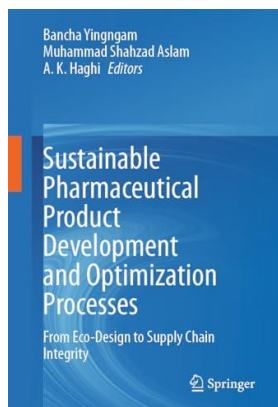


New Arrival List of Books (June – 2025)



Sr. No. 01

Title: Sustainable pharmaceutical product development and optimization processes: from eco-design to supply chain integrity by Yingngam, Bancha

Singapore Springer 2025

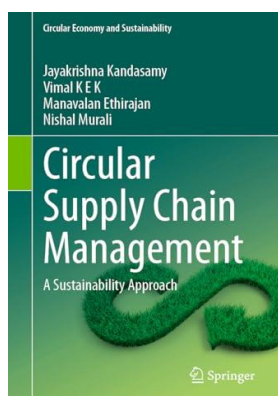
Acc. No. 008775

Call No. 615.19 YIN

Summary: This book offers unparalleled insight into the convergence of sustainability and pharmaceutical product development, with a specific focus on optimization processes. The book provides a comprehensive guide for integrating sustainability principles throughout the pharmaceutical product lifecycle, directly contributing to the United Nations Sustainable Development Goals (SDGs), such as SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action).



[Scan here for more details](#)



Sr. No. 02

Title: Circular supply chain management: a sustainability approach by Kandasamy, Jayakrishna

Switzerland Springer 2025

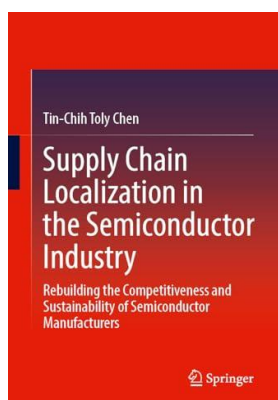
Acc. No. 008776

Call No. 658.7 KAN

Summary: This book provides fundamental knowledge of theories on the circular economy and circular supply chain management. It also discusses theories that have been developed or adopted in circular economy research. This book provides insights into the need for adopting circular supply chain practices and the circular business models they can adopt. This book also offers solutions to supply chain organizations for achieving the sustainable development goals. Case studies and illustrations are provided in each chapter for easy understanding of theory to practice.



[Scan here for more details](#)



Sr. No. 03

Title: Supply chain localization in the semiconductor industry: rebuilding the competitiveness and sustainability of semiconductor manufacturers by Chen, Tin-Chih Toly

Switzerland Springer 2025

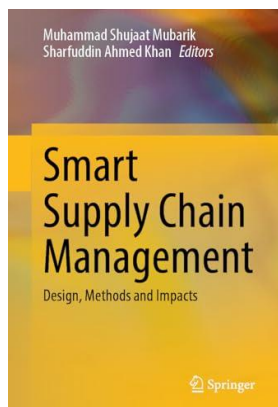
Acc. No. 008777

Call No. 658.7 CHE

Summary: This book provides a comprehensive exploration of semiconductor supply chain localization, offering insights into the formulation of effective strategies and ways to enhance the competitiveness and sustainability of semiconductor manufacturers through supply chain localization. This book is primarily driven by factors such as the US-China trade war, geopolitical considerations, the impact of Covid-19, the Russia-Ukraine conflict, and the increasing importance of environmental awareness.



[Scan here for more details](#)



Sr. No. 04

Title: Smart supply chain management: design, methods and impacts by Mubarik, Muhammad Shujaat

Singapore Springer 2025

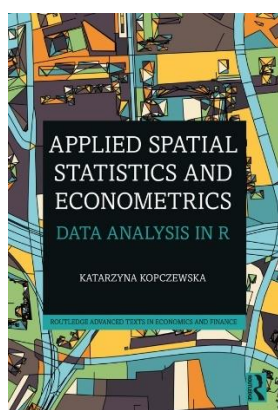
Acc. No. 008778

Call No. 658.7 MUB

Summary: The book also discusses linkage of smart supply chain with supply chain ambidexterity, a topic not much explored. Further, there is discussion on usage of smart supply chain to employ latest developments like physical Internet, for transportation optimization and so on. It will also explore the role of human factor, relationships and business processes, operationalized as intellectual capital. The book is of interest to supply chain managers, researchers, and academicians looking to understand diverse aspects of smart supply chain.



[Scan here for more details](#)



Sr. No. 05

Title: Applied spatial statistics and econometrics: data analysis in R by Kopczewska, Katarzyna

New York Routledge 2025

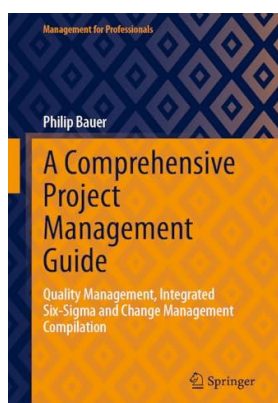
Acc. No. 008779

Call No. 519.535 KOP

Summary: This textbook is a comprehensive introduction to applied spatial data analysis using R. Each chapter walks the reader through a different method, explaining how to interpret the results and what conclusions can be drawn. This book will be a valuable resource for advanced students of econometrics, spatial planning and regional science. It will also be suitable for researchers and data scientists working with spatial data.



[Scan here for more details](#)



Sr. No. 06

Title: A comprehensive project management guide: quality management, integrated six-sigma and change management compilation by Bauer, Philip

Switzerland Springer 2024

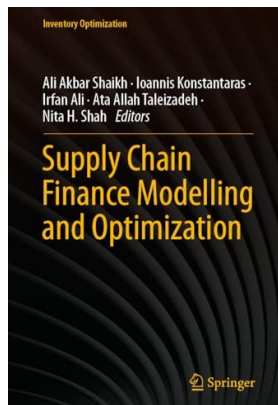
Acc. No. 008780

Call No. 658.404 BAU

Summary: This book chiefly focuses on the IPMA® competence baseline (ICB) version 3.0, closely intertwined with project management standards like the PMBOK guide (official ANSI Norm) and DIN. It explores various facets of project management, including effective problem-solving strategies, cross-disciplinary methods, and the integration of modern tools and techniques. This workbook is ideally suited as supplementary self-study material, while also helping readers meet their daily project management requirements.



[Scan here for more details](#)



Sr. No. 07

Title: Supply chain finance modelling and optimization by Shaikh, Ali Akbar

Singapore Springer 2024

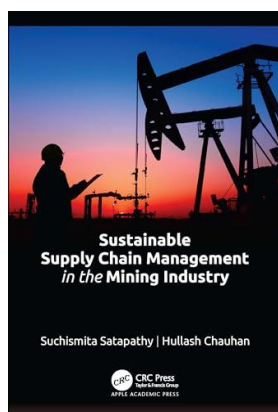
Acc. No. 008781

Call No. 658.7 SHA

Summary: This book provides a general overview of the use of optimisation techniques in decision-making concerning inventory problems, supply chain management, production and manufacturing management, problems related to vendor selection, transportation and logistics, and the use of fuzzy or interval techniques (uncertainty) in the aforementioned areas. The book thus assists scientists, upcoming researchers, and businesspeople in understanding optimisation techniques for finding the optimal answer to decision-making problems.



