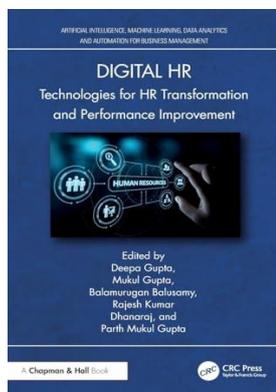


# NEW ARRIVAL LIST OF PRINT BOOKS FEBRUARY 2026





**Sr. No. 01**

**Title:** Digital HR: technologies for HR transformation and performance improvement by Gupta, Deepa

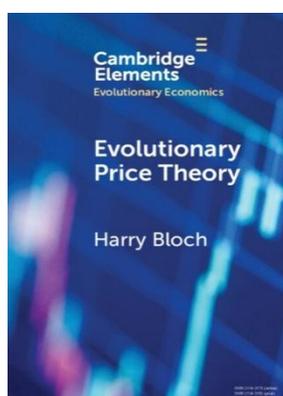
Boca Raton CRC Press 2025

Acc. No. 010527

Call No. 658.312 GUP

**Summary:** This book explores the impact of technology on Human Resource (HR) practices and how organisations can effectively incorporate progress in technology to improve HR processes. It provides a comprehensive overview of the various advancements that are transforming HR, including artificial intelligence (AI), machine learning, big data, and blockchain. This practical orientation makes the book valuable for professionals and scholars who are interested or have actionable insights to implement technologies for HR transformation and performance improvement in their organisations.

[Click for more details](#)



**Sr. No. 02**

**Title:** Evolutionary price theory by Bloch, Harry

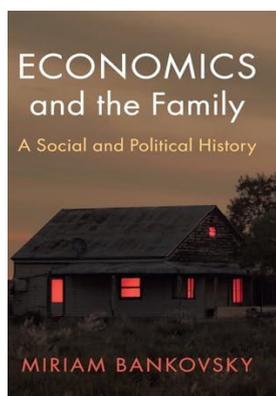
New York Cambridge University Press 2025

Acc. No. 010528

Call No. 338.5 BLO

**Summary:** Economic evolution involves structural change from within, so evolutionary price theory needs to address how prices facilitate and accommodate this structural change and how structural change in turn impacts on prices. Such analysis is impossible using neoclassical price theory in which endowments of inputs, production technology and consumer preferences are all treated as exogenously determined and the future is known or at least its probability distribution is known. An alternative theory of price determination outlined in this book is compatible with structural change from within and an unknown future.

[Click for more details](#)



**Sr. No. 03**

**Title:** Economics and the family: a social and political history by Bankovsky, Miriam

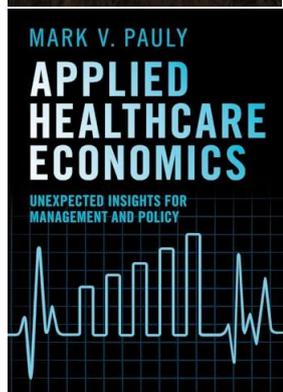
New Delhi Cambridge University Press 2025

Acc. No. 010529

Call No. 330.9 BAN

**Summary:** this book focuses on enduring concerns with family poverty across the last two centuries. In nineteenth-century Britain and Europe, economists debated the effects of poverty relief and sought to improve family productivity. In the US, interwar household consumer economists studied how to rationalise family consumption, because factories were producing goods for low-income families. From the 1960s onwards, 'New' household economists attributed family poverty to inadequate human capital investment in predominantly non-white families.

[Click for more details](#)



**Sr. No. 04**

**Title:** Applied healthcare economics: unexpected insights for management and policy by Pauly, Mark V

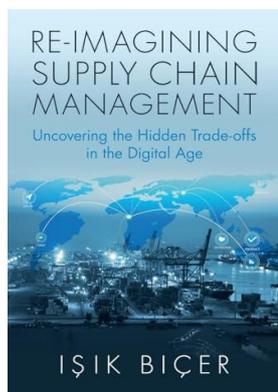
New Delhi Cambridge University Press 2025

Acc. No. 010530

Call No. 338.47362 PAU

**Summary:** This book for professionals in medical services, insurance and public healthcare emphasises intuition and common sense, making the concepts of health economics more relatable and actionable. Economic analysis and research suggest novel answers to questions like whether to raise private insurer prices when Medicare cuts what it pays, when to accept a particular reimbursement offer, or how to manage patients with high-deductible insurance. The book highlights the impact on healthcare costs and efficiency of issues such as moral hazard, cost-sharing and price setting.

[Click for more details](#)



**Sr. No. 05**

**Title:** Re-imagining supply chain management: uncovering the hidden trade-offs in the digital age by Bicer, Isik

New Delhi Cambridge University Press 2025

**Acc. No.** 010531

**Call No.** 658.7 BIC

**Summary:** Supply chain management is a substantially complex area for many businesses due to its diverse set of actions, agents, decisions, risks, and uncertainties. Consequently, supply chains often break up in disarray due to their structural complexity coupled with risks and uncertainties in the absence of clear objectives. Işık Biçer addresses these issues by uncovering the fundamental trade-offs of supply chain management, their economic causes, and strategic implications. He offers a novel framework of supply chain management based on its role in economic systems.

[Click for more details](#)



**Sr. No. 06**

**Title:** Advances in digital marketing in the era of artificial intelligence: Case Studies and Data Analysis for Business Problem Solving by Ltifi, Moez

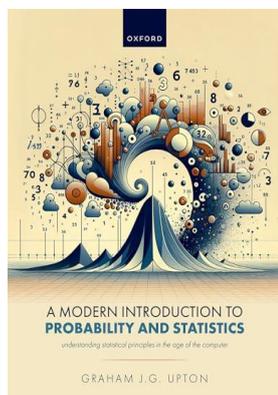
Boca Raton CRC Press 2025

**Acc. No.** 010532

**Call No.** 658.800285 LTI

**Summary:** This book highlights the technological advances that are transforming the future of digital marketing and covers important areas of research in this field. The book demonstrates advances in digital marketing as well as tools, techniques, methods and strategies based on artificial intelligence. This book presents the concepts and applications of digital marketing in the age of artificial intelligence to readers in a comprehensive manner.

[Click for more details](#)



**Sr. No. 07**

**Title:** Modern introduction to probability and statistics: understanding statistical principles in the age of the computer by Upton, Graham J. G

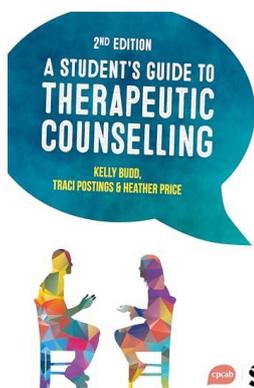
New York Oxford University Press 2025

**Acc. No.** 010533

**Call No.** 519.5 UPT

**Summary:** Probability and statistics are subjects fundamental to data analysis, making them essential for efficient artificial intelligence. Although the foundational concepts of probability and statistics remain constant, what needs to be taught is constantly evolving. Understanding Statistics, this book includes exercises (with solutions at the rear of the book) and worked examples. Chapters close with a brief mention of the relevant R commands and summary of the content. Increasingly difficult mathematical sections are clearly indicated, and these can be omitted without affecting the understanding of the remaining material.

[Click for more details](#)



**Sr. No. 08**

**Title:** A student's guide to therapeutic counselling by Budd, Kelly

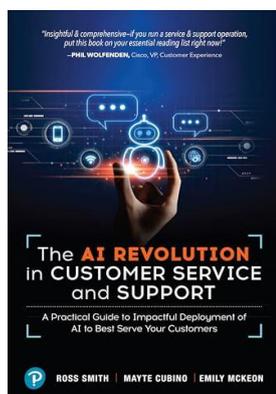
New Delhi Sage 2025

**Acc. No.** 010534

**Call No.** 150 BUD

**Summary:** This book, published in partnership with CPCAB, is a comprehensive training guide for learners on diploma practitioner courses at Level 4 and above. Based around CPCAB's seven core processes of practitioner development, it introduces core curriculum topics including knowledge, skills and practice issues. It provides learners with essential support through study tips and answers to their most commonly asked questions.

[Click for more details](#)



Sr. No. 09

**Title:** AI revolution in customer service and support: a practical guide to impactful deployment of AI models by Smith, Ross

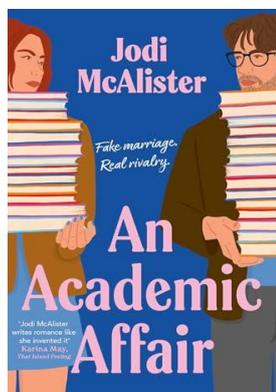
Pearson 2025

Acc. No. 010535

Call No. 658.812 SMI

**Summary:** This book is designed to equip you with the knowledge and confidence to embrace the AI revolution and integrate the technology, such as large language models (LLMs), machine learning, predictive analytics, and gamified learning, into the customer experience. Start your journey toward leveraging this technology effectively to optimise organisational productivity. The AI Revolution in Customer Service and Support is a practical guide for professionals who want to harness the power of generative AI within their organisations to create more powerful customer and employee experiences.

[Click for more details](#)



Sr. No. 10

**Title:** An academic affair by McAlister, Jodi

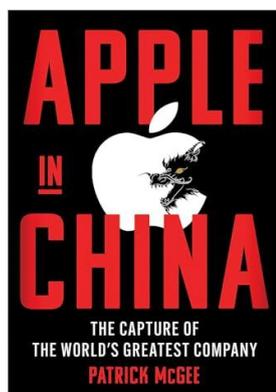
New Delhi Simon & Schuster 2025

Acc. No. 010536

Call No. 813.54 MCA

**Summary:** An Academic Affair is such cute, funny, heartstring-tugger of a book. Sadie Shaw and Jonah Fisher have known each other for fifteen years – and they've disliked each other for every one of them. It started with a minor altercation in an undergrad literature class, but as their academic careers developed, so did the intensity of their arguments. By the time they graduate with their doctorates, they're embroiled in a full-on rivalry. So when a position comes up that Sadie and Jonah are both perfect for, their ongoing enmity explodes into a red-hot competition. But as Sadie fights to secure her future, she realises there might be a way for both of them to get their dream job. There's just one catch – they'll have to get married first.

[Click for more details](#)



Sr. No. 11

**Title:** Apple in china: the capture of the world's greatest company by McGee, Patrick

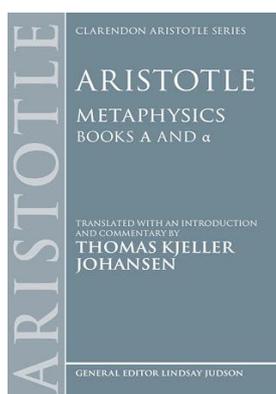
New Delhi Simon & Schuster 2025

Acc. No. 010537

Call No. 338.761004 MCG

**Summary:** Apple isn't just a brand; it's the world's most valuable company and creator of the 21st century's defining product. The iPhone has revolutionized the way we live, work and connect. But Apple is now a victim of its own success, caught in the middle of a new Cold War between two superpowers. Apple in China is the first history of Apple to go beyond the biographies of its top executives and set the iPhone's global domination within an increasingly fraught geopolitical context. On the brink of bankruptcy in 1996, Apple adopted an outsourcing strategy. By 2003 it was lured to China by the promise of affordable, ubiquitous labour.

[Click for more details](#)



Sr. No. 12

**Title:** Aristotle: Metaphysics: alpha and alpha by Johansen, Thomas Kjeller

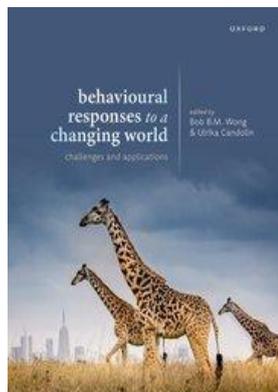
New York Oxford 2025

Acc. No. 010538

Call No. 100 JOH

**Summary:** Book A introduces metaphysics or 'wisdom' as the study of first principles and explains why we should pursue it. Aristotle sets out the views of his predecessors and shows that, while they recognised one or more of the four causes, no-one understood any or all of them with sufficient clarity. In Book  $\alpha$ , Aristotle further explores the status of the four causes as first principles, explains why it is so difficult to achieve knowledge of them, and sets out the sorts of accuracy we should expect of various kinds of disciplines. This volume provides a commentary exploring the details of Aristotle's argumentation and its philosophical significance.

[Click for more details](#)



**Sr. No. 13**

**Title:** Behavioural responses to a changing world by Wong, Bob B. M.

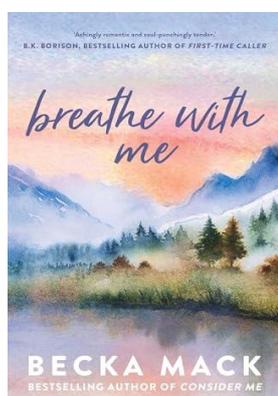
New York Oxford 2024

**Acc. No.** 010539

**Call No.** 591.56 WON

**Summary:** Behavioural Responses to a Changing World: Challenges and Applications--a companion volume to the first edition published in 2012--examines wildlife behavioural responses to human-induced environmental change through a translational lens. Despite considerable and growing interest in research on the topic, the predictive value and practical application of what has been learned remains underappreciated and underutilized in the context of developing real-world solutions.

[Click for more details](#)



**Sr. No. 14**

**Title:** Breathe with me by Mack, Becka

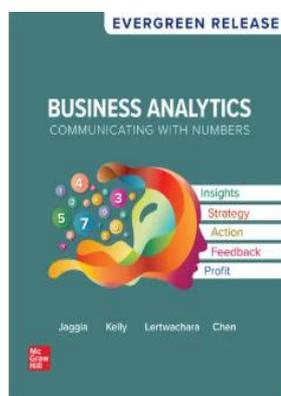
New Delhi Simon & Schuster 2025

**Acc. No.** 010540

**Call No.** 158.1 MAC

**Summary:** 'Achingly romantic and soul-punchingly tender. I will be thinking about this story every day for the rest of my life.' B.K. Borison, bestselling author of First-Time Caller. Cara Hunter is a self-made woman. Driven and fearless, she's never lost a battle. In fact, the only time she's fallen to her knees was, well ... for him. With a love as all-encompassing and fierce as theirs, they become the ultimate power couple. But when they decide it's time to have a baby, they discover their journey to conceive will be anything but easy. As they face-off with infertility, a battle that strips them to their bones, they'll see just how unshakeable their foundation really is.

[Click for more details](#)



**Sr. No. 15**

**Title:** Business analytics: communicating with numbers by Jaggia, Sanjiv

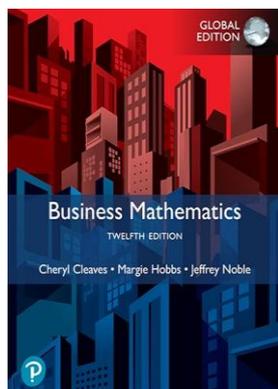
New York McGraw Hill 2025

**Acc. No.** 010541

**Call No.** 658.4033 JAG

**Summary:** Business Analytics: Communicating with Numbers prepares students for the data-driven demands of today's business world by equipping them with essential skills in data analysis, visualization, and communication. It offers a comprehensive, hands-on approach to business analytics, covering everything from data wrangling to predictive and prescriptive analytics. The focus on data storytelling ensures students can effectively communicate insights to diverse stakeholders. With expanded coverage of big data, text mining, and data mining, this title readies students for career success in a rapidly evolving field.

[Click for more details](#)



**Sr. No. 16**

**Title:** Business mathematics by Cleaves, Cheryl

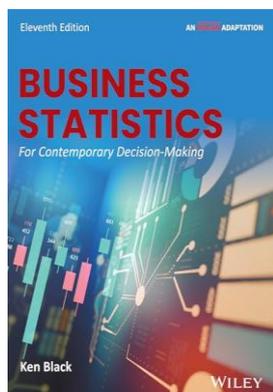
Harlow Pearson 2025

**Acc. No.** 010542

**Call No.** 332.0151 CLE

**Summary:** Business Math is a practical, thorough guide that empowers you to manage your personal and business finances. Based on the premise that everyone needs to understand how to manage money, it offers a rare deep dive into topics not always taught in a classroom setting. Its conversational tone, real-world examples and abundant case studies keep complicated topics understandable and engaging. A wealth of learning aids like How To, Stop and Check, Tip, Did You Know? and many more help you master and retain concepts.

[Click for more details](#)



**Sr. No. 17**

**Title:** Business statistics: for contemporary decision making by Black, Ken

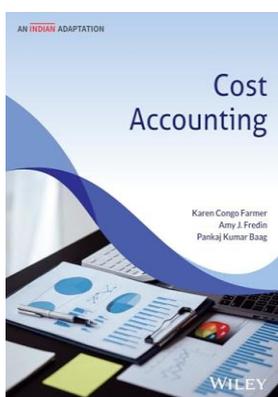
New Delhi Wiley India 2025

**Acc. No.** 010543

**Call No.** 519.5 BLA

**Summary:** Ken Black's proven approach combines cutting-edge real-world data with intuitive, student-centered pedagogy that makes complex statistical concepts accessible and immediately applicable. Students don't just learn formulas—they develop the critical business analytics expertise and quantitative reasoning skills that employers demand in our data-driven economy. In a world where data drives every major business decision, this edition equips students with the competitive edge they need to excel in any career path.

[Click for more details](#)



**Sr. No. 18**

**Title:** Cost accounting: an Indian adaptation by Farmer, Karen Congo

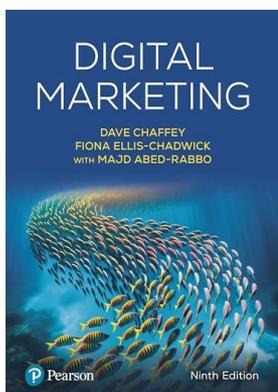
New Delhi Wiley India 2024

**Acc. No.** 010544

**Call No.** 657.42 FAR

**Summary:** This book helps students develop the critical thinking skill set needed to understand costing concepts. Through storytelling, students develop a deeper understanding of cost accounting fundamentals, allowing them to apply their knowledge to modern business scenarios and develop the competencies and decision-making skills needed to become the future accounting professional. Throughout the book, students work through a variety of assignments and integrated cases that leverage market-leading technology, helping them to make informed business decisions and think critically about data.

[Click for more details](#)



**Sr. No. 19**

**Title:** Digital marketing by Chaffey, Dave

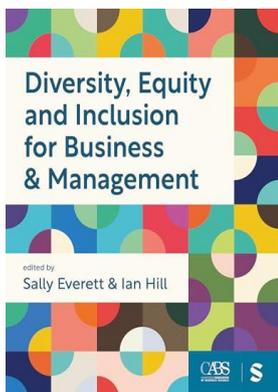
Harlow Pearson 2025

**Acc. No.** 010545

**Call No.** 658.872 CHA

**Summary:** Explore how to create effective digital marketing strategies with this student-focused textbook. Digital Marketing by Chaffey and Ellis-Chadwick is a comprehensive guide that bridges theory and practice. Learn how digital data and analytics transform communication, personalize marketing, and consider privacy and security. This book combines academic models and practical skills to prepare you for the digital marketing world. Gain insights into how to assess using generative AI tools in marketing for impact.

[Click for more details](#)



**Sr. No. 20**

**Title:** Diversity, equity and inclusion for business & management by Everett, Sally

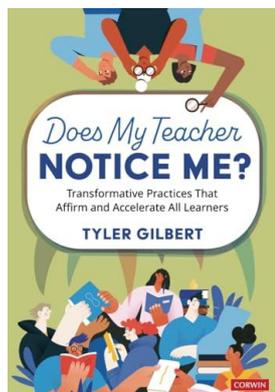
New Delhi Sage 2025

**Acc. No.** 010546

**Call No.** 658.3008 EVE

**Summary:** Diversity, Equity and Inclusion for Business & Management is a comprehensive and accessible guide to the evolving landscape of DEI in the discipline. This book offers a unique approach, with discipline-focussed chapters that cover Strategy, Leadership, Organisational Behaviour, Marketing, Accounting, Finance and more. As you read about how issues of social justice, diversity, and inclusion relate to your studies and future careers, you will be supported by a range of learning features, including global case studies, critical reflections, and practice questions.

[Click for more details](#)



**Sr. No. 21**

**Title:** Does my teacher notice me? transformative practices that affirm and accelerate all learners by Fresno Unified Schools, Tyler Gilbert

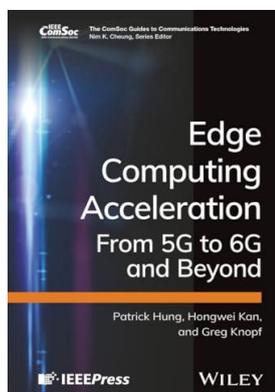
New Delhi Sage 2025

Acc. No. 010547

Call No. 370.1534 FRE

**Summary:** Does My Teacher Notice Me? emphasizes the often-overlooked skill of teacher noticing observing or paying attention to students' thinking and following up with appropriate actions to elevate or advance their learning experience or knowledge. By exploring the characteristics and components of expert teacher noticing, this hands-on resource provides guidance for educators seeking to elevate their teaching practice, enhance student engagement, and boost learning outcomes.

[Click for more details](#)



**Sr. No. 22**

**Title:** Edge computing acceleration: from 5G To 6G and beyond by Hung, Patrick

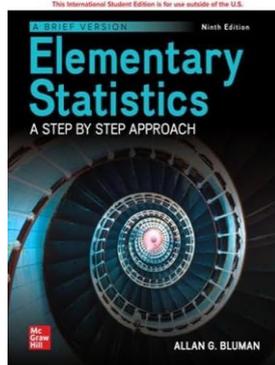
Hoboken Wiley 2025

Acc. No. 010548

Call No. 004.36 HUN

**Summary:** In Edge Computing Acceleration: From 5G to 6G and Beyond, distinguished researchers Dr. Patrick Hung, Hongwei Kan, and Greg Knopf deliver a comprehensive overview of personal computer architecture and software design usage in the upcoming 5G decade. The authors begin by introducing key components and exploring different hardware acceleration architectures. The book analyzes 5G/6G system performance, investigating key design considerations and trade-offs and introducing high-level synthesis flow.

[Click for more details](#)



**Sr. No. 23**

**Title:** Elementary statistics: a step-by-step approach by Bluman, Allan G

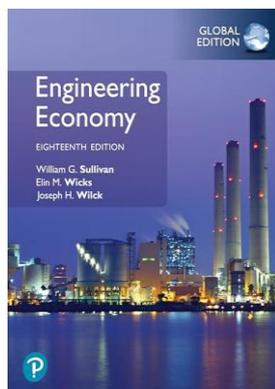
New York McGraw Hill 2025

Acc. No. 010549

Call No. 519.5 BLU

**Summary:** The book follows a non-theoretical approach without formal proofs, explaining concepts intuitively and supporting them with abundant examples. The applications span a broad range of topics including problems in business, sports, health, architecture, education, entertainment, political science, psychology, history, criminal justice, and many more. While a number of important changes have been made in this next edition, the learning system remains untouched and provides students with a useful framework in which to learn and apply concepts.

[Click for more details](#)



**Sr. No. 24**

**Title:** Engineering economy: global edition by Sullivan, William G

Harlow Pearson 2025

Acc. No. 010550

Call No. 658.15 SUL

**Summary:** Engineering Economy helps you learn to make smart economic choices in your engineering career with a solid background in the principles, basic concepts and methodology of engineering economy. Practical, realistic explanations and examples help you develop proficiency in the methods and processes for making rational decisions. The 18th Edition modernizes content throughout, with more examples of engineering applications; offers Case Studies in twice as many chapters as the previous edition, with all existing case studies updated; features new and revised end-of-chapter problems; and much more.

[Click for more details](#)



**Sr. No. 25**

**Title:** Fearless: the epic conclusion to the trilogy taking the world by storm! By Roberts, Lauren

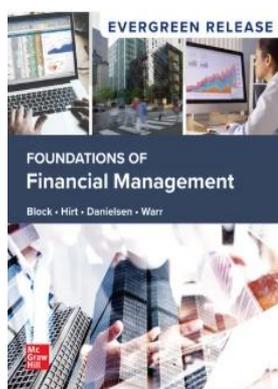
New Delhi Simon & Schuster 2025

Acc. No. 010551

Call No. 813.6 ROB

**Summary:** Paedyn and Kai are reunited but face a terrible decision in this thrilling conclusion to the New York Times bestselling romantic fantasy trilogy perfect for fans of Sarah J. Maas and The Red Queen. Paedyn Gray and Kai Azer return to the Kingdom of Ilya. And Paedyn has a life-altering choice to make. Whatever she decides will determine her fate—and the fate of those around her—forever.

[Click for more details](#)



**Sr. No. 26**

**Title:** Foundations of financial management by Block, Stanley B

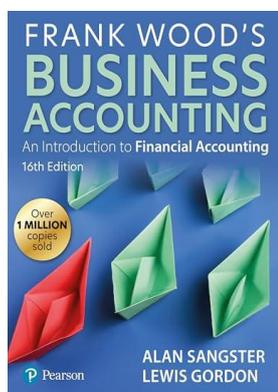
New York McGraw Hill 2025

Acc. No. 010552

Call No. 658.15 BLO

**Summary:** Foundations of Financial Management has built a loyal following due to its strong real-world emphasis, clear writing style, and step-by-step explanations that simplify difficult concepts. As the field of finance has become much more analytical, the text focuses on the "nuts and bolts" of finance with a clear and thorough treatment of concepts and applications. They know what works and what doesn't work for students, and they have consistently maintained a product that is responsive to the demands of the marketplace.

[Click for more details](#)



**Sr. No. 27**

**Title:** Frank wood'S business accounting: an introduction to financial accounting by Sangster, Alan

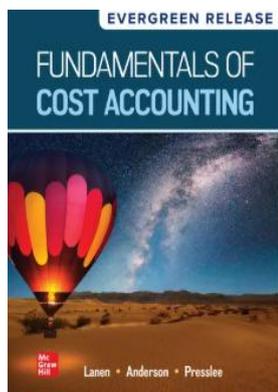
Harlow Pearson 2025

Acc. No. 010553

Call No. 657.042 SAN

**Summary:** Prepare for your exams and learn essential accounting techniques with this bestselling introduction to financial accounting Used by generations of students and professionals across the globe, Frank Wood's Business Accounting, 16th edition is one of the world's best-selling textbooks in financial accounting, known for its straightforward style that is easy to digest whether you are new to accounting or not. Introducing the all-important basic terminology and techniques and key elements of financial statements, this comprehensive guide to the subject is clear and easy to follow.

[Click for more details](#)



**Sr. No. 28**

**Title:** Fundamentals of cost accounting by Lanen, William N

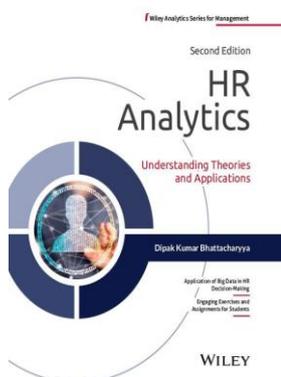
New York McGraw Hill 2025

Acc. No. 010554

Call No. 657.42 LAN

**Summary:** Developing skills for the classroom and beyond: Fundamentals of Cost Accounting lets the student see the development of cost accounting tools and techniques as a natural response to decision making. Using a procedural approach, the material in the text is presented from the perspective of both the preparer of information and the user of the information. This allows both accounting majors and those students planning other careers to appreciate the issues from both sides.

[Click for more details](#)



**Sr. No. 29**

**Title:** HR analytics: understanding theories and applications by Bhattacharyya, Dipak Kumar

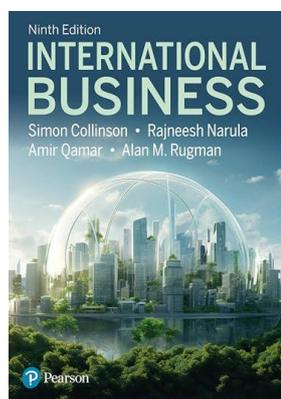
New Delhi Wiley India 2024

**Acc. No.** 010555

**Call No.** 658.3 BHA

**Summary:** HR Analytics: Understanding Theories and Applications, 2nd edition, delves deeper into the transformative world of data-driven human resource management. In an era defined by the rapid evolution of technology, it discovers the latest insights on artificial intelligence (AI) and machine learning (ML), and explores the major advances and applications of big data, providing HR professionals with the tools they need to make strategic, data-driven decisions.

[Click for more details](#)



**Sr. No. 30**

**Title:** International business: book by Collinson, Simon

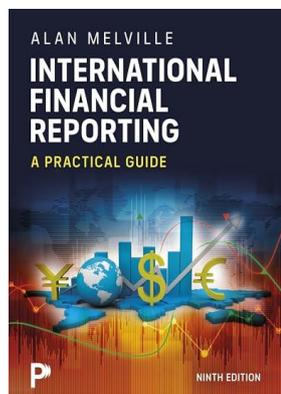
Harlow Pearson 2024

**Acc. No.** 010556

**Call No.** 658.049 COL

**Summary:** The book offers a strong focus on socially responsible business strategies of multinational firms, including practical ways to combine profitability with wider accountability for contributing to inclusivity and sustainability. It covers new and updated case studies, including impact of sanctions on Russia during the Ukraine war, US-China trade war, International Business, 9th Edition, by Collinson, Narula, Qamar and Rugman uses multidisciplinary approaches, key theories, quantitative and qualitative methods, analytical frameworks, empirical data and real-world case studies to reflect the new realities of managing multinational businesses in a rapidly changing world.

