners with an in-depth analysis of firms that operate as platform businesses. It introduces platform firms as unique business models. This text elucidates how platform business firms evolve in the modern business world. Taking a strategic perspective, it engages learners with core concepts, frameworks, and tools required to design and operate a platform business firm. An additional USP is that the book comes with an instructor manual, including slide decks and case teaching notes, available to instructors teaching the course.

[Click for more details](#)



**Sr. No. 80**

**Title:** Reconstructing the international tax system: an alternative to pillar one by Rosenthal, Elizabeth

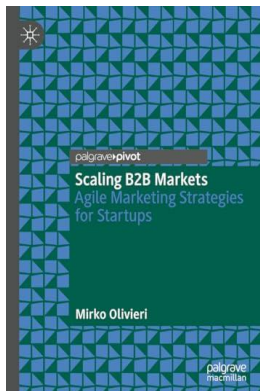
Cham Springer 2025

**Acc. No.** 011104

**Call No.** 336.2 ROS

**Summary:** In this book, the OECD's Pillar One would not provide for the effective taxation of highly digitalized platform firms, and, by extension, it would not stabilize the international tax system. The author argues that source-based taxation and the arm's length standard are entirely compatible with the attribution of a portion of highly digitalized platform firms' taxable income to market jurisdictions. This book is appropriate for academics as well as private sector advisors in the fields of transfer pricing and international tax, chief financial officers of multinational corporations and tax policy analysts.

[Click for more details](#)



**Sr. No. 81**

**Title:** *Scaling B2B markets: agile marketing strategies for startups* by Olivieri, Mirko

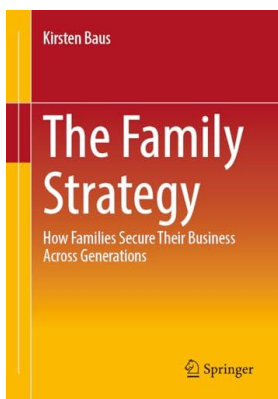
Cham Palgrave Macmillan 2026

**Acc. No.** 011105

**Call No.** 658.8 OLI

**Summary:** This book focuses on how startups navigate complex B2B markets by adopting agile marketing strategies. Emphasising agility and adaptability, which are crucial factors for early-stage businesses, the book uses a multiple case study approach to investigate how startups develop their marketing strategy tailored to B2B dynamics, touching on emerging technologies, and the importance of positioning their brands in highly competitive markets. The book maps the marketing trends, such as digitalization and sustainability, which are impacting the marketing strategies of new ventures. After this scenario analysis, an empirical analysis involving innovative startups operating in B2B markets is presented.

[Click for more details](#)



**Sr. No. 82**

**Title:** *The family strategy: how families secure their business across generations* by Baus, Kirsten

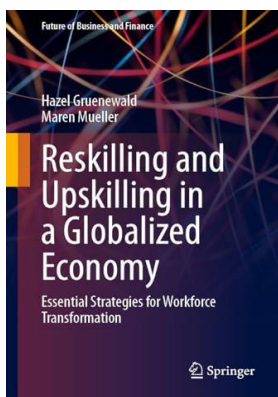
Wiesbaden Springer 2026

**Acc. No.** 011106

**Call No.** 658.045 BAU

**Summary:** Successful entrepreneurial families are stable because they have structures and rules. These form the basis for constructive interaction between the family, shareholders, and the business. Without them, the ability to act is impaired—both in day-to-day operations and strategic decisions, due to conflicts and lack of foresight. Kirsten Baus, an expert in family governance and succession planning, offers the solution with the family strategy. These provide relief, create security and predictability, and reduce conflicts. Most importantly, they make an entrepreneurial family capable of strategy—able to plan ahead and position themselves correctly.

[Click for more details](#)



**Sr. No. 83**

**Title:** *Reskilling and upskilling in a globalized economy: essential strategies for workforce transformation* by Gruenewald, Hazel

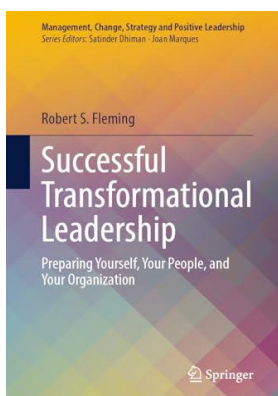
Wiesbaden Springer 2025

**Acc. No.** 011107

**Call No.** 331.259 GRU

**Summary:** This book provides an in-depth exploration of upskilling and reskilling strategies, essential in today's rapidly evolving and complex global landscape. The intensifying war for talent—driven by macro trends such as digitalization, AI, climate change, hybrid working, and demographic shifts—has made addressing the skills shortage a top priority for business leaders. These global challenges not only require organizations to proactively identify and integrate future skills through targeted training programs but also demand a shift toward socially just and ecologically sustainable practices.

[Click for more details](#)



**Sr. No. 84**

**Title:** *Successful transformational leadership* by Fleming, Robert S

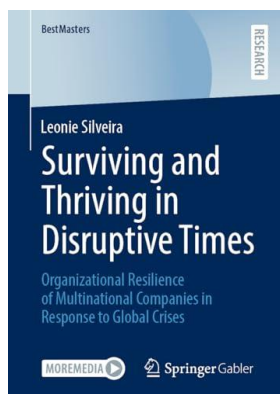
Cham Springer 2026

**Acc. No.** 011108

**Call No.** 658.4092 FLE

**Summary:** This book is on transformational leadership, which enables an organization to achieve its full potential and to meet and exceed the expectations of its stakeholders. It provides both aspiring and incumbent organizational leaders with valuable guidance and practical insights regarding preparing for and pursuing a successful career in organizational leadership. The author provides examples of transformational leadership in a variety of contemporary organizations and considers the unique management and leadership challenges faced by contemporary leaders and their organizations.

[Click for more details](#)



**Sr. No. 85**

**Title:** Surviving and thriving in disruptive times: organizational resilience of multinational companies in response to global crises By Silveira, Leonie

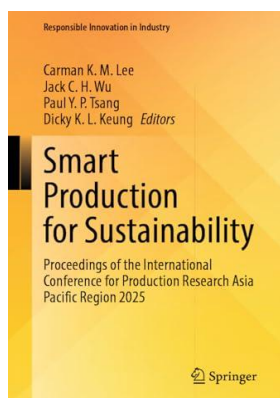
Wiesbaden Springer 2025

**Acc. No.** 011109

**Call No.** 337 SIL

**Summary:** This book attempts to close this research gap by developing cross-industry recommendations for developing and maintaining organizational resilience in the long term. Against the backdrop of the unprecedented increase in the inherent risk potential of the current global economic environment, organizational resilience is a critical imperative for multinational corporations. Despite this acknowledgment, global crises, such as the COVID-19 pandemic and more recently the Russia-Ukraine war, have highlighted that many multinational companies are inadequately prepared for such extreme situations.

