



प्रज्ञता: शिक्षण संसाधन केंद्र
Pragyata: Learning Resource Center



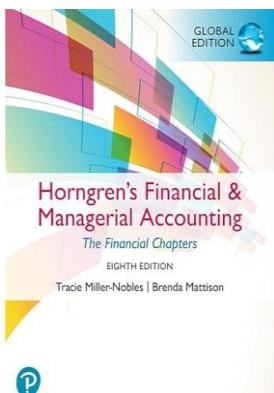
NEW ARRIVAL LIST OF PRINT BOOKS JULY 2025

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Sr. No. 01

Title: Horngren's financial and managerial accounting the financial chapters by Miller-Nobles, Tracie and Mattison, Brenda

New Delhi Pearson Education Limited 2025

Acc. No. 008847

Call No. 657 MIL

Summary: Horngren's Financial and Managerial Accounting presents the core content of principles of accounting courses in a fresh format designed to help you succeed. The text's pedagogy and content use leading methods in teaching critical foundational and emerging topics in the field of accounting; all tested in class by the authors themselves. Its focus on readability and student comprehension. Added emphasis on data analytics and guidance in Excel ensure you're well prepared to make optimal business decisions.



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Sr. No. 02

Title: Working in public health: choosing the right career by Sim, Fiona

New York Routledge 2024

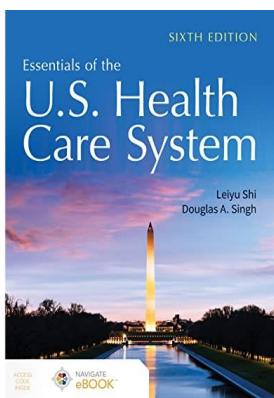
Acc. No. 008848

Call No. 362.102341 SIM

Summary: This book provides an update on the variety of public health roles and the settings from which the workforce operates, with the inclusion of new material on climate change and sustainability. Written from a UK perspective, it nevertheless includes a chapter on working in international and global health. This practical and accessible book maps out comprehensively the range of exciting and varied options open to those considering a career in public health. Uniquely, it provides helpful information on how to become either a fully-fledged specialist or to work in an operational practitioner role.



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Sr. No. 03

Title: Essentials of the U.S. health care system by Leiyu, Shi and Singh, Douglas

Burlington Jones & Bartlett Learning 2023

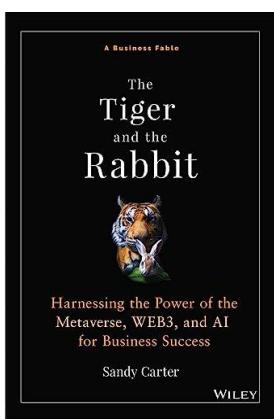
Acc. No. 008849

Call No. 362.10973 LEI

Summary: Essentials of the U.S. Health Care System is a reader-friendly, well-organized resource that covers the major characteristics, foundations, and future of the U.S. health care system. The text clarifies the complexities of health care organization and finance and presents a solid overview of how the various components fit together. Through immersive technology and instructional design, the Navigate Scenario for Health Care Delivery creates an environment in which the student assumes the role of a Health Care Operations consultant at a large Health Care system



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Sr. No. 04

Title: Tiger and the Rabbit: a fable of harnessing the power of the metaverse, Web3, and AI for business success by Carter, Sandy

New Jersey John Wiley Sons, Inc. 2023

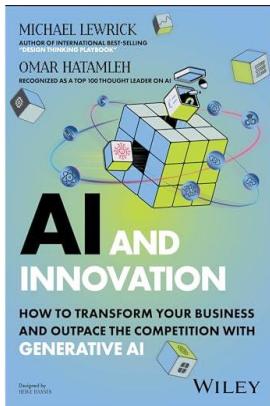
Acc. No. 008850

Call No. 006.3 CAR

Summary: In the book, you'll find Strategies for combining technologies, like artificial intelligence and blockchain, to unlock previously unheard-of solutions to contemporary problems, explorations of the Metaverse's potential for new experiences and the role of community in non-fungible token technology and what it means for the future of digital identity. The Tiger and The Rabbit will earn a place on the bookshelves of managers, executives, entrepreneurs, founders, board members, and other business leaders.



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Sr. No. 05

Title: AI and innovation: how to transform your business and outpace the competition with generative AI by Lewrick, Michael and Hatamleh, Omar

New Jersey John Wiley & Sons, Inc. 2025

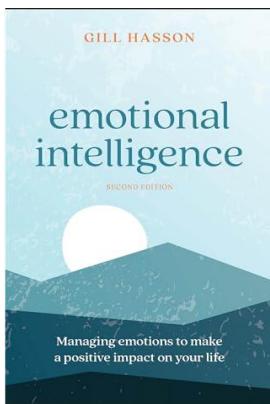
Acc. No. 008851

Call No. 006.3 LEW

Summary: AI and Innovation: How to Transform Your Business and Outpace the Competition with Generative AI is an expert blueprint on shaping and scaling the AI ecosystem of the future, revealing frameworks already tested and implemented at leading companies including Siemens, GE, and Microsoft. This book contains insight, use cases, tools, and templates to help readers build a brighter future for their organizations based on a fusion of disciplines, new concepts, and foresight thinking.



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Sr. No. 06

Title: Emotional intelligence: managing emotions to make a positive impact on your life by Hasson, Gill

Germany John Wiley & Sons Inc., 2025

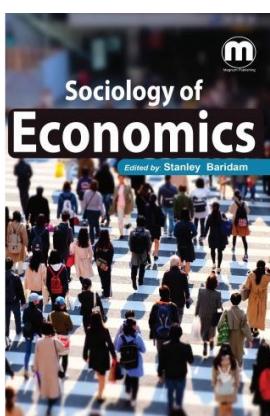
Acc. No. 008852

Call No. 152.4 HAS

Summary: In this book you'll learn to boost your productivity, happiness, calm, and confidence as the author explains the startlingly straightforward fundamentals of our feelings. You'll also discover how to boost your "EQ" (emotional intelligence quotient) to improve your personal and work lives, manage conflict, understand office politics, deal with bullying, and more. Manage anxiety and stress so they don't overwhelm you at work or at home, express yourself and your desires clearly and simply so you can get more of what you want and be more assertive so you can protect yourself and those you care about from mistreatment



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Sr. No. 07

Title: Sociology of economics by Baridam, Stanley

New York Magnum Publishing LLC 2023

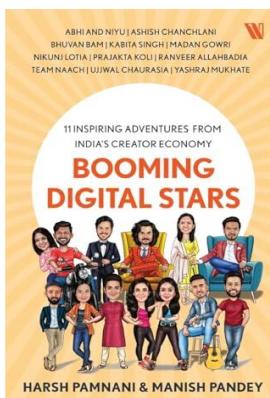
Acc. No. 008853

Call No. 330 STA

Summary: The field of economic sociology can be separated into the sociology of markets and the sociology of consumption. The sociology of markets views markets as socially constructed arenas where repeated exchanges occur between buyers and sellers under a set of formal and informal rules governing relations between competitors, suppliers, and customers. This book offers critical insights into its fundamental concepts and developments.