[Click for more details](#)



**Sr. No. 31**

**Title:** International business: book by Collinson, Simon

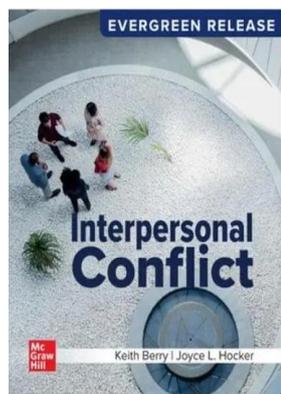
Harlow Pearson 2025

**Acc. No.** 010557

**Call No.** 657.95 MEL

**Summary:** A focused, user-friendly introduction to international financial reporting. Well-suited for undergraduates, postgraduates and those preparing for professional accounting examinations, International Financial Reporting, 9th edition takes a practical, applied approach in exploring and explaining the key financial standards. This textbook explains each standard as clearly and concisely as possible and helps you take learning further with worked examples and exercises from past exam papers.

[Click for more details](#)



**Sr. No. 32**

**Title:** Interpersonal conflict by Berry, Keith

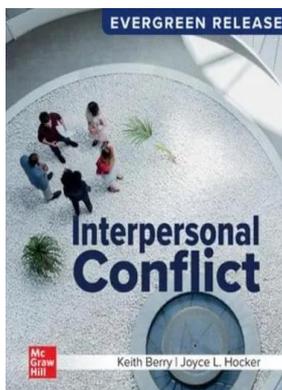
New York McGraw Hill 2025

**Acc. No.** 010558

**Call No.** 303.6 BER

**Summary:** Interpersonal Conflict examines the central issues that inform conflict and, in turn, make readers' personal and professional lives challenging and fascinating. With new cases and applications that reflect cultural changes that shape the ways people move through conflict, this new edition invites readers to reflect on, and better understand, conflict as it pertains to the unique vantage points of their lived experience.

[Click for more details](#)



Sr. No. 33

**Title:** *Interpersonal skills In organizations* by De Janasz, Suzanne C

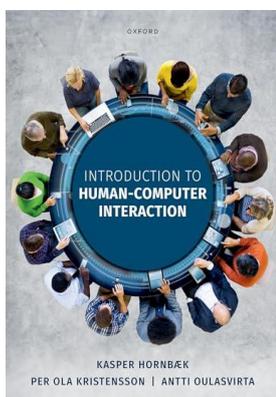
New York McGraw Hill 2025

Acc. No. 010559

Call No.

**Summary:** Interpersonal Conflict examines the central issues that inform conflict and, in turn, make readers' personal and professional lives challenging and fascinating. With new cases and applications that reflect cultural changes that shape the ways people move through conflict, this new edition invites readers to reflect on, and better understand, conflict as it pertains to the unique vantage points of their lived experience.

[Click for more details](#)



Sr. No. 34

**Title:** *Introduction to human-computer interaction* By Hornbæk, Kasper

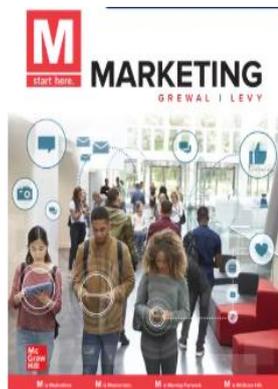
New York Oxford 2025

Acc. No. 010560

Call No. 004.019 HOR

**Summary:** The book revises and synthesizes topics that have been previously scattered across multiple books and papers, including design, engineering, empirical methods, and technology. The book is open access and comes with associated materials for teachers and students, available on the book's companion website. While HCI is primarily a research-driven field, the book focuses not only on scientific principles of interaction, but also on the very concrete goal of designing better computing systems.

[Click for more details](#)



Sr. No. 35

**Title:** *M: marketing* by Grewal, Dhruv

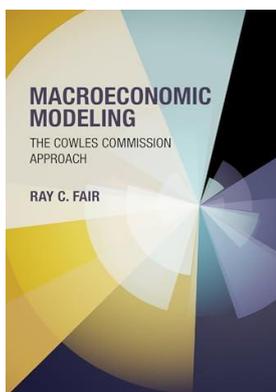
New York McGraw Hill 2025

Acc. No. 010561

Call No. 658.5 GRE

**Summary:** M: Marketing continues to emphasize that marketing adds value an essential theme woven throughout the print and digital elements through Connect. Marketing continues to evolve as industry strategies and communication are impacted by emerging technology, influencer marketing, social responsibility, sustainability, and ethical data collection. Coverage of AI has been threaded throughout the chapters, new innovative products and services, as well as employing new methods and channels are all explored to understand how to reach the customers of today -especially with Gen Z changing the landscape of marketing.

[Click for more details](#)



Sr. No. 36

**Title:** *Macroeconomic modelling* by Fair, Ray C

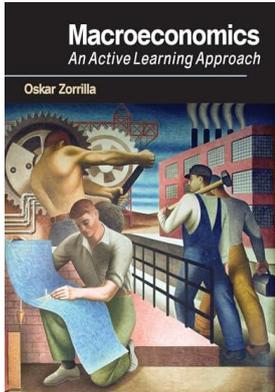
Cambridge MIT PRESS 2024

Acc. No. 010562

Call No. 330.015195 FAI

**Summary:** Macroeconomic Modeling presents an empirically based approach to the construction of macroeconomic models—the Cowles Commission approach—as a response to the backlash that has taken place since the late 1970s to this methodology. In this book, Ray C. Fair develops models to analyze a variety of issues and events in macroeconomics and the US economy, and he explains the econometric techniques needed to estimate those models. Many of the results are either contrary to results from the theoretical models or cannot be examined by the theoretical models because they omit many important features of the economy.

[Click for more details](#)



**Sr. No. 37**

**Title:** *Macroeconomics by Zorrilla, Oskar*

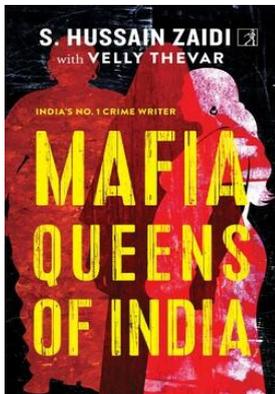
Cambridge MIT PRESS 2025

**Acc. No.** 010563

**Call No.** 339 ZOR

**Summary:** This innovative book invites students to learn by doing. Organized as a series of word problems motivated by specific macroeconomic questions—Can an economy grow indefinitely by accumulating capital? Why is nominal GDP a poor gauge of changes in economic activity? What constrains the firm the text equips readers to think like macroeconomists rather than simply receive expository information. Comprehensively covers the material of a single-semester undergraduate macroeconomics course, including optimizing agents and general equilibrium, rational expectations, and modern monetary policy

[Click for more details](#)



**Sr. No. 38**

**Title:** *Mafia Queens of India by Zaidi, Hussain S*

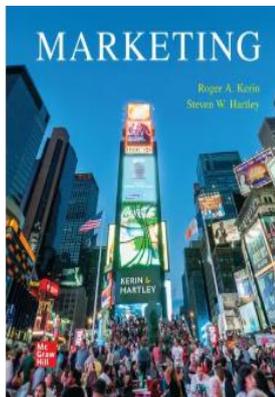
New York Simon & Schuster 2025

**Acc. No.** 010564

**Call No.** 364.106 ZAI

**Summary:** Mafia Queens of India is a portrait of women who broke the rules, rewrote them, and sometimes paid the ultimate price. The myriad tales in these pages are a grim reminder that, in the dark shadows of the mafia, the most dangerous figures are not always the ones you expect to be. The journey begins with a woman known only as “Cleopatra”. Once a trusted figure in Varadarajan Mudaliar’s empire, she lives in obscurity but still carries an aura of authority.

[Click for more details](#)



**Sr. No. 39**

**Title:** *Marketing by Kerin, Roger A*

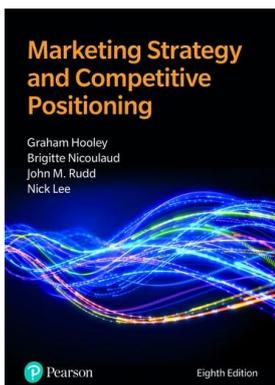
New York Mc Graw Hill 2025

**Acc. No.** 010565

**Call No.** 658.8 KER

**Summary:** This market leader remains the most rigorous, business-oriented title on the market! Translated into 10+ languages and supported by an extensive instructor resources package. The 2025 release has been completely updated to include discussions of the impact of artificial intelligence on the many functions of the marketing discipline. Examples related to customer experience management, personalization of marketing campaigns, interpretation of salesforce feedback, creation of personas, and integration of AI across all marketing activities are included.

[Click for more details](#)



**Sr. No. 40**

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

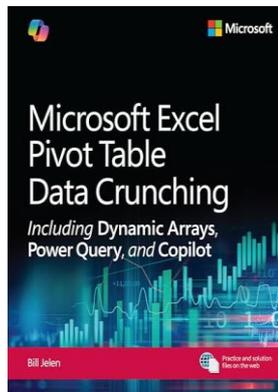
Harlow Pearson 2024

**Acc. No.** 010566

**Call No.** 658.8 HOO

**Summary:** Marketing Strategy and Competitive Positioning, 8th Edition, by Hooley, Nicoulaud, Rudd and Lee, helps you develop an in-depth understanding of how to formulate and implement rigorous marketing strategies, and achieve sustainable competitive positioning. This book focuses on competitive positioning and includes an in-depth discussion of the marketing processes to achieve competitive advantage in a business environment.

[Click for more details](#)



**Sr. No. 41**

**Title:** Microsoft excel pivot table data crunching: including dynamic arrays, power query, and copilot by Jelen, Bill

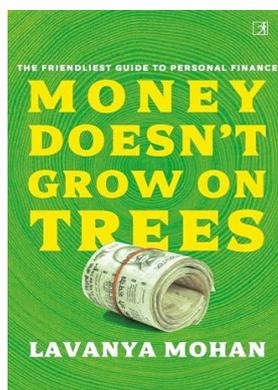
Hoboken Pearson 2025

Acc. No. 010567

Call No. 005.5 JEL

**Summary:** This book will help you leverage their flexibility and analytical power and includes exploration of new array functions and Copilot capabilities in analysis creation. Drawing on more than 30 years of cutting-edge Excel experience, MVP Bill Jelen (Mr Excel) shares practical recipes for solving real business problems, expert insights for avoiding mistakes, and advanced tips and tricks you'll find nowhere else. Learn to use pivot tables and pivot charts in Microsoft Excel to produce powerful, dynamic reports in minutes: take control of your data and your business! Even if you've never created a pivot table before.

[Click for more details](#)



**Sr. No. 42**

**Title:** Money doesn't grow on trees by Mohan, Lavanya

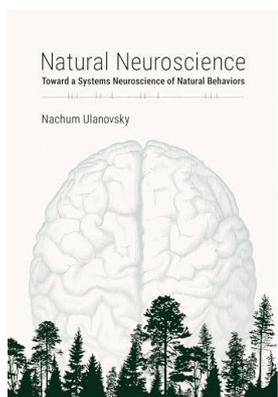
New York Simon & Schuster 2025

Acc. No. 010568

Call No. 813.6 MOH

**Summary:** Money shouldn't be a source of stress and personal finance shouldn't feel like a second job. Whether it's budgets, bank accounts, taxes, investing, or insurance, this book breaks it all down in the context of your life. No jargon, no condescension—just practical personal finance wrapped in stories, pop culture references, and the occasional meme. We're tackling everything—from Instagram-fueled spending habits, to negotiating pay checks, to bad money decisions in relationships, to planning for kids, and even plotting a great escape from the 9-to-5.

[Click for more details](#)



**Sr. No. 43**

**Title:** Natural neuroscience: toward a systems neuroscience of natural behaviors by Ulanovsky, Nachum

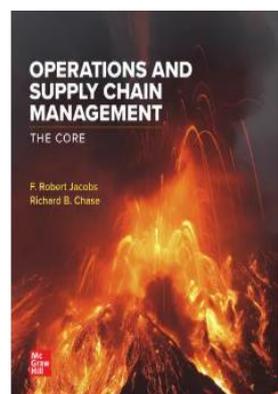
Cambridge MIT Press 2025

Acc. No. 010569

Call No. 612.82 ULA

**Summary:** In Natural Neuroscience, Nachum Ulanovsky presents the conceptual, empirical, and technological underpinnings that enabled this new field. Natural neuroscience researchers posit that when studying any brain region in any animal, whether standard mammalian species such as rodents and primates or nonstandard species, it is crucial to pursue the animal's natural behaviours and to consider the natural problems it needs to solve. The author surveys recent studies that have begun to move in this direction across multiple subfields of neuroscience, including sensory, cognitive, social, and behavioural neuroscience.

[Click for more details](#)



**Sr. No. 44**

**Title:** Operations and supply chain management: the core by Jacobs, F. Robert

New York McGraw Hill 2025

Acc. No. 010570

Call No. 658.7 JAC

**Summary:** This book delivers the critical knowledge every manager needs to organize work processes, improve productivity, and drive business success. Engaging real-world case studies, analytics exercises, and practice problems provide students with practical skills to manage both everyday tasks and strategic operations in any industry. This title equips future business leaders with the insights and tools necessary for a productive and efficient career in operations and supply chain management.

[Click for more details](#)



**Sr. No. 45**

**Title:** Operations Management by Cachon

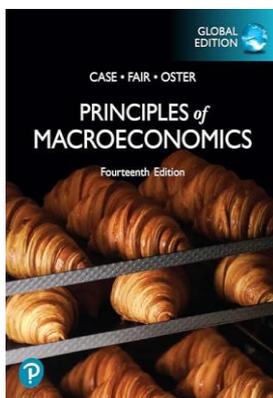
New York McGraw Hill 2025

Acc. No. 010571

Call No. 658.7 CAC

**Summary:** Operations Management provides a modern, real-world app to mastering core operations concepts. With engaging case studies from companies like Subway and Capital One, students learn practical solutions they can apply in today's business environment. Interactive learning resources, including video tutorials and hands-on exercises, making mastering challenging topics easier and more engaging. Emphasizing process analysis and real-world applications, this title prepares students with the skills they need to succeed in a global marketplace.

[Click for more details](#)



**Sr. No. 46**

**Title:** Principles of macroeconomics by Case, Karl E

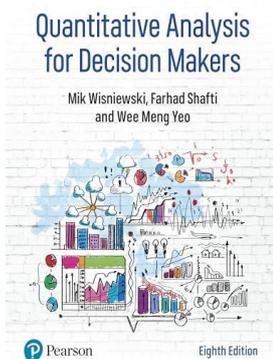
Harlow Pearson 2025

Acc. No. 010572

Call No.

**Summary:** The book features streamlined chapters, revised problems and all-new macro data through 2023. It adds several new Economics in Practice boxes with recent research and analysis, such as the impact of the COVID-19 pandemic on supply chains. In MyLab, new Economics in Practice videos featuring Emily Oster make economics relevant and relatable, while equipping you for success. Principles of Macroeconomics is trusted for its clear, thorough and complete coverage of how market economy's function. Building from Keynesian Cross up to AD/AS models, it balances economic theory, institutional material and real-world examples, with emphasis on the art and science of economic thinking.

[Click for more details](#)



**Sr. No. 47**

**Title:** Quantitative analysis for decision makers by Wisniewski, Mik

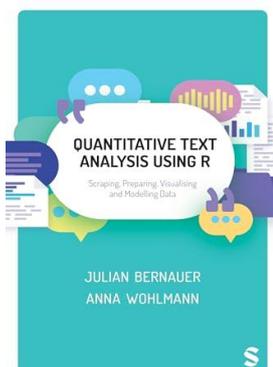
Harlow Pearson 2025

Acc. No. 010573

Call No. 658.4033 WIS

**Summary:** Quantitative Analysis for Decision Makers, 8th Edition, by Wisniewski, Shafti and Yeo provides an accessible introduction to the quantitative methods of analysis that are routinely used across the public and private sectors to support effective management decision making. The text is suitable for business and management undergraduate and postgraduate students and for MBA students taking a quantitative course as part of their studies. Adopting a learning-by-doing approach throughout, the text provides a clear explanation of each technique illustrating their practical application with the use of real data sets and with examples from government bodies and prominent businesses

[Click for more details](#)



**Sr. No. 48**

**Title:** Quantitative text analysis Using R: scraping, preparing, visualising and modelling data by Bernauer, Julian

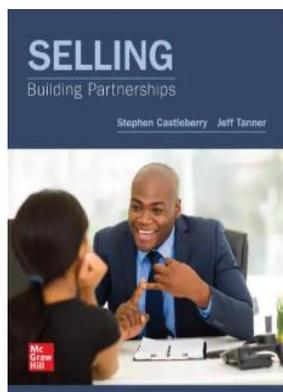
Singapore Sage 2025

Acc. No. 010574

Call No. 006.312 BER

**Summary:** his book walks you through the process of doing quantitative text analysis step by step. Clear and accessible, it empowers you to progress from beginner level to understanding and using computational social science concepts with ease. The textbook offers R software guidance at an easy-to-follow pace, the book presents the coding skills you need to collect and prepare data, providing a strong foundation as you move into data analysis.

[Click for more details](#)



**Sr. No. 49**

**Title:** *Selling: building partnerships by Castleberry, Stephen B*

New York McGraw Hill 2025

**Acc. No.** 010575

**Call No.** 658.85 CAS

**Summary:** Selling: Building Partnerships, remains faithful to the original goal of the product since its first edition—that instructors don't want to teach the history of selling, rather they want their students to know how it is done. While many things have changed, students still need to practice newly learned skills, make ethical choices, and adapt their communication styles appropriately to the situation and audience. Selling: Building Partnerships, addresses all of these with distinct role plays, mini-case studies, and current examples throughout.

[Click for more details](#)



**Sr. No. 50**

**Title:** *Single-case designs for applied research by Kennedy, Craig H*

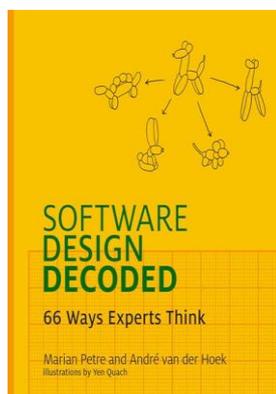
Singapore Sage 2025

**Acc. No.** 010576

**Call No.** 150.72 KEN

**Summary:** This text aims to give readers precise and highly applicable information and concepts in single-case, or single-subject, designs so readers can apply this knowledge to their own research and practice. By focusing on the experimental nature of this design, students learn about the purposes of single-case research so they can adapt the designs, using them as tools in their methodological toolboxes rather than as formulas to be followed. The book then moves onto a review of measurement approaches, different tactics for research designs, and ways to understand data and analysis.

[Click for more details](#)



**Sr. No. 51**

**Title:** *Software design decoded by Petre, Marian*

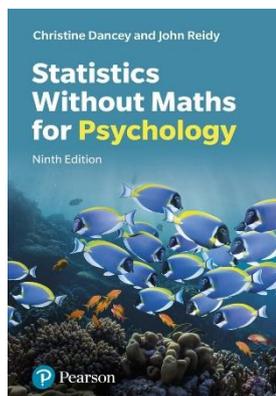
2025 MIT Press 2025

**Acc. No.** 010577

**Call No.** 005.1 PET

**Summary:** The book presents these insights in a series of two-page illustrated spreads, with the principle and a short explanatory text on one page, and a drawing on the facing page. For example, “Experts generate alternatives” is illustrated by the same few balloons turned into a set of very different balloon animals. The text is engaging and accessible; the drawings are thought-provoking and often playful. One habit for an aspiring expert software designer to develop would be to read and reread this entertaining but essential little book. The insights described offer a guide for the novice or a reference for the veteran—in software design or any design profession.

[Click for more details](#)



**Sr. No. 52**

**Title:** *Statistics without maths for psychology by Dancy, Christine*

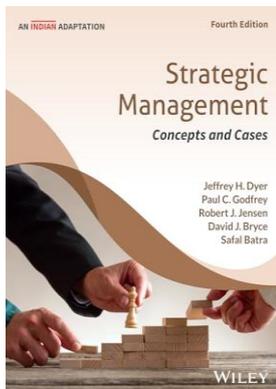
Harlow Pearson 2024

**Acc. No.** 010578

**Call No.** 150.15195 DAN

**Summary:** The straight-forward approach of this trusted textbook breaks down the key statistical concepts that you need to know to excel in your degree, without any of the daunting mathematical formulae that can intimidate students that are new to research methods and statistics in Psychology. The 9th edition of this textbook guides you through how to use SPSS for your analyses, so that you feel confident to conduct your own future independent research. It is also packed with up-to-date examples, activities and questions to help you to test your learning and deepen your understanding in a practical and manageable way.

[Click for more details](#)



**Sr. No. 53**

**Title:** Strategic management: concepts and cases by Dyer, Jeffrey H

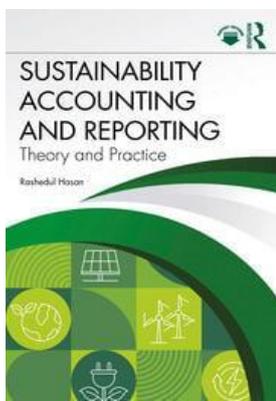
New Delhi Wiley India 2025

**Acc. No.** 010579

**Call No.** 658.4012 DYE

**Summary:** Strategic Management fourth edition delivers an insightful, clear, concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world. The book engages students with an easy-to-understand learning experience to strategic management concepts. This Indian Adaptation sparks ideas, fuels creative thinking and discussion, while engaging students via contemporary examples, outstanding author-produced cases, and much more.

[Click for more details](#)



**Sr. No. 54**

**Title:** Sustainability accounting and reporting: theory and practice by Hasan, Rashedul

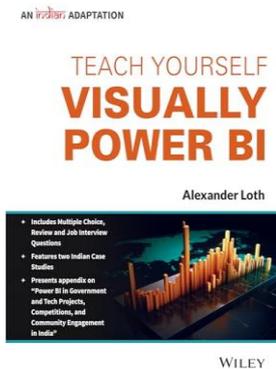
New York Routledge 2025

**Acc. No.** 010580

**Call No.** 657.45 HAS

**Summary:** Sustainability Accounting and Reporting: Theory and Practice provides a comprehensive guide to understanding and applying the latest global framework for disclosing sustainability-related risks and opportunities by public-sector business entities, irrespective of whether the entity follows IFRS or GAAP. This book provides guidance and examples on how to prepare and present high-quality sustainability reports that meet the needs and expectations of various stakeholders.

[Click for more details](#)



**Sr. No. 55**

**Title:** Teach yourself visually power BI by Loth, Alexander

Hoboken Wiley India 2025

**Acc. No.** 010581

**Call No.** 005.74 LOT

**Summary:** This comprehensive guide brings together all the essential resources needed to master both basic and advanced Power BI functions in one convenient, easy-to-use volume. Featuring fully illustrated, step-by-step instructions and clear, high-quality screenshots, this book makes learning Power BI accessible and engaging. Whether you're just getting started or looking to refine your skills, this guide provides everything you need to navigate Power BI's robust features with ease.

[Click for more details](#)



**Sr. No. 56**

**Title:** The economics of fintech: understanding digital transformation in financial services by Imerman, Michael B

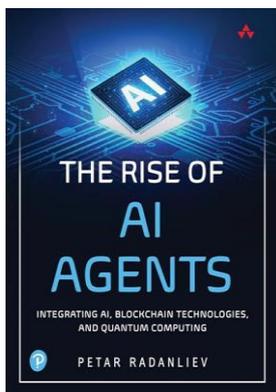
Cambridge MIT Press 2025

**Acc. No.** 010582

**Call No.** 332 IME

**Summary:** The Economics of FinTech is a comprehensive introduction to this rapidly evolving and increasingly important domain, and a groundbreaking exploration of how FinTech is reshaping finance. Michael Imerman and Frank Fabozzi distill the dynamic developments of this multidisciplinary field into a cohesive, accessible guide that covers the economic underpinnings of FinTech innovation, framed within the established principles of financial intermediation, management theory, and data science. Coverage includes in-depth analysis of emerging technologies and innovations across various sectors of financial services as well as the entrepreneurial finance of FinTech such as funding, valuation, and startup management.

[Click for more details](#)



**Sr. No. 57**

**Title:** The rise of AI agents: integrating AI, blockchain technologies, and quantum computing by Radanliev, Petar

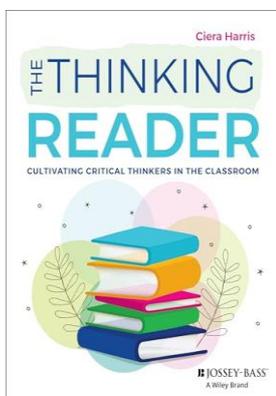
New York Pearson 2025

**Acc. No.** 010583

**Call No.** 006.3 RAD

**Summary:** This book goes beyond academic theory, offering readers a deep dive into the vast possibilities, inherent challenges, and profound implications of these groundbreaking technologies. The Rise of AI Agents caters to professionals and technology enthusiasts alike. It demystifies complex concepts, providing a holistic perspective on these interconnected technologies and their potential to revolutionize industries. This book delivers a forward-looking view rarely seen in existing literature. Real-world case studies; critical analyses of ethical, legal, and societal implications.

[Click for more details](#)



**Sr. No. 58**

**Title:** Thinking reader: cultivating critical thinkers in the classroom by Harris, Ciera

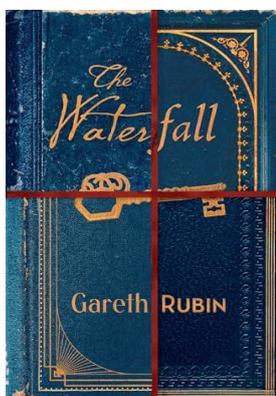
Hoboken Wiley 2025

**Acc. No.** 010584

**Call No.** 372.47 HAR

**Summary:** The Thinking Reader: Cultivating Critical Thinkers in the Classroom is the frazzled teacher's guide to setting up any grade 2-4 classroom for reading success. This book also debunks old-school ideas about reading instruction and explains the concepts that you'll need to know as you help students build a foundation for their future as readers. This easy-to-use approach has helped teachers across the country create a culture of reading within their classrooms, so students—even those that struggle the most with reading—can start view themselves as readers. Help students learn based on what interests them, as individuals, and watch budding readers bloom.

[Click for more details](#)



**Sr. No. 59**

**Title:** The waterfall by Rubin, Gareth

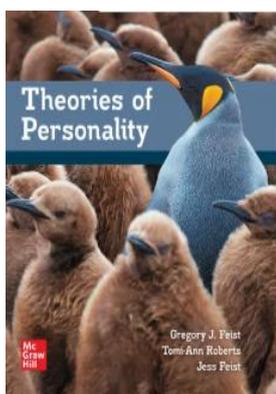
New York Simon & Schuster 2025

**Acc. No.** 010585

**Call No.** 823.914 RUB

**Summary:** A story about stories within stories, as four interconnected mysteries take the reader through the ages, from Shakespeare's day to a 19th-century Gothic former Priory, to 1920s Venice, and finally to 1940s California, from the internationally bestselling author of The Turnglass. The second story is a 19th-century Gothic tale about the discovery of Shakespeare's manuscript, set in an isolated former Priory, now a clinic for those who cannot sleep. And finally, a 1940s American Noir, as Ken Kourian finds that a serial killer is recreating all the murders in The Waterfall, the companion book to his friend Oliver Tooke's The Turnglass.

[Click for more details](#)



**Sr. No. 60**

**Title:** Theories of personality by Feist, Gregory J

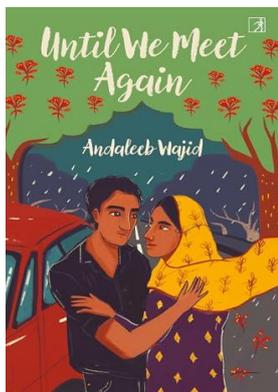
New York McGraw Hill 2025

**Acc. No.** 010586

**Call No.** 155.2 FEI

**Summary:** Theories of Personality provides a comprehensive foundation on the nature of personality theory, as well as its contributions to science. Coverage of each theory encompasses a biographical sketch of each theorist, related research, and applications to real life. Written by two preeminent psychology professors, Gregory J. Feist and Jess Feist, this program is an engaging and student-friendly introduction to Personality Psychology.

[Click for more details](#)



**Sr. No. 61**

**Title:** *Until we meet again* by Wajid, Andaleeb

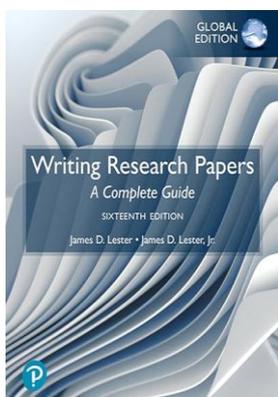
New York Simon & Schuster 2025

Acc. No. 010587

Call No. 813.54 WAJ

**Summary:** DUHA RAHMAN can't catch a break. Her parents won't let her get a job, her mother conspires to marry her off, and a crow poops on her just-shampooed hair. So when she spots the most handsome man at her friend's engagement, Duha can't help but sigh at the sight of him. After all, what's the harm in sneaking looks? As long as her Ammi, Nasra, doesn't get to know, all is well. Except he catches her watching him from a window.