[Click for more details](#)



**Sr. No. 86**

**Title:** Smart production for sustainability: proceedings of the international conference for production research Asia Pacific region 2025 by Lee, Carman K. M

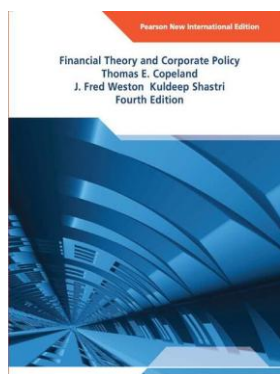
Cham Springer 2026

**Acc. No.** 011110

**Call No.** 658.404 LEE

**Summary:** This book collects selected and reviewed papers from International Conference for Production Research Asia Pacific Region 2025 held in Hong Kong SAR on 18 to 20 June 2025. The book features state-of-the-art studies on production research in the globe with the theme of "Smart Production for Sustainability". The selected works can help promote development of sustainability in manufacturing and operational efficiency. Researchers and engineers in the field of industrial and systems engineering can benefit from the book.

[Click for more details](#)



**Sr. No. 87**

**Title:** Financial theory and corporate policy by Copeland, Thomas E

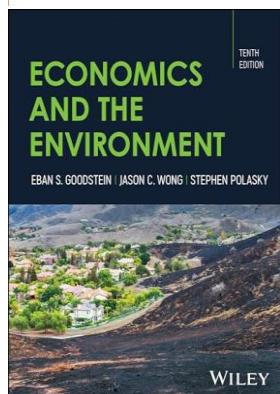
Harlow Pearson Education Limited 2014

**Acc. No.** 011111

**Call No.** 658.15 COP

**Summary:** This textbook in the field, now completely revised and updated, provides a bridge between theory and practice. Appropriate for the second course in Finance for MBA students and the first course in Finance for doctoral students, the text prepares students for the complex world of modern financial scholarship and practice. It presents a unified treatment of finance combining theory, empirical evidence and applications.

[Click for more details](#)



**Sr. No. 88**

**Title:** Economics and the environment by Goodstein, Eban S

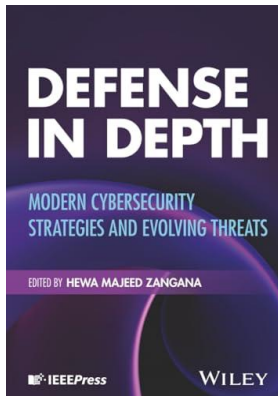
Weinheim John Wiley & Sons, Inc. 2025

**Acc. No.** 011112

**Call No.** 333.7 GOD

**Summary:** Economics and the Environment equip students with a structured and insightful approach to examining critical questions at the heart of contemporary policy and sustainability debates through the lens of economics. Economics and the Environment combine theoretical rigor with practical application, employing case studies, illustrative examples, and end-of-chapter exercises that enhance understanding and retention.

[Click for more details](#)



**Sr. No. 89**

**Title:** Defense in depth: modern cybersecurity strategies and evolving threats by Zangana, Hewa Majeed

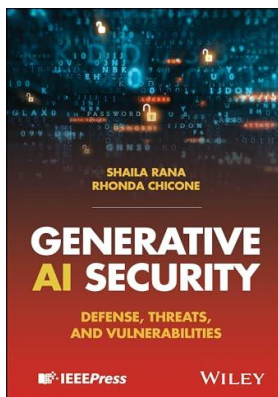
New Jersey John Wiley & Sons, Inc. 2026

**Acc. No.** 011113

**Call No.** 005.84 ZAN

**Summary:** Defense in Depth delivers a comprehensive guide to the rapidly developing field of digital threats and defenses. This book examines how defense-in-depth approaches integrate multiple layers of security to protect against a wide range of threats; how AI technologies are being utilized for threat detection, response, and prediction; and how blockchain technology can be leveraged to enhance security measures, particularly in ensuring data integrity and securing transactions.

[Click for more details](#)



**Sr. No. 90**

**Title:** Generative AI security: defense, threats, and vulnerabilities by Rana, Shaila

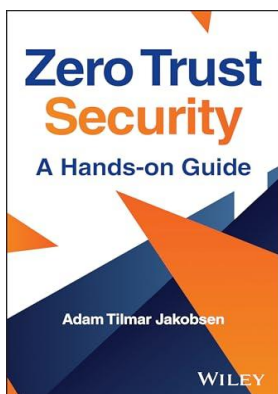
New Jersey John Wiley & Sons, Inc. 2026

**Acc. No.** 011114

**Call No.** 005.8 RAN

**Summary:** Generative AI Security: Defense, Threats, and Vulnerabilities deliver a technical framework for securing generative AI systems, building on established standards while focusing specifically on emerging threats to large language models and other generative AI systems. This book provides detailed technical analysis of three critical dimensions: implementing AI-powered security tools, defending against AI-enhanced attacks, and protecting AI systems from compromise through attacks like prompt injection, model poisoning, and data extraction.

[Click for more details](#)



**Sr. No. 91**

**Title:** Zero trust security: a hands-on guide by Jakobsen, Adam Tilmar

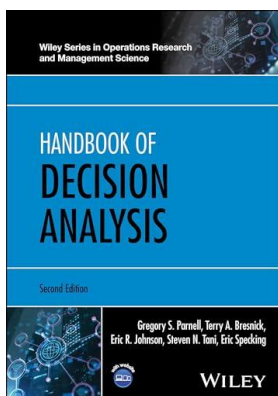
New Jersey John Wiley & Sons, Inc. 2026

**Acc. No.** 011115

**Call No.** 005.8 JAK

**Summary:** Zero Trust Security is a hands-on guide that bridges the gap between Zero Trust theory and real-world practice through a unique and practical approach. The included Docker environments and configuration files enable readers to practice implementations in a safe environment, making complex security concepts tangible and actionable. Zero Trust Security is an essential resource on the subject for IT managers, security architects, DevOps engineers, compliance officers, and cyber security practitioners.