[Scan here for more details](#)



Sr. No. 08

Title: Sustainable supply chain management in the mining industry by Satapathy, Suchismita

Palm Bay Apple Academic Press Inc. 2025

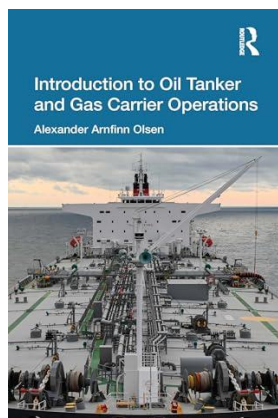
Acc. No. 008782

Call No. 658.51 SAT

Summary: This new book provides an overview of sustainable supply chain management through computational and multicriteria decision-making analyses. It explores sustainability and sustainable supply chain management in the context of transportation and electricity generation. This comprehensive work on the sustainability of supply chain in mining not only covers decision making and management but also explores barriers to the mining industry. It demonstrates how to analyze data by computational methods for sustainable management and offers an enhanced understanding of supply chain management concepts and challenges.



[Scan here for more details](#)



Sr. No. 09

Title: Introduction to oil tanker and gas carrier operations by Olsen, Alexander Arnfinn

London Routledge 2025

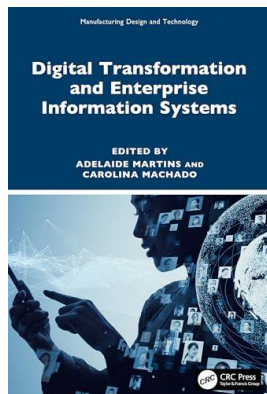
Acc. No. 008783

Call No. 629.13 OLS

Summary: Introduction to Oil Tanker and Gas Carrier Operations introduces the mandatory minimum requirements for training and qualifications for masters, officers and ratings serving on-board liquefied gas tankers. It covers basic safety and pollution-prevention precautions and procedures, layouts of several types of liquefied gas tankers, types of cargo, their hazards and their handling equipment, as well as general operational sequence and liquefied gas tanker terminology.



[Scan here for more details](#)



Sr. No. 10

Title: Digital transformation and enterprise information systems by Martins, Adelaide

Boca Raton CRC Press 2025

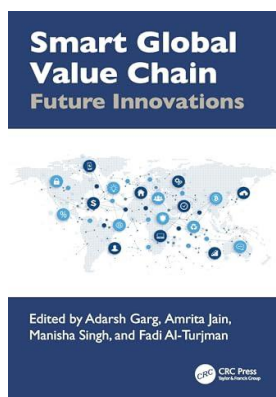
Acc. No. 008784

Call No. 658.4063 MAR

Summary: The book is intended for officers and key ratings who have not previously served on board crude oil or liquefied gas tankers as part of the regular ship's company. It covers the Level 1 training requirements prescribed by Regulation V/1, paragraph 1.2 of the International Convention on Standards of Training, Certification and Watchkeeping for Seafarers, STCW-95. Introduction to Oil Tanker and Gas Carrier Operations introduces the mandatory minimum requirements for training and qualifications for masters, officers and ratings serving on-board liquefied gas tankers.



[Scan here for more details](#)



Sr. No. 11

Title: Smart global value chain: future innovations by Garg, Adarsh

Boca Raton CRC Press 2025

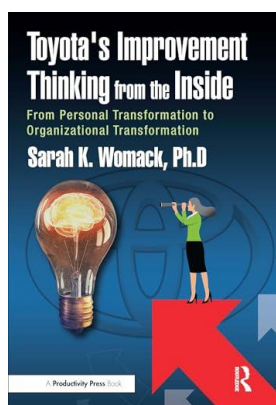
Acc. No. 008785

Call No. 658.049 GAR

Summary: This book describes the interplay of technological breakthroughs enabling efficiency and intelligence within value chains, making them smart and sustainable. From service models and smart technologies to the application of smart global value chains across sectors, this book offers a unique insight into the transformational role of smart global value chains in bringing agility and sustainability to the global value chain ecosystem. This book is an essential guide for academics, industry leaders, and policymakers to navigate the future where smart technologies like artificial intelligence, machine learning, blockchain, Internet of Things, and beyond reshape the global economic landscape.



[Scan here for more details](#)



Sr. No. 12

Title: Toyota's improvement thinking from the inside: from personal transformation to organizational transformation by Womack, Sarah K

New York Routledge 2025

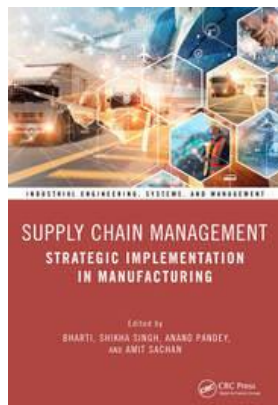
Acc. No. 008786

Call No. 658.5 WOM

Summary: this book is that it provides insights into Toyota's culture and improvement thinking to help other organizations reach enduring high performance. The book is written for a wide audience so that readers outside of manufacturing organizations can understand the broad applicability of the Toyota way. In addition, it is written succinctly to help readers and practitioners focus their transformation efforts. This book shifts from the continuous improvement development way at Toyota to case studies illustrating the thinking and mindset to other organizations on their journey to transformation.



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Sr. No. 13

Title: Supply chain management: strategic implementation in manufacturing by Bharti

Boca Raton CRC Press 2025

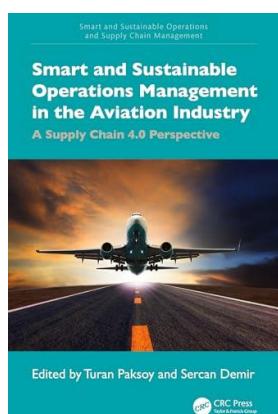
Acc. No. 008787

Call No. 658.7 BHA

Summary: This book discusses the principles of resource planning and inventory management in supply chain management, covers aspects of competing strategies and networking management, presents case studies highlighting ongoing practices and real-time issues in supply chain management, highlights the importance of demand and supply forecasting in the field of supply chain management and explains quality tools, emerging trends, challenges, and barriers in supply chain management



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Sr. No. 14

Title: Smart and sustainable operations management in the aviation industry: a supply chain 4.0 perspective by Paksoy, Turan

Boca Raton CRC Press 2025

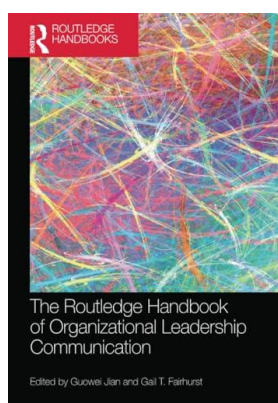
Acc. No. 008788

Call No. 629.1 PAK

Summary: This book covers a wide range of topics, including key business operations in aviation, productivity improvement strategies in the aviation industry, and promising applications of disruptive technologies for aviation companies. Smart and Sustainable Operations Management in the Aviation Industry: A Supply Chain 4.0 Perspective addresses these changes in the aviation industry. The aviation industry is one of the main industries affected by the rapid transformation initiated by the Fourth Industrial Revolution. The ongoing impact of Industry 4.0 and disruptive technologies has transformed conventional supply chains into globally connected collaborative networks.