[Click for more details](#)



**Sr. No.62**

**Title:** *Writing research papers: a complete guide* by Lester, James D

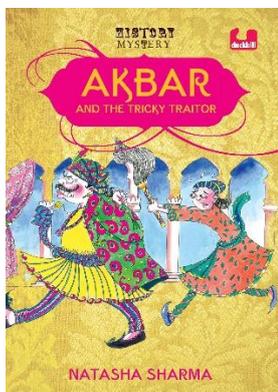
Harlow Pearson 2025

Acc. No. 010588

Call No. 001.32 LES

**Summary:** Writing Research Papers combines a traditional and practical approach to the research process with the latest information on electronic research and presentation. This market-leading text provides students with step-by-step guidance through the research writing process, from selecting and narrowing a topic to formatting the finished document. Writing Research Papers backs up its instruction with the most complete array of samples of any writing guide of this nature. The text continues its extremely thorough and accurate coverage of citation styles for a wide variety of disciplines.

[Click for more details](#)



**Sr. No. 63**

**Title:** *Akbar and the tricky traitor* by Sharma, Natasha

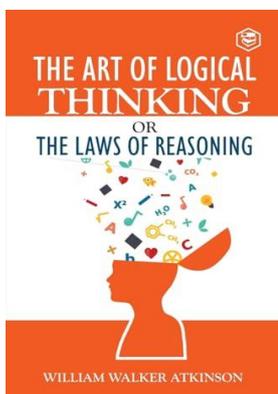
Gurugram Penguin 2014

Acc. No. 010589

Call No. 823.92 SHA

**Summary:** The mighty Mughal emperor Akbar is angry. Someone is leaking secrets of his court to his enemies. What's worse, his enemies are now laughing at Akbar. Who can help the emperor solve this mystery? Mysteries you'll never find in history books

[Click for more details](#)



**Sr. No. 64**

**Title:** *The art of logical thinking or the laws of reasoning* by Atkinson, William Walker

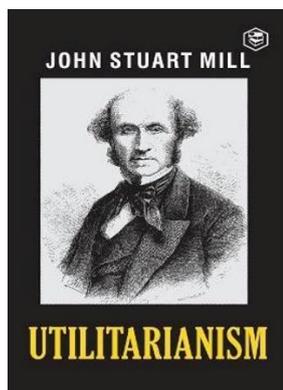
Mumbai Sanage Publishing House 2020

Acc. No. 010590

Call No. 152.1 ATK

**Summary:** The book provides techniques for breaking down complex problems into smaller, more manageable components, facilitating a systematic and logical approach to problem-solving. Deductive and Inductive Reasoning: Atkinson discusses both deductive and inductive reasoning, explaining their principles and applications. Deductive reasoning involves drawing specific conclusions from general principles, while inductive reasoning involves deriving general principles from specific observations. Key topics covered in the book include: The Nature of Thought: Atkinson delves into the fundamentals of thought processes, examining how ideas are formed and how the mind operates in its thinking capacity

[Click for more details](#)



**Sr. No. 65**

**Title:** Utilitarianism by Mill, John Stuart

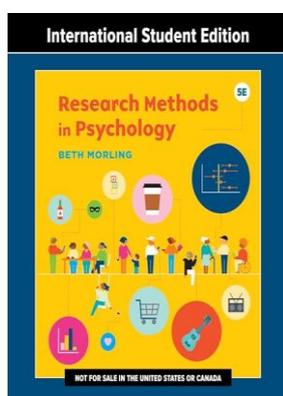
Mumbai Sanage Publishing House 2020

**Acc. No.** 010591

**Call No.** 171.5 MIL

**Summary:** John Stuart Mill's book Utilitarianism is a classic exposition and defence of utilitarianism in ethics. The essay first appeared as a series of three articles published in Fraser's Magazine in 1861 (vol. 64, p. 391-406, 525-534, 659-673); the articles were collected and reprinted as a single book in 1863. Mill's aim in the book is to explain what utilitarianism is, to show why it is the best theory of ethics, and to defend it against a wide range of criticisms and misunderstandings.

[Click for more details](#)



**Sr. No. 66**

**Title:** Research methods in psychology: evaluating a world of information by Morling, Beth

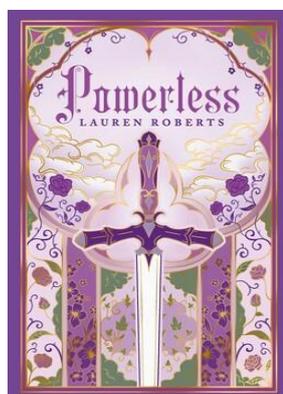
New York W W Norton 2020

**Acc. No.** 010592

**Call No.** 150.721 MOR

**Summary:** Research Methods in Psychology, a text loved by instructors and students, provides the best learning experience for both future consumers and producers as they evaluate all facets of research. Award-winning author Beth Morling has thoroughly updated her groundbreaking text with fresh examples, revised ethics and statistics coverage, and a new section on qualitative methods.

[Click for more details](#)



**Sr. No. 67**

**Title:** Powerless by Roberts, Lauren

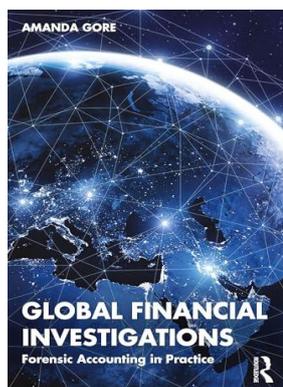
Great Britain Simon & Schuster 2023

**Acc. No.** 010593

**Call No.** 813 ROB

**Summary:** This highly collectible edition features a special foiled cover, foiled endpapers, digital sprayed edges, plate section with colour fan artwork from 5 different artists, exclusive letter from Lauren Roberts and a digital signature. Fourth Wing meets The Hunger Games in this sizzling fantasy romance not to be missed. Only the extraordinary belong in the kingdom of Ilya . . . The exceptional. The Elites. The Elites have possessed powers for decades, gifted to them by the Plague, while those born Ordinary are just that, banished from the kingdom and shunned from society.

[Click for more details](#)



**Sr. No. 68**

**Title:** Global financial investigations: forensic accounting in practice by Gore, Amanda

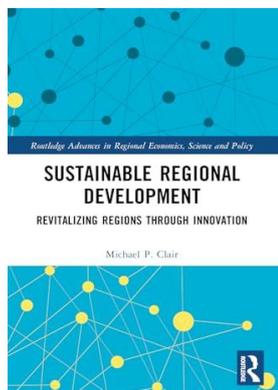
New York Routledge 2025

**Acc. No.** 010594

**Call No.** 657.45 GOR

**Summary:** This text covers a breadth of financial investigations and broader financial crime issues, from investigating illicit trade and reconstructing financial records, to conducting regulatory investigations. Global Financial Investigations introduces the fascinating world of forensic accounting and investigating transnational financial crimes, providing an overview of core concepts and current industry trends, together with practical guidance to equip readers with the knowledge required to combat complex financial crimes.

[Click for more details](#)



**Sr. No. 69**

**Title:** Sustainable regional development: revitalizing regions through innovation by Clair, Michael P

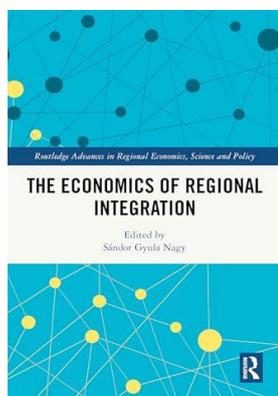
New York Routledge 2024

**Acc. No.** 010595

**Call No.** 346.045 CLA

**Summary:** This book demonstrates that innovators are not limited to inventors and entrepreneurs. Each innovation starts with an idea that is nurtured by its creator and incubated by the larger community. The book identifies different categories of creators such that many readers will recognize themselves as being, in fact, creators. And it identifies different ways of coming up with ideas, which may validate how creators spend their time. This book will provide some ideas to help any region reinvent itself. But having a few individuals with good ideas is not sufficient to revive a region.

[Click for more details](#)



**Sr. No. 70**

**Title:** The economics of regional integration by Nagy, Sándor Gyula

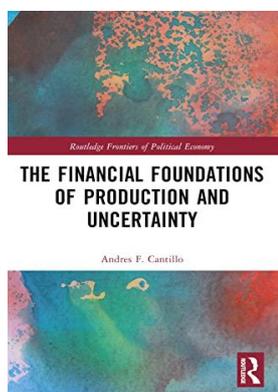
New York Routledge 2025

**Acc. No.** 010596

**Call No.** 337.1 NAG

**Summary:** The Economics of Regional Integration shows the importance of regional (economic) integration in the world economy, based partially on descriptive analyses, the authors' new methodological framework, and a new composite index integration profile. The Economics of Regional Integration shows the importance of regional (economic) integration in the world economy, based partially on descriptive analyses, the authors' new methodological framework, and a new composite index integration profile.

[Click for more details](#)



**Sr. No. 71**

**Title:** The financial foundations of production and uncertainty by Cantillo, Andres F

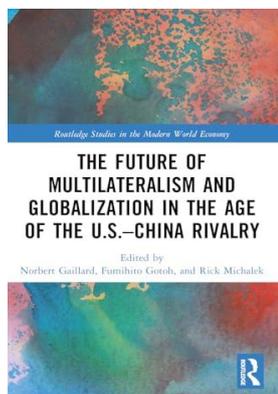
New York Routledge 2025

**Acc. No.** 010597

**Call No.** 330.1 CAN

**Summary:** The book introduces the concept of "production commitments": the expectation of a producer that others in the chain will produce their corresponding output. This expectation forms the basis of all specialized production in the economy. And being at the center of the process of specialization, production commitments are the most basic form of finance. This book argues that the innovative and unpredictable nature of economic phenomena is better understood with analytical devices, which allow for more creative and participatory analysis. As is demonstrated, this has significant implications for our understanding of production, money, and finance.

[Click for more details](#)



**Sr. No. 72**

**Title:** The Future of Multilateralism and Globalization in the Age of the U.S.-China Rivalry by Norbert Gaillard

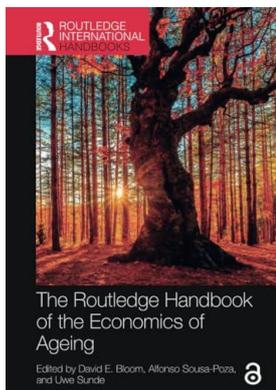
New York Routledge 2024

**Acc. No.** 010598

**Call No.** 327.1 GAI

**Summary:** This is an original and innovative book that investigates how a new modus vivendi between China and the United States in a post-globalized world requires more economic independence because of the distrust between G20 economies but heightened international cooperation, in order to avert a shift to nationalism and protectionism and to fight financial and climate crises. Due to its multidisciplinary approach, the book will attract the interest of scholars and postgraduate students from wide ranging fields, as well as practitioners working in international organizations

[Click for more details](#)



**Sr. No. 73**

**Title:** [The Routledge handbook of the economics of ageing by Bloom, David E](#)

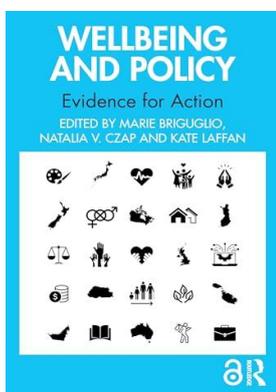
New York Routledge 2023

**Acc. No.** 010599

**Call No.** 305.26 BLO

**Summary:** Structured in seven parts, the volume addresses a broad range of themes, including health economics, labour economics, pensions and social security, generational accounting, wealth inequality and regional perspectives. Each chapter combines a succinct overview of the state of current research with a sketch of a promising future research agenda. This Handbook will be an essential resource for advanced students, researchers and policymakers looking at the economics of ageing across the disciplines of economics, demography, public policy, public health and beyond.

[Click for more details](#)



**Sr. No. 74**

**Title:** [Wellbeing and policy: evidence for action by Briguglio, Marie](#)

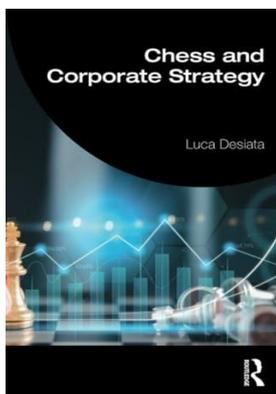
New York Routledge 2025

**Acc. No.** 010600

**Call No.** 320.6 MAR

**Summary:** This book surveys and synthesizes recent developments in wellbeing science and policy to highlight key lessons learned and to offer actionable insights for policymaking. The book reviews the links between wellbeing and various domains, including income, work, health, family, altruism and empathy, ageing, gender, education, housing, environment, crime, democracy, migration, religion, digital technology, and art, culture, and creativity. The book also examines the state of the art on wellbeing policy frameworks in diverse contexts, including developed and developing countries, small and large states, across the world, documenting interventions by governmental, private, or non-governmental organizations.

[Click for more details](#)



**Sr. No. 75**

**Title:** [Chess and corporate strategy by Desiata, Luca](#)

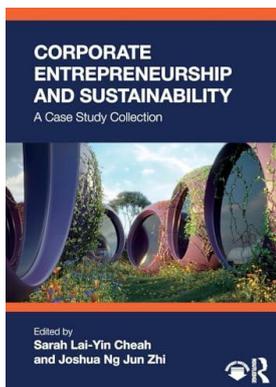
New York Routledge 2025

**Acc. No.** 010601

**Call No.** 658.4012 DES

**Summary:** Chess and Corporate Strategy is an intriguing journey through cognitive psychology, artificial intelligence, and game theory. The innovative methodology employed by the author leverages the metaphor of chess to furnish a compendium of corporate strategy, including strategic thinking, decision-making, negotiations, and leadership. This book provides the reader with the insights and strategies of chess champions, without the need for years of study and practice

[Click for more details](#)



**Sr. No. 76**

**Title:** [Corporate entrepreneurship and sustainability: a case study collection by Cheah, Sarah Lai-Yin](#)

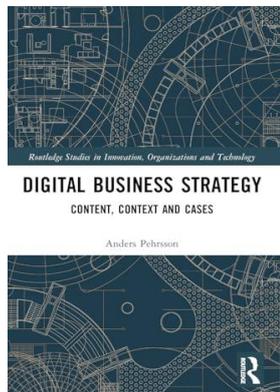
New York Routledge 2025

**Acc. No.** 010602

**Call No.** 658.406 CHE

**Summary:** This book provides detailed case studies exploring how industry-leading organizations are integrating corporate innovation and sustainability initiatives. The book first introduces the difficulties and importance of managing innovation within established organizations. It identifies five themes key for organizations seeking to future-proof their business: external drivers in the business environment, structures for corporate entrepreneurship, modes of collaboration, sustainability as a lever for innovation, and performance management.

[Click for more details](#)



**Sr. No. 77**

**Title:** Digital business strategy: content, context and cases by Pehrsson, Anders

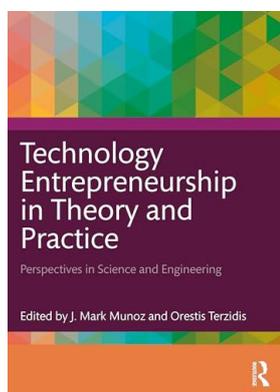
New York Routledge 2024

**Acc. No.** 010603

**Call No.** 658.4038 PEH

**Summary:** Digital Business Strategy responds to the need for clarification of the increasing, but fragmented, knowledge of digital business strategy. It systematically presents topical knowledge by reviewing previous research and developing frameworks for the content of digital business strategy and its relationships with relevant factors. The book analyses issues encountered by individual companies when implementing digital business strategies. The book identifies key categories of digital business strategy, in particular, strategy scope and direction, competitive advantage, and resource and capability reliance.

[Click for more details](#)



**Sr. No. 78**

**Title:** Technology entrepreneurship in theory and practice: perspectives in science and engineering by Munoz, J. Mark

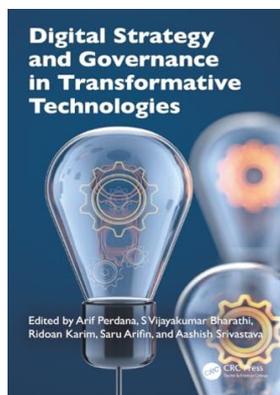
New York Routledge 2025

**Acc. No.** 010604

**Call No.** 338.064 MUN

**Summary:** Technology entrepreneurship refers to business activities that are based on new scientific insights and new technical developments. It describes the process by which enterprising teams and individuals convert new technical knowledge into products and services. It encompasses entrepreneurial pursuits in all fields of engineering and science where progress opens novel ways of creating value. The book compiles and summarizes available knowledge and approaches to enable engineers and scientists to develop entrepreneurial initiatives.

[Click for more details](#)



**Sr. No. 79**

**Title:** Technology entrepreneurship in theory and practice: perspectives in science and engineering by Munoz, J. Mark

Boca Raton Routledge 2026

**Acc. No.** 010605

**Call No.** 338.926 PER

**Summary:** Digital Strategy and Governance in Transformative Technologies offers a comprehensive exploration of how emerging technologies are reshaping business operations, governance structures, and societal interactions. The book's strength lies in its multifaceted approach, moving from foundational concepts to specialized applications. It begins by examining technological convergence challenges and strategic foundations, then delves deep into pressing issues such as AI ethics in healthcare and law enforcement.

[Click for more details](#)



**Sr. No. 80**

**Title:** Conducting narratives: navigating through complexity using strategic improvisation by Jesper, Falkheimer

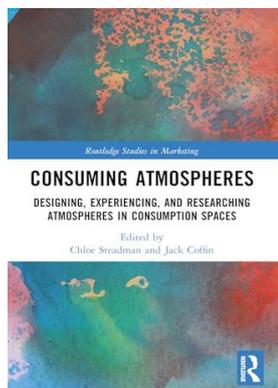
New York Routledge 2026

**Acc. No.** 010606

**Call No.** 658.4012 FAL

**Summary:** In this book it is argued that sense-making communication defines contemporary societies and organizations in a world where narratives and the ability to engage in strategic improvisation are crucial. In the book, new and old ideas about communication and management are integrated into a framework rooted in the humanities and fine arts. The result is a new conceptual mindset for management which claims that jazz music, narrative theory, and improvisational theatre have more to offer to the development of organizations than traditional managerial models.

[Click for more details](#)



**Sr. No. 81**

**Title:** Consuming atmospheres: designing, experiencing, and researching atmospheres in consumption spaces by Chloe, Steadman

New York Routledge 2024

**Acc. No.** 010607

**Call No.** 658.8 STE

**Summary:** Consuming Atmospheres unsettles such disciplinary boundaries by delivering an interdisciplinary collection of cutting-edge work on atmosphere and consumption. The book brings together experts from various disciplinary backgrounds to explore how atmospheres are designed, experienced, and researched. These parts organising the collection, atmosphere is explored across a range of consumption and geographic contexts, including pop-up stores, music festivals, tourist spaces, town centres, sports stadia, amusement arcades, food and drink, urban squats, and seaside piers across England, Scotland, Denmark, and Slovenia.

[Click for more details](#)



**Sr. No. 82**

**Title:** Fashion trends and forecasting: the fashion futurists' toolkit by Eunsuk Hur

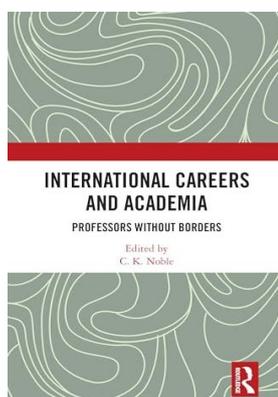
New York Routledge 2025

**Acc. No.** 010608

**Call No.**

**Summary:** Fashion Trends and Forecasting explore how designers, merchandisers, buyers, marketers and strategists use fashion trend forecasting to predict upcoming trends and understand past or current ones. It explains the importance of trend forecasting for businesses and how technology such as artificial intelligence can help to advance it for the future. The book offers guidance on how fashion students can address fast-changing consumer needs and demands and identify wider shifts in the cultural, environmental, political and technological worlds.

[Click for more details](#)



**Sr. No. 83**

**Title:** International careers and academia: professors without borders by Noble, C. K.

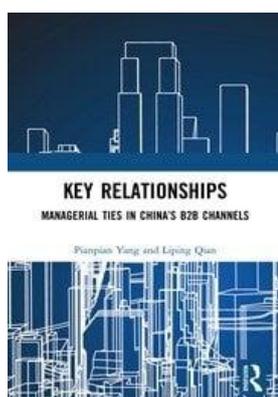
New York Routledge 2025

**Acc. No.** 010609

**Call No.** 370.72 NOB

**Summary:** The book also provides an overview of international scientific careers across different career stages based on lived experiences. This type of international geographical mobility needs more than supportive host institutions and requires international networks and relationships of trust. It covers topics on intellectual, language and cultural diversity and offers a theory for the global value chain of academia and for the careers of international scientists. The aim is to achieve a holistic transformation with several possible courses of action useful to all involved in academia.

[Click for more details](#)



**Sr. No. 84**

**Title:** Key relationships: managerial ties in China's B2B channels by Yang, Pianpian

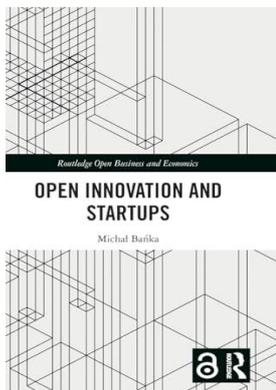
New York Routledge 2025

**Acc. No.** 010610

**Call No.** 658.421 BAN

**Summary:** This book explores the governance and ramifications of managerial ties in China's B2B contexts, with the aim of uncovering theoretical mechanisms and practical strategies for effective management of these relationships. The book analyzes how business and political ties affect channel outcomes, highlights the limitations of managerial ties in emerging markets, and identifies conditions or mechanisms that may lead to negative effects.

[Click for more details](#)



**Sr. No. 85**

**Title:** Open innovation and startups by Banka, Michal

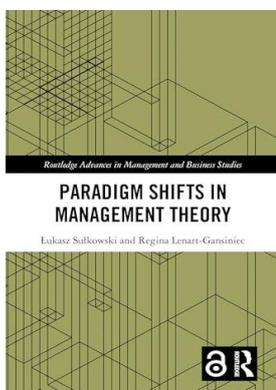
New York Routledge 2025

**Acc. No.** 010611

**Call No.** 658.408 BAN

**Summary:** This book comprehensively discusses the cooperation of corporations with startups in the context of accelerator programs. The book presents a variety of collaboration models, motivations, barriers and potential for collaboration, offering readers a wealth of theoretical and practical knowledge based on the author's research and experience in managing startup acceleration programs for multinational corporations.

[Click for more details](#)



**Sr. No. 86**

**Title:** Paradigm shifts in management theory by Sulkowski, Lukasz

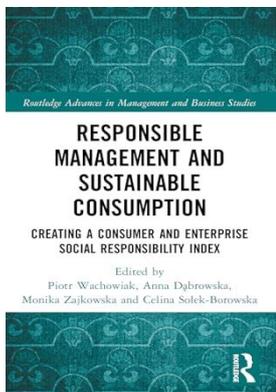
New York Routledge 2025

**Acc. No.** 010612

**Call No.** 658.0012 SUL

**Summary:** Paradigm Shifts in Management Theory is an illuminating exploration of the evolving landscape of management science. This book goes beyond the surface, delving into profound insights and perspectives that redefine traditional paradigms. This book equips readers with essential knowledge to navigate the complexities of modern management science, fostering critical thinking and innovative approaches in real-world scenarios.

[Click for more details](#)



**Sr. No. 87**

**Title:** Responsible management and sustainable consumption: creating a consumer and enterprise social responsibility index by Dąbrowska, Anna

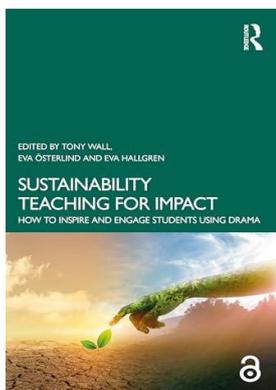
New York Routledge 2024

**Acc. No.** 010613

**Call No.** 658.408 WAC

**Summary:** this book is the development of the assessment tool for measuring social responsibility of every enterprise – Enterprise Social Responsibility Index (EnSRI) and Consumer Social Responsibility Index (CnSRI). This book is written to meet the needs of academics, students, company owners and managers. It also provides an integrated view of responsibility from the point of view of both enterprises and consumers. The concept of corporate social responsibility covers not only practices implemented by enterprises but also attitudes represented by consumers and other market entities.

[Click for more details](#)



**Sr. No. 88**

**Title:** Sustainability teaching for impact: how to inspire and engage students using drama by Österlind, Eva

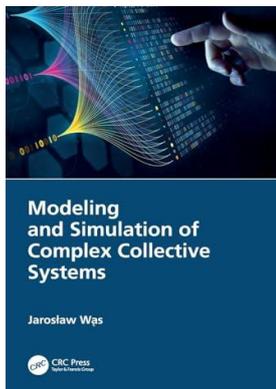
New York Routledge 2025

**Acc. No.** 010614

**Call No.** 30420711 WAL

**Summary:** Sustainability Teaching for Impact is an essential step-by-step, practical guide for those wanting to inspire and engage higher education students in the areas of sustainability. Sustainability Teaching for Impact assumes no previous experience of the methods, as university teachers – with and without experience in drama – carefully walk you through some of the teaching practices they have used to create an impact in their teaching.

[Click for more details](#)



**Sr. No. 89**

**Title:** Modeling and simulation of complex collective systems by Jaroslaw, Was

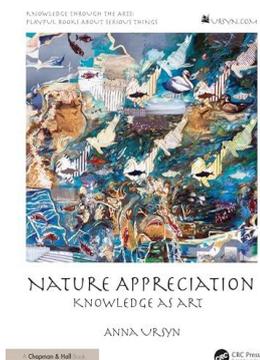
Boca Raton Routledge 2024

**Acc. No.** 010615

**Call No.** 006.3 WAS

**Summary:** This book situates itself at the forefront of available literature. Exemplifying practically Wolfram's theses found in A New Kind of Science, discussions center on where it is best to use a cellular automaton, when it is reasonable to use a hybrid approach, and when it is best to use a traditional method such as one based on differential equations. This book is of critical importance to students and lecturers interested in complex system modeling as well as containing translatable techniques that have applications in a wide range of fields

[Click for more details](#)



**Sr. No. 90**

**Title:** Nature appreciation: knowledge as art by Ursyn, Anna

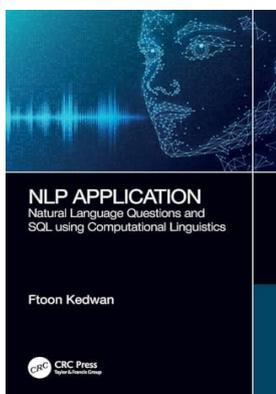
Boca Raton Routledge 2026

**Acc. No.** 010616

**Call No.** 704.943 URS

**Summary:** In this book, they are considered as different ways of living, such as: Geo, earth, soil, minerals, and natural resources experienced when walking on the ground. Water, transportation, ecosystems, leisure time, and energy related to water environs. Air, energy, space and planets travel, galactic objects, space junk. One can fly or carry materials and devices through it. Waves, communication, transformation, music, light, color - everything related to light, electromagnetic waves, oscillation, and vibration.

[Click for more details](#)



**Sr. No. 91**

**Title:** Nlp application: natural language questions and Sql using computational linguistics by Kedwan, Ftoon

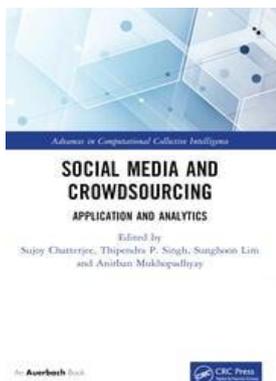
Boca Raton Routledge 2024

**Acc. No.** 010617

**Call No.** 006.35 KED

**Summary:** Applying Natural Language Processing (NLP) concepts to help humans in their daily life, this book discusses an automatic translation of an unstructured Natural Language Question (NLQ) into a Structured Query Language (SQL) statement. Using SQL as a Relational DataBase (RDB) interaction language, database administrators or general users with little to no SQL querying abilities are provided with all the knowledge necessary to perform queries on RDBs in an interactive manner.

[Click for more details](#)



**Sr. No. 92**

**Title:** Social media and crowdsourcing: application and analytics by Chatterjee, Sujoy

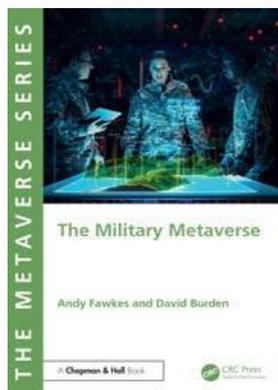
Boca Raton Routledge 2024

**Acc. No.** 010618

**Call No.** 006.312 CHA

**Summary:** Social media and Crowdsourcing: Application and Analytics examines the concepts of social media and crowdsourcing as well as their analytical aspects. It explores how these technologies contribute to the real world and examines such applications as promoting social good, agriculture, healthcare, tourism, disaster management, education, crime control, and cultural heritage. This book also addresses various problem-solving techniques for recommender applications in the travel and tourism industry.