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Sr. No. 08

Title: Booming digital stars: 11 inspiring journeys from india's creator economy by Pamnani, Harsh and Pandey, Manish

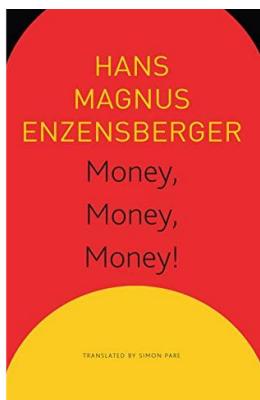
Chennai Pencil Select 2021

Acc. No. 008854

Call No. 338.9 PAM



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Sr. No. 09

Title: Money money money: a short lesson in economics by Enzensberger, Hans Magnus

London Seagull Books 2022

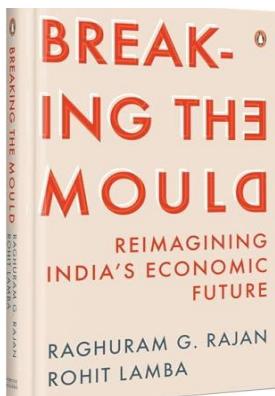
Acc. No. 008855

Call No. 330 ENZ

Summary: In this rich volume, the renowned poet, translator and essayist Hans Magnus Enzensberger turns his gimlet eye on the mechanisms and machinations of banks and politicians—the human greed, envy and fear that fuels the global economy. A modern, but moral-less fable, Money, Money, Money! is shot through with Enzensberger's trademark erudition, wit and humanist desire to cut through jargon and forearm his readers against obscurantism.



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Sr. No. 10

Title: Break-ing the mould: reimagining India's economic future by Rajan, Raghuram G

Haryana Penguin Random House India 2023

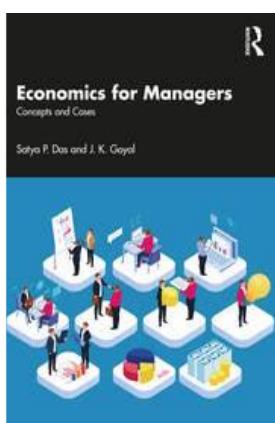
Acc. No. 008856

Call No. 338.954 RAJ

Summary: In this book, the authors explain how we can accelerate economic development by investing in our people's human capital, expanding opportunities in high-skilled services and manufacturing centred on innovative new products, and making India a ferment of ideas and creativity. India's democratic traditions will support this path, helped further by governance reforms, including strengthening our democratic institutions and greater decentralization. Written with unusual candour, and packed with vivid examples and persuasive arguments, this is a book for anyone who has a stake in India's future.



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Sr. No. 11

Title: Economics for managers: concepts and implications by Das, Satya P

New York Routledge 2024

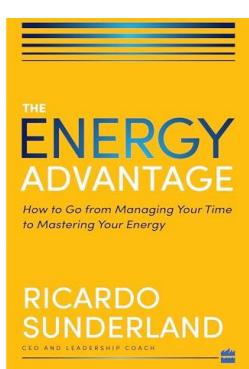
Acc. No. 008857

Call No. 330.024658 DAS

Summary: This book will sharpen the core decision-making skills of budding managers and entrepreneurs through the concepts, logic, and principles of microeconomics used in the book with suitable examples and cases from multiple industries from across the world. By placing strong emphasis on the fundamental theories, concepts, and their application in real-life business scenarios, the book presents chapters infused with relevant case-lets, snippets, and exercises. This book makes complex topics easily comprehensible to the readers who have virtually no background in economics.



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Sr. No. 12

Title: Energy advantage: how to go from managing your time to mastering your energy by Sunderland, Ricardo

Haryana HarperCollins Publisher 2024

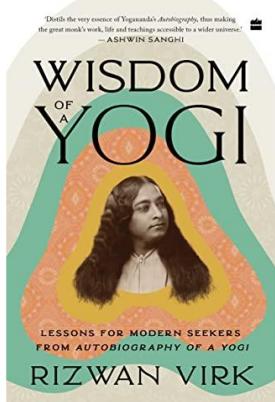
Acc. No. 008858

Call No. 158.7 SUN

Summary: In this book you will learn how to grow your energy awareness. what gives you energy, how to identify the energy blockers that are holding you back, and how to free yourself from being highjacked by them. that every situation presents a choice for you to access, in real-time, the creative source of energy within you. the path to mastering your energy is gained by connecting physical, mental, emotional, and spiritual energy throughout seven distinct levels. how to write your own story, rather than others writing it for you.



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Sr. No. 13

Title: *Wisdom of a Yogi: lessons for modern seekers from autobiography of a Yogi* by Virk, Rizwan

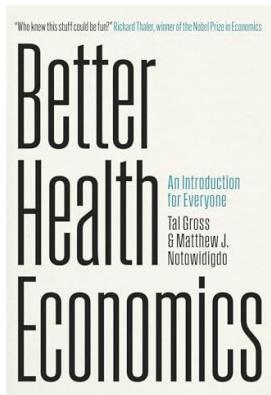
Gurugram HarperCollins Publishers 2023

Acc. No. 008859 **Call No.** 294.5092 VIR

Summary: Autobiography of a Yogi was one of the most impactful spiritual books of the twentieth century and has travelled around the world, inspiring millions to walk the spiritual path. But what are twenty-first-century spiritual aspirants, steeped in technology and science, to think of these classic tales of gurus, swamis and miracles in the Himalayas? Do these tales have relevance today? Autobiography with tales of college professors, students, entrepreneurs and modern seekers, Virk brings the ancient lessons of karma, yoga, meditation and siddhas into the modern age of YouTube, video games, mobile phones and social media.