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Sr. No. 15

Title: The routledge handbook of organizational leadership communication by Jian, Guowei

New York Routledge 2025

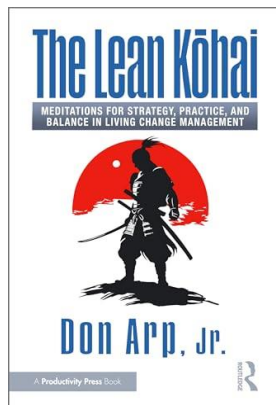
Acc. No. 008789

Call No. 658.4092 JAI

Summary: This handbook captures a rapidly developing body of scholarship to map out the terrain of leadership communication and stimulate interdisciplinary dialogue among leadership communication scholars for future research. The Routledge Handbook of Organizational Leadership Communication surveys various areas of leadership communication, critically assesses their development, and proposes guidance for future research. It begins by addressing prominent theories or emerging theoretical perspectives that help conceptualize leadership communication, ranging from collective leadership.



[Scan here for more details](#)



Sr. No. 16

Title: The lean kōhai: meditations for strategy, practice, and balance in living change management by Arp, Don

New York Routledge 2025

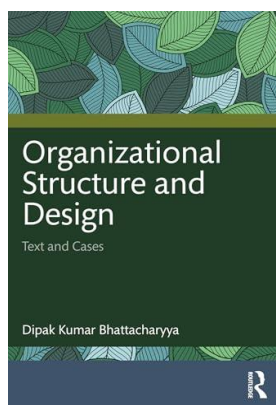
Acc. No. 008790

Call No. 658.406 ARP

Summary: This book consists of 76 statements on various issues and practices encountered by process improvement/operational excellence (PI-OpEx) practitioners, managers, and leaders. Many of these issues are also encountered by those outside of PI-OpEx. This book contains instructions, encouraging readers to write and journal in its pages. The key benefits of this work fuel the unending learning journey of PI-OpEx practitioners and leaders. this book provides readings that could form the basis of daily meditation, be consulted for perspective when a specific issue arises, or both.



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Sr. No. 17

Title: Organizational structure and design: text and cases by Bhattacharyya, Dipak Kumar

London Routledge 2025

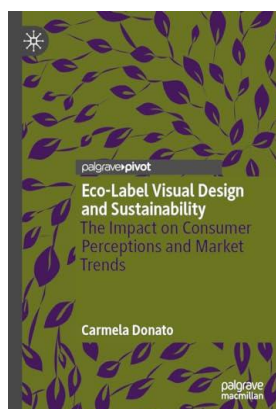
Acc. No. 008791

Call No. 658.4 BHA

Summary: This textbook explores major issues and concepts in organizational structure and design. It details strategic and business issues that merit consideration while framing or designing the organizational structure. This textbook explores major issues and concepts in organizational structure and design. It details strategic and business issues that merit consideration while framing or designing the organizational structure., Covers several key topics, including the structure-strategy debate, viable system model, issues pertaining to organizational culture, change management, power, and conflict and enables readers to challenge organizational design in times of uncertainty.



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Sr. No. 18

Title: Eco-Label visual design and sustainability: the impact on consumer perceptions and market trends by Donato, Carmela

Switzerland Palgrave Macmillan 2025

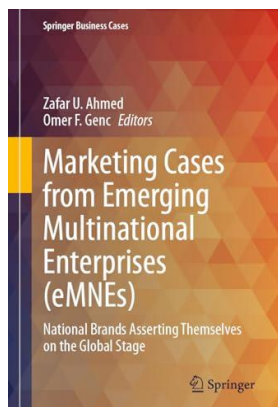
Acc. No. 008792

Call No. 658.812 DON

Summary: This textbook explores major issues and concepts in organizational structure and design. It details strategic and business issues that merit consideration while framing or designing the organizational structure. Covers several key topics, including the structure-strategy debate, viable system model, issues pertaining to organizational culture, change management, power, and conflict, discusses various models of organizational structure like matrix, global business unit, strategic business unit, hybrid, functional and divisional, modular, networked, agile, helix, etc., in relation to organizational.



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Sr. No. 19

Title: Marketing cases from emerging multinational enterprises (eMNEs): national brands asserting themselves on the global stage by Ahmed, Zafar U.

Switzerland Springer 2024

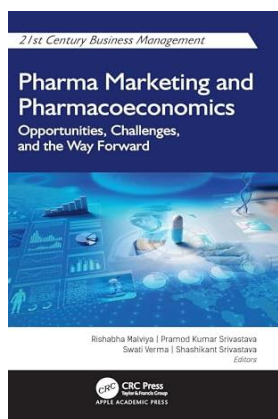
Acc. No. 008793

Call No. 658.827 AHM

Summary: This book explores the ways in which emerging multinational enterprises (eMNEs) work to become competitive global brands. It explores eMNEs from industries such as airlines, banking, food distribution, automotive, and information technology. These cases are useful to researchers, scholars, students and practitioners interested in eMNEs, branding and emerging markets. Globalization has changed the world economic picture and emerging markets have developed very fast. Several multinational companies from emerging markets came to world arena and compete with big multinationals from developed countries.



[Scan here for more details](#)



Sr. No. 20

Title: Pharma marketing and pharmacoeconomics: opportunities, challenges, and the way forward by Malviya, Rishabha

Palm Bay Apple Academic Press Inc. 2025

Acc. No. 008794

Call No. 615.10688 MAL

Summary: This book provides an overview of the pharmaceutical marketplace, discussing pharmacoeconomics in pharmaceutical manufacturing, pharma policy and management, pharmaceutical marketing strategies, the economics of clinical trials for drugs, the role of patents in economic development, and much more. With particular emphasis on modeling, methodologies, data sources, and application to real-world dilemmas.