[Click for more details](#)



Sr. No. 93

**Title:** *The military metaverse* by Fawkes, Andy

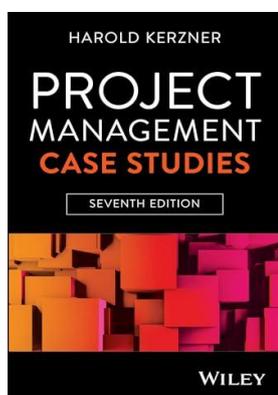
Boca Raton Routledge 2025

Acc. No. 010619

Call No. 006.3 FAW

**Summary:** The Military Metaverse explores the impact that the Metaverse is having today on how the world's militaries procure, maintain, train, plan, and fight, and how the Metaverse presents new challenges and opportunities for future conflict. This book provides a history of the use of Metaverse technologies in the military, particularly in the areas of design, maintenance, training, planning, and operations. The book explores the military use of social virtual worlds, of early work done by defence and security organisations in worlds such as Second Life, and how such environments could become important for intelligence as well as influence operations in the future.

[Click for more details](#)



Sr. No. 94

**Title:** *Project management case studies* by Kerzner, Harold

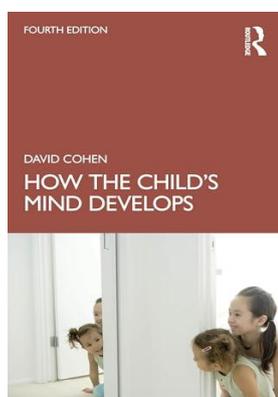
Hoboken Wiley 2025

Acc. No. 010620

Call No. 658.404 KER

**Summary:** Project Management Case Studies supplies a comprehensive collection of detailed studies designed to illustrate the best practices and pitfalls in the world of project management. With case studies drawn from a range of industries, it's a critical broad-based resource for understanding how project management can improve company outcomes. The Project Management Institute (PMI) now boasts almost a half million members, and every year more and more professionals in all industries are looking to add project management competencies to their skillset.

[Click for more details](#)



Sr. No. 95

**Title:** *How the child's mind develops* by Cohen, David

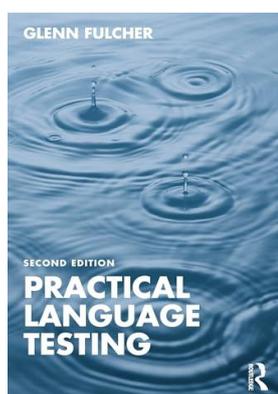
New York Routledge 2025

Acc. No. 010621

Call No. 155.413 COH

**Summary:** How the Child's Mind Develops discusses the latest studies and covers all the controversies that have dogged the subject for nearly 150 years. David Cohen examines the fundamental issues of how children learn to read and write, of how their intellectual abilities are measured and the development of their morality. It incorporates issues of cultural differences in brain development and skin-to-skin contact, and how they affect development, addiction to social media, the effect of trauma and stress, and emotional development.

[Click for more details](#)



Sr. No. 96

**Title:** *Practical language testing* by Fulcher, Glenn

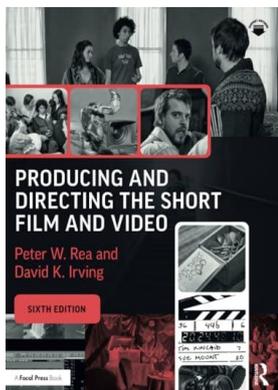
New York Routledge 2025

Acc. No. 010622

Call No. 418.0076 FUL

**Summary:** Practical Language Testing equips you with the skills, knowledge and principles necessary to understand and construct language tests. This practical guide offers step-by-step guidelines on the design of assessments within the classroom and provides the necessary tools to analyse and improve assessments, as well as deal with alignment to externally imposed standards. It also includes expanded coverage of standardised testing and learning-oriented assessment, and introduces task design features, including authenticity, and automated assessment.

[Click for more details](#)



**Sr. No. 97**

**Title:** Producing and directing the short film and video by Rea, Peter W

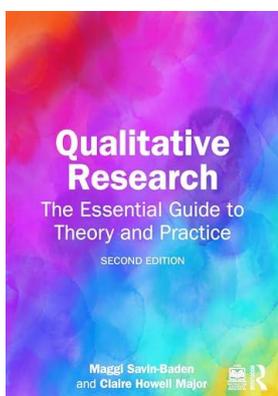
New York Routledge 2025

**Acc. No.** 010623

**Call No.** 791.430232 REA

**Summary:** This book is on producing and directing short films for the serious film student or beginner filmmaker. Its unique two-fold approach looks at filmmaking from the perspectives of both the producer and director and clearly explains how their separate roles must work together to create a successful short film or video. Through extensive examples from award-winning shorts and insightful interviews, you will learn about the common challenges these filmmakers encountered during each step of the filmmaking process—from preproduction to production, postproduction and distribution—and the techniques they used to overcome them.

[Click for more details](#)



**Sr. No. 98**

**Title:** Qualitative research: the essential guide to theory and practice by Savin-Baden, Maggi

New York Routledge 2025

**Acc. No.** 010624

**Call No.** 370.721 SAV

**Summary:** Qualitative Research is a one-stop resource for all those approaching qualitative research for the first time, as well as those revisiting core concepts and issues. It presents a comprehensive overview of this rapidly developing field of inquiry, cleverly combined with practical, hands-on advice on how to conduct a successful qualitative study. The authors break through difficult terminology to guide readers through the choices they will face during research design, implementation, and publication. Each chapter is brought to life by relevant, real-life examples from expert researchers around the globe.

[Click for more details](#)



**Sr. No. 99**

**Title:** Research methods for sport management by Skinner, James

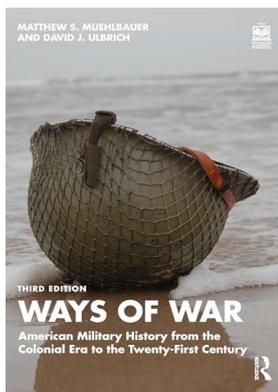
New York Routledge 2025

**Acc. No.** 010625

**Call No.** 796.069 SKI

**Summary:** Research Methods for Sport Management provides a complete introduction to qualitative, quantitative, and mixed methods for sport management students and practitioners. This book includes extended coverage of topics such as research ethics, gender in research, intersectional research, Web 3.0, data visualization, research impact, and advanced statistical techniques, and considers the differing requirements of sport-related research across the private, public, and not-for-profit sectors.

[Click for more details](#)



**Sr. No. 100**

**Title:** Ways of war: American military history from the colonial era to the twenty-first century by Muehlbauer, Matthew S

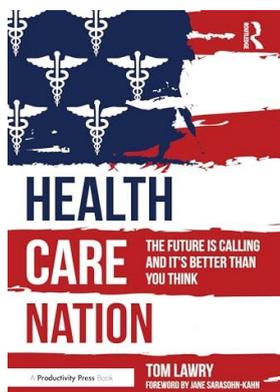
New York Routledge 2025

**Acc. No.** 010626

**Call No.** 355.0097 MUE

**Summary:** This book remains an accessible and compelling textbook for students and instructors, combining traditional “drum and bugle” history with “war and society” approaches to highlight the military’s influence on American culture, economics, and politics. The new edition contains over 60 maps, both new and revised, to further illustrate military battles, campaigns, and operations. Ways of War is a comprehensive guide to United States military history and its wider relationship to American society, from the seventeenth century to the present day.

[Click for more details](#)



**Sr. No. 101**

**Title:** Health care nation: The future Is calling and it'S better than you think by Lawry, Tom

New York Routledge 2025

**Acc. No.** 010627

**Call No.** 362.10973 LAW

**Summary:** Whether a patient, health consumer, physician, nurse, health executive, or elected official, somewhere deep in our brains is this simple truth: the American health system isn't working, and it will only get worse if we don't do something about it. This is a book about the interconnectedness between the health of people and the health of a nation. It's about the opportunity and responsibility each of us has to reimagine and reengineer a system that focuses on keeping all citizens healthy and caring for them when they are not.

[Click for more details](#)



**Sr. No. 102**

**Title:** Health cooperatives: historical developments and future challenges for global healthcare by Stamenovic, Milorad

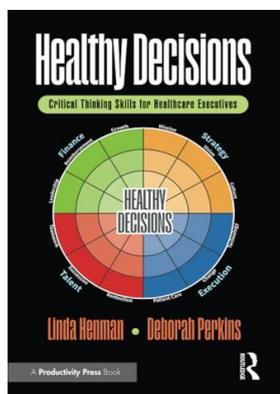
New York Routledge 2024

**Acc. No.** 010628

**Call No.** 338.4 STA

**Summary:** This monograph aims to dissect the notion of "Healthy lives and well-being for everyone," protracted by policymakers and proponents of the existing healthcare setup. Researchers, cooperative professionals, healthcare practitioners, decision-makers, patients, policy developers, librarians and booksellers will find this book relevant and interesting to read. This research monograph paves the way for envisioning a future where health cooperatives have the potential to play an important role in addressing various challenges affecting positive societal changes.

[Click for more details](#)



**Sr. No. 103**

**Title:** Healthy decisions: critical thinking skills for healthcare executives by Henman, Linda

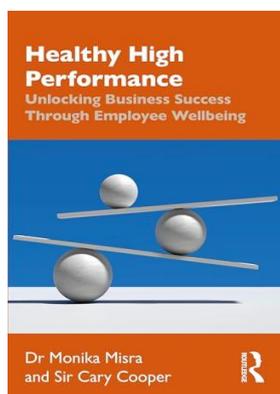
New York Routledge 2025

**Acc. No.** 010629

**Call No.** 362.11068 HEN

**Summary:** Healthy Decisions: Critical Thinking Skills for Healthcare Executives emerges as a crucial guide for leaders navigating the complex world of healthcare management. This thought-provoking book challenges the status quo, arguing that the success of healthcare organizations hinges not on abstract concepts like "culture," but on the concrete decisions executives make. The authors provide a practical guide to help healthcare executives make the tough decisions they can't afford to get wrong.

[Click for more details](#)



**Sr. No. 104**

**Title:** Healthy high performance: unlocking business success through employee wellbeing by Misra, Monika

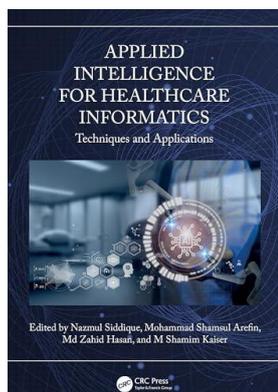
New York Routledge 2025

**Acc. No.** 010630

**Call No.** 658.38 MIS

**Summary:** The book provides clear evidence of what worked well during the Covid-19 pandemic that we can learn from and embed today, to enable individuals and organisations to thrive. Basing recommendations on robust evidence base and through real-life practices within organisations, they provide a framework for a four-level response at organisational, team, management and individual levels. This book will provide an essential resource to stimulate company leaders, managers and HR, to rethink and reframe new approaches that enhance employee wellbeing, engagement and performance.

[Click for more details](#)



**Sr. No. 105**

**Title:** Applied intelligence for healthcare informatics: techniques and applications by Arefin, Mohammad Shamsul

New York Routledge 2026

**Acc. No.** 010631

**Call No.** 610.28 SID

**Summary:** AI is revolutionizing healthcare, transforming diagnostics, treatment, and patient care. Applied Intelligence for Healthcare Informatics: Techniques and Applications explore cutting-edge AI solutions for disease prediction, medical imaging, mental health analysis, and healthcare decision-making. This book bridges theory with real-world applications. A must-read for researchers, practitioners, and innovators, it offers insights into the future of AI-driven healthcare.

[Click for more details](#)



**Sr. No. 106**

**Title:** Healthcare solutions using machine learning and informatics by Saini, Dinesh Kumar

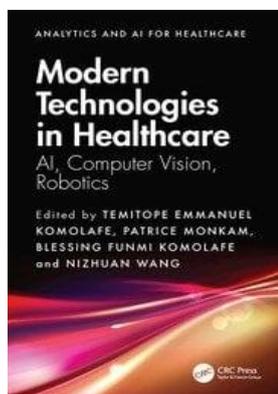
New York Routledge 2023

**Acc. No.** 010632

**Call No.** 006.31 GUP

**Summary:** This book presents a series of artificial intelligence, machine learning, and intelligent IoT-based solutions for medical image analysis, medical big-data processing, and disease predictions. Machine learning and artificial intelligence use cases in healthcare presented in the book give researchers, practitioners, and students a wide range of practical examples of cross-domain convergence. Healthcare Solutions Using Machine Learning and Informatics covers novel and innovative solutions for healthcare that apply machine learning and biomedical informatics technology. The healthcare sector is one of the most critical in society.

[Click for more details](#)



**Sr. No. 107**

**Title:** Modern technologies in healthcare: AI, computer vision, robotics by Komolafe, Temitope Emmanuel

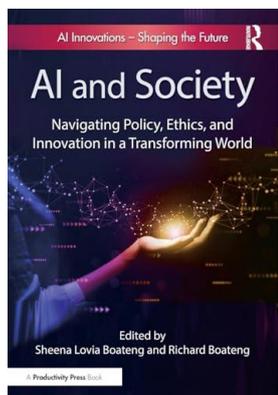
New York Routledge 2025

**Acc. No.** 010633

**Call No.** 362.10285 KOM

**Summary:** The book provides a comprehensive overview of AI techniques for intelligent diagnoses, discussing how machine learning and deep learning models enhance accuracy and speed in medical imaging, diagnostics, and patient care. It also delves into the integration of AI with other disciplines, such as data science, computer vision, edge computing, robotics, and web development, to tackle complex medical challenges. This book comprehensively explores the latest technological advancements in healthcare.

[Click for more details](#)



**Sr. No. 108**

**Title:** AI and society: navigating policy, ethics, and innovation in a transforming world by Boateng, Sheena Lovia

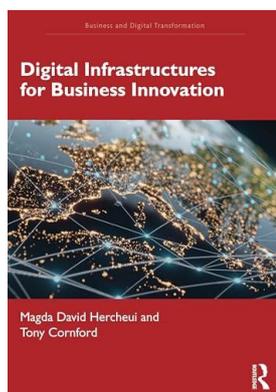
New York Routledge 2025

**Acc. No.** 010634

**Call No.** 303.4834 BOA

**Summary:** This book addresses the broader societal implications of AI, focusing on policy, education, and ethical considerations. It reviews national AI policies in Africa, explores AI-powered innovation in STEM education, and investigates the use of AI in fraudulent activities. It also discusses the integration of AI in the transport sector of developing countries, highlighting its potential to revolutionize infrastructure and services. It presents an exploration into the landscape of top-rated AI freelancers across Europe, North America, and South America, focusing on the intersection of gender and professional success in this burgeoning sector.

[Click for more details](#)



**Sr. No. 109**

**Title:** Digital infrastructures for business innovation by Hercheui, Magda David

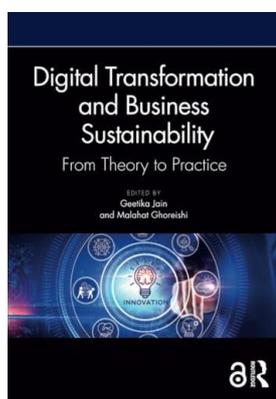
New York Routledge 2025

**Acc. No.** 010635

**Call No.** 658.4038 HER

**Summary:** This book introduces the key concepts and models to help you understand digital infrastructures, their technologies, their dynamic evolution, and the ways that businesses can exploit them. The primary focus is on processes of innovation and change that are embodied in new digital infrastructures. The book takes a balanced approach, presenting easy-to-understand technical information and pragmatic business analysis.

[Click for more details](#)



**Sr. No. 110**

**Title:** Digital transformation and business sustainability: drom theory to practice by Jain, Geetika

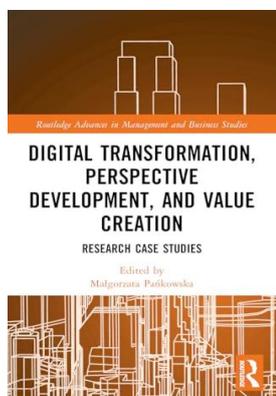
New York Routledge 2025

**Acc. No.** 010636

**Call No.** 658.4063 JAI

**Summary:** Digital Transformation and Business Sustainability: From Theory to Practice provides insights into the principle of digital transformation and the key technologies that enable businesses to put the principle into practice. This book then asks a series of critical questions about digital transformation, such as whether it enables inclusive markets and how compatible it is with digital inclusion and the UN's Sustainable Development Goals.

[Click for more details](#)



**Sr. No. 111**

**Title:** Digital transformation, perspective development, and value creation: research case studies by Pankowska, Malgorzata

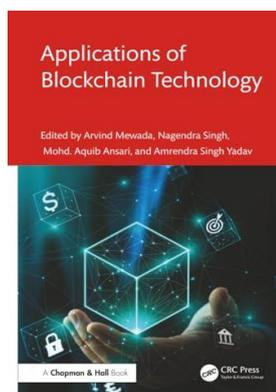
New York Routledge 2025

**Acc. No.** 010637

**Call No.**

**Summary:** This book contains descriptions of case studies, elaborated by Erasmus and CEEPUS teachers, illustrating that the case study is a method of research as well as a method applied in education and emphasizing the value of qualitative methods by example of case studies. The key benefit of qualitative research is that it allows a researcher to perceive and understand context within which decisions and actions take place. Hence, to understand peoples' motivations, their reasons, their actions, and the context for their beliefs and actions, qualitative research is the best route.

[Click for more details](#)



**Sr. No. 112**

**Title:** Applications of blockchain technology by Mewada, Arvind

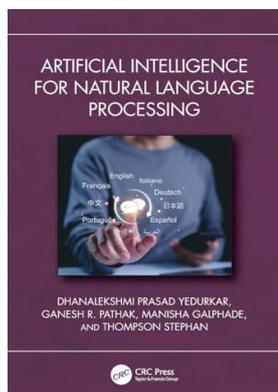
Boca Raton Routledge 2026

**Acc. No.** 010638

**Call No.** 004.678 MEW

**Summary:** This book explores the transformative potential of blockchain technology and shows how blockchain can promote equitable access to resources and bridge societal gaps. It examines blockchain's role in enhancing transparency, security, and decentralisation across various sectors and in society. The book addresses both the advancements and challenges of blockchain, providing practical use cases to understand the opportunities, limitations, and innovative applications of blockchain, envisioning a future where this technology drives significant societal change.

[Click for more details](#)



Sr. No. 113

**Title:** Artificial intelligence for natural language processing by Yedurkar, Dhanalekshmi Prasad

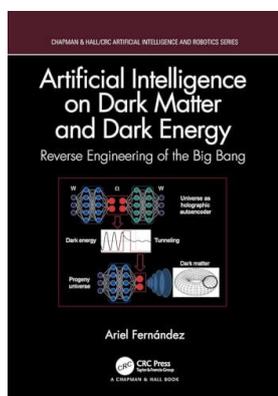
Boca Raton Routledge 2026

Acc. No. 010639

Call No. 006.35 YED

**Summary:** This book delves into the core principles of Natural Language Processing through an engaging progression – from fundamental word-level analysis to complex discourse and pragmatic analysis – integrating linguistic theory with cutting-edge Artificial Intelligence methodologies. It provides a robust framework for both the theoretical underpinnings and practical applications of NLP, ensuring that readers gain a clear understanding of how computers can effectively process and interpret human language.

[Click for more details](#)



Sr. No. 114

**Title:** Artificial intelligence on dark matter and dark energy: reverse engineering of the big bang by Fernández, Ariel

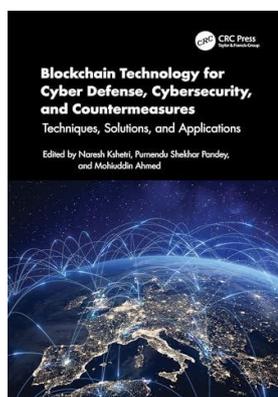
Boca Raton Routledge 2024

Acc. No. 010640

Call No. 523.01 FER

**Summary:** This book helps mitigate the crisis. It resorts to artificial intelligence (AI) for answers and describes the outcome of this quest in terms of an ur-universe, a quintessential compact multiply connected space that incorporates a fifth dimension to encode space-time as a latent manifold. This is precisely the intellectual adventure described in this book and – to the best of our knowledge – in no other book on the shelf. As the reader will discover, many AI conjectures and validations ultimately make a lot of sense, even if their boldness does not feel altogether "human" yet.

[Click for more details](#)



Sr. No. 115

**Title:** Blockchain technology for cyber defense, cybersecurity, and countermeasures: techniques, solutions, and applications by Kshetri, Naresh

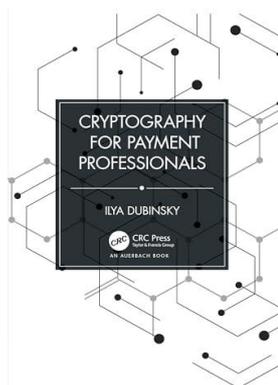
Boca Raton Routledge 2025

Acc. No. 010641

Call No. 658.4038 KSH

**Summary:** This book is written for all enthusiastic and cyber professionals in this new era of blockchain technology. Blockchain has already proved its versatile nature as adopted by several governments and tech giants from all over the world. Any anonymous user can trust another anonymous user in the cyber world with the authentication and validation via blockchain technology. This book offers approaches for cybersecurity and cyber defense via blockchain technology to counter cyber-attacks and ransomwares that are increasing every second

[Click for more details](#)



Sr. No. 116

**Title:** Cryptography for payment professionals by Dubinsky, Ilya

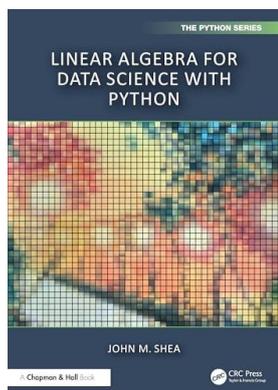
Boca Raton Routledge 2023

Acc. No. 010642

Call No. 332.678 DUB

**Summary:** Cryptography for Payment Professionals is intended for technical people, preferably with some background in software engineering, who may need to deal with a cryptographic algorithm in the payments realm. It does not cover the payment technology in-depth, nor does it provide more than a brief overview of some regulations and security standards. Instead, it focuses on the cryptographic aspects of each field it mentions.

[Click for more details](#)



**Sr. No. 117**

**Title:** Linear algebra for data science with python by Shea, John M

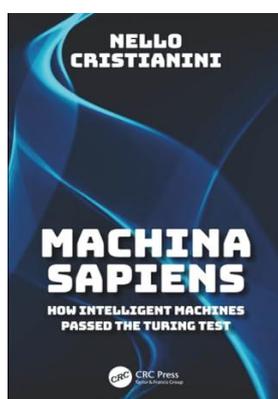
Boca Raton Routledge 2026

**Acc. No.** 010643

**Call No.** 512.5 SHE

**Summary:** Linear Algebra for Data Science with Python provides an introduction to vectors and matrices within the context of data science. This book starts from the fundamentals of vectors and how vectors are used to model data, builds up to matrices and their operations, and then considers applications of matrices and vectors to data fitting, transforming time-series data into the frequency domain, and dimensionality reduction. This book uses a computational-first approach: the reader will learn how to use Python and the associated data-science libraries to work with and visualize vectors and matrices and their operations.

[Click for more details](#)



**Sr. No. 118**

**Title:** Machina sapiens: how intelligent machines passed the turing test by Cristianini, Nello

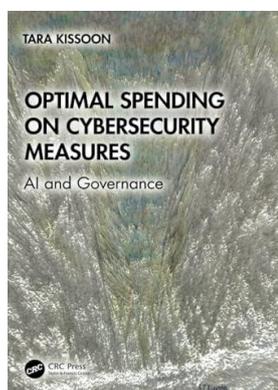
Boca Raton Routledge 2026

**Acc. No.** 010644

**Call No.** 006.3 CRI

**Summary:** Can machines think? This troubling question, posed by Alan Turing in 1950, has perhaps been answered: today we can converse with a computer without being able to distinguish it from a person. Machines can pass university exams and program other computers. ChatGPT, Bard, and other 'language models' have proved proficient at performing tasks far beyond their creators' initial expectations, and we still do not know why. Following on from The Shortcut, Nello Cristianini has authored another brilliant book – written like a gripping thriller – explaining the ideas behind a technology destined to change the world.

[Click for more details](#)



**Sr. No. 119**

**Title:** Optimal spending on cybersecurity measures: AI and governance by Kisson, Tara

Boca Raton Routledge 2025

**Acc. No.** 010645

**Call No.** 005.8 KIS

**Summary:** The aim of this book is to demonstrate the use of business-driven risk assessments to address government regulations and guidelines specific to AI risks, as AI systems often require access to personal data. All aspects of AI, machine learning models, continuous learning, generalization, and predictive and descriptive analytics are dependent on massive datasets. This book introduces the cyber risk investment model and the cybersecurity risk management framework used within business-driven risk assessments to address government regulations, industry standards, and applicable laws.

[Click for more details](#)



**Sr. No. 120**

**Title:** Software engineering approaches to enable digital transformation technologies by Sanjay Misra

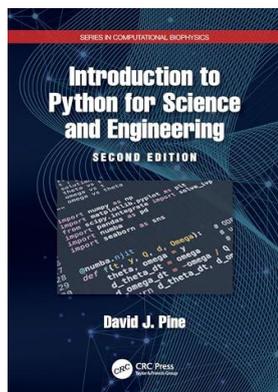
New York Routledge 2024

**Acc. No.** 010646

**Call No.** 005.1 MIS

**Summary:** Software Engineering Approaches to Enable Digital Transformation Technologies features contributions reflecting ideas and research in enabling digital transformation technologies through software engineering. To date, multiple, different approaches have been adopted to develop software solutions for a variety of different problems. Of all the available approaches, the main approaches are level-oriented, data flow-oriented, data structure-oriented, and object-oriented design approaches.

[Click for more details](#)



**Sr. No. 121**

**Title:** Introduction to python for science and engineering by Pine, David J

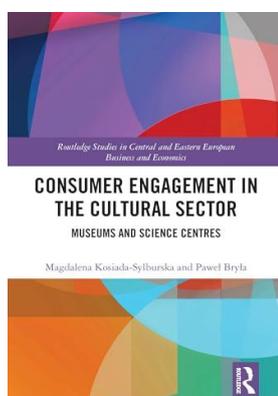
Boca Raton Routledge 2025

**Acc. No.** 010647

**Call No.** 005.133 PIN

**Summary:** Introduction to Python for Science and Engineering offers a quick and incisive introduction to the Python programming language for use in any science or engineering discipline. The approach is pedagogical and “bottom up,” which means starting with examples and extracting more general principles from that experience. They will also learn how to use Python for numerical analysis, including curve fitting, random numbers, linear algebra, solutions to nonlinear equations, numerical integration, solutions to differential equations, and fast Fourier transforms.

[Click for more details](#)



**Sr. No. 122**

**Title:** Consumer engagement in the cultural sector: museums and science centres by Kosiada-Sylburska, Magdal

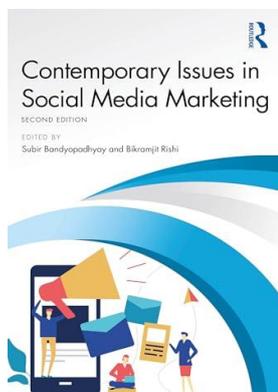
New York Routledge 2025

**Acc. No.** 010648

**Call No.** 658.812 KOS

**Summary:** The essence of the book is to investigate the forms, benefits and limitations of engaging consumers in the development of cultural institution offerings. It aims to identify methods for culture product development with consumer engagement, in particular concerning exhibition and educational activities of cultural institutions. The volume provides an extensive literature review of issues related to market orientation, customer centricity, consumer engagement and co-creation of products and services, with an emphasis on the specificity of the cultural sector.

[Click for more details](#)



**Sr. No. 123**

**Title:** Contemporary issues in social media marketing by Bandyopadhyay, Subir

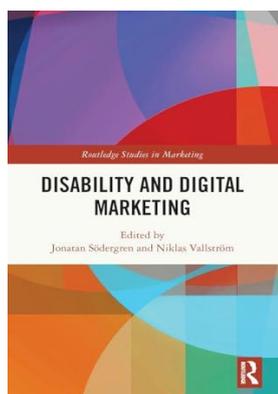
2025 Routledge 2025

**Acc. No.** 010649

**Call No.** 658.872 SUB

**Summary:** Contemporary Issues in Social Media Marketing provides the most cutting-edge findings in social media marketing, through original chapters from a range of the world’s leading specialists in the area. This second edition has been fully updated with new features such as discussion questions, global case studies and examples, and material reflecting the key trends in the field. This text is perfect recommended reading for advanced undergraduate and postgraduate students studying Digital and Social Media Marketing, Contemporary Issues in Marketing and Strategic Marketing.