[Click for more details](#)



**Sr. No. 92**

**Title:** Handbook of decision analysis by Parnell, Gregory S

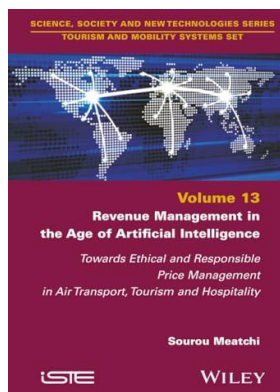
New Jersey John Wiley & Sons, Inc. 2025

**Acc. No.** 011116

**Call No.** 658.403 PAR

**Summary:** Handbook of Decision Analysis describes the philosophy, knowledge, science, and art of decision analysis. Key insights from decision analysis applications and behavioral decision analysis research are presented, and numerous decision analysis textbooks, technical books, and research papers are referenced for comprehensive coverage. This book does not introduce new decision analysis mathematical theory, but rather ensures the reader can understand and use the most common mathematics and best practices, allowing them to apply rigorous decision analysis with confidence.

[Click for more details](#)



**Sr. No. 93**

**Title:** Revenue management in the age of artificial intelligence: towards ethical and responsible price management in air transport, tourism and hospitality [Vol. 13] by Meatchi, Sourou

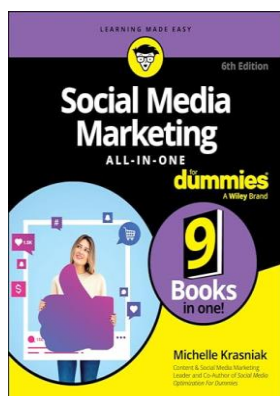
New Jersey John Wiley & Sons, Inc. 2025

Acc. No. 011117

Call No. 658.816 MEA

**Summary:** Revenue Management in the Age of Artificial Intelligence explores, through numerous case studies and concrete examples, the principles, models and applications of Revenue Management, while addressing the ethical challenges and prospects offered by digital technology and artificial intelligence. It highlights the importance of transparency and fairness in maintaining consumer confidence, while demonstrating that Revenue Management is much more than a simple pricing technique: it is an essential strategic tool for many service companies.

[Click for more details](#)



**Sr. No. 94**

**Title:** Social media marketing all-in-one for dummies by Krasniak, Michelle

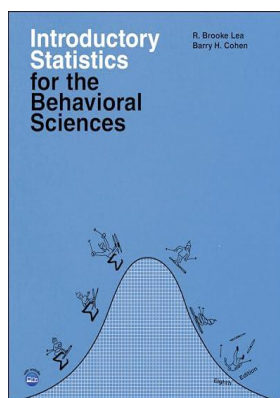
New Jersey John Wiley & Sons, Inc. 2025

Acc. No. 011118

Call No. 658.872 KRA

**Summary:** Social Media Marketing All-in-One for Dummies, you, too, can join the digital era and take your social media accounts to the next level. Accessible and comprehensive, this guide teaches you to apply your marketing skills to the latest social media platforms, allowing you to promote your business, reach customers, and thrive in the global marketplace. Get up to date with information on AI tools and AI-generated content, as well as voice search, short-form video content, and more. Let this Dummies book coach you to social media marketing success.

[Click for more details](#)



**Sr. No. 95**

**Title:** Introductory statistics for the behavioral sciences by Lea, R. Brooke

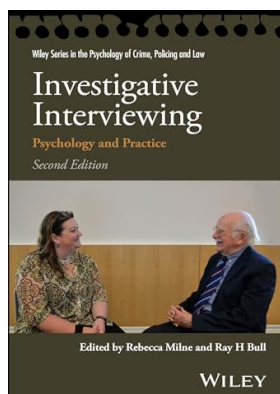
New Jersey John Wiley & Sons, Inc. 2026

Acc. No. 011119

Call No. 519.5 LEA

**Summary:** Introductory Statistics for the Behavioral Sciences is a respected, practical textbook that offers carefully crafted exercises to support the teaching and learning of statistics. This book presents all the topics students in the behavioral sciences need in a uniquely accessible format, making statistics feel relevant and approachable. With fictitious yet realistic examples that reappear throughout the chapter, students can follow a continuous narrative that helps them engage with and internalize the content.

[Click for more details](#)



**Sr. No. 96**

**Title:** Investigative interviewing: psychology and practice by Milne, Rebecca

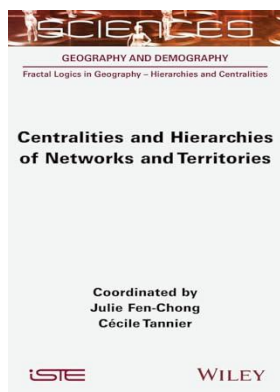
New Jersey John Wiley & Sons, Inc. 2026

Acc. No. 011120

Call No. 364.3 MIL

**Summary:** Investigative Interviewing: Psychology and Practice (1999) was nothing short of the clearest, most comprehensive approach on how to effectively interview in a criminal context while adhering to the highest possible ethical principles. Comprehensive explorations of the cognitive interview, and examination concerning how to help those who are deemed vulnerable, with complex needs, to give reliable information. Practical discussions of how to manage conversations, detect truth/deceit, and develop rapport-based interpersonal techniques

[Click for more details](#)



**Sr. No. 97**

**Title:** Centralities and hierarchies of networks and territories by Fen-Chong, Julie

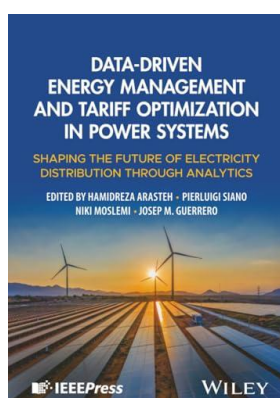
London Wiley 2025

**Acc. No.** 011121

**Call No.** 352.14 FEN

**Summary:** This book offers insight into centralities and hierarchies within networks and territories at different scales and temporalities and for different socio-spatial phenomena. The first part of the book explores the contribution of data from cell phones and social networks to understanding the centralities and hierarchies of urban space within a circumscribed temporality. Digital data, graph theory and spatial modeling allow us to apply the concepts of centralities and hierarchies to a wide variety of spatial situations.

[Click for more details](#)



**Sr. No. 98**

**Title:** Data-driven energy management and tariff optimization in power systems: shaping the future of electricity distribution through analytics by Arasteh, Hamidreza

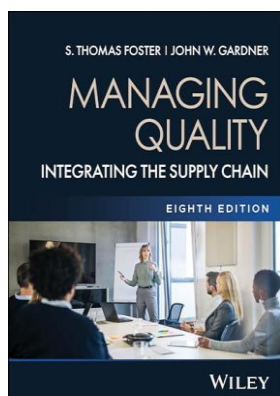
New Jersey Wiley 2026

**Acc. No.** 011122

**Call No.** 621.31 ARA

**Summary:** Data-Driven Energy Management and Tariff Optimization in Power Systems offers an authoritative examination of how data science is reshaping the energy landscape. As the electricity sector grapples with increasing complexity, this timely volume responds to a growing demand for adaptive strategies that enable accurate forecasting, intelligent tariff design, and optimized resource allocation, underpinned by advanced analytics and machine learning. The book's accessible structure and didactic approach make it suitable for a wide readership, while its breadth of topics ensures relevance across the spectrum of energy challenges.