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Sr. No. 21

Title: How to grow enrollment in online higher education: strategies for marketing and recruitment by Thackaberry-Voinovich, Sasha

New York Routledge 2025

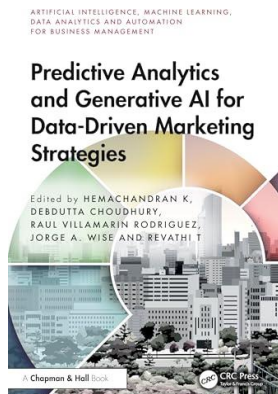
Acc. No. 008795

Call No. 378.1734 THA

Summary: This book includes a first-of-its-kind blueprint for colleges and universities working to set up online programs that can grow their enrollment and support their operations financially. These accessible chapters provide step-by-step marketing strategies, detail the specific needs and values of fully online enrollees, and explore the staffing, talent, and technologies needed to competitively recruit new students. How to Grow Enrollment in Online Higher Education offers practical guidance on how to more effectively attract and recruit students to online college and university programs.



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Sr. No. 22

Title: Predictive analytics and generative AI for data-driven marketing strategies by Hemachandran, K.

Boca Raton CRC Press 2025

Acc. No. 008796

Call No. 658.80028563 HEM

Summary: This book showcases emerging trends in predictive analytics and generative AI for marketing, and their potential impact on the future of data-driven marketing. This book is meant for professionals and scholars to gather the skills and resources to use predictive analytics and generative AI effectively for marketing strategies. This book demonstrates how predictive analytics and generative AI have been successfully applied to solve marketing challenges and drive tangible results. This book is meant for professionals and scholars to gather the skills and resources to use predictive analytics and generative AI effectively for marketing strategies.



[Scan here for more details](#)



Sr. No. 23

Title: The power of brand ownership: marketing in the cultural landscape by Johnson, Miriam J

Cambridge Cambridge University Press 2025

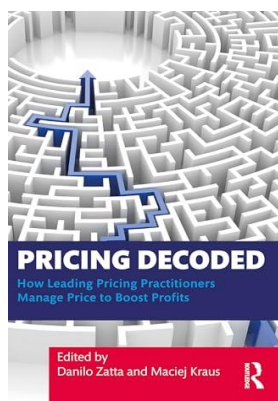
Acc. No. 008797

Call No. 339.47 JOH

Summary: The Power of Brand Ownership explores the complex dynamics between branding and consumer identity within both the physical and digital realms that form our cultural landscape. Theoretical frameworks articulate the fluidity of capital within the consumer-brand nexus whilst insightful case studies illustrate industry examples, revealing the shifting strategies employed by companies to make brands identifiable and desirable in the ever-changing cultural landscape. Emphasises the significance of consumer self-identity and self-projection, and how companies can use these phenomena to build brand capital



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Sr. No. 24

Title: Pricing decoded: how leading pricing practitioners manage price to boost profits by Zatta, Danilo

London Routledge 2025

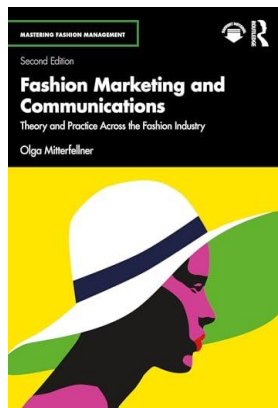
Acc. No. 008798

Call No. 338.526 ZAT

Summary: Pricing Decoded is an authoritative but easy-to-read guide to support the transition to robust pricing to drive profitability. This book makes smart and innovative pricing more accessible and understandable for all. It provides a strong foundation in the concepts as well as the application in business, empowering you to judge monetization opportunities in a more effective way and ultimately make better decisions. Pricing is a key priority of every company globally, as both customers and businesses grapple with ever more challenging economic conditions.



[Scan here for more details](#)



Sr. No. 25

Title: Fashion marketing and communications: theory and practice across the fashion industry by Mitterfellner, Olga

London Routledge 2025

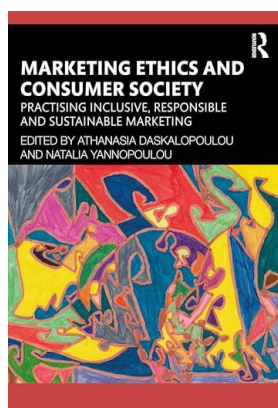
Acc. No. 008799

Call No. 746.920688 MIT

Summary: Fashion Marketing and Communications draws together interdisciplinary approaches from marketing, branding, promotion and critical media studies to provide a comprehensive and honest understanding of the commercial and ethical functions marketing plays in the fashion industry. The book covers subjects including historical advertising and public relations, modern consumerism, contemporary marketing techniques, international markets, and sustainable and inclusive marketing.



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Sr. No. 26

Title: Marketing ethics and consumer society: practising inclusive, responsible and sustainable marketing by Daskalopoulou, Athanasia

London Routledge 2025

Acc. No. 008800

Call No. 658.8 DAS

Summary: This book explores marketing ethics, the impact of marketing on consumers' lives, and the wider social, cultural, and political context of marketing activities. The book discusses the growing sense of responsibility within the marketing discipline and addresses issues at the interface between marketing and society. Importantly for Marketing students, it works to develop an understanding of the impacts that marketing can have on consumers' lives and the potential that future marketers have to shape contemporary society.



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Sr. No. 27

Title: Smart healthcare systems: AI and IoT perspectives by Bhambri, Pankaj

Boca Raton CRC Press 2025

Acc. No. 008801

Call No. 610.285 BHA

Summary: This book explores the profound impact of these technologies on healthcare and presents a comprehensive overview of their applications, challenges, and prospects. Smart Healthcare Systems: AI and IoT Perspectives addresses various aspects of how smart healthcare can be used to detect and analyze diseases, the underlying methodologies, and related security concerns. The book presents the goals of healthcare services which include patient safety, timeliness, effectiveness, efficiency, and equity.



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AAP Series on Digital Signal Processing,
Computer Vision and Image Processing

IoT-Enabled
Healthcare Systems
Applications, Benefits, and Challenges



Yatindra Kumar • Shaohui Kari Verma
Archana Singh • Krishna Kumar
Manoj Gupta
Editors

CRC Press
Taylor & Francis Group
ISBN: 978-1-4939-9812-1

Sr. No. 28

Title: IoT-enabled healthcare systems: applications, benefits, and challenges by Kumar, Yatindra

Palm Bay Apple Academic Press Inc. 2025

Acc. No. 008802

Call No. 610.285 KUM

Summary: This book highlights the latest in IoT technology for revolutionizing current healthcare systems, focusing on how IoT can make healthcare smarter and more beneficial for people. It explores such technologies as medical blockchain, biosensing for bioanalyses, pesticide monitoring in humans, and more. It also discusses how the cloud platform can be used for health monitoring systems and the applications of IoT for cancer. IoT technology for healthcare is a modern innovation that provides reliable and secure use of available resources for serving the healthcare industry.