[Click for more details](#)



**Sr. No. 124**

**Title:** Disability and digital marketing by Södergren, Jonatan

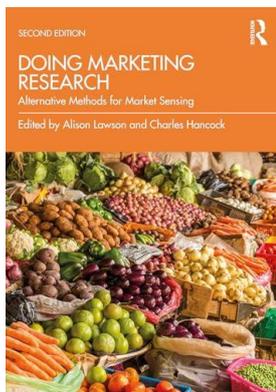
New York Routledge 2025

**Acc. No.** 010650

**Call No.** 658.872 SOD

**Summary:** This book explores how digital marketing can drive disability inclusion in consumer culture by addressing accessibility, representation, and research methodologies. It offers practical and theoretical insights for academics, practitioners, and policymakers interested in marketing, communication, sociology, and public policy. Digital Marketplace Accessibility, examines strategies for reducing the digital divide, including inclusive hiring practices and accessible platform development.

[Click for more details](#)



**Sr. No. 125**

**Title:** Doing marketing research: alternative methods for market sensing by Alison Lawson

New York Routledge 2025

**Acc. No.** 010651

**Call No.** 658.8 LAW

**Summary:** Doing Marketing Research enables researchers to get greater depth and meaning from their research and organisations to make smarter strategic decisions. This unique book explains market sensing simply and practically and demonstrates how it can benefit researchers. It teaches non-mainstream and alternative research methods, which facilitate innovative research design and achieve deep insights into the mindsets of consumers.

[Click for more details](#)



**Sr. No. 126**

**Title:** Good growth: how brands win with social impact by Rodriguez Vila, Omar

New York Routledge 2025

**Acc. No.** 010652

**Call No.** 658.802 ROD

**Summary:** This book provides a blueprint for putting social and environmental benefits at the center of a company's growth agenda. Many sustainability books offer 30,000-foot strategic views and broad-brush guidance on the business of "doing well by doing good," but here is a ground-level guide for profitably integrating social and environmental benefits into individual products and brands. The book introduces the rapidly emerging phenomenon of social impact markets and shows how companies can capitalize on these new pockets of consumer demand through focused strategy, data-informed implementation.

[Click for more details](#)



**Sr. No. 127**

**Title:** Loyalty management: driving engagement with loyalty programs and customer experience by Ziliani, Cristina

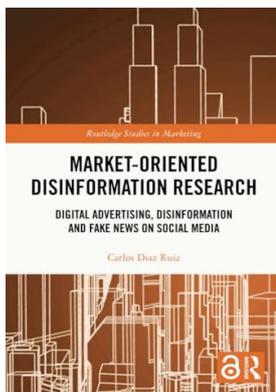
Routledge New York 2025

**Acc. No.** 010653

**Call No.** 658.812 ZIL

**Summary:** Loyalty management is increasingly identified with the design and management of a quality customer experience in the journey across the many touchpoints that connect the customer with the brand. It will guide marketers, business leaders and postgraduate students through the changes in marketing thought and practice of loyalty management – including omnichannel, AI and sustainability.

[Click for more details](#)



**Sr. No. 128**

**Title:** Market-oriented disinformation research: digital advertising, disinformation and fake news on social media by Diaz Ruiz, Carlos

New York Routledge 2025

**Acc. No.** 010654

**Call No.** 320.014 DIA

**Summary:** Market-Oriented Disinformation Research explores the spread of false or misleading information online through the lens of marketing theory and consumer research. It examines how the business models of digital platforms and advertising technology firms (AdTech) generate digital markets that incentivize the circulation of harmful content for profit. The book is a must-read for scholars in journalism, media studies, and political communication, as well as policymakers interested in the democratic governance of social media platforms.

[Click for more details](#)

Bart Tkaczyk  
Bestselling Author of Leading Positive Organizational Change

**The New MBA Playbook**  
An Updated Skills Mix for the Future Business World



**Sr. No. 129**

**Title:** The new MBA playbook: an updated skills mix for the future business World by Tkaczyk, Bart

New York Routledge 2025

**Acc. No.** 010655

**Call No.** 658.407124 TKA

**Summary:** The New MBA Playbook, an innovative "MBA in a book", now is the ideal moment to, at your own pace, anywhere and anytime, boost your managerial proficiency so as to move forward positively, strategically, sustainably and ethically. The New MBA Playbook is a different kind of MBA sourcebook. It is humanity-centered (and beyond the AI hype!) and is organized into seven relevant, rigorous and readable two-unit modules ("mini-lectures").

[Click for more details](#)

**Sr. No. 130**

**Title:** The righteous brand: consumer brand relationships in a polarized World by Blackston, Max

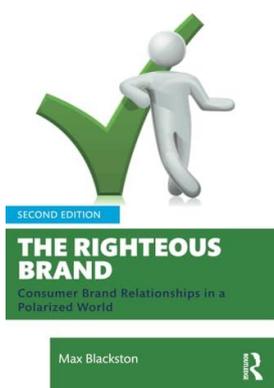
New York Routledge 2025

**Acc. No.** 010656

**Call No.** 658.827 BLA

**Summary:** Brand Love Is Not Enough combines an intuitive model of how consumers relate to brands, with an up-to-the-moment analysis of how brands are both victims and players in today's raging culture wars. Brand management now has to reach beyond traditional marketing objectives in order to encompass identity politics and corporate purpose. this book offers not only updated case studies and content relating to Max Blackston's respected Consumer Brand Relationships model, but goes on to show how an extension of the Brand Relationship

[Click for more details](#)



**Sr. No. 131**

**Title:** AI marketing: how AI is transforming marketing and business growth by Hamed Taherdoost

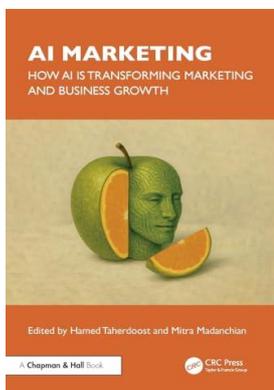
Boca Raton Routledge 2026

**Acc. No.** 010657

**Call No.** 006.3 TAH

**Summary:** This book explores the dynamic intersection of artificial intelligence (AI) technologies and marketing practices, offering a comprehensive guide to how AI is reshaping the way businesses connect with customers, optimize strategies, and drive sustainable growth. It presents an in-depth analysis of the latest AI applications in marketing, from personalized customer experiences to data-driven decision-making, predictive analytics, and intelligent automation.

[Click for more details](#)



**Sr. No. 132**

**Title:** Digital product management: strategic planning and market opportunity by Kee, Lee, Boon

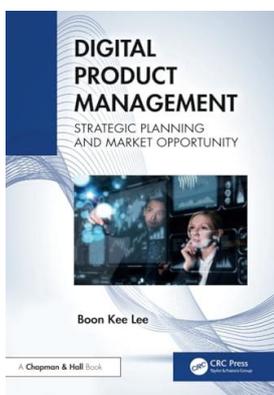
Boca Raton Routledge 2025

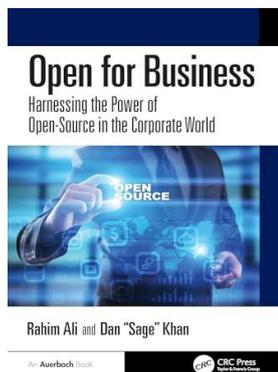
**Acc. No.** 010658

**Call No.** 005.30684 LEE

**Summary:** This book explores the dynamic intersection of artificial intelligence (AI) technologies and marketing practices, offering a comprehensive guide to how AI is reshaping the way businesses connect with customers, optimize strategies, and drive sustainable growth. It presents an in-depth analysis of the latest AI applications in marketing, from personalized customer experiences to data-driven decision-making, predictive analytics, and intelligent automation. AI Marketing is written for marketing professionals, business leaders, entrepreneurs, and students who want to stay ahead in a rapidly evolving field.

[Click for more details](#)





Sr. No. 133

**Title:** Open for business: harnessing the power of open-source In the corporate world by Ali, Rahim

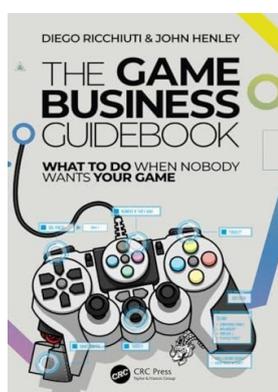
Boca Raton Routledge 2026

Acc. No. 010659

Call No. 005.1 ALI

**Summary:** Open for Business: Harnessing the Power of Open-Source in the Corporate World advocates for open source as a transformative force in corporate IT. The book's core message is that open source goes beyond software; it is a strategic ally that redefines corporate operations. It champions a shift from traditional, rigid IT systems to agile, modular architectures founded on open-source tools. The transition, the book argues, is not just technical but a reinvention of corporate processes in the digital era.

[Click for more details](#)



Sr. No. 134

**Title:** The game business guidebook : what to do when nobody wants your game by Diego, Ricchiuti

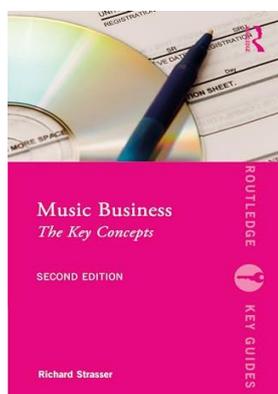
Boca Raton Routledge 2025

Acc. No. 010660

Call No. 794.8151 DIE

**Summary:** This book is the perfect toolkit for any developer who wishes to transform an idea into a viable business. From the experience of a game designer and a business developer, it covers every step from the conception of the game to signing a deal with a publisher; finding the right type of funds, sending follow-up e-mails, and attending trade shows are just a few of the tools the reader will find in the book.

[Click for more details](#)



Sr. No. 135

**Title:** Music business: the key concepts by Strasser, Richard

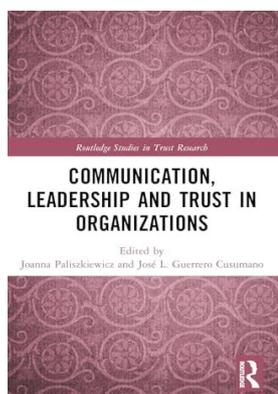
New York Routledge 2025

Acc. No. 010661

Call No. 338.477803 STR

**Summary:** Music Business: The Key Concepts, second edition, is a comprehensive guide to the terminology commonly used in the music business today. This updated second edition responds to the music industry's increasingly digital and ever-evolving environment, with definitions from a number of relevant fields, including: general business marketing, e-commerce, intellectual property law, economics and entrepreneurship. In an accessible A-Z format and fully cross-referenced throughout, this book is essential reading for music business students as well as those interested in the music industry.

[Click for more details](#)



Sr. No. 136

**Title:** Communication, leadership and trust in organizations by Paliszkievicz, Joanna

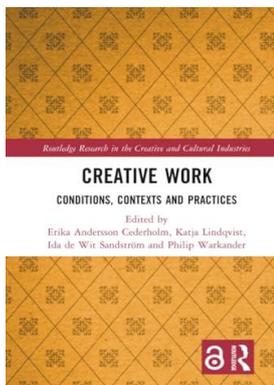
New York Routledge 2024

Acc. No. 010662

Call No. 658.45 PAL

**Summary:** This book presents and discusses the main issues and challenges posed by communication, leadership, and trust. The first part of the book describes the communication and trust issues, the second part presents the role of trust in leadership, and the third part describes different examples of implementing trust to organizations. This book can be used as a toolbox to improve understanding and opportunities related to building trust in organizations and will be especially valuable for students and researchers in the fields of leadership, organizational communication, business ethics, and trust research.

[Click for more details](#)



**Sr. No. 137**

**Title:** Creative work: conditions, contexts and practices by Erika Andersson Cederholm

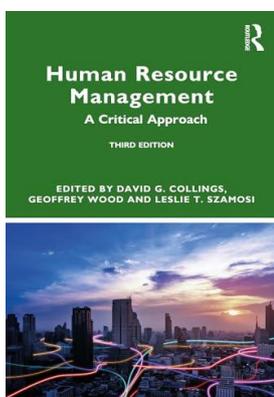
New York Routledge 2024

Acc. No. 010663

Call No. 338.477 CED

**Summary:** This book brings together insights from a range of relevant disciplines to help answer this significant research question. Providing an opportunity to expand our conception of what creative work is, the book draws on studies of a range of activities, practices and sectors that are usually included in the cultural and creative industries as well as ones that are more untraditional. The result is a volume that will interest students, practitioners, and scholars with an interest in the creative industries.

[Click for more details](#)



**Sr. No. 138**

**Title:** Human resource management: a critical approach by Collings, David G.

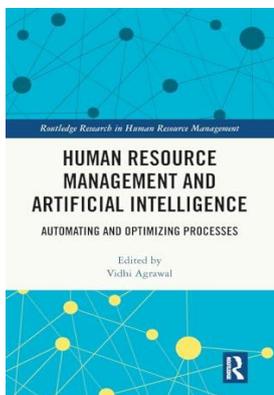
New York Routledge 2025

Acc. No. 010664

Call No. 658.3 COL

**Summary:** Human Resource Management: A Critical Approach, 3rd edition, adopts a critical perspective to examine the core management function of human resource management (HRM) in all its complexity – including its darker sides. This textbook opens with a critique of the very concept of HRM, tracing its development over time, and then systematically analyses the context of HRM, practice of HRM and international perspectives on HRM. This textbook is essential reading for advanced and inquisitive students of HRM, and for HRM professionals seeking to deepen their understanding of the complexities of their field.

[Click for more details](#)



**Sr. No. 139**

**Title:** Human resource management and artificial intelligence: automating and optimizing processes by Agrawal, Vidhi

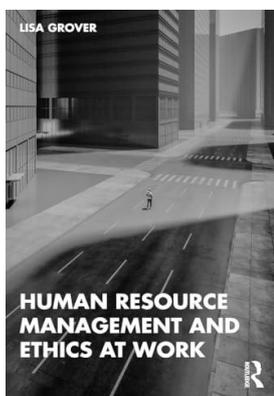
New York Routledge 2025

Acc. No. 010665

Call No. 006.31 AGR

**Summary:** This edited volume undertakes an intellectual expedition aimed at elucidating the symbiotic relationship between Artificial Intelligence (AI) and the domain of Human Resource Management (HRM). The book unfurls a roadmap that navigates the complexities of this transition. Insights into the metamorphosis of HRM practices, the recalibration of workforce dynamics, and the resultant organizational culture metamorphosis provide prescient guidance for stakeholders navigating the uncharted waters of AI adoption.

[Click for more details](#)



**Sr. No. 140**

**Title:** Human resource management and ethics at work by Grover, Lisa

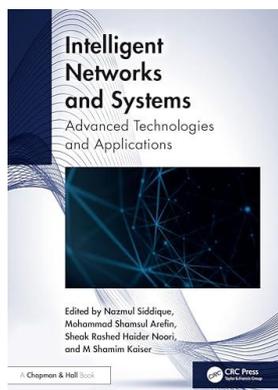
New York Routledge 2025

Acc. No. 010666

Call No. 658.3 GRO

**Summary:** Human Resource Management and Ethics at Work dives deep into understanding ethical human resources practice, including professional codes of conduct and what it means to be an ethical human resources professional. Each chapter explores the philosophical underpinnings of the ethical challenges faced by contemporary human resources professionals. It draws upon narratives from fiction and film to bring these scenarios to life. The book is structured around the three ethical perspectives. First, the perspective of the individual human resources professional, focusing on good character and the traits of an ethical human resources professional.

[Click for more details](#)



**Sr. No. 141**

**Title:** Intelligent networks and systems: advanced technologies and applications by Siddique, Nazmul

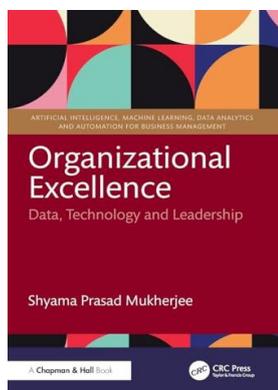
Boca Raton Routledge 2026

Acc. No. 010667

Call No. 004.6 SID

**Summary:** Intelligent Networks and Systems: Advanced Technologies and Applications explores cutting-edge innovations in intelligent systems and their real-world impact. From smart grids and IoT applications to machine learning-driven network optimization and cybersecurity, this book covers the key technologies shaping modern infrastructure. This book is designed for researchers, industry professionals, and tech enthusiasts alike. It not only unpacks the latest advancements but also examines ethical and regulatory challenges as intelligent networks become more integrated into everyday life.

[Click for more details](#)



**Sr. No. 142**

**Title:** Organizational excellence: data, technology and leadership by Mukherjee, Shyama Prasad

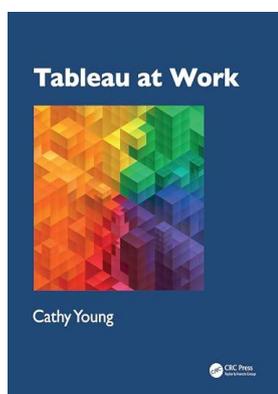
Boca Raton Routledge 2025

Acc. No. 010668

Call No. 658.4033 MUK

**Summary:** This book discusses the multifaceted nature of organizational excellence and proceeds to consider the roles played by data, technological advances leading to innovation and value-based leadership in guiding an organization in its journey towards excellence. The book highlights the transformative role of AI and advanced digital technologies in optimizing processes, fostering innovation, and enhancing performance measurement.

[Click for more details](#)



**Sr. No. 143**

**Title:** Tableau at work by Young, Cathy

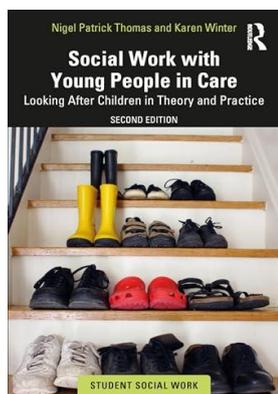
Boca Raton Routledge 2025

Acc. No. 010669

Call No. 006.7 YOU

**Summary:** The book includes over 60 worksheets and guides to deliver 40 quality charts and dashboards. In addition, there are another 60 focused and on-point examples, covering everything from context filters and weighted average calculations to transparent shapes and colors with placeholder fields. Tableau at Work is the perfect book for anyone who wants a comprehensive guide and reference to Tableau, from beginners and novices all the way to advanced and professional users.

[Click for more details](#)



**Sr. No. 144**

**Title:** Social work with young people in care by Patrick Thomas, Nigel

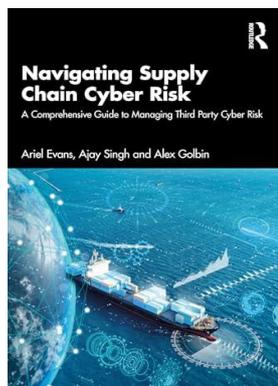
New York Routledge 2025

Acc. No. 010670

Call No. 362.7253 PAT

**Summary:** This introduction to social work with children and young people who are looked after (in care or accommodated) by statutory or voluntary agencies is the only textbook on the subject which addresses this area of work across all four nations of the UK. Providing a clear theoretical and ethical basis, it introduces and develops a set of core themes, reflective of contemporary developments including: the use and abuse of concepts of 'children's needs' and 'best interests'; ideas of parenting and parental responsibility, and the relationships between children, families, communities and the state.

[Click for more details](#)



Sr. No. 145

**Title:** Navigating supply chain cyber risk: a comprehensive guide to managing third party cyber risk by Evans, Ariel

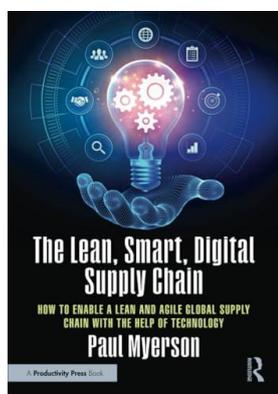
New York Routledge 2025

Acc. No. 010671

Call No. 658.7 EVA

**Summary:** Navigating Supply Chain Cyber Risk: A Comprehensive Guide to Managing Third Party Cyber Risk helps companies establish cyber vendor risk management programs and understand cybersecurity in its true context from a business perspective. This book, written by leaders and cyber risk experts in business, is based on three years of research with the Fortune 1000 and cyber insurance industry carriers, reinsurers, and brokers and the collective wisdom and experience of the authors in Third Party Risk Management.

[Click for more details](#)



Sr. No. 146

**Title:** The lean, smart, digital supply chain: how to enable a lean and agile global supply chain with the help of technology by Myerson, Paul

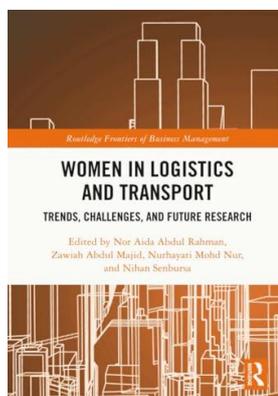
New York Routledge 2025

Acc. No. 010672

Call No. 658.5 MYE

**Summary:** This book makes the case that technology is a key enabler of a lean supply chain and is unique in that it links lean and agile thinking with available and affordable technologies to get the most out of improved processes. This book details various supply chain and logistics management areas where lean and agile thinking in combination with existing and emerging technologies such as the Internet, e-commerce, Enterprise Resource Planning (ERP) systems, Robotics, IoT, AI, and Data Analytics

[Click for more details](#)



Sr. No. 147

**Title:** Women In logistics and transport: trends, challenges, and future research by Abdul Rahman

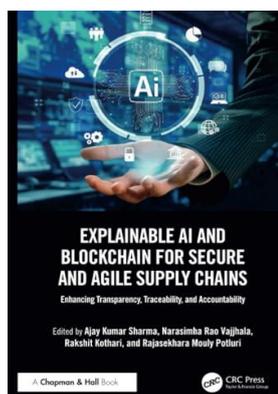
New York Routledge 2025

Acc. No. 010673

Call No. 658.70082 ABD

**Summary:** This book details the challenges and opportunities for gender equality in the logistics and transport sectors. Drawing on real-world insights from maritime, rail, aviation, and humanitarian logistics, contributors explore the unique barriers that women face in these traditionally male-dominated fields. Key topics discussed include women's empowerment and leadership, capacity building, sectoral challenges, gender bias, and career obstacles. Offering insights into gender equality and inclusive leadership, this book will interest researchers, policymakers, and professionals in aviation, rail, and maritime transport sectors.

[Click for more details](#)



Sr. No. 148

**Title:** Explainable AI and blockchain for secure and agile supply chains: enhancing transparency, traceability, and accountability by Ajay Kumar Sharma

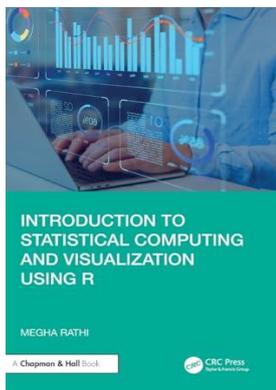
Boca Raton Routledge 2025

Acc. No. 010674

Call No. 332.64 SHA

**Summary:** This book examines the transformative potential of integrating explainable artificial intelligence (XAI) and blockchain technology in modern supply chain management. It explores how these innovative technologies address pressing challenges such as data transparency, traceability, fraud prevention, and operational efficiency in complex global supply chains. Key topics include sustainable practices, smart contract automation, and human-centric approaches to enhancing trust and collaboration among stakeholders.

[Click for more details](#)



**Sr. No. 149**

**Title:** Introduction to statistical computing and visualization using R by Rathi, Megha

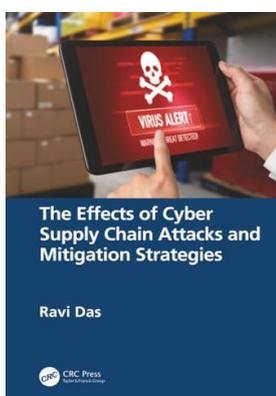
Boca Raton Routledge 2025

**Acc. No.** 010675

**Call No.** 519.5 RAT

**Summary:** The book provides a foundational guide to statistical computing and visualisation Using R programming with an emphasis on practical data analysis skills that are directly applicable to diverse fields like finance, defence, health, and education. It Includes practical and interactive elements such as quizzes, coding exercises, and hands-on projects can provide an engaging and effective learning experience for readers. Provides complete code solutions to every problem presented, including detailed answers to even the most complex questions.

[Click for more details](#)



**Sr. No. 150**

**Title:** The effects of cyber supply chain attacks and mitigation strategies by Das, Ravi

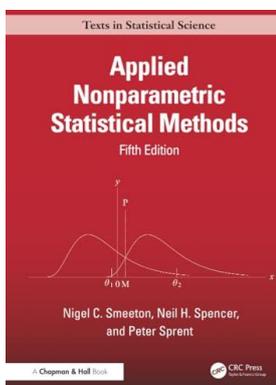
Boca Raton Routledge 2026

**Acc. No.** 010676

**Call No.** 005.82 DAS

**Summary:** The world of Cybersecurity today is becoming increasingly complex. There are many new Threat Variants that are coming out, but many of them are just tweaked versions of some of the oldest ones, such as Phishing and Social Engineering. This is what this book is about, and it covers the following: Important Cybersecurity Concepts, an introduction to Supply Chain Attacks and its impact on the Critical Infrastructure in the United States Examples of Supply Chain Attacks, most notably those of Solar Winds and Crowd Strike. Mitigation strategies that the CISO and their IT Security team can take to thwart off Supply Chain Attacks.

[Click for more details](#)



**Sr. No. 151**

**Title:** Applied nonparametric statistical methods by Smeeton, Nigel. C

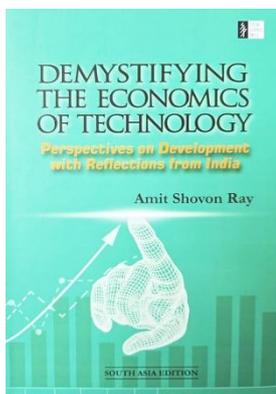
Boca Raton Routledge 2025

**Acc. No.** 010677

**Call No.** 519.54 SME

**Summary:** this book is an essential resource in their application. Starting from the basics of statistics, it takes the reader through the main nonparametric approaches with an emphasis on carefully explained examples backed up by use of the R programming language. An introductory chapter that provides a gentle introduction to the basics of statistics, including types of data, hypothesis testing, confidence intervals and ethical issues. An R package containing functions that have been written for the examples in the text and the exercises and Summary bullet points at the end of each section to enable the reader to locate important principles quickly

[Click for more details](#)



**Sr. No. 152**

**Title:** Demystifying the economics of technology: perspectives on development with reflections on India by Ray, Amit Shovon

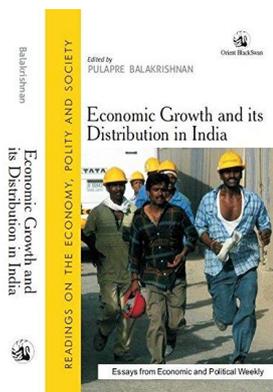
New Delhi Social Science Press 2025

**Acc. No.** 010678

**Call No.** 338.0640954 RAY

**Summary:** This book Demystifying the Economics of Technology: Perspectives on Development with Reflections from India is an attempt to introduce this extensive scholarly (and technical) literature on the economics of technology to interested readers. The book interprets how economists conceptualize technology through multiple layers of definitions and concepts. It also explores perspectives on technology through the writings of the classical economic thinkers as well as the emergence of technology in mainstream economic theory. Economic models of technology creation, technology diffusion and policy choices have all been explained at length.

[Click for more details](#)



**Sr. No. 153**

**Title:** Economic growth and its distribution in India: essays from Economic and Political Weekly by Balakrishnan, Pulapre

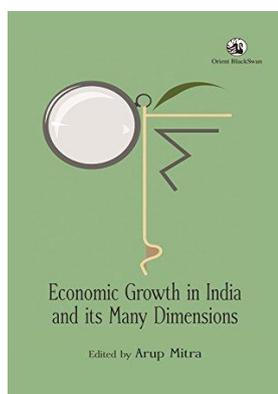
Noida Orient Blackswan 2015

**Acc. No.** 010679

**Call No.** 339.20954 BAL

**Summary:** After a boom in the early twenty-first century, India witnessed a macroeconomic reversal marked by a slowdown in growth that has lasted a little longer than the boom. At the same time, a fresh criterion of governance, namely inclusion, has emerged and become a priority for the state. Written against the backdrop of these developments, the essays in this volume represent a range of perspectives and methods pertaining to the study of growth and its distribution in India. The essays in Section I take the long view of growth in the country.

[Click for more details](#)



**Sr. No. 154**

**Title:** Economic growth in India and its many dimensions by Mitra, Arup

Delhi Orient Blackswan 2018

**Acc. No.** 010680

**Call No.** 338.954 MIT

**Summary:** The book argues that in addition to studying sectoral issues, any analysis of economic growth should embrace relevant and interconnected aspects of the development experience, such as macro issues and inclusiveness. It reminds us that going beyond the figures through intuitive insight is imperative to obtain a holistic picture of the economy. This compendium of twelve essays answers these questions through a multi-dimensional critique of the narrative of growth in India. With essays that challenge the established statistical system, to those that analyse data on wage rates and health to portray the widening inequality, this book examines the social and economic consequences of a growth that is not pro-poor.