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Sr. No. 14

Title: *Better health economics: an introduction for everyone* by Gross, Tal

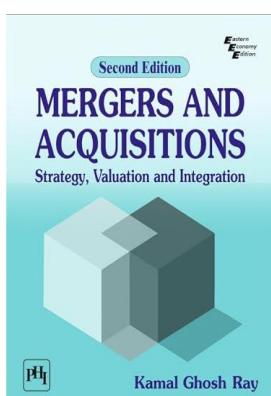
Chicago The University of Chicago Press 2024

Acc. No. 008860 **Call No.**

Summary: Better Health Economics is a warts-and-all introduction to a field that is more exceptions than rules. Economists Tal Gross and Matthew J. Notowidigdo offer readers an accessible primer on the field's essential concepts, a review of the latest research, and a framework for thinking about this increasingly imperfect market. The economics of healthcare are messy. For most consumers, there's little control over costs or services. Sometimes doctors are paid a lot; other times they aren't paid at all. Insurance and drug companies are evil, except when they're not



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Sr. No. 15

Title: *Mergers and acquisitions: strategy, valuation and integration* by Ray, Kamal Ghosh

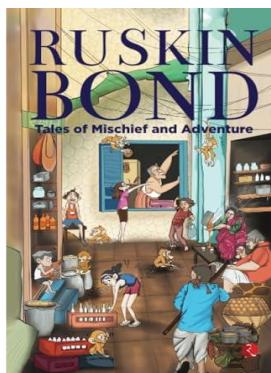
Delhi PHI Learning Private Limited 2025

Acc. No. 008861 **Call No.** 658.16 RAY

Summary: The book is an "A to Z" of M&A, ranging from strategy, valuation, legal aspects to integration. The new edition incorporates various new concepts, ideas and thoughts with appropriate discussion in detail. Business valuation has a substantial coverage in the book as the subject, "Valuation" is offered in many academic programmes in universities and business schools. The text is profusely illustrated with many examples and case studies and contains huge number of numerical problems and solutions.



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Sr. No. 16

Title: *Tales of mischief and adventure* by Bond, Ruskin

New Delhi Rupa Publications India Pvt. Ltd. 2024

Acc. No. 008862 **Call No.** 823.087 BON

Summary: Recollections of adventures and laughter shared with friends become the anchors that bring us joy in adulthood. Whether it is running around the playground, exploring new places, or maybe even cooking up some harmless mischief with friends—these memories never fail to lift the fog of monotony from one's life. Tales of Mischief and Adventure will transport you to Ruskin Bond's enchanting world filled with animals, children and mesmerizing adventures.



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Sr. No. 17

Title: Great russian short stories by Kuzmin, Mila

New Delhi Rupa Publications India Pvt Ltd 2024

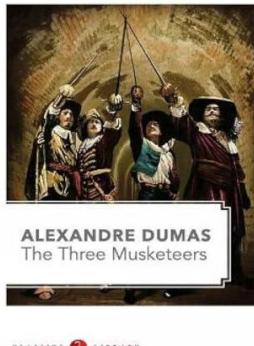
Acc. No. 008863

Call No. 813 KUZ

Summary: Within the concise confines of Greatest Russian Short Stories lies the expansiveness of the human soul. Experience existential dread with Gogol, heartache with Turgenev, complexities of love with Dostoyevsky and melancholic beauty with Gorky. Each author paints a unique portrait of the Russian experience, each page a window into the depths of the human spirit. This compilation invites you to experience the raw beauty and unbridled passion of Russia's greatest literary masterpieces.



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Sr. No. 18

Title: The three musketeers by Dumas, Alexandre

New Delhi Rupa Publications India Pvt Ltd 2013

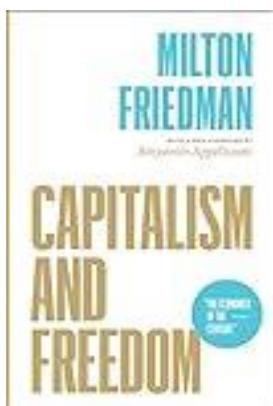
Acc. No. 008864

Call No. 823 DUM

Summary: In this swashbuckling adventure novel, the brave and spirited D'Artagnan comes to Paris to seek fortune and admission into Louis XIII's daring band of musketeers, comprising Athos, Porthos and Aramis. Together, they embark on a thrilling adventure to preserve the honour of the Queen. Along the way, they must confront the devious Cardinal and the beautiful and cunning Lady De Winter. Eventful, engaging, and packed with humour, intrigue and romance The Three Musketeers remains a treasured masterpiece.



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Sr. No. 19

Title: Capitalism and freedom by Friedman, Milton

London The University of Chicago Press 2020

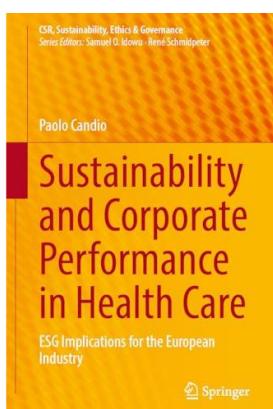
Acc. No. 008865

Call No. 330.122 FRI

Summary: Capitalism and Freedom is one of the most significant works of economic theory ever written. Enduring in its eminence and esteem, it has sold nearly a million copies in English, has been translated into eighteen languages, and continues to inform economic thinking and policymaking around the world. This new edition includes prefaces written by Friedman for both the 1982 and 2002 reissues of the book, as well as a new foreword by Binyamin Appelbaum, lead economics writer for the New York Times editorial board.



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Sr. No. 20

Title: Sustainability and corporate performance in health care by Candio, Paolo

Cham Springer 2024

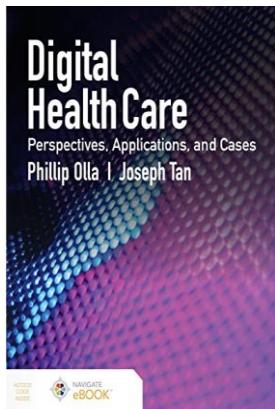
Acc. No. 008866

Call No. 610.686058 CAN

Summary: This book explores the multifaceted relationship between sustainability and corporate performance in health care by providing a review of the relevant policy and academic literature, together with novel quantitative evidence to support strategic and managerial decision-making. The book uniquely investigates whether and how improvements in sustainability-related activities and reporting, and respective ESG scores assigned by international rating agencies, are related to corporations' economic and market performance.



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Sr. No. 21

Title: Digital health care: perspectives, applications, and cases by Olla, Phillip and Tan, Joseph K. H

Burlington Berrett Koehler Learning 2023

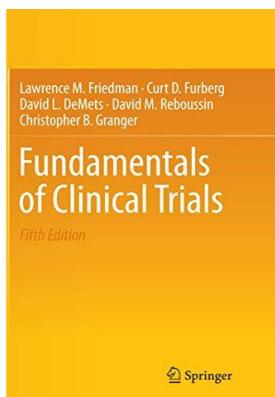
Acc. No. 008867

Call No. 610.285 OLL

Summary: Digital Health Care: Perspectives, Applications, and Cases explores the trends, perspectives, and cases of Digital Healthcare and Informatics (DHI) that are transforming healthcare across the globe. Organized in 5 major connecting parts, this well-conceived text begins by laying out foundational DHI themes before focusing in on key DHI core technologies, developments, methods and challenges - from big data analytics & artificial intelligence to security and privacy issues, clinical decision support systems, consumer health informatics, and more.