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Innovations
in Healthcare
and Outcome
Measurement

New Approaches for a Healthy
Lifestyle
Philipp Plugmann
Dorothea Portius
Editors

Springer

Sr. No. 29

Title: Innovations in healthcare and outcome measurement: new approaches for a healthy lifestyle by Plugmann, Philipp

Switzerland Springer 2025

Acc. No. 008803

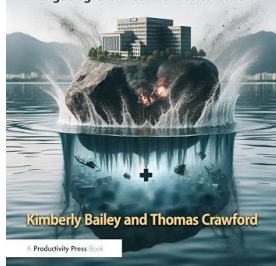
Call No. 610.285 PLU

Summary: This book aims to bring up-to-date new ideas, opinions, development, and critical issues in healthcare and personalized medicine. We are interested in relevant articles covering a broad range of topics, such as: Advances in medical devices, Digitalization and data-driven technologies, AI and algorithm-based drug development, Diagnostic imaging, Diagnostic imaging, Nutrition and Oral health care. One of the key areas where innovation has had a profound impact is precision medicine. Precision medicine seeks to understand the unique genetic, environmental, and lifestyle factors contributing to an individual's health and disease risk



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EMERGENCY
MANAGEMENT FOR
HEALTHCARE LEADERS
Navigating Crisis from Chaos to Control



Kimberly Bailey and Thomas Crawford

Routledge Press Book

Sr. No. 30

Title: Emergency management for healthcare leaders: navigating crisis from chaos to control by Bailey, Kimberly

New York Routledge 2025

Acc. No. 008804

Call No. 362.18068 BAI

Summary: This book provides healthcare leaders with a multifaceted approach to emergency management that encompasses prevention, preparedness, response, and recovery. The book is designed to empower healthcare executives, administrators, and upcoming healthcare leaders with the knowledge, tools, and strategies necessary to navigate the complex challenges of emergency management within the healthcare environment. This book delves into the principles of disaster preparedness, risk assessment, crisis communication, resource allocation, and recovery planning.



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Sr. No. 31

Title: Innovation in healthtech: a roadmap for empowering healthcare by Kumar, Rakesh

Boca Raton CRC Press 2025

Acc. No. 008805

Call No. 610.285 KUM

Summary: Innovations in HealthTech covers this impact and highlights the significance of robust security measures in safeguarding sensitive medical data and ensuring patient confidentiality. The book provides insights into the development, implementation, and future potential of telemedicine infrastructure. Explores the role of wearable technology in promoting patient engagement and wellness and addressing the critical issue of data security. Offers practical technical insights that provide a deeper understanding of the real-world applications and challenges in the healthcare technology landscape.



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Sr. No. 32

Title: Advancing healthcare through data-driven innovations by Gunjan

Boca Raton CRC Press 2025

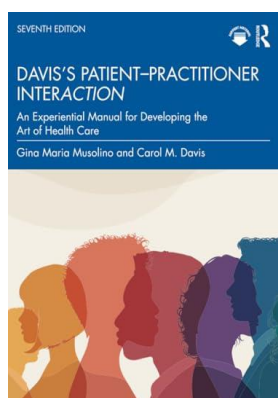
Acc. No. 008806

Call No. 610.285 GUN

Summary: The book emphasizes the role of data in driving healthcare transformation, providing readers with a roadmap for understanding and effectively implementing data-driven innovations. The book is an invaluable resource for healthcare professionals, researchers, policymakers, and technology enthusiasts alike. Its practical insights and perspectives empower stakeholders to leverage data-driven technologies effectively, thus fostering continuous improvements in patient care and shaping a brighter future for the healthcare industry as a whole.



[Scan here for more details](#)



Sr. No. 33

Title: Davis's patient-practitioner interaction: an experiential manual for developing the art of health care by Musolino, Gina Mario

New York Routledge 2025

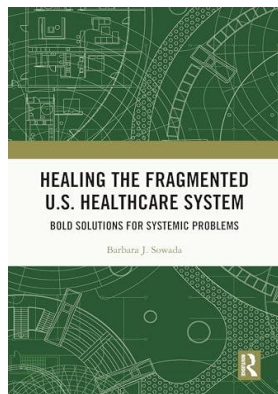
Acc. No. 008807

Call No. 610.696 MUS

Summary: The book begins by encouraging readers to understand, change, and evaluate their patterns of response so that they can adapt to patients in a range of stressful or contentious situations. Through holistic self-awareness, taking into account one's family history and personal values, the book then discusses methods of stress management before moving through the most effective ways to support and communicate with patients. It is the essential resource to foster the self-awareness and communication skills needed by health professionals in providing ethical, compassionate, and professional care for their patients.



[Scan here for more details](#)



Sr. No. 34

Title: Healing the fragmented U.S. healthcare system: bold solutions for systemic problems by Sowada, Barbara J

London Routledge 2025

Acc. No. 008808

Call No. 362.10425 SOW

Summary: This book challenges the current state of healthcare in the United States, arguing for overarching reforms that would lead ultimately to universal healthcare coverage across the country. The book highlights the chronic issues facing American healthcare today, namely high costs, poor health outcomes, excessive health inequalities, and a lack of trust. It uses systems thinking principles – used in hospitals themselves to improve efficiency, quality, and safety of care – to show how the fragmented system could be transformed by addressing these issues holistically.



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Sr. No. 35

Title: Applying metaverse technologies to human-computer interaction for healthcare by Sundaravadivazhagan, B.

Boca raton CRC Press 2025

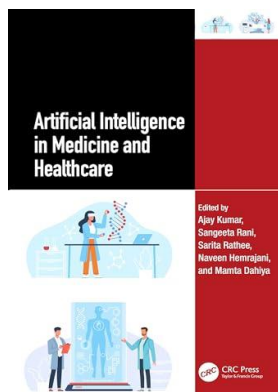
Acc. No. 008809

Call No. 610.68 SUN

Summary: The book examines the treatment, management, and prevention of illnesses with the use of immersive therapeutics that use augmented reality (AR), virtual reality (VR), and mixed reality (MR). It examines applications in cognitive therapy, support groups, psychiatric examinations, rehabilitation, and even physical therapy. The book covers how healthcare practitioners have the capability to provide such services as diagnosis, treatment, monitoring, and care in remote settings, through the utilization of AR headsets and wearable devices.



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Sr. No. 36

Title: Artificial intelligence in medicine and healthcare by Kumar, Ajay

Boca Raton CRC Press 2025

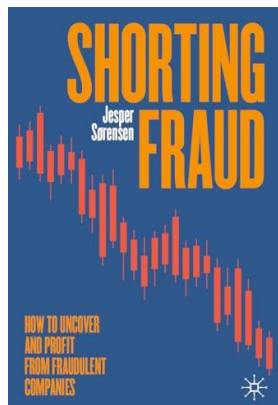
Acc. No. 008810

Call No. 610.285 KUM

Summary: This book is discussing artificial intelligence-based smart systems for diagnosis and prediction of diseases, artificial intelligence in clinical decision-making, and artificial intelligence tools for clinical and healthcare data. It further highlights the importance of 5G and 6G communication for telemedicine applications and applications of machine learning and deep learning in pandemic epidemiology.