[Click for more details](#)



**Sr. No. 99**

**Title:** Managing quality: integrating the supply chain by Foster, Thomas S

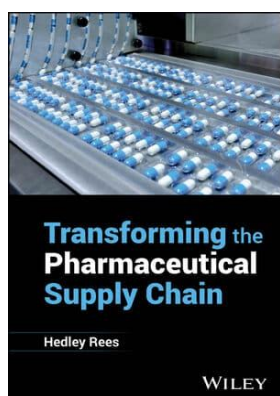
Germany Wiley 2026

**Acc. No.** 011123

**Call No.** 658.7 FOS

**Summary:** Managing Quality: Integrating the Supply Chain, provides the most comprehensive, up-to-date approach to mastering this critical field. This edition builds on a foundation of modern quality theory while integrating cutting-edge advancements, including AI, IoT, and risk management in global supply chains. With a focus on Lean, Six Sigma, and service quality, this leading textbook equips students and professionals with the essential tools to enhance quality and operational effectiveness.

[Click for more details](#)



**Sr. No. 100**

**Title:** Transforming the pharmaceutical supply chain by Rees, Hedley

New Jersey Wiley 2025

**Acc. No.** 011124

**Call No.**

**Summary:** The book explains the deeply rooted issues within pharma supply chains and the modus operandi of the industry while also discussing effective solutions to the underlying causes that led to widespread system breakdown. Transforming the Pharmaceutical Supply Chain will also benefit industry professionals with a responsibility for the logistics, commercial supply, manufacturing, regulation, quality management, finance, and marketing of pharmaceuticals.

[Click for more details](#)



**Sr. No. 101**

**Title:** Essays on matching markets design by Shriya, Shimona

Bodh Gaya Indian Institute of Management 2026

**Acc. No.** TH0001

**Call No.** 338.5 SHR

[Click for more details](#)



**Sr. No. 102**

**Title:** Understanding the effect of mindfulness on consumption and buying behaviour by Darshna, Arvind

Bodh Gaya Indian Institute of Management 2026

**Acc. No.** TH0002

**Call No.** 658.8342 DAR

[Click for more details](#)



**Sr. No. 103**

**Title:** Essays on financial development and the labor market outcomes by Shweta

Bodh Gaya Indian Institute of Management 2026

**Acc. No.** TH0003

**Call No.** 331.12 SHW

[Click for more details](#)



**Sr. No. 104**

**Title:** Essays on strategic risk management in grey and counterfeit markets by Chandra, Rajnish

Bodh Gaya Indian Institute of Management 2026

**Acc. No.** TH0004

**Call No.** 658.155 CHA

**Summary:**

[Click for more details](#)

**ADVERTISING,  
BRANDS AND  
CONSUMER  
BEHAVIOUR**  
THE INDIAN CONTEXT



S. RAMESH KUMAR  
ANUP KRISHNAMURTHY

Pearson

**Sr. No. 105**

**Title:** Advertising, brand and consumer behaviour: the Indian context by Kumar, Ramesh S

Noida Pearson Education Services Limited 2024

**Acc. No.** G00685

**Call No.** 659.1 KUM

**Summary:** This book's proposition also includes providing the content in a manner that will appeal to working executives who have the aspiration to learn but have not had the opportunity to do so in a formal environment. In sum, we believe that this book is unique in its own right. The other important aspect associated with this book is its usefulness to students of all levels of business schools. This book serves the important function of providing conceptual linkages that can be comprehended in a simple manner. Such an understanding is likely to provide students of marketing with the motivation to go through a textbook associated with consumer behaviour and/or advertising.

[Click for more details](#)

**Sr. No. 106**

**Title:** Banking and insurance by Ray, Saptarshi

Nodia Pearson Education 2024

**Acc. No.** G00686

**Call No.** 332.10954 RAY

**Summary:** Banking and Insurance is aimed towards understanding the concepts, regulations, strategies and operations of the banking and insurance system. Major emphasis has been given to the risk management practices in banks in India as well as in the global scenario. Primarily designed as a textbook for undergraduate students specializing in banking and insurance, this book will also prove to be a handy reference for the postgraduate students of management and commerce and students across all professional courses (CA, CMA and CS).

[Click for more details](#)



Pearson

SAPTARSHI RAY  
SAYANEE NAYAK

**Sr. No. 107**

**Title:** The art and science of communication: skills, concepts, cases, and applications by Chaturvedi, P. D

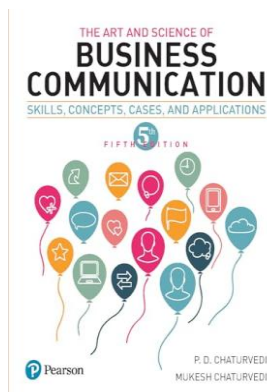
Noida Pearson Education 2025

**Acc. No.** G00687

**Call No.** 658.45 CHA

**Summary:** The Art and Science of Business communication: Skills, Concepts, Cases, and Applications, 5e, builds on the strengths of the first four editions, and provides a more comprehensive coverage with rich illustrations, practical guidelines, and a more reader-friendly design. The focus on technology and upcoming areas is a crucial feature of this edition. Sections on topics such as the use of e-mails, video conferencing, cellular phones, phone conferencing, PowerPoint presentations, and social media (Facebook, X, LinkedIn, etc.) have been updated and enriched to empower employees in contemporary organizations.

[Click for more details](#)



Pearson

P. D. CHATURVEDI  
MUKESH CHATURVEDI

**Sr. No. 108**

**Title:** Business communication today: creating human connections in the age of AI by Bovee, Courtland L

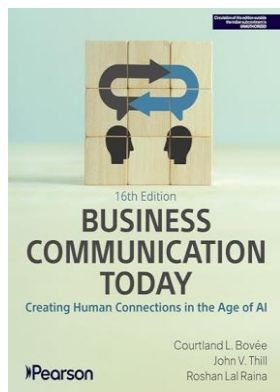
Noida Pearson Education 2026

**Acc. No.** G00688

**Call No.** 658.45 BOV

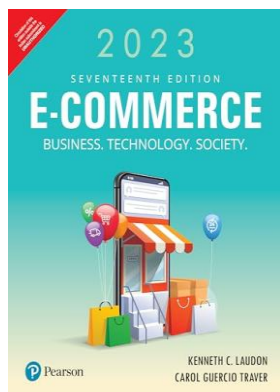
**Summary:** Business Communication Today blends timeless communication principles with breakthrough applications of AI and other modern technology. Authors Bovee and Thill present key skills in business communication through a current, real-world lens, while helping you translate your media knowledge into success. offers complete guidance in using AI in business communication, in a way that fosters authentic human communication. The most comprehensive revision in 35 years of market leadership, it reflects the diversity of voices in business today, while developing AI skills that are in high demand across industries.