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Sr. No. 22

Title: Fundamentals of clinical trials by Friedman, Lawrence M

New York Springer 2015

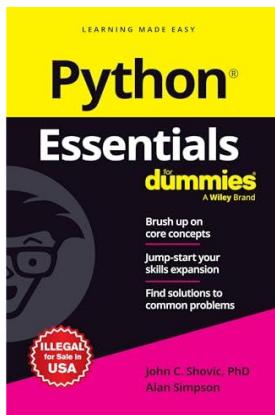
Acc. No. 008868

Call No. 615.5 FRI

Summary: This book is intended for the clinical researcher who is interested in designing a clinical trial and developing a protocol. It is also of value to researchers and practitioners who must critically evaluate the literature of published clinical trials and assess the merits of each trial and the implications for the care and treatment of patients. The authors use numerous examples of published clinical trials to illustrate the fundamentals. The text is organized sequentially from defining the question to trial closeout. One chapter is devoted to each of the critical areas to aid the clinical trial researcher.



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Sr. No. 23

Title: Python essentials for dummies by Shovic, John C. and Simpson, Alan

New Delhi Wiley India Pvt. Ltd 2024

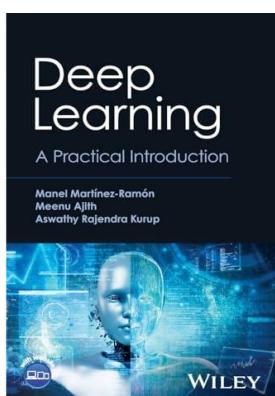
Acc. No. 008869

Call No. 005.133 SHO

Summary: This book gets right to the point, with no excess review, wordy explanations, or fluff, making it perfect as a desk reference on the job or as a brush-up as you expand your skills in related areas. Focusing on just the essential topics you need to know to brush up or level up your Python skill, this is the reliable little book you can always turn to for answers. This portable Dummies Essentials book focuses on the key topics you need to know about the popular Python language.



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Sr. No. 24

Title: Deep learning: a practical introduction by Martinez-Ramon, Manel

Hoboken John Wiley & Sons Ltd 2024

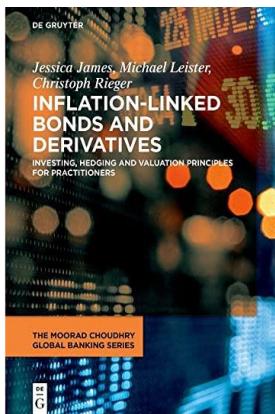
Acc. No. 008870

Call No. 006.3 LEW

Summary: In Deep Learning: A Practical Introduction, a team of distinguished researchers delivers a book complete with coverage of the theoretical and practical elements of deep learning. The book includes extensive examples, end-of-chapter exercises, homework, exam material, and a GitHub repository containing code and data for all provided examples. Deep Learning: A Practical Introduction will also benefit practitioners and researchers in the fields of deep learning and machine learning in general.



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Sr. No. 25

Title: Inflation-linked bonds and derivatives: investing, hedging and valuation principles for practitioners by James, Jessica

Boston De Gruyter 2023

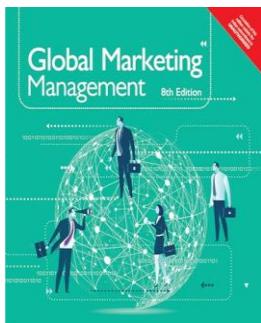
Acc. No. 008871

Call No. 332.63 JAM

Summary: Inflation-Linked Bonds and Derivatives condenses more than 15 years of dedicated coverage of inflation markets. It provides investors, issuers and policy makers with all the relevant tools to navigate inflation markets, starting with the nuts and bolts of consumer price indices, forwards, carry and trading strategies, to advanced topics like seasonality adjustments and the use of inflation options. This exceptional book will benefit traders, corporate treasury departments, fixed income investors, insurance companies and pension funds executives.



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P Pearson

Warren J. Keegan
Gautam Dutta

Sr. No. 26

Title: Global marketing management by Keegan Warren J

Chennai Pearson India Education Services Pvt Ltd 2025

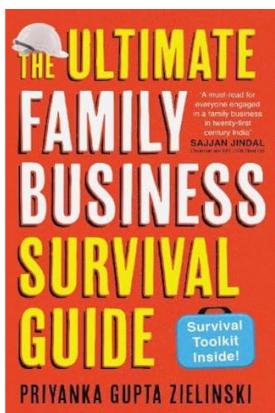
Acc. No. 008872

Call No. 658.8 KEE

Summary: Global Marketing, 8th Edition, by Hollensen continues to be the most up-to-date and comprehensive text of its kind, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. For nearly twenty years this title has been the definitive, truly international guide to marketing. During that time, borders have become ever more transient and this book more central to the work of marketers all around the world.



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Sr. No. 27

Title: The ultimate family business survival guide by Zielinski, Priyanka Gupta

New Delhi Pan Macmillan Publishing India Private Limited 2021

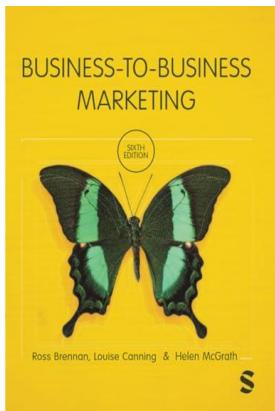
Acc. No. 008873

Call No. 658.045 ZIE

Summary: The Ultimate Family Business Survival Guide lucidly captures the informal yet important communications within a business family, the stakes of the family in the business and the rich resources basket that the family is for the business and each member' – Nupur Pavan Bang, Associate Director, Thomas Schmidheiny Centre for Family Enterprise, Indian School of Business.