[Click for more details](#)



**Sr. No. 155**

**Title:** Economic policies and India's reform agenda: new thinking by Reddy, Y. V

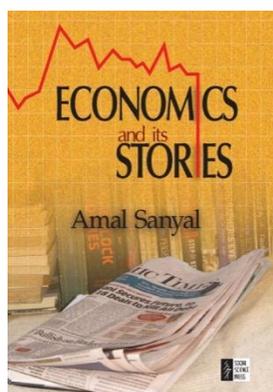
Delhi Orient Blackswan 2013

**Acc. No.** 010681

**Call No.** 338.954 RED

**Summary:** Economic Policies and India's Reform Agenda: New Thinking reflects the confidence of the former central banker who steered the nation's banks to safer waters. New Thinking addresses three concerns of economic thought for a developing economy: public policy after the crisis, the role of the financial sector in development, and the lessons learnt from world economies. Novel in approach, this volume critically examines India's development strategies and suggests a 'redefining' of the role of the financial sector in accelerating development

[Click for more details](#)



**Sr. No. 156**

**Title:** Economics and its stories by Sanyal, Amal

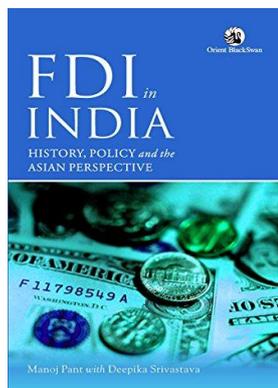
New Delhi Social Science Press 2016

**Acc. No.** 010682

**Call No.** 330 SAN

**Summary:** The book starts with the birth of economics from societal anxieties of pre-industrial Europe. It then follows up its growth into a self-conscious and assertive discipline. Along with the account, Amal Sanyal, with his characteristic lucidity of style, is able to breathe life into the colourful 18th, 19th and 20th century gurus such as Smith, Ricardo, Marx, Walras, Keynes. The narrative strings together the events and traditions of the era of these mentors with the economics they developed and controversies around them. In the process the book explains the concepts that are indispensable for understanding our economic world today.

[Click for more details](#)



**Sr. No. 157**

**Title:** FDI in India: history, policy and the Asian perspective by Pant, Manoj

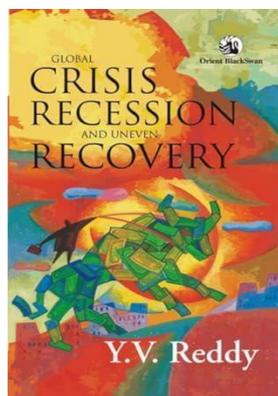
Noida Orient Blackswan 2017

**Acc. No.** 010683

**Call No.** 338.8730954 PAN

**Summary:** The volume begins by tracing the evolution of India's foreign investment policy in the 1980s to developments in the 2000s. This is contrasted with a study of the policy decisions of Asian countries that India competes with in the global stage—China, Thailand, Malaysia and Singapore. In looking at the Indian case, the book highlights the changes in industrial productivity after liberalisation and also presents a comparison of the performance of domestic- and foreign-owned firms. This book is lucid in its style and will be useful for students and scholars of economics, commerce and development studies. It will also be of interest to those keen to understand foreign investment and the challenges it poses in the Indian context.

[Click for more details](#)



**Sr. No. 158**

**Title:** Global crisis recession and uneven recovery by Reddy, Y. V

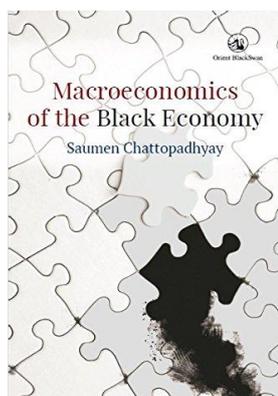
Noida Orient Blackswan 2011

**Acc. No.** 010684

**Call No.** 339.53 RED

**Summary:** This new book is a sequel to last year's bestselling work. It provides a thinker and experienced policymaker's understanding of the genesis, anatomy and impact of the financial crisis, and of the lessons it offered. It contains perspective and analysis that Dr Reddy has not published before, presented in lucid style and non-technical language. This is a looking-ahead book for India and the world—from an oracle who has already demonstrated how clearly he sees the future.

[Click for more details](#)



**Sr. No. 159**

**Title:** Macroeconomics of the black economy by Chattopadhyay, Saumen

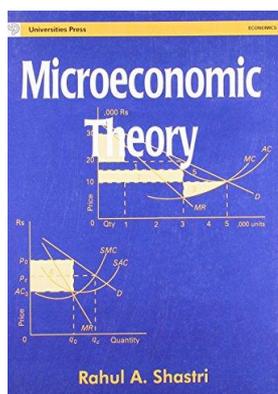
Delhi Orient Blackswan 2018

**Acc. No.** 010685

**Call No.** 339 CHA

**Summary:** Macroeconomics of the Black Economy answers these questions and explains how we can factor in the entire gamut of illegalities when we study the economy as a whole. It looks at the concepts and measures of the black economy, its sources and mechanisms, and its implications for development policy. The book begins with a detailed study of early attempts at modelling the black economy. The author then incorporates black incomes into this model of estimation and studies its impact on the government expenditure multiplier.

[Click for more details](#)



**Sr. No. 160**

**Title:** Microeconomic theory by Shastri, Rahul A

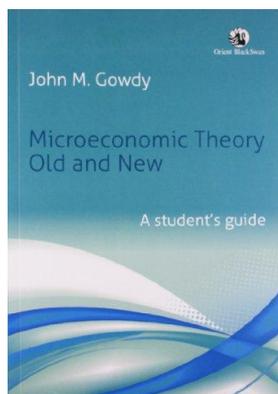
Hyderabad Universities Press 2000

**Acc. No.** 010686

**Call No.** 338.5 SHA

**Summary:** This book studies the behaviour of rational agents such as consumers and producers—sellers or firms. The patterns and consequences of their behaviour in isolated markets are analysed with a view to explain price formation and exchange in different market structures. The book covers input markets as well as microeconomic theories of input employment and income distribution. The book begins by introducing the different definitions of economics and the method of economics to the reader, going on to investigate the logic of Microeconomic theory in detail.

[Click for more details](#)



**Sr. No. 161**

**Title:** Microeconomic theory old and new by Gowdy, John M

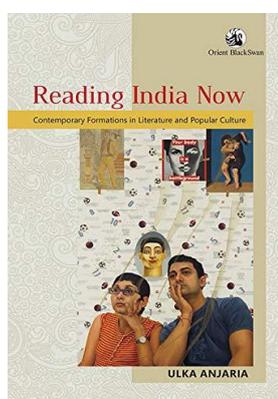
Noida Orient Blackswan 2011

**Acc. No.** 010687

**Call No.** 338.5 GOW

**Summary:** Microeconomic Theory Old and New has two main goals. The first is to give advanced undergraduate and graduate students an understanding of the core model of economics: Walrasian general equilibrium theory. The text presents in detail the three building blocks of Walrasian theory—establishing Pareto efficiency in a barter economy, establishing the efficiency of competitive markets, and accounting for market failure. The text then presents challenges to the basic assumptions of the Walrasian system, posed by findings in behavioral economics and evolutionary game theory.

[Click for more details](#)



**Sr. No.162**

**Title:** Reading India now: contemporary formations in literature and popular culture by Anjaria, Ulka

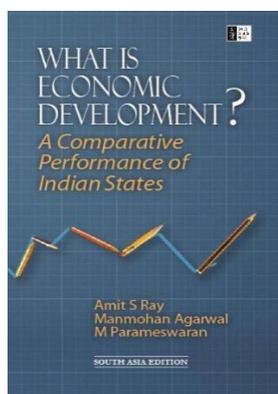
Noida Orient Blackswan 2019

**Acc. No.** 010688

**Call No.** 306.0954 ANJ

**Summary:** This book foregrounds a time that is everywhere but virtually invisible—a time that is the Indian contemporary. Reading for the contemporary begins by recognizing the political and cultural contradictions of contemporary India: increasing communalization, wealth inequality, and consumerism but also new alternative cultures, queer spaces, publishing venues, readerships, and future imaginaries. The contemporary offers us new and at times problematic formations; it is where the high and low meet, where conventional generic and formal categories break down, and where the sanctified literary dissolves.

[Click for more details](#)



**Sr. No. 163**

**Title:** What is economic development? a comparative performance of Indian states by Ray, Amit S

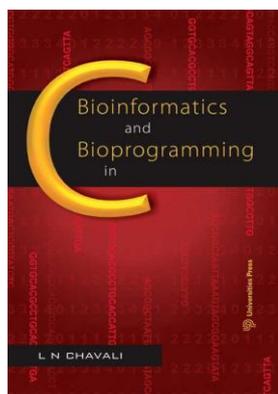
New Delhi Social Science Press 2019

**Acc. No.** 010689

**Call No.** 338.954 RAY

**Summary:** This book analyses the expanding concept of economic development as it evolved over time, encompassing multidimensional human wellbeing extending well beyond material prosperity. The book adopts the generic framework of Stiglitz et al. (2009), where economic development is viewed as achievements across eight dimensions – material prosperity, education, health, economic security, personal security, environmental conditions, political voice and social connections.

[Click for more details](#)



**Sr. No. 164**

**Title:** Bioinformatics and bioprogramming in C by Chavali, L. N

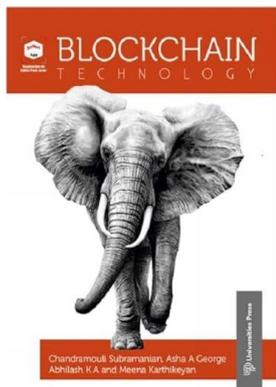
Hyderabad Universities Press 2010

**Acc. No.** 010690

**Call No.** 570.285 CHA

**Summary:** Bioinformatics and Bioprogramming in C is designed to introduce C language to the biology, biochemistry, microbiology and biotechnology community as a tool for solving biological problems. To help in understanding the concepts, most of the terminology used is biocentric and the programs written help in real-life problems like gene sequence analysis and prediction. The book moves gradually from simple ideas to more complex programming concepts, thus equipping the reader to comprehend the case studies on dynamic programming and PAM matrices included at the end. Special Features

[Click for more details](#)



**Sr. No. 165**

**Title:** Blockchain technology by Subramanian, Chandramouli

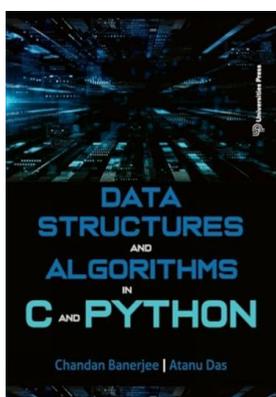
Hyderabad Universities Press 2025

**Acc. No.** 010691

**Call No.**

**Summary:** Blockchain Technology explains blockchain in simple terms, guiding the reader through the nuances of how this revolutionary concept builds on the distributed database system to redefine how we store, move and update data. The book covers the application areas of blockchain in great detail and spells out the crucial difference between Bitcoin and the broader blockchain technology. The gradual flow of chapters traces the history of blockchain from cryptocurrencies to blockchain technology platforms and applications that are adopted by mainstream financial and industrial domains worldwide due to their ease of use, increased security and transparency.

[Click for more details](#)



**Sr. No. 166**

**Title:** Data structures and algorithms in C and Python by Banerjee, Chandan

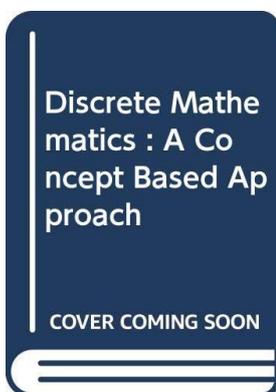
Hyderabad Universities Press 2023

**Acc. No.** 010692

**Call No.** 005.73 BAN

**Summary:** Data structure is a special way of organizing and storing data in the computer memory so that data can be accessed more efficiently. It is indispensable for the proper functioning of many computer algorithms. This book discusses Data Structures and Algorithms, laying emphasis on the concepts and covering the syllabus of B.E., B.Tech., B.Sc., BCA and MCA courses offered in nearly all Indian Universities. It provides comprehensive coverage of all necessary algorithms and their implementations using both C and Python within a single book.

[Click for more details](#)



**Sr. No. 167**

**Title:** Discrete mathematics: a concept-based approach by Anami, Basavaraj S

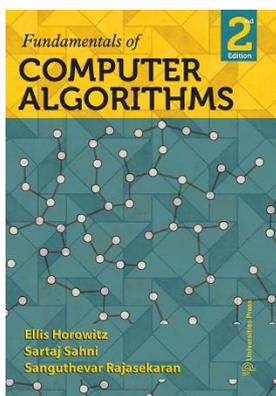
Hyderabad Universities Press 2016

**Acc. No.** 010693

**Call No.** 511 ANA

**Summary:** Discrete Mathematics – A Concept-based Approach focuses on the applications of discrete mathematical concepts to real-life scenarios and makes the subject appealing to the student. It caters to the syllabus requirement of students of mathematics and computer science at the undergraduate and postgraduate levels in distinguished engineering colleges. The sequencing of the book's contents reflect the order and manner in which the subject is normally approached in the classroom. Each topic is supported by appropriate examples from computer science to showcase the application of discrete mathematics in the field of computers.

[Click for more details](#)



**Sr. No. 168**

**Title:** Fundamentals of computer algorithms by Horowitz, Ellis

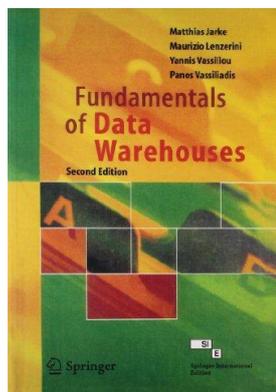
Hyderabad Universities Press 2025

**Acc. No.** 010694

**Call No.** 005.1 HOR

**Summary:** This is the of the programming language-independent text that helped establish computer algorithms as a discipline of computer science. The text incorporates the latest research and state-of-the-art applications, bringing this classic to the forefront of modern computer science education. A major strength of this text is its focus on design techniques rather than on individual algorithms. This book is appropriate as a core text for upper-and graduate-level courses in algorithms.

[Click for more details](#)



**Sr. No. 169**

**Title:** Fundamentals of data warehouses by Jarke, Matthias

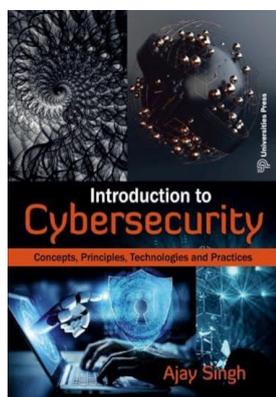
New Delhi Springer 2009

Acc. No. 010695

Call No. 005.74 JAR

**Summary:** Data warehouses have captured the attention of practitioners and researchers alike. But the design and optimization of data warehouses remain an art rather than a science. This book presents the first comparative review of the state of the art and best current practice of data warehouses. It covers source and data integration, multidimensional aggregation, query optimization, update propagation, metadata management, quality assessment, and design optimization.

[Click for more details](#)



**Sr. No. 170**

**Title:** Introduction to cybersecurity by Singh, Ajay

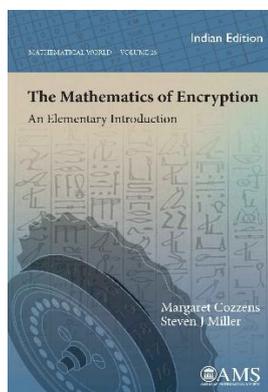
Hyderabad Universities Press 2025

Acc. No. 010696

Call No. 005.8 SIN

**Summary:** This book aims to provide students with foundational knowledge across the broad range of topics that they need to navigate cybersecurity challenges at the individual and organizational level. It offers an in-depth examination of the various types of cybercrimes and cyberattacks and the management practices, strategies, tools and technologies that can be used to secure information. It also explores cyber laws and regulations and explains how the evolution of and advances in digital technologies have had a major influence on both cybercrime and cybersecurity.

[Click for more details](#)



**Sr. No. 171**

**Title:** The mathematics of encryption: an elementary introduction by Cozzens, Margaret

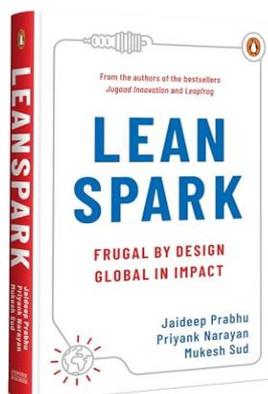
Hyderabad Universities Press 2017

Acc. No. 010697

Call No. 005.82 COZ

**Summary:** This book provides a historical and mathematical tour of cryptography, from classical ciphers to quantum cryptography. The authors introduce just enough mathematics to explore modern encryption methods, with nothing more than basic algebra and some elementary number theory being necessary. The Mathematics of Encryption How quickly can you compute the remainder when dividing 109837 by 120143? Why would you even want to compute this? And what does this have to do with cryptography? Modern cryptography lies at the intersection of mathematics and computer science, involving number theory, algebra, computational complexity, fast algorithms, and even quantum mechanics.

[Click for more details](#)



**Sr. No. 172**

**Title:** Lean spark: frugal by design, global in impact by Prabhu, Jaideep

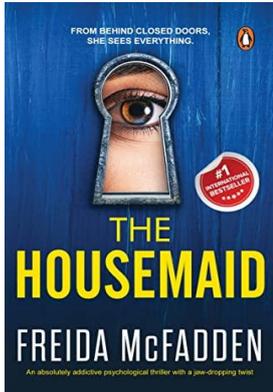
Haryana Penguin Random House India Pvt. Ltd. 2026

Acc. No. 010698

Call No. 658.4013 PRA

**Summary:** LeanSpark shows how India's 'high-tech jugaad' is turning scarcity into an innovation superpower—across drones and EVs, fintech and AI, sports, space and public policy. It distills a decade of research and fieldwork into a practical playbook for doing more with less, and for doing it at scale. Build frugal, high-tech ventures that start small but scale smart, using the LeanSpark attributes of lean execution, purposeful simplicity, adaptive scalability and systemic sustainability. Design products, services and policies that are affordable, resilient and environmentally conscious—without sacrificing ambition or quality.

[Click for more details](#)



**Sr. No. 173**

**Title:** *The Housemaid* by McFadden, Freida

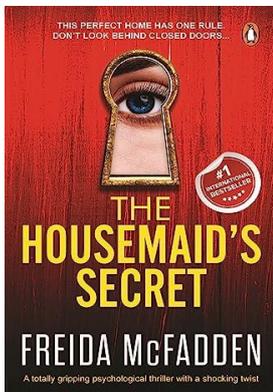
Gurugram Penguin Random House India Pvt. Ltd. 2022

**Acc. No.** 010699

**Call No.** 813.6 MCF

**Summary:** *The Housemaid* An Absolutely Addictive Psychological Thriller with a Jaw-Dropping Twist. “Welcome to the family,” Nina Winchester says as I shake her elegant, manicured hand. I smile politely, gazing around the marble hallway. An unbelievably twisty read that will have you glued to the pages late into the night. Anyone who loves *The Woman in the Window*, *The Wife Between Us* and *The Girl on the Train* won’t be able to put this down!

[Click for more details](#)



**Sr. No. 174**

**Title:** *The Housemaid's secret* by McFadden, Freida

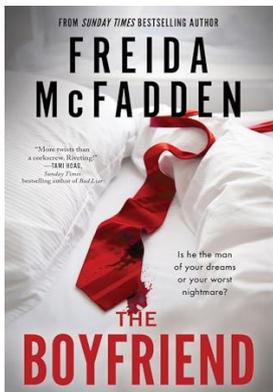
Gurugram Penguin Random House India Pvt. Ltd. 2023

**Acc. No.** 010700

**Call No.** 813.6 MCF

**Summary:** *The Housemaid's Secret* An Absolutely Addictive Psychological Thriller with a Jaw-Dropping Twist. “Don’t go in the guest bedroom.” A shadow falls on Douglas Garrick’s face as he touches the door with his fingertips. “My wife... she’s very ill.” This absolutely explosive and shockingly twisty sequel to international bestseller *The Housemaid* will keep you racing through the pages late into the night. Anyone who loves *The Perfect Marriage* by Jeneva Rose, *The Woman in the Window* and *Gone Girl* will be totally hooked! This book can also be enjoyed as a standalone.

[Click for more details](#)



**Sr. No. 175**

**Title:** *The boyfriend* by McFadden, Freida

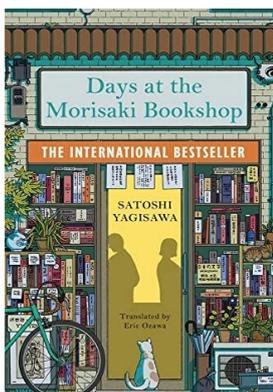
Naperville Poisoned Pen Press 2024

**Acc. No.** 010701

**Call No.** 813.6 MCF

**Summary:** *The Boyfriend: The Riveting New Psychological Thriller* from BESTSELLING author of *THE HOUSEMAID*. Sydney should feel safe. After all, she is dating the guy of her dreams. But she can’t shake her own suspicions that the perfect man may not be as perfect as he seems. Because someone is watching her every move, and if she doesn’t get to the truth, she’ll be the killer’s next victim. A dark story about obsession and the things we’ll do for love, #1 New York Times bestselling author Freida McFadden proves that crimes of passion are often the bloodies.

[Click for more details](#)



**Sr. No. 176**

**Title:** *Days at the Morisaki bookshop* by Yagisawa, Satoshi

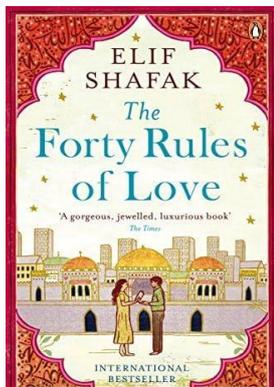
London Manilla Press 2023

**Acc. No.** 010702

**Call No.** 895.636 YAG

**Summary:** For fans of *Before the Coffee Gets Cold* and *The Cat Who Saved Books*, this moving Japanese novel shows us that new beginnings are possible, and is a tribute to human connection, and the joy of reading.

[Click for more details](#)



**Sr. No. 177**

**Title:** *The forty rules of love* by Shafak, Elif

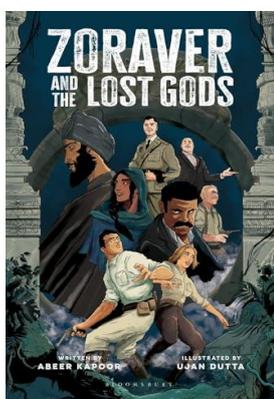
London Penguin Random House UK 2025

**Acc. No.** 010703

**Call No.** 823.92 SHA

**Summary:** Ella Rubinstein has a husband, three teenage children, and a pleasant home. Everything that should make her confident and fulfilled. Yet there is an emptiness at the heart of Ella's life – an emptiness once filled by love. So when Ella reads a manuscript about the thirteenth-century Sufi poet Rumi and Shams of Tabriz, and his forty rules of life and love, her world is turned upside down. She embarks on a journey to meet the mysterious author of this work. It is a quest infused with Sufi mysticism and verse, taking Ella and us into an exotic world where faith and love are heartbreakingly explored.

[Click for more details](#)



**Sr. No. 178**

**Title:** *Zoraver and the lost gods* by Kapoor, Abeer

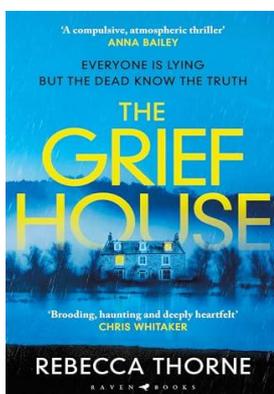
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2025

**Acc. No.** 010704

**Call No.** 823.92 KAP

**Summary:** Zoraver Khan, a young archaeology student, is recruited by the Department and sent criss-crossing the subcontinent. He must decode ruins, navigate shifting allegiances and confront a legacy he has been trying to escape all his life. From getting chased in the alleys of London to navigating the jungles of old Magadh, from secret meetings with Dadabhai Naoroji to traversing the sands of Harappa, Zoraver encounters revolutionaries, con artists and spies along with secrets buried in plain sight. As the Empire tightens its grip, Zoraver fights to save all that he can.

[Click for more details](#)



**Sr. No. 179**

**Title:** *The Grief House* by Thorne, Rebecca

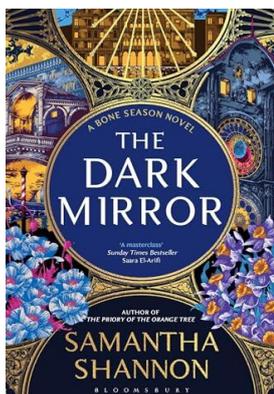
London Bloomsbury Publishing 2024

**Acc. No.** 010705

**Call No.** 823.92 THO

**Summary:** Ex-tarot reader Blue is untethered after the death of her vulnerable mother three years ago. In an attempt to confront her grief, and to begin to move on with her own life, she turns to Hope Marsh House. Molly and Joshua Park, the owners, offer a unique grief retreat and Blue commits to a week surrounded by others who understand. But everything isn't as it seems. A storm is raging outside and one of the guests has disappeared without a trace. And now there seems to be no prospect of leaving.

[Click for more details](#)



**Sr. No. 180**

**Title:** *The dark mirror* by Shannon, Samantha

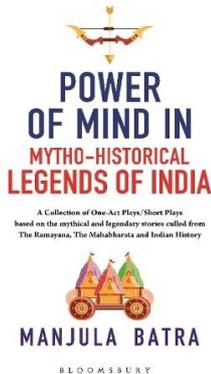
London Bloomsbury Publishing 2025

**Acc. No.** 010706

**Call No.** 823.92 SHA

**Summary:** Paige Mahoney is outside the Republic of Scion for the first time in more than a decade – but she has no idea how she got to the free world. Half a year has been wiped from her memory. As she makes her way back to the revolution, her journey takes her to Venice, where she learns a dangerous secret – one that could change the face of the war between humans and immortals. And it soon becomes clear that the one person who could recover her memories – Arcturus Mesarthim – might also hold the key to saving Italy.

[Click for more details](#)



**Sr. No. 181**

**Title:** Power of mind in the mytho-historical legends of India by Batra, Manjula

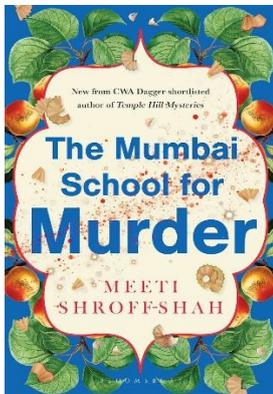
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2025

Acc. No. 010707

Call No. 294.5 BAT

**Summary:** Power of Mind in Mytho-Historical Legends of India explores the incredible potential of the human mind through the lens of ancient Indian scriptures and history. Delving into the teachings of Krishna, Rama, Sita, Hanuman, and other legendary figures, this book reveals how the power of desire and the subconscious mind has shaped the destinies of great heroes. Drawing on the principles of the law of attraction and the spiritual wisdom of texts like the Ramayana, Mahabharata, and Bhagavad Gita, Dr Batra offers a compelling case for the mind's ability to manifest greatness.

[Click for more details](#)



**Sr. No. 182**

**Title:** The Mumbai school for murder by Shah, Meeti Shroff

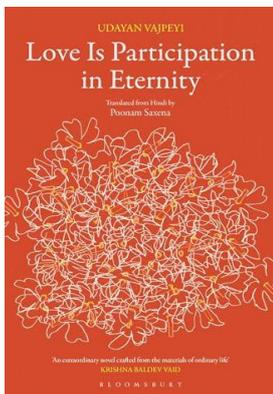
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2026

Acc. No. 010708

Call No. 823.92 SHA

**Summary:** Mystery novelist Radhi Zaveri has a new job, teaching spoiled kids at Mumbai's prestigious North Star High School. When fiery teacher Ms Venus is found slumped across her desk, the school insist she died of natural causes. But Radhi's not convinced. The Ms Venus she knew was in rude health, stirring up drama and discord at every turn. What if someone – a disgruntled parent, a disgraced 'D' student – decided to silence her acid tongue for good? The last person to clash with Ms Venus is mysteriously missing. Can Radhi piece it all together – before the killer's ruthless red pen strikes again?

[Click for more details](#)



**Sr. No. 183**

**Title:** Love is participation in eternity by Vajpeyi, Udayan

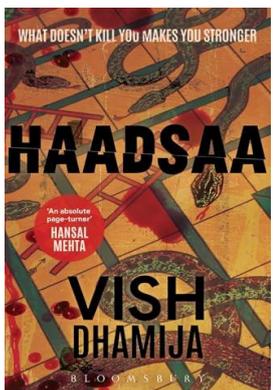
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2025

Acc. No. 010709

Call No. 294.563 VAJ

**Summary:** Love Is Participation in Eternity is a poet's novel. Written with exquisite clarity and deceptive simplicity, it creates and recreates moods, moments and memories with delicacy and tenderness. A man arrives at an unnamed town and revives an old library with thick walls, cool rooms and shelves of books. Years later, at his home one night, he is knifed to death. Who did it? And why? These questions torment the people whose lives intersected with his.

[Click for more details](#)



**Sr. No. 184**

**Title:** Haadsaa by Dhamija, Vish

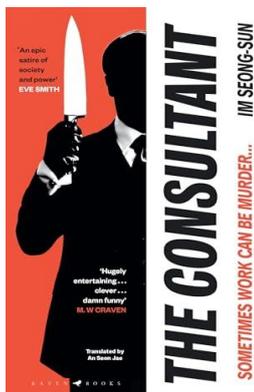
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2025

Acc. No. 010710

Call No. 823.92 DHA

**Summary:** Beautiful young Anushka Khan is a privileged South Delhi wife. Her perfect world turns upside down when she awakens in the hospital, beaten and bruised, her body overrun with prescription drugs and alcohol. Her husband, the nawab Akbar Khan, is missing, suspected of murdering their friend Rajiv Pant at their palatial home in the swanky Sainik Farms. Bestselling author Vish Dhamija's latest thriller, Haadsaa, is a maze of deception, leaving you questioning whom to trust.