[Click for more details](#)



Pearson

Courtland L. Bovee  
John V. Thill  
Roshan Lal Raina



**Sr. No. 109**

**Title:** E-commerce: business. technology. Society by Laudon, Kenneth C

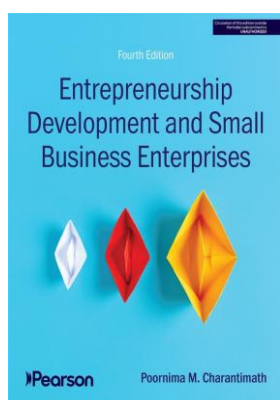
Noida Pearson Education 2026

**Acc. No.** G00689

**Call No.** 658.875 LAU

**Summary:** E-commerce 2023: Business, Technology, and Society provides you with an in-depth introduction to e-commerce with coverage of key concepts and the latest empirical and financial data. Hundreds of examples from companies such as Meta®, TikTok®, Netflix®, YouTube®, Walmart® and Amazon® illustrate how e-commerce is altering business practices and driving shifts in the global economy.

[Click for more details](#)



**Sr. No. 110**

**Title:** Entrepreneurship development and small business enterprises by Charantimath, Poornima M

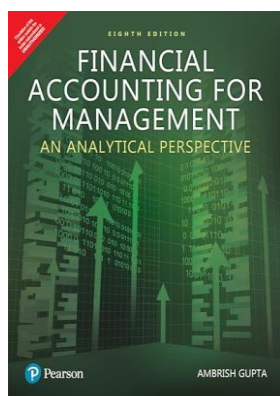
Noida Pearson Education 2026

**Acc. No.** G00690

**Call No.** 658.421 CHA

**Summary:** The Entrepreneurship Development and Small Business Enterprises discusses how entrepreneurs can successfully manage their ventures in a highly dynamic and challenging environment. This book prepares students for life outside the classroom through case studies drawn from diverse sectors, profiles of successful entrepreneurs and projects which promote analysis and decision-making.

[Click for more details](#)



**Sr. No. 111**

**Title:** Financial accounting for management: an analytical perspective by Amrish Gupta

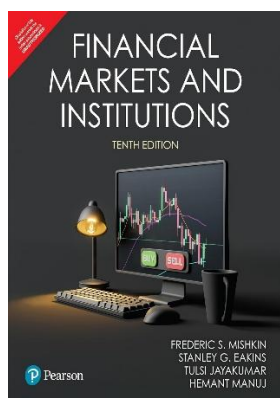
Noida Pearson Education 2025

**Acc. No.** G00691

**Call No.** 657.48 GUP

**Summary:** This book includes the most recent accounting standards, principles, and practices in corporate financial reporting and analysis currently in effect in India. Aimed at fostering an in-depth and comprehensive understanding of the subject, it takes a holistic approach that melds theory with practical application using numerous illustrations, exercises as well as real-world examples and corporate case studies. The text equips the readers to scrutinize the annual reports of various companies and analyze the information more effectively. It is an invaluable resource for students, professionals, and anyone interested in financial accounting and analysis.

[Click for more details](#)



**Sr. No. 112**

**Title:** Financial markets and institutions by Mishki, Frederic S

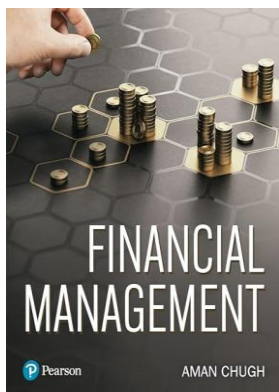
Noida Pearson Education 2026

**Acc. No.** G00692

**Call No.** 332.10973 MIS

**Summary:** In Financial Markets and Institutions, bestselling authors Frederic S. Mishkin and Stanley G. Eakins provide a practical introduction to prepare students for today's changing landscape of financial markets and institutions. A unifying framework uses core principles to organize students' thinking then examines the models as real-world scenarios from a practitioner's perspective. By analyzing these applications, students develop the critical-thinking and problem-solving skills necessary to respond to challenging situations in their future careers. Although this text has undergone a major revision, the Eighth Edition retains Mishkin/Eakins' hallmark pedagogy that make it the best-selling textbook on financial markets and institutions.

[Click for more details](#)



Sr. No. 113

**Title:** Financial management by Chugh, Aman

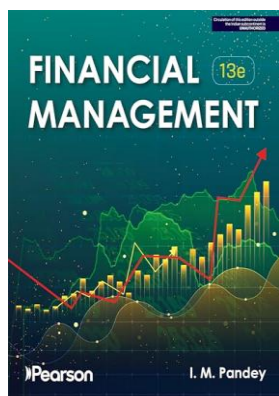
Noida Pearson Education 2025

**Acc. No.** G00693

**Call No.** 658.15 CHU

**Summary:** The book Financial Management serves as a comprehensive guide and an essential resource, meticulously crafted to equip readers with the expertise needed to thrive in the financial sector. It delivers practical insights and strategies crucial for businesses to secure optimal funding and manage financial resources effectively. Emphasizing clarity and simplicity, it offers detailed theoretical discussions, practical examples, and numerous practice problems. By bridging the gap between academic learning and industry practices, it leverages the author's extensive experience with globally renowned companies.