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Sr. No. 28

Title: Business-to-Business Marketing by Brennan, Ross

London Sage 2024

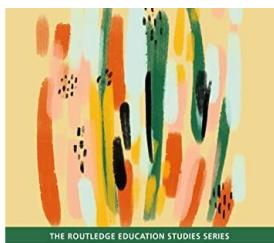
Acc. No. 008874

Call No. 658.804 BRE

Summary: This comprehensive and regularly updated textbook covers both the theory and practice of global business-to-business (b2b) marketing. Increased and updated coverage covering digital transformation and responsible business as well as new content on small firms, New organizational coverage, including companies and brands such as Airspares Unlimited, Optel Group, Pfizer, Royal FloraHolland, Toyota, Trelleborg, ValCo Engineering Ltd and Volkswagen. The textbook is suitable for students taking a b2b/industrial marketing module at undergraduate or postgraduate levels.



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LEADERSHIP AND
MANAGEMENT FOR
EDUCATION STUDIES
INTRODUCING KEY CONCEPTS OF THEORY AND PRACTICE

Edited by DEBORAH OUTHWAITE
and CATHERINE A. SIMON



Sr. No. 29

Title: Leadership and management for education studies: introducing key concepts of theory and practice by Outhwaite, Deborah

New York Routledge 2023

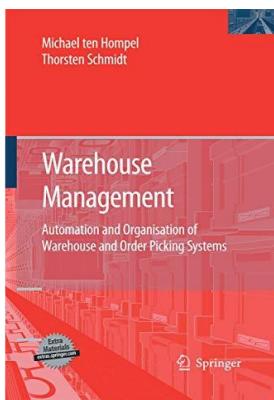
Acc. No. 008875

Call No. 658.4092 OUT

Summary: This book introduces theories of educational leadership and management and provides examples of their translation into practice. This book highlights and explores these diverse pathways. For staff in schools who are currently on a National Professional Qualification (NPQ) this book gives an overview of differing leadership pathways, including senior leadership (NPQSL) and headship (NPQH), whilst also discussing the impact of system reforms (NPQEL). Strategies for leadership across primary, secondary, and higher education settings



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Sr. No. 30

Title: Warehouse management: automation and organisation of warehouse and order picking system by Ten Hompel, Michael

New York Springer 2007

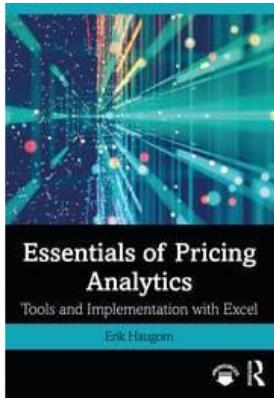
Acc. No. 008876

Call No. 658.785 TEN

Summary: This book gives an overview of possible solutions which help readers to make the right choice. It presents the background and potential, but also the risks and strategies to handle them. It sets the basis for comparisons for all those readers who are responsible for the evaluation and specification of warehouse management systems. This book is based on practical knowledge without neglecting the basic context or assuming special technical knowledge.



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Sr. No. 31

Title: Essentials of pricing analytics by Haugom, Erik

New York Routledge 2021

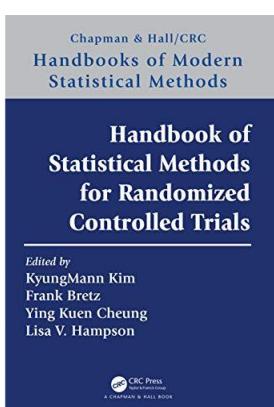
Acc. No. 008877

Call No. 658.816 HAU

Summary: This book provides a broad introduction to the field of pricing as a tactical function in the daily operations of the firm and a toolbox for implementing and solving a wide range of pricing problems. The book covers topics on fundamental pricing theory, break-even analysis, price sensitivity, empirical estimations of price-response functions, price optimisation, markdown optimisation, hedonic pricing, revenue management, the use of big data, simulation, and conjoint analysis in pricing decisions, and ethical and legal considerations.



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Sr. No. 32

Title: Handbook of statistical methods for randomized controlled trials by Kim, Kyung Mann

New York Routledge 2021

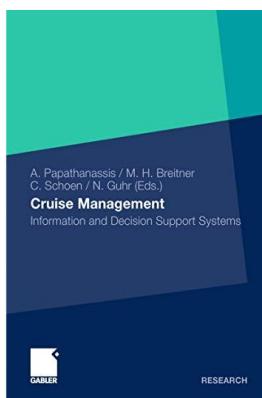
Acc. No. 008878

Call No. 610.724 KIM

Summary: The Handbook of Statistical Methods for Randomized Controlled Trials presents these statistical concepts in a logical sequence from beginning to end and can be used as a textbook in a course or as a reference on statistical methods for randomized controlled trials. In order to design, monitor, analyze and draw conclusions scientifically from such clinical trials, clinical investigators and statisticians should have a firm grasp of the requisite statistical concepts.



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Sr. No. 33

Title: Cruise management: information and decision supports systems by Papathanassis, A

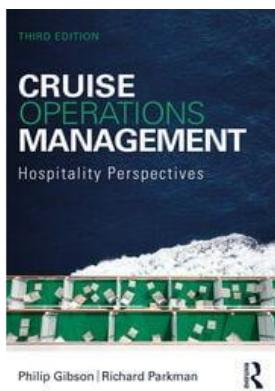
Wiesbaden Springer 2012

Acc. No. 008879 **Call No.** 387.5 PAP

Summary: This book documents the proceedings of the 1st e-Cruising Conference (Bremerhaven, Germany), which was aimed at discussing the possibilities and applicability of ICTs and mobile services in various aspects of cruise operations. Following a rigorous double-blind review, the best papers were chosen to be incorporated in this volume. Increasingly, cruise operators are utilising information and communication technologies (ICTs) to improve service-effectiveness and process efficiency, both on- and off-board.



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Sr. No. 34

Title: Cruise operations management: hospitality perspectives by Gibson, Philip

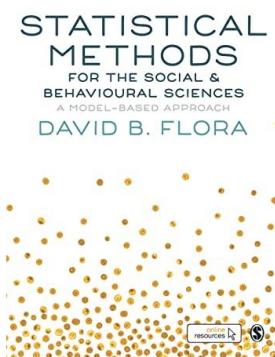
New York Routledge 2019

Acc. No. 008880 **Call No.** 387.54 GIB

Summary: Cruise Operations Management: Hospitality Perspectives offers a comprehensive and contextualised overview of hospitality services for the cruise industry. New content on: health, safety and security, sustainability, environmental impacts of cruise operations, changing and emerging markets, professionalism and talent management, innovation and digital technologies, A new chapter on 'Leadership in the cruise industry', new international case studies throughout to provide a real-world insight into the industry



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Sr. No. 35

Title: Statistical methods for the social & behavioural sciences: a model based approach by David B. Flora

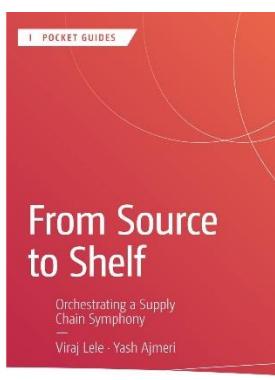
New Delhi Sage Publications India Pvt Ltd 2018

Acc. No. 008881 **Call No.** 001.422 DAV

Summary: Statistical methods in modern research increasingly entail developing, estimating and testing models for data. Rather than rigid methods of data analysis, the need today is for more flexible methods for modelling data. It provides a comprehensive survey of the major statistical procedures currently used. His innovative model-based approach teaches you how to: understand and choose the right statistical model to fit your data, apply statistical procedures hands-on, with example data analyses and develop and use graphs to understand data and fit models to data.