[Click for more details](#)



**Sr. No. 185**

**Title:** The consultant by Seong-sun, IM

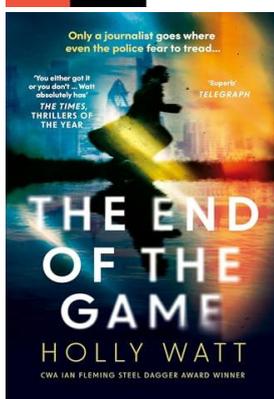
London Bloomsbury Publishing 2023

**Acc. No.** 010711

**Call No.** 895.736 SEO

**Summary:** The Consultant is very good at his job. He creates simple, elegant, effective solutions for... restructuring. Nothing obvious or messy. Certainly nothing anyone would ever suspect as murder. The 'natural deaths' he plans have always gone well: a medicine replaced here, a mechanism jammed there. His performance reviews are excellent. And it's not as though he knows these people.

[Click for more details](#)



**Sr. No. 186**

**Title:** The end of the game by Watt, Holly

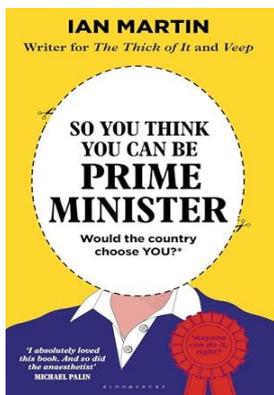
London Bloomsbury Publishing 2024

**Acc. No.** 010712

**Call No.** 823.92 WAT

**Summary:** Casey Benedict is the globe-trotting star reporter at London paper, The Post, is tenacious, fearless, inventive - and still in recovery after her last major story jeopardised her life, and all those close to her. Invited to spend a day at the races, she sees a man being hunted across the racecourse. A horrified Casey intervenes to save his life - and in doing so finds herself face to face with her next major investigation. From London to Budapest, from snowy mountain retreats to glitzy Mediterranean coastal resorts, Casey is on a desperate hunt to find the person behind the shadowy organisations responsible and expose them to the public before anyone else's lives are lost.

[Click for more details](#)



**Sr. No. 187**

**Title:** So you think you can be Prime Minister: would the country choose you? By Martin, Ian

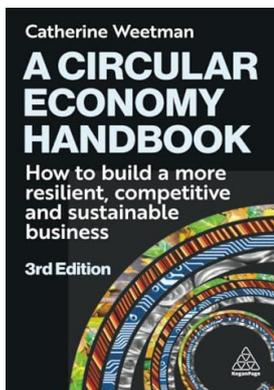
London Bloomsbury Publishing 2024

**Acc. No.** 010713

**Call No.** 814.6 MAR

**Summary:** This satirical and illuminating guide takes you through the craft and mystery of it all - packed full of quizzes, personality tests, word searches and much more - to see if you've got what it takes. In this book you will find: - Media training: top professional advice for the novice aspirational politician, including live rehearsals with interviewers, trick questions, sustained ignoring and how to choose the perfect walk on track. - PM Cards: which one of the past PMs is your political guiding light? - How to survive your first year: secure a nickname and push through as much as you can.

[Click for more details](#)



**Sr. No. 188**

**Title:** A circular economy handbook: how to build a more resilient, competitive and sustainable business by Weetman, Catherine

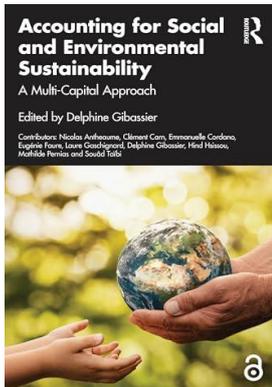
New York Kogan page 2026

**Acc. No.** 010714

**Call No.** 658..7 WEE

**Summary:** A Circular Economy Handbook by Catherine Weetman is the essential guide for sustainability leads, consultants and strategy professionals looking to implement circular practices that deliver environmental impact, business value and long-term resilience. Now in its third edition, this trusted resource combines practical tools, global examples and cutting-edge research to help leaders embed circular economy thinking across business models, operations and supply chains.

[Click for more details](#)



**Sr. No. 189**

**Title:** Accounting for social and environmental sustainability: a multi-capital approach by Antheaume, Nicolas

New York Routledge New York

**Acc. No.** 010715

**Call No.** 658.4083 ANT

**Summary:** This book argues that the current work on accounting for sustainability has not yet given organisations a tool to integrate their performance within the planetary and social framework that conveys actual "planetary and social budgets", and that business organisations lack the possibility to go beyond incremental performance measurement. It provides an introduction to the principles of this model and its conditions of application and describes its implementation in numerous companies.

[Click for more details](#)



**Sr. No. 190**

**Title:** B2B content marketing strategy: a media-first framework that accelerates growth by Bramhall, Devin

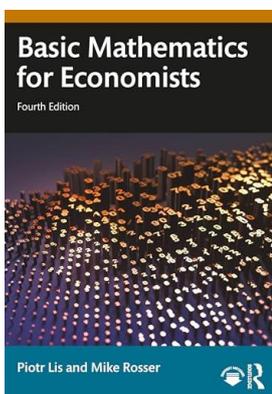
New York Kogan page 2026

**Acc. No.** 010716

**Call No.** 658.872 BRA

**Summary:** B2B Content Marketing Strategy is a practical guide for mid-career marketers who want to implement human-centric strategies that break through long, complex buyer journeys and deliver measurable results. It combines proven principles, detailed frameworks and actionable tools to help you optimize content across every stage of the marketing cycle. This book shows how to align media, technology, and audience insight to achieve sustainable growth. Drawing on real-world examples from Cisco, Help Scout and Navattic.

[Click for more details](#)



**Sr. No. 191**

**Title:** Basic mathematics for economists by Lis, Piotr

New York Routledge 2025

**Acc. No.** 010717

**Call No.** 510 LIS

**Summary:** Basic Mathematics for Economists is a classic of its genre, and this fourth edition continues to build on the success of previous editions. This book covers all the basic tenets required for an understanding of mathematics and how it is applied in economics, finance and business. This book includes updated/additional real-world applications and examples of concepts and techniques throughout, with fuller analysis of topics such as savings and pension schemes, and asset valuation techniques.

[Click for more details](#)



**Sr. No. 192**

**Title:** Confident UX: the essential skills for user experience design by Bilan, Adrian

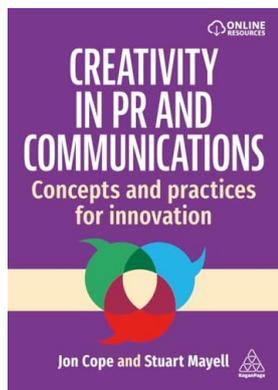
New York Kogan page 2023

**Acc. No.** 010718

**Call No.** 005.437 BIL

**Summary:** The UX (user experience) industry is growing by 39% every year. This is an exciting sector which demands a combination of technical expertise and creative flair. UX is also a vital ingredient for business success in a wide range of industries: every company that has a website, app or platform also has a UX team working behind the scenes. From research and information architecture to front-end design and usability testing, this is your essential guide to the benefits and intricacies of UX.

[Click for more details](#)



**Sr. No. 193**

**Title:** Creativity in PR and communications: concepts and practices for innovation by Cope, Jon

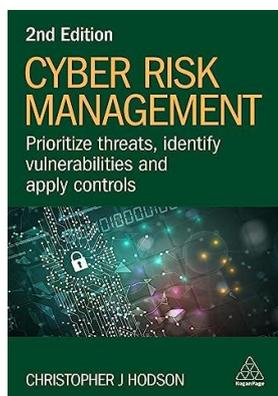
New York Kogan page 2026

**Acc. No.** 010719

**Call No.** 659.1 COP

**Summary:** Creativity in PR and Communications is a textbook for all PR students and anyone taking creative communication courses looking to enhance their understanding of the creative process. It explores: Fostering a creative mindset, cultivating creativity, Creative thinking, AI as a tool to assist creativity and Using creativity to enhance briefs and campaigns

[Click for more details](#)



**Sr. No. 194**

**Title:** Cyber risk management: prioritize threats, identify vulnerabilities and apply controls by Hodson, Christopher J

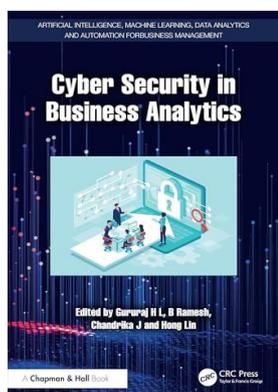
New York Kogan page 2024

**Acc. No.** 010720

**Call No.** 005.84 HOD

**Summary:** Cyber Risk Management presents a data-centric approach to cyber risk management based on business impact assessments, data classification, data flow modelling and assessing return on investment. It covers pressing developments in artificial intelligence, machine learning, big data and cloud mobility, and includes advice on dealing with malware, data leakage, insider threat and Denial-of-Service.

[Click for more details](#)



**Sr. No. 195**

**Title:** Cyber security in business analytics by Gururaj H L.

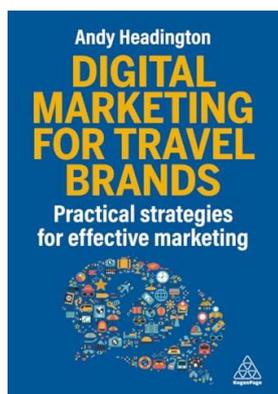
Boca Raton Routledge 2026

**Acc. No.** 010721

**Call No.** 005.8 GUR

**Summary:** It covers topics such as data privacy, threat detection, risk assessment, and ethical considerations, catering to both technical and managerial audiences. Cyber Security in Business Analytics. Divided into sections covering cyber security basics, artificial intelligence (AI) methods for threat detection, and practical applications in e-commerce and e-banking, the book's team of experts provides valuable insights into securing business data and improving decision-making processes.

[Click for more details](#)



**Sr. No. 196**

**Title:** Digital marketing for travel brands by Headington, Andy

New York Kogan page 2026

**Acc. No.** 010722

**Call No.** 658.872 HEA

**Summary:** Digital Marketing for Travel Brands by Andy Headington is a practical and informed guide for marketing managers, brand leads and department heads navigating the complex digital travel landscape. Covering every stage from strategy to execution, it equips you with the principles, tools and frameworks to optimize campaigns, build credibility and create measurable impact in a fast-changing industry.

[Click for more details](#)



**Sr. No. 197**

**Title:** Digital product management: managing product development, launch and support by Lee, Boon Kee

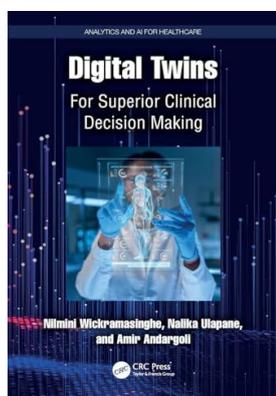
Boca Raton Routledge 2025

Acc. No. 010723

Call No. 658.4038 LEE

**Summary:** The book covers key methodologies such as agile development, product lifecycle management, and data-driven decision-making. Topics include marketing strategies, sales channel management, customer engagement, and optimizing digital experiences. It also delves into product analytics, customer retention, and feature adoption. This book is an essential resource for product managers looking to refine their skills in execution, cross-functional collaboration, and operational growth as well as for professionals aiming to combine strategy with practical delivery.

[Click for more details](#)



**Sr. No. 198**

**Title:** Digital twins: for superior clinical decision making by Wickramasinghe, Nilmini

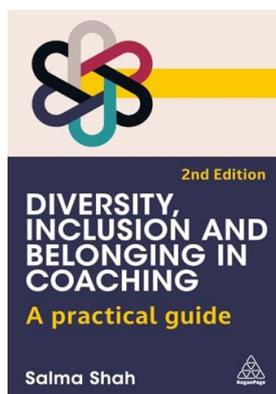
Boca Raton Routledge 2026

Acc. No. 010724

Call No. 610.285 WIC

**Summary:** This book centres on the topic of digital twins for superior healthcare decision support, as access is enabled to large volumes of multi-dimensional data such as patient's electronic medical records, medical scans, and data. The reader learns about the possibility of a digital representation of analogous clinical cases built from data-driven models to represent and present relevant information and germane knowledge in context. This book is written for the healthcare audience, professionals, physicians, medical administrators, managers, and IT practitioners.

[Click for more details](#)



**Sr. No. 199**

**Title:** Diversity, inclusion and belonging in coaching by Shah, Salma

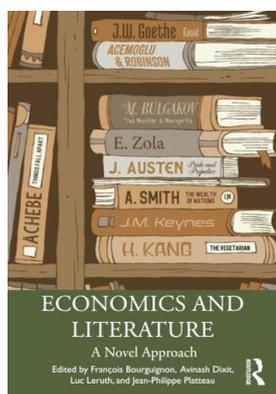
New York Kogan page 2026

Acc. No. 010725

Call No. 658.3124 SHA

**Summary:** This book provides proven tools for understanding diverse employee needs and tailoring coaching to deliver measurable results. It addresses how factors such as race, gender, class, culture and religion shape workplace experiences, and how to recognize the difference between employees in survival mode and those thriving in psychologically safe environments. Create an inclusive coaching culture that strengthens engagement and retention, Integrate AI developments to enhance equity in coaching practices and Identify and address trauma from prejudice, racism, bullying and burnout

[Click for more details](#)



**Sr. No. 200**

**Title:** Economics and literature: a novel approach by Bourguignon, François

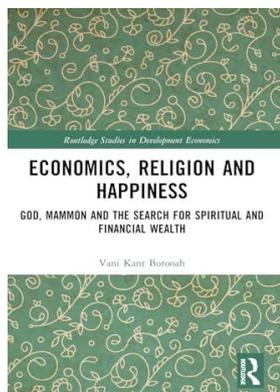
New York Routledge 2025

Acc. No. 010726

Call No. 809.9332 BOU

**Summary:** Economics and fiction often pursue parallel objectives. Economists analyze human decisions and interactions in markets and other institutions. Fiction writers also provide keen insights into individual minds and motives, examining how their characters respond to conflict and tensions in varied situations. This book explores the insights to be gained from developing this parallel. This book will captivate readers in economics, social sciences, and the humanities and open their minds to the viewing of economic ideas and concepts through the prism of great works of literature.

[Click for more details](#)



**Sr. No. 201**

**Title:** Economics, religion and happiness: God, mammon and the search for spiritual and financial wealth by Borooah, Vani Kant

New York Routledge 2024

**Acc. No.** 010727

**Call No.** 306 BOO

**Summary:** This book expands on this theme in respect of three areas: religion, money, and prejudice. It is fair to say the existing (un)happiness literature, particularly in economics, does not take many of these externalities into account. Instead, the focus is, firstly, on identifying the factors, internal to oneself, that contribute to personal happiness and, secondly, on measuring the relative strength of their contribution. By contrast, an analysis of the externalities that people impose upon others lies at the heart of this book.

[Click for more details](#)



**Sr. No. 202**

**Title:** Effective data governance: design a framework that works for your organization by Askham, Nicola

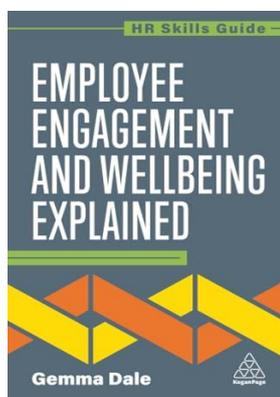
New York Kogan page 2026

**Acc. No.** 010728

**Call No.** 658.4038 ASK

**Summary:** Effective Data Governance is a hands-on guide for mid-career data professionals, analysts, and managers who need to design a data governance approach that is both achievable and aligned to business priorities. Written by leading data governance expert Nicola Askham, this step-by-step resource simplifies the complexity of data governance and shows you exactly how to create a programme that delivers consistent, high-quality and trustworthy data across your organization.

[Click for more details](#)



**Sr. No. 203**

**Title:** Employee engagement and wellbeing explained by Dale, Gemma

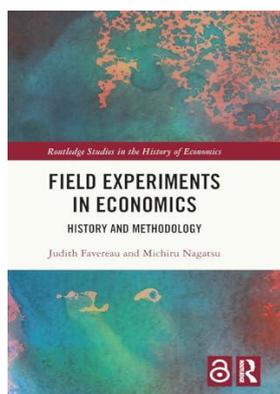
New York Kogan page 2025

**Acc. No.** 010729

**Call No.** 658.314 DAL

**Summary:** Employee Engagement and Wellbeing Explained by Gemma Dale is your practical guide to understanding what engagement really means, why it matters and how to create a workplace where people thrive. You'll learn how to identify the signs of high engagement, recognize potential issues early and use evidence-based approaches to boost morale and performance. Packed with real-world examples and proven tools, this guide will help you think like an effective HR practitioner from day one, whether you're supporting teams directly or advising managers.

[Click for more details](#)



**Sr. No. 204**

**Title:** Field experiments in economics: history and methodology by Favereau, Judith

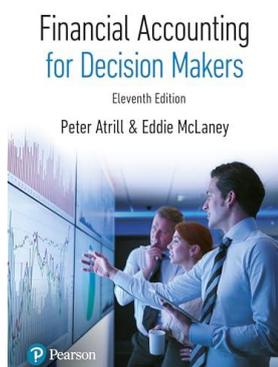
New York Routledge 2025

**Acc. No.** 010730

**Call No.** 330.072 FAV

**Summary:** This book adopts an integrated history and philosophy of science approach to consider the historical origins and methodological pitfalls of field experiments in economics. The authors propose a unified methodological framework that makes explicit the complementarity between the two strands of field experiments, as well as between experimentation and other research methods such as econometrics. This book will be valuable reading for advanced students and scholars in the history of economics, philosophy of economics, economic methodology, and experimental economics.

[Click for more details](#)



**Sr. No. 205**

**Title:** Financial accounting for decision makers by Atrill, Peter

Harlow Pearson 2025

**Acc. No.** 010731

**Call No.** 657 ATR

**Summary:** Financial Accounting for Decision Makers, 11th edition is an accessible introduction to the subject, focusing on the ways in which financial statements and information improve the quality of decision-making. This latest edition includes updated real-world examples, showing the pressure on industries resulting from the Covid-19 pandemic. With its step-by-step approach, activities, and commentary from real company reports, this textbook will equip your students with the tools necessary to make successful financial decisions in their career.

[Click for more details](#)



**Sr. No. 206**

**Title:** Financial inclusion and sustainable development in sub-saharan Africa by David Mhlanga

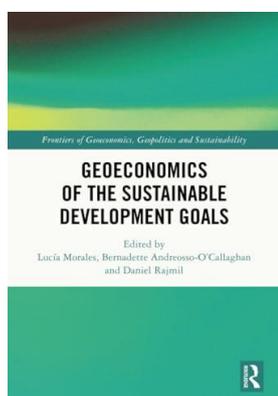
New York Routledge 2025

**Acc. No.** 010732

**Call No.** 338.9270967 MHL

**Summary:** This book delves into the transformative power of the Fourth Industrial Revolution (4IR) in reshaping the landscape of sustainable development in one of the world's most vibrant regions. This edited volume explores the synergy between cutting-edge digital technologies and innovative financial strategies to drive responsible business practices that align with the Sustainable Development Goals (SDGs).

[Click for more details](#)



**Sr. No. 207**

**Title:** Geoeconomics of the sustainable development goals by Morales, Lucia

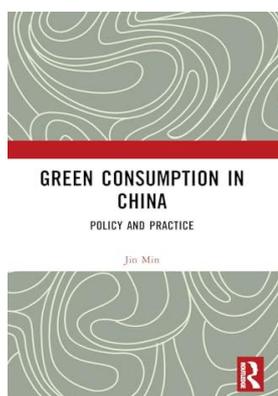
New York Routledge 2025

**Acc. No.** 010733

**Call No.** 338.927 MOR

**Summary:** This book navigates the complex interplay between technological advancements, financial inclusion, corporate social responsibility, environmental stewardship, and ethical governance. This book navigates the complex interplay between technological advancements, financial inclusion, corporate social responsibility, environmental stewardship, and ethical governance.

[Click for more details](#)



**Sr. No. 208**

**Title:** Green consumption in China: policy and practice by Min, Jin

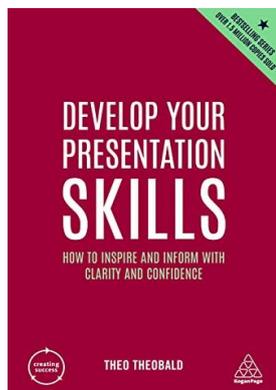
New York Routledge 2024

**Acc. No.** 010734

**Call No.** 333.70951 MIN

**Summary:** This book approaches the issues of green consumption in China from the legislative and administrative aspects and economic and information means. In looking into the cases of Shenzhen and Beijing, the book unravels the implementation and development of green consumption at the community level in terms of community participation and people's awareness of the issue. Based on theories discussion, policy analysis, and case studies, this title examines green consumption in China from both the macro level of policy evolution and the micro level of community participation and implementation.

[Click for more details](#)



**Sr. No. 209**

**Title:** How to develop your presentation skills: how to inspire and inform with clarity and confidence by Theobald, Theo

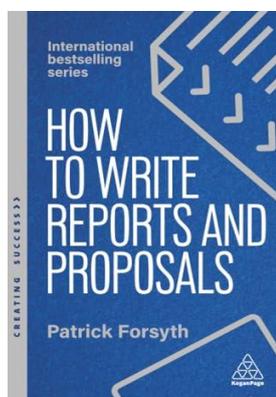
New York Kogan page 2022

**Acc. No.** 010735

**Call No.** 658.452 THE

**Summary:** This fully updated 5th edition now features even more practical exercises, useful templates and top tips to help you find your voice and use it with style; to inform, to persuade, to impress. From unpicking the original brief and understanding just what the audience wants, to facing your performance demons and constructing compelling content, you will keep your audience rapt with attention. The Creating Success series of books... Unlock vital skills, power up your performance and get ahead with the bestselling Creating Success series.

[Click for more details](#)



**Sr. No. 210**

**Title:** How to write reports and proposals: create attention-grabbing documents that achieve your goals by Forsyth, Patrick

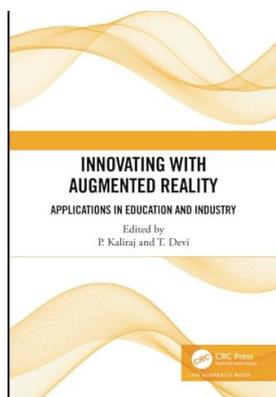
New York Kogan page 2026

**Acc. No.** 010736

**Call No.** 808.06665 FOR

**Summary:** This fully updated 7th edition now features even more practical exercises, useful templates and top tips that will help you to write succinctly and with impact across different media. How to Write Reports and Proposals will give you the tools to put over a good case with style. Unlock vital skills, power up your performance and get ahead with the bestselling Creating Success series. Packed with clever thinking, smart advice and the kind of winning techniques that really get results, you'll make fast progress, quickly reach your goals and create lasting success in your career.

[Click for more details](#)



**Sr. No. 211**

**Title:** Innovating with augmented reality: applications in education and industry by Kaliraj, P.

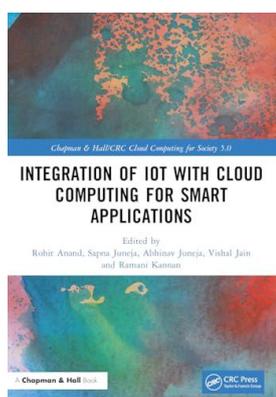
Boca Raton Routledge 2022

**Acc. No.** 010737

**Call No.** 006.8 KAL

**Summary:** Innovating with Augmented Reality: Applications in Education and Industry explains the concepts behind AR, explores some of its application areas, and gives an in-depth look at how this technology aligns with Education 4.0. The book also covers other application areas of AR and VR. One such application area is the food and beverage industry with case studies on virtual 3D food, employee training, product–customer interaction, restaurant entertainment, restaurant tours, and product packaging.

[Click for more details](#)



**Sr. No. 212**

**Title:** Integration of Iot with cloud computing for smart applications by Anand, Rohit

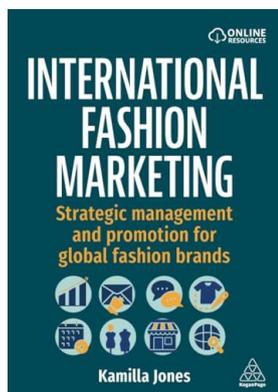
Boca Raton Routledge 2023

**Acc. No.** 010738

**Call No.** 005.3 ANA

**Summary:** Integration of IoT with Cloud Computing for Smart Applications provides an integrative overview of the Internet of Things (IoT) and cloud computing to be used for the various futuristic and intelligent applications. The aim of this book is to integrate IoT and cloud computing to translate ordinary resources into smart things. Discussions in this book include a broad and integrated perspective on the collaboration, security, growth of cloud infrastructure, and real-time data monitoring.

[Click for more details](#)



**Sr. No. 213**

**Title:** International fashion marketing by Jones, Kamilla

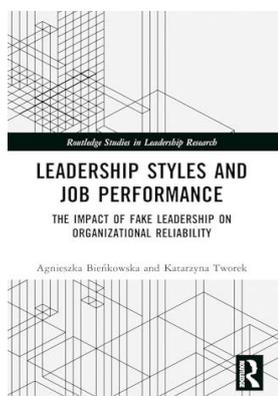
New York Kogan page 2026

**Acc. No.** 010739

**Call No.** 658.8046 JON

**Summary:** This textbook will help students to create impact through branding, marketing and consumer engagement in a global fashion industry. Real-world examples are included from fast-fashion to luxury brands, such as Shein, Uniqlo, Nike, Louis Vuitton and Jacquemus. Online resources offer additional support with PowerPoint lecturer slides and more real-world examples from leading fashion brands. Consider the broader issues of sustainability and ethical fashion practices in line with brand ethos and consumer expectations

[Click for more details](#)



**Sr. No. 214**

**Title:** Leadership styles and job performance: the impact of fake leadership on organizational reliability by Bienkowska, Agnieszka

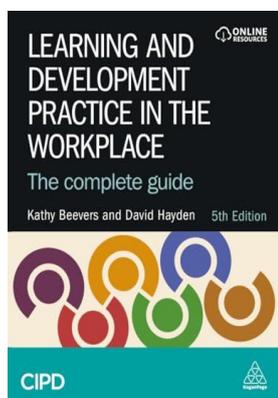
New York Routledge 2024

**Acc. No.** 010740

**Call No.** 658.4092 BIE

**Summary:** Various styles of leadership have the potential for positive and negative influence on employees and organization. The monograph offers a new approach and proposes the systematic analysis of negative leadership traits and behaviors through the broadening of existing approaches (based on employees' orientation and organizational orientation) by analyzing them together with a third dimension: leader's traits, which will allow us to analyze the intent of the leader.

[Click for more details](#)



**Sr. No. 215**

**Title:** Learning and development practice in the workplace: the complete guide by Kathy Beavers

New York Kogan page 2026

**Acc. No.** 010741

**Call No.** 658.312 BEE

**Summary:** the book explains the role of the L&D professional, the organizational context for learning and the skills needed to thrive. It covers how to identify learning needs, design tailored activities and deliver learning through multiple formats, including face-to-face, virtual, coaching, mentoring, informal, social and self-directed learning. Fully updated, this edition adds new content on professional behaviours, facilitation, monitoring and transfer and new learning technologies.

[Click for more details](#)



**Sr. No. 216**

**Title:** Luxury marketing: develop innovative marketing strategies for luxury brands by Kent Le

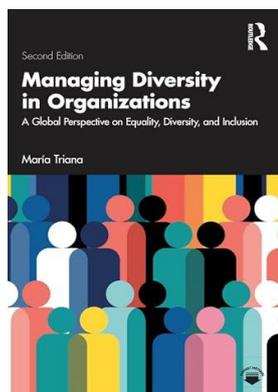
New York Kogan page 2026

**Acc. No.** 010742

**Call No.** 658.804 KEN

**Summary:** This textbook explores how luxury brands balance exclusivity with accessibility, blending heritage and creativity to sustain desirability. Students learn how history, culture, and psychology shape the meaning of luxury and how marketers translate those influences into powerful brand stories and customer experiences. Real-world examples from Shang Xia, Gaggenau and Aman Resorts demonstrate how leading brands balance tradition with adaptation to new audiences and global markets.

[Click for more details](#)



**Sr. No. 217**

**Title:** *Managing diversity in organizations: a global perspective on equality, diversity, and inclusion* by Triana, María

New York Routledge 2025

**Acc. No.** 010743

**Call No.** 658.3008 TRI

**Summary:** Managing Diversity in Organizations equips students with a thorough understanding of the advantages and challenges presented by workplace diversity, suggesting techniques to manage diversity effectively, maximize its benefits, and build more inclusive organizations. Readers will learn to work with diverse groups to create a productive organization in which everyone feels included. It also includes an expanded chapter on intersectionality to cover the advancements in this area, as well as more coverage of inclusion, mindfulness, and mental health.