[Scan here for more details](#)



Sr. No. 37

Title: Shorting fraud: how to uncover and profit from fraudulent companies by Sorensen, Jesper

Switzerland Palgrave Macmillan 2025

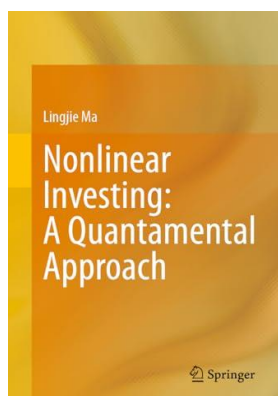
Acc. No. 008811

Call No. 658.15 SOR

Summary: This book is the first to comprehensively explore a systematic and updated approach to identify, analyze, and profit from publicly listed companies allegedly engaged in fraudulent activities. Drawing on hands-on experience successfully uncovering corporate fraud, the author provides practical insights and guidelines supported by academic research and real-world examples. The readers will gain a deep understanding of the fraud investment process, get the building blocks to build their own framework, and develop essential tools with the end goal of executing a profitable investment strategy based on corporate fraud knowledge.



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Sr. No. 38

Title: Nonlinear investing: a quantamental approach by Ma, Lingjie

Switzerland Springer 2025

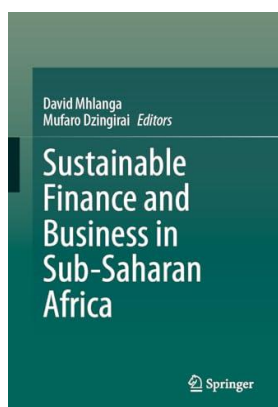
Acc. No. 008812

Call No. 332.6 MA

Summary: The book provides a systematic guide to conducting nonlinear investing through quantamental analysis. The author demonstrates how nonlinear investment strategies, achieving both depth and breadth, add significant value to portfolio performance for different asset classes. This book focuses on nonlinear investing with a quantamental approach. Pricing relationships in financial markets are often nonlinear, which raises serious questions for portfolio management.



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Sr. No. 39

Title: Sustainable finance and business in sub-Saharan Africa by Mhlanga, David

Switzerland Springer 2024

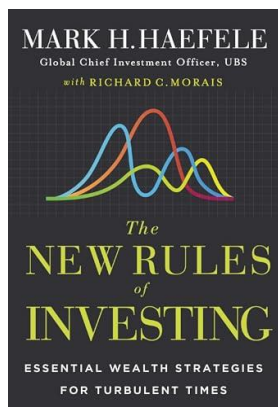
Acc. No. 008813

Call No. 332 MHL

Summary: This book explores the innovative paradigms of sustainable finance and business within Sub-Saharan Africa, exploring how novel approaches can effectively tackle the region's most pressing challenges while simultaneously catalyzing economic growth and societal progress. The chapters presented here comprise a diverse array of cutting-edge financial strategies, circular economy initiatives, technological advancements, and business models that are revolutionizing sustainable development across the continent.



[Scan here for more details](#)



Sr. No. 40

Title: The new rules of investing: essential wealth strategies for turbulent times by Haefele, Mark H

Switzerland HarperCollins Leadership 2025

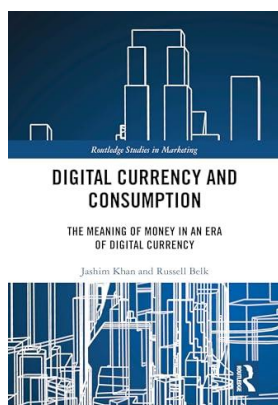
Acc. No. 008814

Call No. 332.678 HAE

Summary: In this book for protecting and growing your wealth, Haefele shares the investing strategies he uses at UBS and distills his battle-tested philosophy into a set of actionable rules that can guide you into a secure financial future. The New Rules of Investing a resource you'll consult time after time. Whether you're a novice working with a financial advisor, an experienced investor, or an investment professional, you'll be better equipped to manage your wealth more efficiently, calmly, and successfully.



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Sr. No. 41

Title: Digital currency and consumption: the meaning of money in an era of digital currency by Khan, Jashim

London Routledge 2025

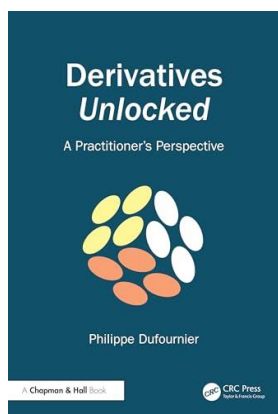
Acc. No. 008815

Call No. 332.4 KHA

Summary: This book will present and highlight a broad view of digital currency in the era of globalization. This book will address the meaning of money in a global world. By going beyond fungible national fiat-based currencies to global cryptocurrency and stablecoins, virtual currencies promise to disintermediate and decentralize money. This book explores the role of digital currency in influencing consumer behavior, from spending or saving to gaming, tipping and gambling. It asks what the future of digital currency is and what is its role in facilitating and transforming the future of the metaverse?



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Sr. No. 42

Title: Derivates unlocked: a practitioner's perspective by Dufournier, Philippe

Boca Raton CRC Press 2025

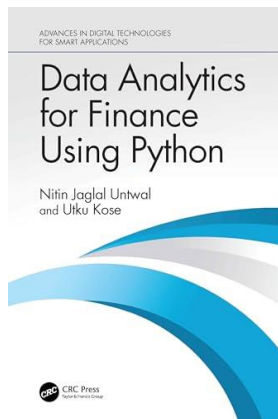
Acc. No. 008816

Call No. 332.632 DUF

Summary: The book is organised around two parallel streams of content. On the one hand, the Derivatives Toolbox comes as a set of pricing rules that underpin the building blocks of most derivatives products, namely discounting, duration and convexity, interest rates and credit default swaps, forwards and options. The methodology is approachable, simplified whenever possible, and does not require advanced mathematical training. This book constitutes a hands-on introduction to both the structuring and use cases of derivatives products in modern global finance.