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Sr. No. 36

Title: From source to shelf: orchestrating a supply chain symphony by Lele, Viraj

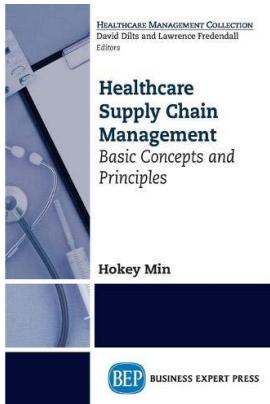
Philadelphia Apress 2024

Acc. No. 008882 **Call No.** 658.721 LEL

Summary: This book delves into the strategic, operational, and technological aspects of supply chains, offering insights and practical solutions to create a seamless and resilient supply network. The main topics covered are production planning and inventory control, logistics and distribution, sustainability, risk management and future trends. From Source to Shelf provides valuable insights and practical guidance to help you master the art of supply chain management. Understand the fundamental components and functions of supply chain management and develop and implement effective supply chain strategies that align with overall business objectives.



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Sr. No. 37

Title: Healthcare supply chain management: basic concepts and principles by Min, Hokey

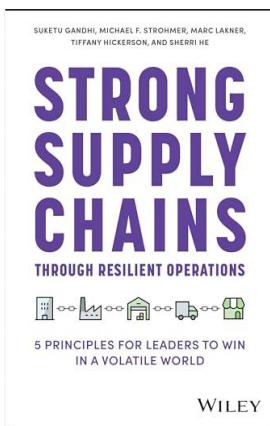
New York Business Expert Press 2014

Acc. No. 008883 **Call No.** 362.1068 MIN

Summary: This book provides you (whether a healthcare policy maker, hospital administrator, pharmaceutical company manager, or other healthcare professional) with practical guidance for leveraging supply chain principles to better manage healthcare resources and control healthcare costs. It introduces basic supply chain management concepts, terminologies, and tenets. The impact of healthcare reforms on healthcare supply chains, and the development of performance metrics for the healthcare supply chain and benchmarking.



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Sr. No. 38

Title: Strong supply chains through resilient operations: five principles for leaders to win in a volatile world by Gandhi, Suketu

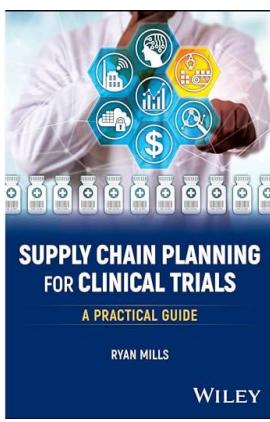
New Jersey Wiley 2024

Acc. No. 008884 **Call No.** 658.7 GAN

Summary: In Strong Supply Chains Through Resilient Operations: Five Principles for Leaders to Win in a Volatile World, a team of dedicated, veteran operations strategists delivers a practical and hands-on discussion of how to future-proof your company's supply chains through a relentless focus on resilience. In the book, you'll discover how to shift your firm's emphasis from "low-cost" to "low volatility" as you protect your company against the supply and demand shocks associated with pandemics, wars, labor disputes, and trade conflicts.



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Sr. No. 39

Title: Supply chain planning for clinical trials: a practical guide by Mills, Ryan

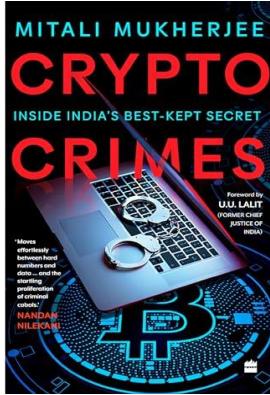
New Jersey John Wiley & Sons, Inc, 2024

Acc. No. 008885 **Call No.** 615.5 MIL

Summary: Supply Chain Planning for Clinical Trials offers a practical introduction to this process for researchers and industry professionals. Beginning with the basics of clinical trial supply chain management, it proceeds step by step through all aspects of demand and supply planning for clinical trials. Tools for minimizing risk and expense by optimizing the relationship between supply and demand, detailed discussion of topics including quality and regulatory considerations and the business processes that support clinical trial supply chain management



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Sr. No. 40

Title: Crypto crimes: inside India's best-kept secret by Mukherjee, Mitali

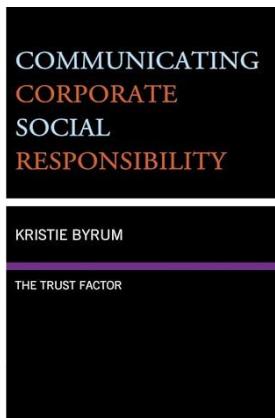
Gurugram HarperCollins Publisher 2024

Acc. No. 008886 **Call No.** 332.4 MUK

Summary: This book traces the murky underbelly of the crypto world and its mercurial spread across India—from the interiors of Uttar Pradesh, where crypto accounts are looted at gunpoint to quick black to white, switches for money in Bihar to the lure of drugs and parties in Karnataka and social media influencers who choose to be paid in crypto to circumvent both taxes and accountability. Crypto Crimes goes deep into the dark web to reveal the truth behind the crypto bubble that is red-hot, unregulated and spells trouble.



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Sr. No. 41

Title: *Communicating corporate social responsibility: the trust factor* by Byrum, Kristie
New York Lexington Books 2023

Acc. No. 008887 **Call No.** 658.408 BYR

Summary: *Communicating Corporate Social Responsibility: The Trust Factor* explores theoretical frameworks and practical applications for creating trust between organizations and key stakeholders. By examining the effects of corporate social responsibility on social media engagement and purchase intention, Kristie Byrum navigates who should carry the CSR message and offers guidance on appropriate channels for communication. Scholars of communication, public relations, and leadership will find this book of particular interest.