[Click for more details](#)



Sr. No. 114

**Title:** Financial management by Pandey, I.M

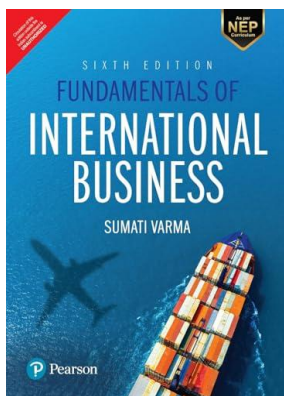
Noida Pearson Education 2026

**Acc. No.** G00694

**Call No.** 658.15 PAN

**Summary:** The book has excellent pedagogical tools like Excel applications, Illustrative problems, Real-life examples, Cases, and Practical projects, and distinctly differentiates itself from other textbooks in terms of coverage, presentation, and equal focus on theory and practice. The text comprehensively covers MBA, M Com, CA, CFA, ICWA and other postgraduate and professional courses. The book highlights the modern, analytical approach to corporate finance decision-making. Its aim is: to help readers develop a thorough understanding of the theories and concepts underlying financial management in a systematic way to make the subject of finance interesting to learn, simple to comprehend and relevant in practice

[Click for more details](#)



Sr. No. 115

**Title:** Fundamentals of international business by Varma. Sumati

Noida Pearson Education 2025

**Acc. No.** G00695

**Call No.** 382.6 VAR

**Summary:** Fundamentals of International Business, Sixth Edition has been revised and updated as per guidelines issued by the National Education Policy 2020. The book is an introduction to the dynamic field of international business and aims to give students a comprehensive coverage of all aspects of the subject. It strikes a good balance between theory and meaningful practice using contemporary examples, scenarios and cases. The text also highlights emerging issues such as the Robotic revolution in manufacturing, the appearance of mega regional agreements and the impact of climate change and global terrorism on international business.

[Click for more details](#)



Sr. No. 116

**Title:** Human resource management by Durai, Pravin

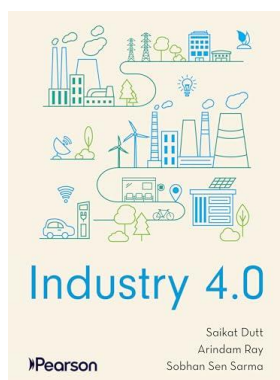
Noida Pearson Education 2026

**Acc. No.** G00696

**Call No.** 658.3 DUR

**Summary:** Human Resource Management presents multifaceted and all-inclusive information that will be useful to students of human resource management as well as practising human resource managers. Using a highly readable style and real-life examples from Indian organizations, the reader becomes conversant with the latest trends as well as the basics of the theory of human resource management.

[Click for more details](#)



**Sr. No. 117**

**Title:** Industry 4.0 by Dutt, Saikat

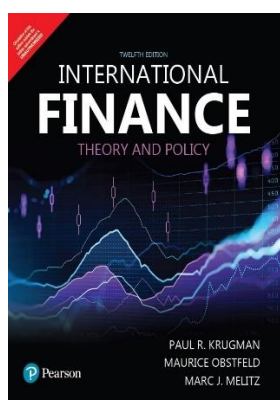
Noida Pearson Education 2026

**Acc. No.** G00697

**Call No.** 338.927 DUT

**Summary:** Industry 4.0 is transforming factories and businesses by combining powerful technologies like the Industrial Internet of Things (IIoT), Additive Manufacturing, Robotics, Cloud Computing and Digital Twin, supported by Extended Reality (AR/VR/MR), Big Data, Analytics and Blockchain. These technologies work together through cyber-physical systems to create smarter, more connected, and more automated industries. Readers will also discover how traditional approaches like Lean and Agile have evolved into Lean 4.0 and Agile 4.0, helping organizations stay efficient while adapting to new challenges.

[Click for more details](#)



**Sr. No. 118**

**Title:** International finance: theory and policy by Krugman, Paul R

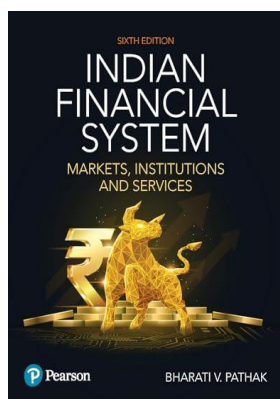
Noida Pearson Education 2026

**Acc. No.** G00698

**Call No.** 658.45 KRU

**Summary:** International Finance: Theory and Policy provide engaging, balanced coverage of the key concepts and practical applications of the discipline. An intuitive introduction to international finance theory is followed by detailed coverage of policy applications. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

[Click for more details](#)



**Sr. No. 119**

**Title:** Indian financial system: markets, institutions and services by Pathak. Bharati V

Noida Pearson Education 2026

**Acc. No.** G00699

**Call No.** 332.0954 PAT

**Summary:** Indian Financial system, 6th Edition, has been thoroughly revised and updated as per the new developments in the system. With rich content and clear, easy-to-understand language, this edition encompasses all the recent amendments, guidelines and changes that have been implemented up till August 2023. The book starts with A Leading Story of 75 Years of Hope and Wisdom in India along with 75 years of policy reforms, their objectives and impact. The timeline of reforms in primary markets, secondary markets, government securities markets, banking sector, corporate bond market, insurance sector and mutual funds has been included.

[Click for more details](#)



**Sr. No. 120**

**Title:** Legal aspects of business by Aggarwal, Rashmi

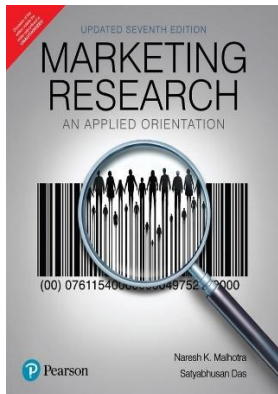
Noida Pearson Education 2026

**Acc. No.** G00700

**Call No.** 346.07 AGG

**Summary:** Legal Aspects of Business, 2e, allows readers to navigate the complex legal landscape of business with this comprehensive guide to Corporate Law. Covering crucial aspects from contracts and marketing to finance and intellectual property, this book provides a foundational understanding of the legal frameworks governing corporate entities. This resource equips readers with the knowledge to understand their rights, responsibilities, and the dynamic legal environment essential for success in today's business world.

[Click for more details](#)



**Sr. No. 121**

**Title:** Marketing research: an applied orientation by Malhotra, Naresh K

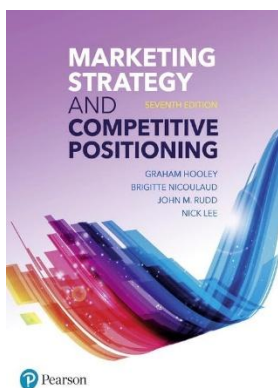
Noida Pearson Education 2026

**Acc. No.** G00701

**Call No.** 658.83 MAL

**Summary:** Marketing Research is a comprehensive and up-to-date guide that equips students and professionals with the essential tools and techniques for conducting effective marketing research. With a blend of theoretical insights and practical applications, this edition delves deeper into advanced research methodologies, data analysis techniques, and the use of modern technologies in market research. This book is an invaluable resource for mastering the ever-evolving field of marketing research.