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Sr. No. 43

Title: Data analytics for finance using python by Untwal, Nitin Jaglal

Boca Raton CRC Press 2025

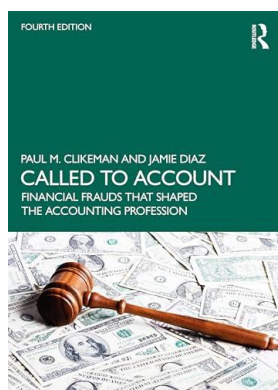
Acc. No. 008817

Call No. 332.0285 UNT

Summary: In this book, you'll discover how to harness the latest data analytics techniques, including machine learning and inferential statistics, to make informed investment decisions and drive business success. With a focus on practical application, this book takes you on a journey from the basics of data preprocessing and visualization to advanced modeling techniques for stock price prediction. This book is an essential resource. Dive into the world of data analytics in finance and discover the power to make informed decisions, drive business success, and stay ahead of the curve.



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Sr. No. 44

Title: Called to account: financial frauds that shaped the accounting profession by Clikeman, Paul M

London Routledge 2025

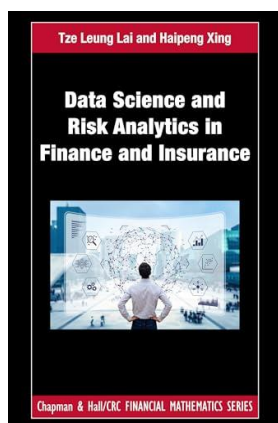
Acc. No. 008818

Call No. 364.168 CLI

Summary: Called to Account traces the evolution of the global public accounting profession through a series of scandals leading to voluntary or mandated reforms. Ever entertaining and educational, the book describes some of the most audacious accounting frauds of the last 90 years and identifies the accounting standards and legislation adopted as a direct consequence of each scandal. Called to Account is the ideal companion for classes in auditing, fraud examination, advanced accounting, or professional responsibilities.



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Sr. No. 45

Title: Data science and risk analytics in finance and insurance by Lai, Tze Leung

Boca Raton CRC Press 2025

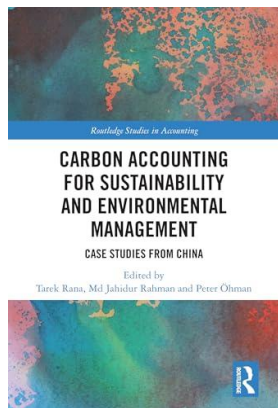
Acc. No. 008819

Call No. 332.0285 LAI

Summary: The book offers a non-technical introduction to four key areas in financial technology: artificial intelligence, blockchain, cloud computing, and big data analytics. This book presents statistics and data science methods for risk analytics in quantitative finance and insurance. Part I covers the background, financial models, and data analytical methods for market risk, credit risk, and operational risk in financial instruments, as well as models of risk premium and insolvency in insurance contracts.



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Sr. No. 46

Title: Carbon accounting for sustainability and environmental management: case studies from China by Rana, Tarek

London Routledge 2025

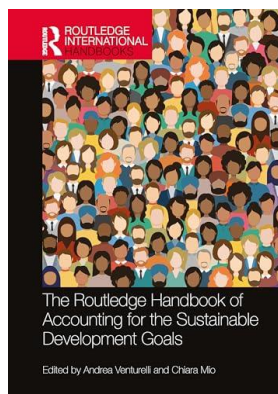
Acc. No. 008820

Call No. 658.4083 RAN

Summary: the book examines how accurate tracking and reporting of carbon emissions are integral to developing effective environmental strategies and evolving environmental policies. Accompanied by real-world case studies and actionable recommendations, this book is a valuable resource for anyone navigating the intricate landscape of carbon accounting and reporting, offering a road map to informed strategic decision-making and sustainable business practices. The book has a strong focus on empirical realities in China, its exploration of carbon accounting and environmental management holds international importance.



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Sr. No. 47

Title: The Routledge handbook of accounting for the sustainable development goals by Venturelli, Andrea

London Routledge 2025

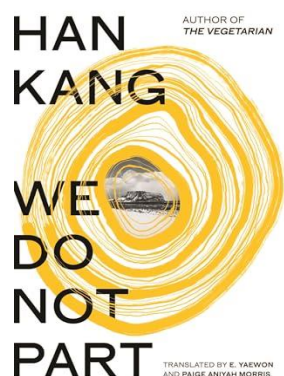
Acc. No. 008821

Call No. 658.4083 VEN

Summary: The book represents a substantial and multi-faceted contribution to the debate on SDGs accounting by assembling international scholars and practitioners to effectively explore the practice and theory revolving around the current state of the art and highlight future research pathways. It explores the role of businesses as contributors to Agenda 2030 by assuming a multidisciplinary approach and provides a measure of organisations' contributions to the SDGs through the understanding of business strategies and policies on Agenda 2030 integration.



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Sr. No. 48

Title: We do not part by Kang, Han

UK London Penguin Random House 2025

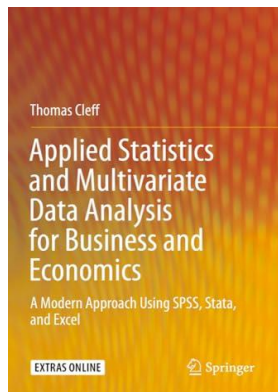
Acc. No. 008822

Call No. 893.735 KAN

Summary: We Do Not Part traces the path of Kyungha as she travels from the city of Seoul into the forests of Jeju Island, to the home of her old friend Inseon. Hospitalized following an accident, Inseon has begged Kyungha to hasten there to feed her beloved pet bird, who will otherwise die. Kyungha takes the first plane to Jeju, but a snowstorm hits the island the moment she arrives, plunging her into a world of white. Beset by icy wind and snow squalls, she wonders if she will arrive in time to save the bird – or even survive the terrible cold which envelops her with every step.



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Sr. No. 49

Title: Applied statistics and multivariate data analysis for business and economics: a modern approach using R, SPSS, Stata, and Excel by Cleff, Thomas

Switzerland Springer 2019

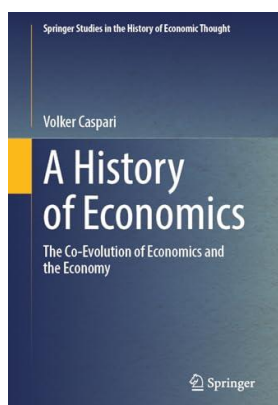
Acc. No. 008823

Call No. 519.535 CLE

Summary: This book will familiarize students in economics and business, as well as practitioners, with the basic principles, techniques, and applications of applied statistics, statistical testing, and multivariate data analysis. Drawing on practical examples from the business world, it demonstrates the methods of univariate, bivariate, and multivariate statistical analysis. The textbook covers a range of topics, from data collection and scaling to the presentation and simple univariate analysis of quantitative data, while also providing advanced analytical procedures for assessing multivariate relationships.