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Sr. No. 42

Title: *Primer on critical thinking and business ethics* by Mascarenhas, Oswald A. J

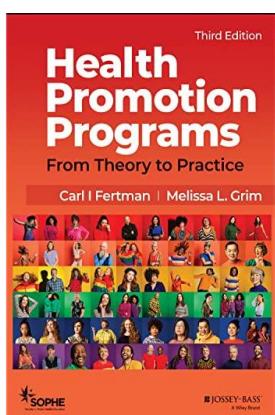
India Emerald Publishing Limited 2024

Acc. No. 008888 **Call No.** 174.4 MAS

Summary: Critical Thinking as applied to free market enterprise capitalism; to profit maximization presumptive models of capitalist thinking; to challenges of student assurance of learning; for owning moral responsibility for turbulent markets; and to domesticate global social 'wicked' problems. Critical Thinking skills for MBA students, in the form of a broad-based cross disciplinary primer in business management, with a special focus on business ethics. Each volume encourages critical thinking as a higher order type of thinking that can be taught, leading to a life of rationality, ethics and empathy.



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Sr. No. 43

Title: *Health promotion programs: from theory to practice* by Fertman Carl I.

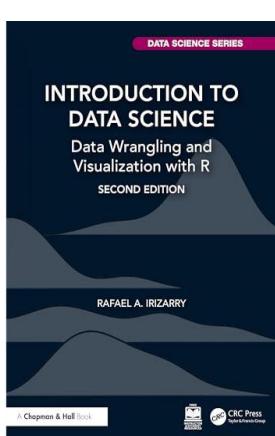
Hoboken John Wiley & Sons, Inc. 2022

Acc. No. 008889 **Call No.** 362.1 FER

Summary: *Health Promotion Programs: From Theory to Practice*, health and behavior experts Drs. Carl I. Fertman and Melissa Grim deliver a robust exploration of the history and rapid evolution of health promotion programs over the last three decades. The authors describe knowledge advances in health and behavior that have impacted the planning, support, and implementation of health promotion programs. Comprehensive explorations of health equity and social justice, including discussions of vulnerable and underserved population groups, racial and ethnic disparities in health and minority group engagement.



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Sr. No. 44

Title: *Introduction to data science* by Irizarry, Rafael A

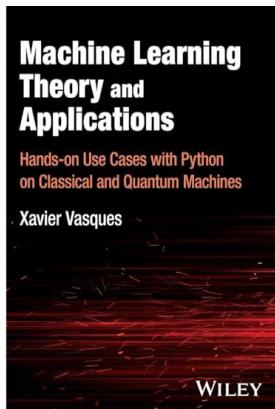
New York CRC Press 2025

Acc. No. 008890 **Call No.** 006.312 IRI

Summary: The book is divided into four parts: R, Data Visualization, Data Wrangling, and Productivity Tools. Each part has several chapters meant to be presented as one lecture and includes dozens of exercises. The second book will cover topics including probability, statistics and prediction algorithms with R. This book is meant to be a textbook for a first course in Data Science. No previous knowledge of R is necessary, although some experience with programming may be helpful. To be a successful data analyst implementing these skills covered in this book requires understanding advanced statistical concepts, such as those covered the second book.



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Sr. No. 45

Title: Machine learning theory and applications: hands-on use cases with Python on classical and quantum machines by Vasques, Xavier

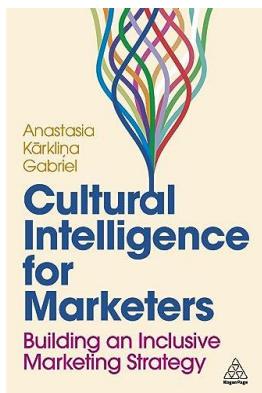
New Jersey John Wiley & Sons, Inc. 2024

Acc. No. 008891 **Call No.** 006.31 VAS

Summary: This comprehensive guide covers a wide range of topics, including data preparation, feature engineering techniques, commonly utilized machine learning algorithms like support vector machines and neural networks, as well as generative AI and foundation models. To facilitate the creation of machine learning pipelines, a dedicated open-source framework named hephAIstos has been developed exclusively for this book. The book explains how to deploy trained models through containerized applications using Kubernetes and OpenShift, as well as their integration through machine learning operations (MLOps).



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Sr. No. 46

Title: Cultural intelligence for marketers by Gabriel, Anastasia Karklina

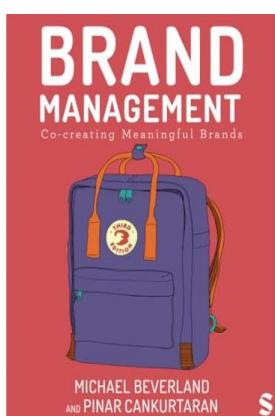
New York Kogan Page Inc 2024

Acc. No. 008892 **Call No.** 658.8 GAB

Summary: The book offers an in-depth dive into the urgent need for cultural competence in marketing using a framework rooted in 4Cs: Culture, communication, critical consciousness, and community. It delves into practical aspects of conscious marketing, inclusive innovation, cultural insights, brand activism, social impact, and responsibility in business. Cultural Intelligence for Marketers explains how to create an inclusive marketing strategy using an actionable approach that draws on advanced insights into culture, identity, representation, and the power of media in driving social change.



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Sr. No. 47

Title: Brand management by Beverland, Michael

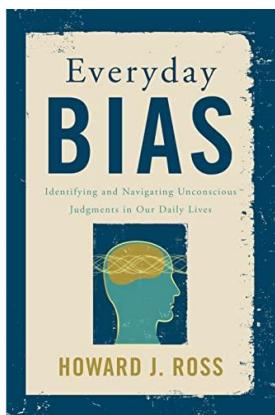
New Delhi Sage 2024

Acc. No. 008893 **Call No.** 658.827 BEV

Summary: This book introduces students to contemporary brand management and innovation with a focus on how companies and consumers are interacting and co-creating brands today. The latest edition continues to provide equal focus on theory and practice with all new case studies and examples from brands around the globe to help show the wide range and diversity of brands and consumers today. This textbook is essential reading for all students studying branding and brand management at university level.



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Sr. No. 48

Title: Everyday bias: identifying and navigating unconscious judgments in our daily lives by Ross, Howard J

New York Rowman & Littlefield 2020

Acc. No. 008894 **Call No.** 303.85 ROS

Summary: This book offers an invaluable resource for a broad audience, from individuals seeking to understand and confront their own biases to human resource professionals and business leaders determined to create more bias-conscious organizations in the belief that productivity, personal happiness, and social growth are possible if we first understand the widespread and powerful nature of the biases we don't realize we have. Bias is natural to the human mind, a survival mechanism that is fundamental to our identity. And overwhelmingly it is unconscious.