[Click for more details](#)



**Sr. No. 218**

**Title:** *Managing multiple projects: how project managers can balance priorities, manage expectations and increase productivity* by Harrin, Elizabeth

New York Kogan page 2025

**Acc. No.** 010744

**Call No.** 658.404 HAR

**Summary:** Managing Multiple Projects by Elizabeth Harrin is the practical guide for project managers tasked with delivering results across multiple projects. Whether you're shifting priorities or overlapping deadlines, this book equips you to stay organized, lead confidently and succeed in complex environments. You'll learn how to: Manage competing priorities, timelines and stakeholder expectations, lead hybrid project teams using adaptable delivery methodologies and apply AI and robotic process automation to streamline workflows

[Click for more details](#)



**Sr. No. 219**

**Title:** *Marketing technology: integrating martech for transformational marketing* by Akçay, Ediz Edip

New York Kogan page 2026

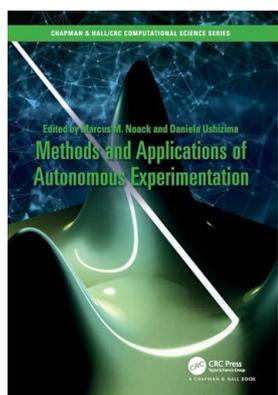
**Acc. No.** 010745

**Call No.** 658.872 AKC

**Summary:** This book explores the technologies transforming marketing from: artificial intelligence and machine learning to blockchain, automation and augmented, virtual and mixed realities. Students will learn how to use data and critical thinking to deliver measurable impact and build customer trust in an era of continuous digital evolution. This textbook includes:

- Detailed coverage of the historical connection between technology and marketing, big data, neuromarketing

[Click for more details](#)



**Sr. No. 220**

**Title:** *Methods and applications of autonomous experimentation* by Noack, Marcus

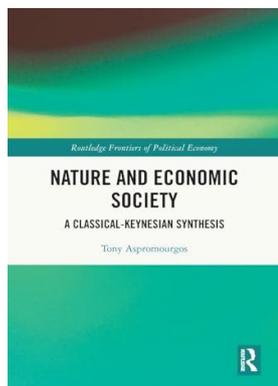
Boca Raton Routledge 2024

**Acc. No.** 010746

**Call No.** 006.31 MAR

**Summary:** Autonomous Experimentation is poised to revolutionize scientific experiments at advanced experimental facilities. Whereas previously, human experimenters were burdened with the laborious task of overseeing each measurement, recent advances in mathematics, machine learning and algorithms have alleviated this burden by enabling automated and intelligent decision-making, minimizing the need for human interference. This book is particularly useful for members of the scientific community looking to improve their research methods.

[Click for more details](#)



**Sr. No. 221**

**Title:** Nature and economic society: a classical-Keynesian synthesis by Aspromourgos, Tony

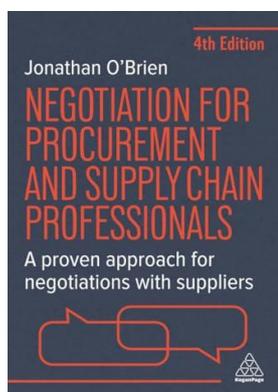
New York Routledge 2024

**Acc. No.** 010747

**Call No.** 330.15 ASP

**Summary:** This book focuses on the interrelationship between nature and the human economy. This is an introductory account of the subject, providing maximum accessibility by presupposing only basic knowledge of economic analysis and only elementary algebra, but including a wide-ranging guide to further and more advanced relevant literature. The result is a tightly argued, concise but comprehensive interpretation of that vital issue, undertaken in the framework of a Classical-Keynesian synthesis.

[Click for more details](#)



**Sr. No. 222**

**Title:** Negotiation for procurement and supply chain professionals: a proven approach for negotiations with suppliers by Brien, Jonathan O

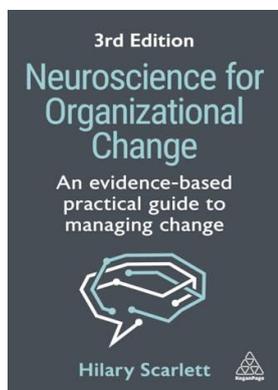
New York Kogan page 2025

**Acc. No.** 010748

**Call No.** 658.4052 BRI

**Summary:** Negotiation for Procurement and Supply Chain Professionals by Jonathan O'Brien is a practical guide for senior procurement and supply chain professionals who need to plan, lead and deliver high-value negotiations in complex and competitive environments. This book offers a structured, proven framework for securing better deals, aligning teams and navigating commercial conversations with clarity and control.

[Click for more details](#)



**Sr. No. 223**

**Title:** Neuroscience for organizational change by Scarlett, Hilary

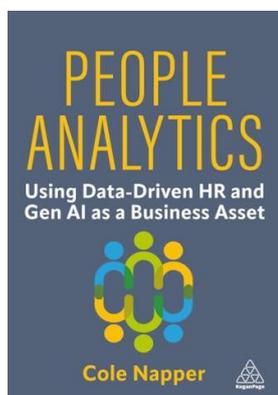
New York Kogan page 2025

**Acc. No.** 010749

**Call No.** 658.406 SCA

**Summary:** Neuroscience for Organizational Change by Hilary Scarlett is a strategic guide for senior leaders and executives who want to apply the latest brain science to drive engagement, productivity and wellbeing during transformation. Drawing on cutting-edge research, this third edition translates neuroscience into practical strategies for managing uncertainty, fostering psychological safety and building cultures that adapt and perform.

[Click for more details](#)



**Sr. No. 224**

**Title:** People analytics: using data-driven HR and gen AI as a business asset by Napper, Cole

New York Kogan page 2025

**Acc. No.** 010750

**Call No.** 658.300721 NAP

**Summary:** People Analytics by Cole Napper is a practical guide for HR managers, business partners and mid-career professionals who want to use data, analytics and AI to deliver measurable value across the organization. Written by a leading voice in the field, the book explains how to integrate people analytics into daily decision-making, from building robust HR data infrastructure to applying ethical, AI-driven insights. Drawing on real-world examples from Toyota, PepsiCo, Lightcast, Booster and FedEx, it provides a clear roadmap for building capability and confidence in data-led HR.

[Click for more details](#)



Sr. No. 225

**Title:** People analytics explained by Kinsey Li

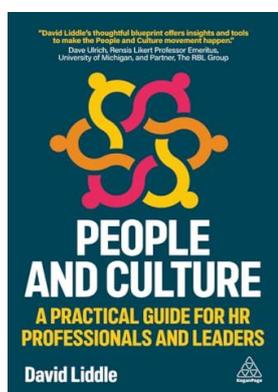
New York Kogan page 2025

Acc. No. 010751

Call No. 658.3 KIN

**Summary:** People Analytics Explained by Kinsey Li is your step-by-step guide to building confidence with data, using your strengths and applying insights to everyday HR challenges. From hiring and engagement to performance, you'll discover how to spot trends, interpret information and show the real value of HR. This book breaks down the essentials with clear examples and a practical framework that makes analytics simple and approachable. Discover the key HR functions, elevate your knowledge and prepare yourself for the people profession with the HR Skills Guide series.

[Click for more details](#)



Sr. No. 226

**Title:** People and culture: a practical guide for HR professionals and leaders by Liddle, David

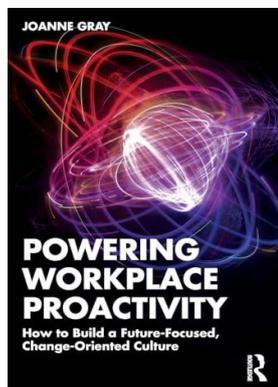
New York Kogan page 2026

Acc. No. 010752

Call No. 658.3 LID

**Summary:** People and Culture is a strategic guide for CEOs, CHROs, HR leaders and senior executives who want to build high-performing organizations through a purpose-led, values-driven and people-centric approach. Written by leading culture and conflict management expert David Liddle, this book shows how to shift from isolated people or culture initiatives to a unified, enterprise-wide approach that strengthens governance, improves engagement and accelerates results.

[Click for more details](#)



Sr. No. 227

**Title:** Powering workplace proactivity: how to build a future-focused, change-oriented culture by Gray, Joanne

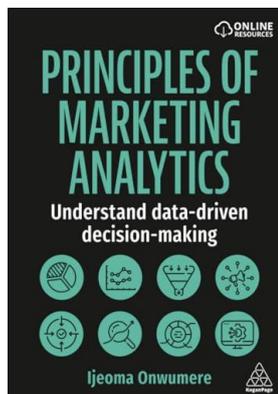
New York Routledge 2025

Acc. No. 010753

Call No. 658.4 GRA

**Summary:** This book introduces the PROACTIVE work design model and diagnostic tool to help organizations create optimal conditions for proactivity at work to flourish. The pressures and expectations of 21st-century life have led to short-term, reactive behavior in the workplace, however, long-term business success relies on proactive behavior, which is self-directed, future-focused, and change-orientated. This book recognizes how important it is for leaders to shape the work environment and to be a positive role model to stimulate employee proactive behavior.

[Click for more details](#)



Sr. No.228

**Title:** Principles of marketing analytics: understand data-driven decision-making by Onwumere, Ijeoma

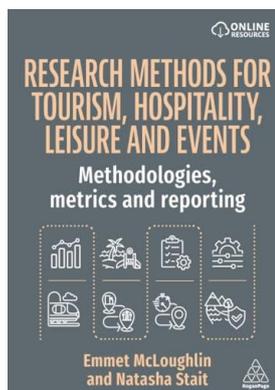
New York Kogan page 2026

Acc. No. 010754

Call No. 658.8 ONW

**Summary:** Principles of Marketing Analytics is an introductory textbook for undergraduate and postgraduate marketing students. Ijeoma Onwumere takes readers from foundational principles to applied insights of marketing analytics, developing the analytical mindset and confidence to make evidence-based marketing decisions. This textbook explains how data drives segmentation, targeting, campaign optimization, and forecasting, bridging marketing theory with analytical practice.

[Click for more details](#)



**Sr. No. 229**

**Title:** Research methods for tourism, hospitality, leisure and events: methodologies, metrics and reporting by McLoughlin, Emmet

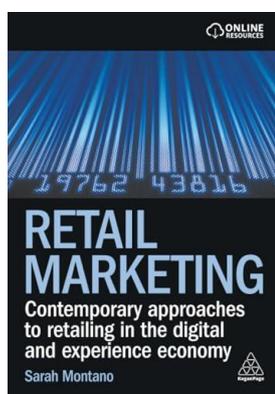
New York Kogan page 2026

Acc. No. 010755

Call No. 338.4791 MCL

**Summary:** Research Methods for Tourism, Hospitality, Leisure and Events is ideal for upper-level undergraduate and postgraduate students researching and writing their dissertations and final-year projects. Bridging foundational research theory with sector-specific application for hospitality, tourism and events settings, this textbook explores qualitative, quantitative and mixed-methods approaches, emphasizing their relevance to real-world contexts. This textbook includes reflective questions for self-assessment and global real-world examples that demonstrate applied research in context

[Click for more details](#)



**Sr. No. 230**

**Title:** Retail marketing: contemporary approaches to retailing in the digital and experience economy by Montano, Sarah

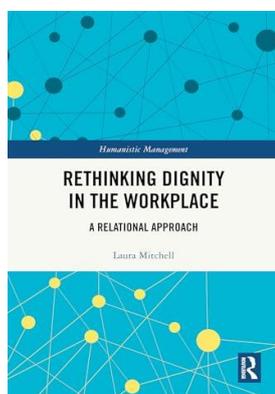
New York Kogan page 2026

Acc. No. 010756

Call No. 658.8 MON

**Summary:** covers essential topics of retail marketing and management, beginning with a history of retailing practices to understand the background behind retail's position within society. Retail Marketing includes in-text learning features such as learning outcomes, a glossary and exercise questions. It is supported by online resources of PowerPoint slides, multiple choice questions, videos and interactive diagrams.

[Click for more details](#)



**Sr. No. 231**

**Title:** Rethinking dignity in the workplace: a relational approach by Mitchell, Laura

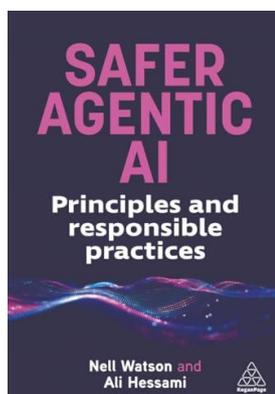
New York Routledge 2025

Acc. No. 010757

Call No. 303.3 MIT

**Summary:** This book challenges a deontological ethic and a simple atomistic view of persons. A specific thesis of dignity as emergent from social performance is presented which is informed by symbolic interactionism, actor-network theory, and liberal and feminist philosophy. This interdisciplinary concept is overwhelmed by our commitment to outdated philosophies and the narrow paradigmatic concerns of academic subdisciplines. Bringing together the work of sociologists, philosophers, political theorists, and a wide selection of business and management scholarship, this book highlights areas in which 'workplace' dignity needs a rethink.

[Click for more details](#)



**Sr. No. 232**

**Title:** Safer agentic AI: principles and responsible practices by Nell Watson, Ali Hessami

New York Kogan page 2026

Acc. No. 010758

Call No. 006.3 WAT

**Summary:** Safer Agentic AI is a guide for senior technology and business professionals who must deploy the most advanced AI systems in ways that accelerate innovation while preventing critical business, ethical and societal risks. Written by AI ethics and safety experts Nell Watson and Ali Hessami, this book shows senior professionals how to harness agentic and autonomous AI responsibly, ensuring systems remain aligned with organizational values, strategic objectives and human oversight.

[Click for more details](#)



Sr. No. 233

**Title:** Social first brands: how modern brands create community, loyalty, and growth by Miner, Tom

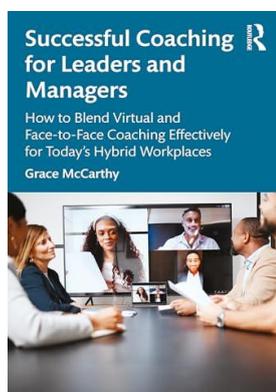
New York Kogan page 2026

Acc. No. 010759

Call No. 658.872 MIN

**Summary:** Social First Brands is a practical guide for mid-career marketing professionals who want to develop strategies that create authentic connections, strengthen brand credibility and drive measurable results. By showing how leading companies put social media at the heart of their marketing, this book equips you to move beyond quick wins and hacks to build strategies grounded in human behavior and long-term value.

[Click for more details](#)



Sr. No. 234

**Title:** Successful coaching for leaders and managers: how to blend virtual and face-to-face coaching effectively for today's hybrid workplaces by Mccarthy, Grace

New York Routledge 2025

Acc. No. 010760

Call No. 658.3124 MCC

**Summary:** The book examines how the coaching skills of observation, listening, questioning, goal-setting, feedback, and reflection can be used effectively with individuals and teams. Boxes offering scenarios and practical activities help the reader understand how to apply these skills in real life. The book goes on to explore coaching at the organisational level, bringing in systems thinking, coaching culture, cross-cultural coaching, and coaching in multi-national organisations.

[Click for more details](#)



Sr. No. 235

**Title:** Supply chain transformation: how to leverage technology for competitive advantage by Mowat, Michael

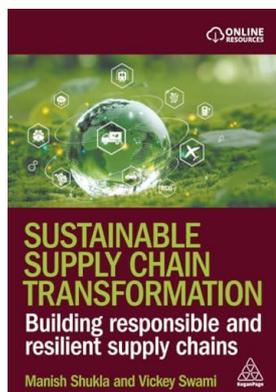
New York Kogan page 2026

Acc. No. 010761

Call No. 658.7 MOW

**Summary:** Supply Chain Transformation by Michael Mowat is a strategic guide for senior supply chain professionals and global operations leaders responsible for implementing change and delivering results in increasingly complex supply chain environments. This book equips supply chain teams to avoid common pitfalls and unlock the full potential of technology in strategy and execution. This book equips supply chain teams to avoid common pitfalls and unlock the full potential of technology in strategy and execution.

[Click for more details](#)



Sr. No. 236

**Title:** Sustainable supply chain transformation: building responsible and resilient supply chains by Shukla, Manish

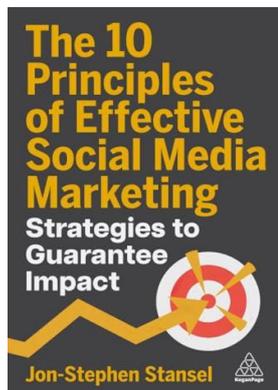
New York Kogan page 2025

Acc. No. 010762

Call No. 658.408 SHU

**Summary:** The textbook approaches sustainability as a process of transformation rather than compliance alone, exploring how supply chains respond to regulatory expectations, stakeholder pressures and increasing disruption. It considers how organizations build and develop sustainable supply chains, embed responsible and ethical operations, and lead change across complex global networks. Key themes include managing disruption, supply chain leadership and navigating the risks and opportunities that emerge as sustainability strategies evolve.

[Click for more details](#)



**Sr. No. 237**

**Title:** The 10 principles of effective social media marketing: strategies to guarantee impact by Stansel, Jon-Stephen

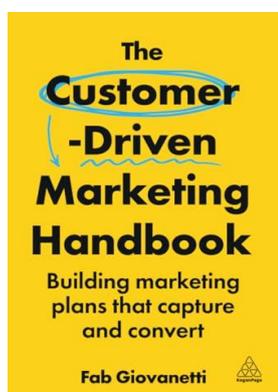
New York Kogan page 2025

**Acc. No.** 010763

**Call No.** 658.872 STA

**Summary:** The 10 Principles of Effective Social Media Marketing is your clear, practical guide to mastering the fundamentals that work on any platform, in any trend cycle. Written by social media expert Jon-Stephen Stansel, this guide shows you how to build confidence, sharpen your skills, and create posts that consistently connect with your audience. The 10 Principles of Effective Social Media Marketing gives you the know-how to create posts that deliver results no matter what changes in the fast-moving social media world.

[Click for more details](#)



**Sr. No. 238**

**Title:** The customer-driven marketing handbook: building marketing Pplans that capture and convert by Giovanetti, Fab

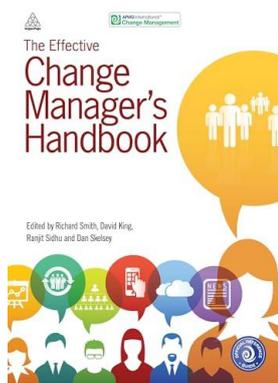
New York Kogan page 2026

**Acc. No.** 010764

**Call No.** 658.812 GIO

**Summary:** The Customer-Driven Marketing Handbook by Fab Giovanetti is your guide to building effective marketing strategies that focus on real customer relationships. Designed for early to mid-career professionals, this book breaks down marketing essentials into clear, manageable steps. It helps you understand what works for your brand and shows you how to refresh your plans to keep pace with a fast-changing marketing world, using real-world examples from Gymshark, Headspace and Notion.

[Click for more details](#)



**Sr. No. 239**

**Title:** The effective change manager's handbook by Smith, Richard

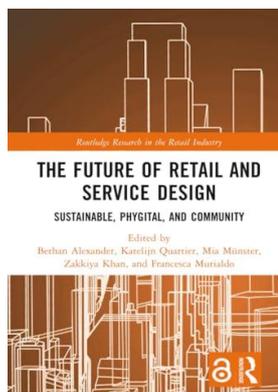
New York Kogan page 2026

**Acc. No.** 010765

**Call No.** 658.406 SMI

**Summary:** The Effective Change Manager's Handbook covers the whole process from planning to implementation, offering practical tools, techniques and models to effectively support any change initiative. A single-volume learning resource covering the range of knowledge required, it includes chapters from established thought leaders on topics ranging from benefits management, stakeholder strategy, facilitation, change readiness, project management and education and learning support.

[Click for more details](#)



**Sr. No. 240**

**Title:** The future of retail and service design: sustainable, phygital, and community by Alexander, Bethan

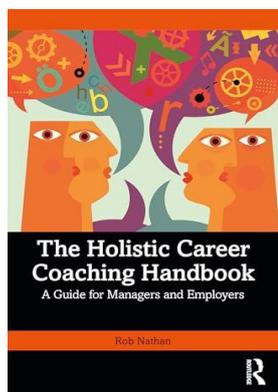
New York Routledge 2025

**Acc. No.** 010766

**Call No.** 658.406 ALE

**Summary:** This book explores the future of retail and service design, offering cutting-edge insights from leading researchers. With a focus on sustainability, phygital innovation, and community retail, it provides a forward-thinking roadmap for the evolution of these fields. This book invites readers to engage with emerging trends and the transformative power of design. Each chapter examines the current landscape and future possibilities, presenting a dynamic vision of what lies ahead.

[Click for more details](#)



**Sr. No. 241**

**Title:** The holistic career coaching handbook: a guide for managers and employers by Nathan, Rob

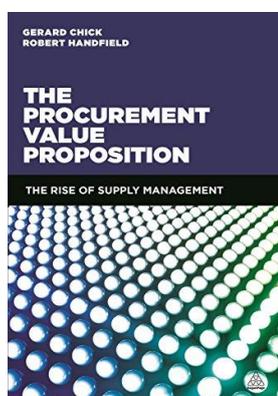
New York Routledge 2025

**Acc. No.** 010767

**Call No.** 331.702 NAT

**Summary:** This handbook provides tools for people to respond respectfully to the way employees experience their working lives. It guides the reader to realise the potential strengths of employees, regardless of their background, life situation, mental health or neurological condition, and appreciate the impact of emotions on their contribution to and experience of work. This book addresses the emotional effect of significant change outside the workplace that has an impact on motivation at work. Chapters cover neurodiversity, parental coaching, Career Returners, menopause and the impact of different life stages.

[Click for more details](#)



**Sr. No. 242**

**Title:** The procurement value proposition: the rise of supply management by Gerard Chick

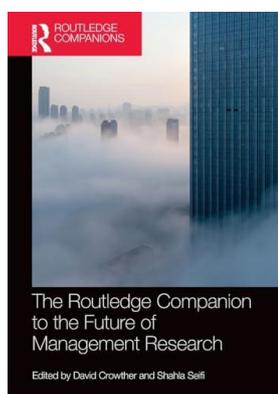
New Delhi Kogan page 2015

**Acc. No.** 010768

**Call No.** 658.72 CHI

**Summary:** This book discusses the value proposition offered by contemporary procurement to the sustainability and development of business. They examine how organizations that position procurement as a core business function will be able to drive a more competitive lever for change, and more readily adapt to the forces driving rapid change in the current global environment. The Procurement Value Proposition features case studies of companies that are moving through procurement transformation in a continual phase of movement and adaptation to the multitude of shifts that are occurring.

[Click for more details](#)



**Sr. No. 243**

**Title:** The routledge companion to the future of management research by Crowther, David

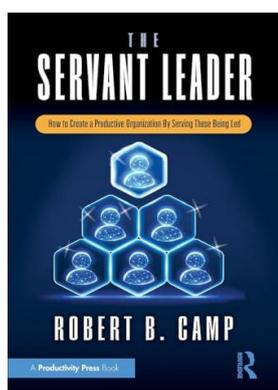
New York Routledge 2024

**Acc. No.** 010769

**Call No.** 658.0072 CRO

**Summary:** The management of organisations continues to evolve as new priorities emerge and new approaches are developed. Thus, it is clear that research into business and management will also continue to evolve. This will be in terms of both what is researched and in terms of the techniques and methods used to conduct research. Such development will continue into the future and this book highlights evolving areas. It also suggests new topics which are emerging and new techniques to conduct such research – topics and techniques that will be of benefit to researchers.

[Click for more details](#)



**Sr. No. 244**

**Title:** The servant leader: how to create a productive organization by serving those being led by Camp, Robert B

New York Routledge 2025

**Acc. No.** 010770

**Call No.** 658.4092 CAM

**Summary:** The servant leader looks ahead and sets out a path for the rest of the organization to follow. We see that dynamic occur as Thomas (the book's central character) embraces Total Productive Maintenance, 5S, and later moonshining. A great leader, Thomas doesn't stand in the limelight himself but pushes his people into it. This book details the way servant leaders think and act. It emphasizes the role of humility in the work of great leaders. Servant leaders see it as their job to grow their people and to remove obstacles from their paths.

[Click for more details](#)

**THE SEVEN  
SIGMA MINDSET**  
How to Escape the  
Habitual Thinking Trap and  
Rediscover Free Thinking  
ANDREAS G. MOOSDORF



Sr. No. 245

**Title:** The seven-sigma mindset: how to escape the habitual thinking trap and rediscover free thinking by Moosdorf, Andreas G

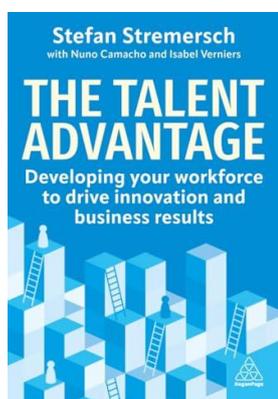
New York Routledge 2025

Acc. No. 010771

Call No. 153.42 MOO

**Summary:** This is because our hard-wired survivor bias drives us to repeat mental patterns and solutions that seemed sensible in the past, and that provide comfort, social rewards and a stable identity. This means that our thinking follows a Six Sigma distribution and that only a tiny fraction of our daily thoughts are truly novel and free, which prevents us from reaching the groundbreaking solutions we need to adapt to a fast-changing world.

[Click for more details](#)



Sr. No. 246

**Title:** The talent advantage: developing your workforce to drive innovation and business results by Stremersch, Stefan

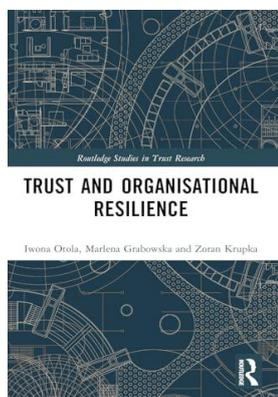
New York Kogan page 2025

Acc. No. 010772

Call No. 658.3124 STR

**Summary:** The Talent Advantage by Stefan Stremersch is a practical, evidence-based guide for HR leaders, managers and departmental heads who want to embed talent development into their organization's strategy. It shows that talent is not an exclusive trait but can be cultivated in every employee through the right methods, mindset and environment. This book combines scientific insights with actionable frameworks to help you nurture skills, increase engagement and link development directly to business goals.

[Click for more details](#)



Sr. No. 247

**Title:** Trust and organizational resilience by Otolá, Iwona

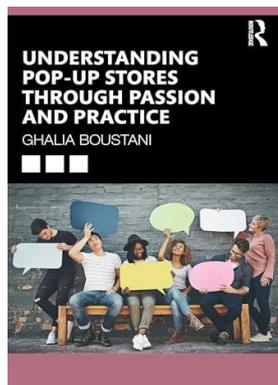
New York Routledge 2024

Acc. No. 010773

Call No. 658.406 OTO

**Summary:** This unique book offers new, cutting-edge research on how trust can build and develop resilience. The authors combine theoretical and empirical perspectives on the two issues of trust and organisational resilience in an environment that is difficult to predict. The authors firstly discuss the challenges the turbulent environment poses before exploring the influence of trust and providing practical case studies on topics such as brand trust, dynamic capabilities and business models.

[Click for more details](#)



Sr. No. 248

**Title:** Understanding pop-up stores through passion and practice by Boustani, Ghalia

New York Routledge 2025

Acc. No. 010774

Call No. 658.874 BOU

**Summary:** This book guides readers through the 20-year evolution of pop-up stores, their integration into overarching brand strategies, and the practical ins and outs of pop-up store development, offline or online. Insights from over 90 recent case studies further illuminate the tools that need to be considered and guidelines to be followed for pop-up store success, including distribution, communications strategy, atmospheric design, budgeting, events, and legal considerations.

[Click for more details](#)



**Sr. No. 249**

**Title:** User research: Improve product and service design and enhance your UX research by Marsh, Stephanie

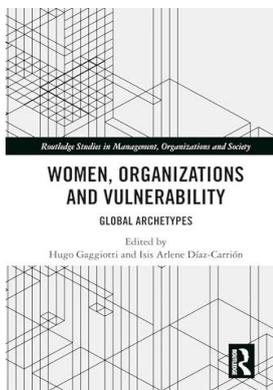
New York Kogan page 2026

**Acc. No.** 010775

**Call No.** 006.6 MAR

**Summary:** User Research is a practical guide that shows mid-career professionals and academic readers how to use the vast array of user research methods available. Written by Stephanie Marsh, one of the UK's leading UX research professionals, readers can benefit from in-depth knowledge that explores the fundamentals of user research. User Research provides new insight into how to incorporate cross-functional collaboration when approaching user research, how to navigate the ever-changing world of GDPR as AI enters the research space and a pathway to founding their products and services with the understanding of consumer behaviour.

[Click for more details](#)



**Sr. No. 250**

**Title:** Women, organizations and vulnerability: global archetypes by Gaggiotti, Hugo

New York Routledge 2025

**Acc. No.** 010776

**Call No.** 658.3 GAG

**Summary:** User Research is a practical guide that shows mid-career professionals and academic readers how to use the vast array of user research methods available. Written by Stephanie Marsh, one of the UK's leading UX research professionals, readers can benefit from in-depth knowledge that explores the fundamentals of user research. User Research provides new insight into how to incorporate cross-functional collaboration when approaching user research, how to navigate the ever-changing world of GDPR as AI enters the research space and a pathway to founding their products and services with the understanding of consumer behaviour.

[Click for more details](#)