[Click for more details](#)



**Sr. No. 122**

**Title:** Marketing strategy and competitive positioning by Hooley, Graham

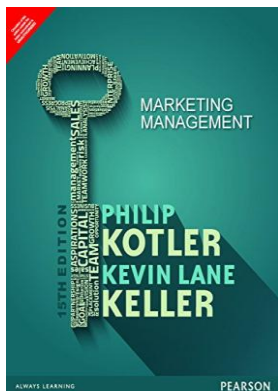
Noida Pearson Education 2026

**Acc. No.** G00702

**Call No.** 658.802 HOO

**Summary:** This book focuses on competitive positioning and includes in-depth discussions of the processes used within marketing to achieve competitive advantage in a business environment - by creating and sustaining superior performance in the marketplace. The key approach used in this book is to focus on two central issues in marketing strategy formulation - the identification of target markets, and the creation of a differential advantage. It helps you examine ways in which firms can differentiate offerings through recognition of environmental and social concerns and innovation.

[Click for more details](#)



**Sr. No. 123**

**Title:** Marketing management by Kotler, Philip

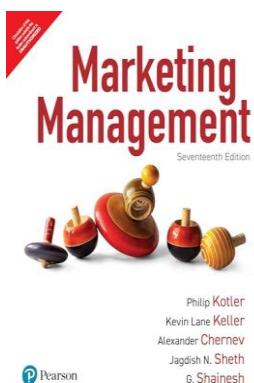
Noida Pearson Education 2024

**Acc. No.** G00703

**Call No.** 658.8 KOT

**Summary:** The world of marketing is changing everyday—and in order for students to have a competitive edge, they need a textbook that reflects the best of today's marketing theory and practices. Marketing Management, 15/e, is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice. The fifteenth edition is updated wherever appropriate to provide the most comprehensive, current, and engaging marketing management text as possible.

[Click for more details](#)



**Sr. No. 124**

**Title:** Marketing management by Kotler, Philip

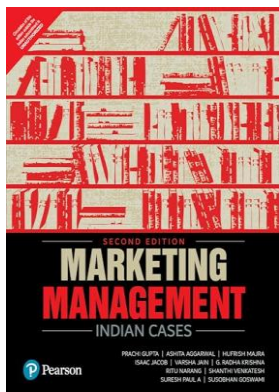
Noida Pearson Education 2026

**Acc. No.** G00704 - G00705

**Call No.** 658.8 KOT

**Summary:** The world of marketing is changing everyday—and in order for students to have a competitive edge, they need a textbook that reflects the best of today's marketing theory and practices. Marketing Management, 15/e, is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice. The fifteenth edition is updated wherever appropriate to provide the most comprehensive, current, and engaging marketing management text as possible.

[Click for more details](#)



Sr. No. 125

**Title:** Marketing management: Indian cases by Gupta, Prachi

Noida Pearson Education 2024

Acc. No. G00706 -G00707

Call No. 658.8 GUP

**Summary:** Marketing Management: Indian Cases is a casebook companion aimed to help readers understand the concepts of marketing in the Indian context. The booklet carries 23 contemporary cases which provide in-depth analysis of different marketing principles and theories as applied by various companies in India and Asia. This casebook will be useful for students pursuing MBA and PGDBM courses

[Click for more details](#)

Sr. No. 126

**Title:** Indian cases in organizational behaviour: insights for leading individuals and teams by Joy, Simy

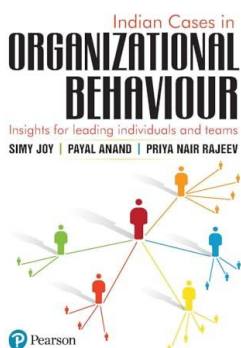
Noida Pearson Education 2026

Acc. No. G00708

Call No. 658.40954 JOY

**Summary:** Indian Cases in Organizational Behaviour is an anthology of cases on organizational behaviour grounded in the Indian context. This book complements core textbooks by providing case studies for analysis. To mirror actual behavioural dynamics of managers and teams as closely as possible, the text covers managerial experiences from a range of sectors, geographies, and organization types. The text is intended to enable the students to apply the concepts in organizational and managerial scenarios to understand them more systematically, and also to glean insights with respect to nuances that may be uniquely Indian.

[Click for more details](#)



Sr. No. 127

**Title:** Organizational theory, design, and change by Jones, Gareth R

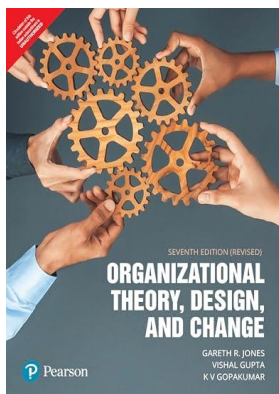
Noida Pearson Education 2026

Acc. No. G00709

Call No. 658.406 JON

**Summary:** Organizational Theory, Design, and Change continue to provide students with the most up-to-date and contemporary treatment of the way managers attempt to increase organizational effectiveness. By making organizational change the centerpiece in a discussion of organizational theory and design, this text stands apart from other books on the market. Business is changing at break-neck speed so managers must be increasingly active in reorganizing their firms to gain a competitive edge.

[Click for more details](#)



Sr. No. 128

**Title:** Sales and distribution management: Decisions, Strategies, and cases by Still, Richard R

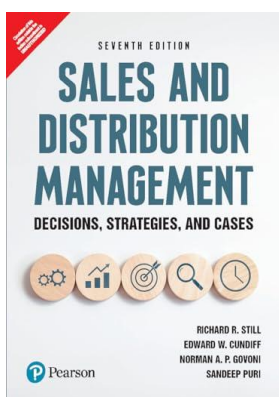
Noida Pearson Education 2025

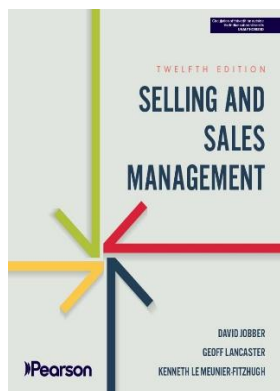
Acc. No. G00710

Call No. 658.81 STI

**Summary:** The main perspective of this book is that of the sales executive as a participant in the marketing management team. Sales managers participate in and sometimes are primarily or jointly accountable for formulating strategies for the product line, pricing, physical distribution, marketing channels, and promotion. However, their focus and primary responsibility consist of managing sales personnel and maintaining relationships with key accounts and distributive organizations. To delineate the areas in which sales managers make decisions, to analyze decision alternatives and criteria in these areas.