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Sr. No. 49

Title: Four archetypes: Mother, Rebirth, Spirit, Trickster by Jung, Carl Gustav

New York Routledge 2003

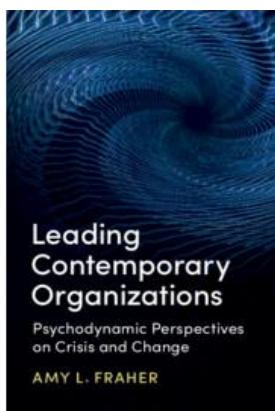
Acc. No. 008895

Call No. 150.1954 JUN

Summary: In Four Archetypes Jung describes the four archetypes that he considers fundamental to the psychological make-up of every individual: mother, rebirth, spirit and trickster. Exploring their role in myth, fairytale and scripture, Jung engages the reader in discoveries that challenge and enlighten the ways we perceive ourselves and others. The concept of the archetype is crucial to Jung's radical interpretation of the human mind. Jung believed that every person partakes of a universal or collective unconscious that persists through generations.



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Sr. No. 50

Title: Leading contemporary organizations: psychodynamic perspectives on crisis and change by Fraher, Amy L

New York Cambridge University Press 2020

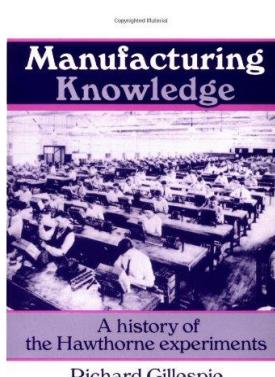
Acc. No. 008896

Call No. 658.4092 FRA

Summary: Why do organizations fail? What hinders otherwise responsible leaders from recognizing looming disasters? What prevents well-intentioned people from responding properly to an emerging crisis? Using systems psychodynamics to analyze an array of international crises, Amy L. Fraher explores ethical challenges at Silicon Valley tech companies, the Wall Street implosions that led to the 2008 financial industry crash, and a wide range of social crises, policy failures, and natural disasters, offering a crisis management philosophy applicable in diverse settings.



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Sr. No. 51

Title: Manufacturing knowledge: a history of the hawthorne experiments y:Gillespie, Richard

New York Cambridge University Press 1991

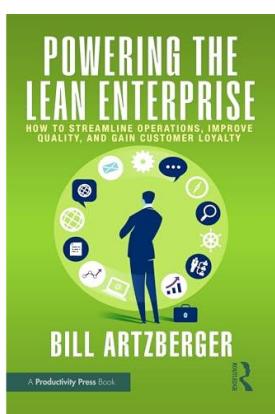
Acc. No. 008897

Call No. 670.472 GIL

Summary: Manufacturing Knowledge raises fundamental questions about the nature of scientific knowledge, and about the assumptions and evidence that underlay debates on worker productivity. What motivates workers to work harder? What can management do to create a contented and productive workforce? Discussion of these questions would be incomplete without reference to the Hawthorne experiments, one of the most famous pieces of research ever conducted in the social and behavioural sciences.



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Sr. No. 52

Title: Powering the lean enterprise: how to streamline operations, improve quality, and gain customer loyalty by Artzberger, Bill

New York Routledge 2025

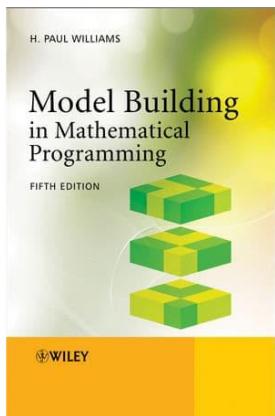
Acc. No. 008898

Call No. 658.4013 ART

Summary: This book introduces basic Lean rules and principles in a variety of simulated case studies drawn from the author's professional experiences as a Lean coach, trainer, and manager. In each instance, the author presents a different scenario for implementing Lean technologies. The goal of Lean is to identify and eliminate nonessential and non-value-adding steps in business processes to streamline operations, improve quality, and gain customer loyalty. In this book, you will learn about: Lean thinking, Lean mindset the 4 Lean rules and 5 Lean principles, the Lean transformation roadmap, lean leadership.



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Sr. No. 53

Title: Model building in mathematical programming by Williams, H. Paul

England John Wiley & Sons Ltd. 2013

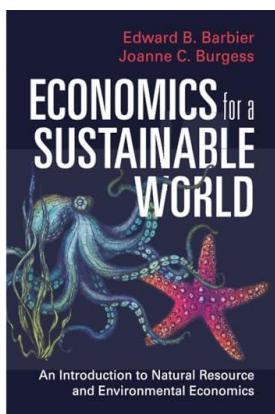
Acc. No. 008899

Call No. 519.7 WIL

Summary: Model Building in Mathematical Programming discusses the general principles of model building in mathematical programming and demonstrates how they can be applied by using several simplified but practical problems from widely different contexts. This book illustrates the scope and limitations of mathematical programming and shows how it can be applied to real situations. By emphasizing the importance of the building and interpreting of models rather than the solution process, the author attempts to fill a gap left by the many works which concentrate on the algorithmic side of the subject.



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Sr. No. 54

Title: Economics for a sustainable world: an introduction to natural resource and environmental economics by Barbier, Edward B

Cambridge Cambridge University Press 2025

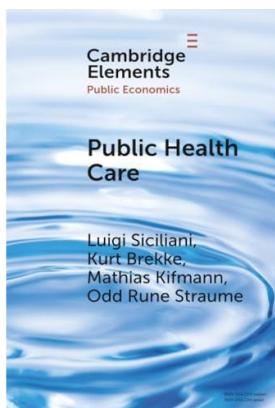
Acc. No. 008900

Call No. 333.7 BAR

Summary: The book also addresses current environmental policy options and innovations at the local, regional, and international levels. Chapters cover key topics such as climate change, pollution, energy, minerals, forests, land use, oceans, biodiversity, and water scarcity. Included in the book are the following pedagogical features: learning objectives, boxed examples, discussion questions, lists of further resources, and a glossary. It explains how economics for a sustainable world requires a new approach: accepting that the economy is intrinsically dependent on nature.



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Sr. No. 55

Title: Public health care by Siciliani, Luigi

Cambridge Cambridge University Press 2025

Acc. No. 008901

Call No. 362.1 SIC

Summary: This Element discusses the role of the government in the financing and provision of public health care. It summarises core knowledge and findings in the economics literature, giving a state-of-the-art account of public health care. The first section is devoted to health system financing. It provides policy rationales for public health insurance which rely on both equity and efficiency, the co-existence of public and private health insurance, how health systems deal with excess demand, and the effect of health insurance expansion



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