[Click for more details](#)





**Sr. No. 129**

**Title:** Selling and sales management by Jobber, David

Noida Pearson Education 2026

**Acc. No.** G00711

**Call No.** 658.81 JOB

**Summary:** Selling and Sales Management 7th Edition, is a long-standing classic book, which has been revised and updated to take into account recent developments in the theory and practice of selling. As well as covering all important elements of the marketing mix, it places emphasis on international aspects of selling and sales management. The book is also essential reading for those taking professional qualifications at the CAM, the Institute of Sales and Marketing Management and LCCI.

[Click for more details](#)



**Sr. No. 130**

**Title:** Sports management by Sharma, Dheeraj P

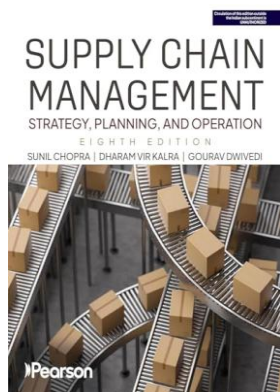
Noida Pearson Education 2025

**Acc. No.** G00712

**Call No.** 796:658 SHA

**Summary:** This book delves into Sports Law, Sports Marketing, Organizing and Governance, and Sports Licensing and Strategic Alliances. Enriched with case studies, examples, and discussion questions, the content is an indispensable resource for students, professionals, and enthusiasts in sports management. It equips readers with the knowledge and insights needed to thrive in this dynamic field. The book provides a comprehensive guide to the diverse field of sports management, covering topics from marketing and law to finance and business.

[Click for more details](#)



**Sr. No. 131**

**Title:** Supply chain management: Strategy, planning, and operation by Chopra, Sunil

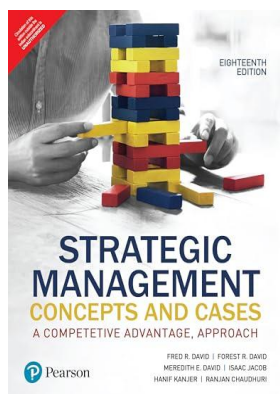
Noida Pearson Education 2026

**Acc. No.** G00713

**Call No.** 658.7 CHO

**Summary:** Supply Chain Management introduces high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. Good supply chain management offers a competitive advantage. On the flip side, students also learn the dangers of poor supply chain management, and how it can damage an organization's overall health and performance. Using a strategic framework, students are guided through all of the key drivers of supply chain performance, including facilities, inventory, transportation, information, sourcing, and pricing.

[Click for more details](#)



**Sr. No. 132**

**Title:** Strategic management concepts and cases: a competitive advantage approach by David, Fred

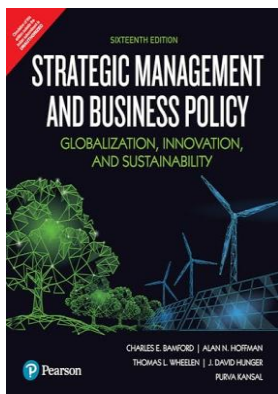
Noida Pearson Education 2026

**Acc. No.** G00714

**Call No.** 658.408 DAV

**Summary:** This book provides an effective approach for developing a clear strategic plan in the new world order. Changes made in this edition are aimed at illustrating the effect of new business concepts and techniques on strategic management theory and practice. Due to the magnitude of recent changes affecting companies, cultures and countries, every page of this edition has been updated.

[Click for more details](#)



Sr. No. 133

**Title:** Strategic management and Business policy: Globalization, innovation, and sustainability by Bamford, Charles E

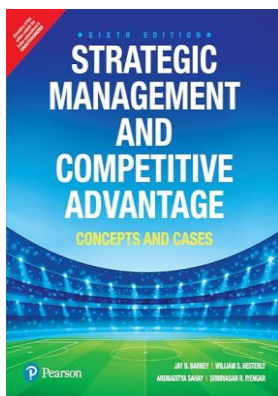
Noida Pearson Education 2026

Acc. No. G00715

Call No. 658.4012 BAM

**Summary:** This book seeks to bridge the gap between strategic management theories and their application by providing readers with relevant insights and practical tools. This adaptation retains the core themes of globalization, innovation, and sustainability and complements them with Indian examples, managerial practices and case studies. Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 16th Edition, contextualizes the universal principles of strategic management within the unique and dynamic landscape of the Indian business environment.

[Click for more details](#)



Sr. No. 134

**Title:** Strategic management and competitive advantage: concepts and cases by Barney, Jay B

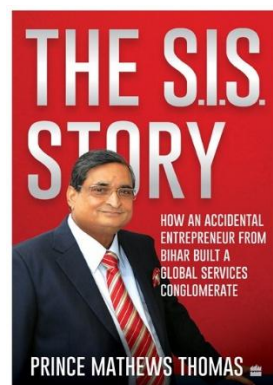
Noida Pearson Education 2025

Acc. No. G00716

Call No. 658.4012 BAR

**Summary:** Strategic Management and Competitive Advantage strips out excess by only presenting material that answers the question: does this concept help readers analyze real business situations? This carefully crafted approach provides readers with all the tools necessary for strategic analysis. This program will provide a better teaching and learning experience—for you and your students. Improve Results with MyManagementLab: MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.

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Sr. No. 135

**Title:** The S.I.S. story: how an accidental entrepreneur from bihar built a global services conglomerate by Thomas, Prince Mathews

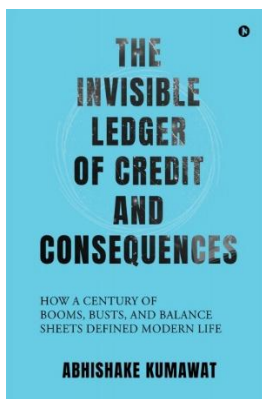
Gurugram HarperCollins Publishers 2025

Acc. No. G00717

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**Summary:** In The SIS Story, journalist and author Prince Mathew Thomas captures this incredible spirit of entrepreneurship from the era of License Raj to economic liberalization to the present. The shaping of an industry, the forging of a unique work culture and the complex passage through professionalization and generational transition-SIS has seen it all in its fifty-year journey. This inspiring tale proves that anything is possible if you dare to dream and match it with passion and purpose.

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Sr. No. 136

**Title:** The invisible ledger of credit and consequences: how a century of booms, busts, and balance sheets defined modern life by Kumawat, Abhishake

India Notion Press 2025

Acc. No. G00718

Call No. 657 KUM

**Summary:** The Invisible Ledger traces the last hundred years of money, markets, and mistakes, from gold standards to crypto, recessions to recoveries, showing how economies were actually lived, not just recorded. Through pay cuts, job queues, bubbles, and quiet booms, it tells the human story behind the numbers. Each chapter captures a decade as it was felt, revealing how ambition-built industries, ideology fuelled conflict, and confidence, more than capital, moved the world.

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