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Sr. No. 50

Title: A history of economics: the co-evolution of economics and the economy by Caspari, Volker

Berlin Springer 2024

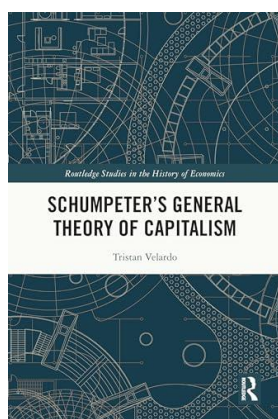
Acc. No. 008824

Call No. 330.109 CAS

Summary: The textbook explores a wide range of topics, including the economic philosophies of ancient civilizations and the Middle Ages, the influence of mercantilism and physiocracy, the profound contributions of Adam Smith, David Ricardo, and Karl Marx to classical political economy, the marginalist revolution and neoclassicism, German historical economics, the evolution of macroeconomics, the rise of Keynesianism, and the enduring relevance of institutional economics.



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Sr. No. 51

Title: Schumpeter's general theory of capitalism by Velardo, Tristan

London Routledge 2025

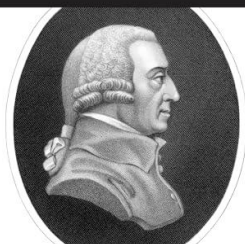
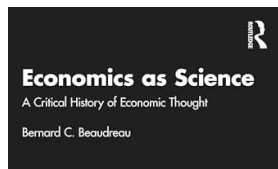
Acc. No. 008825

Call No. 330.122 VEL

Summary: The book identifies three key dimensions of a Schumpeterian general theory of capitalism. First, capitalism is defined at its core as a form or method of economic change: the entrepreneur disrupts a static, equilibrium economy (which is the foundation of all economic activities) with the introduction of an innovation. He is an unbalancing and disruptive force. Second, capitalism is defined as an institutional order composed of private property, private initiative for private profit and credit. Finally, capitalism is defined as a "civilization" or culture: a set of values, attitudes, and beliefs.



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Sr. No. 52

Title: Economics as science: a critical history of economic thought by Beaudreau, Bernard C

London Routledge 2025

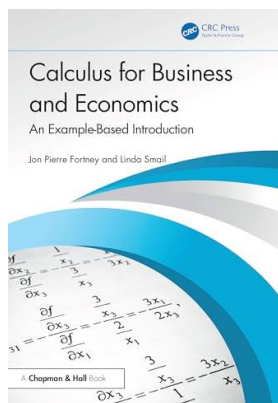
Acc. No. 008826

Call No. 330.09 BEA

Summary: This book provides a critical approach to the study of economic thought – from neoclassical economics to Marxian economics, and to Keynesian economics – through the lens of science and the scientific method. This is followed by a critical examination of the various scholarly contributions, including those of Nobel Prize laureates, in terms of their scientific merit. Each of the five core chapters begins with a listing of chapter objectives and ends with a summary, as well as discussion questions to encourage debate.



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Sr. No. 53

Title: Calculus for business and economics: an example-based introduction by Fortney, Jon Pierre

CRC Press Boca Raton 2025

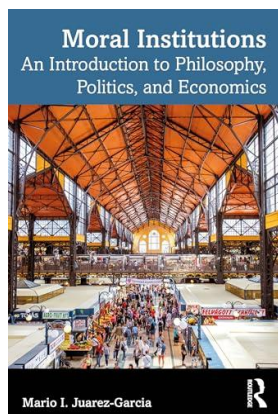
Acc. No. 008827

Call No. 515 FOR

Summary: This book is crafted in a clear, easy-to-read style, covering all the essential calculus-related topics that students are likely to encounter in their studies. With real-world business and economics applications seamlessly integrated around the core calculus concepts, students will find the book of real practical value throughout their time in university and beyond. Three hundred easy-to-follow examples throughout, carefully crafted to illustrate the concepts and ideas discussed. Numerous exercises to practice, with solutions available online to help you learn at your own pace.



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Sr. No. 54

Title: Moral institutions: an introduction to philosophy, politics, and economics by Juarez-Garcia, Mario I

New York Routledge 2025

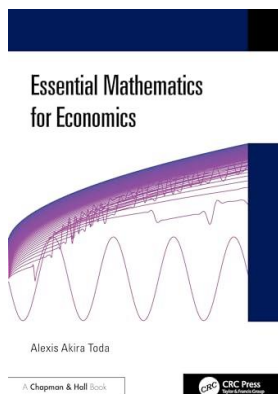
Acc. No. 008828

Call No. 330.01 JUA

Summary: The book uses a unified PPE approach for undergraduate students that differs from a simple combination of moral philosophy, political science, and economics so that the reader can appreciate PPE's distinct and unique virtues. It focuses on two institutions that have been fundamental in making the world a better place: governments and markets. In this book, Mario I. Juarez-Garcia, straightforwardly explains to beginners what PPE is and why it's so useful.



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Sr. No. 55

Title: Essential mathematics for economics by Toda, Alexis Akira

Boca Raton CRC Press 2025

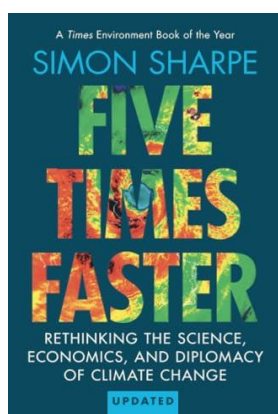
Acc. No. 008829

Call No. 330.0151 TOD

Summary: Essential Mathematics for Economics covers mathematical topics that are essential for economic analysis in a concise but rigorous fashion. The book covers selected topics such as linear algebra, real analysis, convex analysis, constrained optimization, dynamic programming, and numerical analysis in a single volume. The book is entirely self-contained, and almost all propositions are proved. eplete with exercises and illuminating examples, basic linear algebra and real analysis are the only prerequisites.



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Sr. No. 56

Title: Five times faster: rethinking the science, economics, and diplomacy of climate change by Sharpe, Simon

Cambridge University Press Cambridge 2025

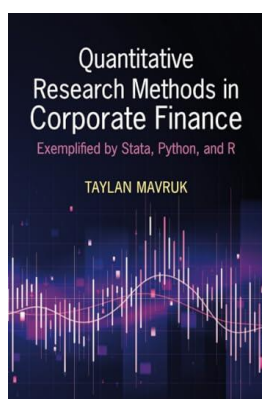
Acc. No. 008830

Call No. 363.738 SHA

Summary: This book and engaging book sets out how we should rethink our strategies and reorganise our efforts in the fields of science, economics, and diplomacy, so that we can act fast enough to stay safe. This edition has been brought up to date throughout and includes a new chapter on how international cooperation on climate change can be reconciled with economic and geopolitical competition. It also includes a response to the question the book has most often provoked: 'How can I help?' A policy insider's compelling views on science, economics, and diplomacy showing how changes in each could lead to faster progress in addressing climate change



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Sr. No. 57

Title: Quantitative research methods in corporate finance: exemplified by Stata, Python, and R by Mavruk, Taylan

Cambridge Cambridge University Press 2025

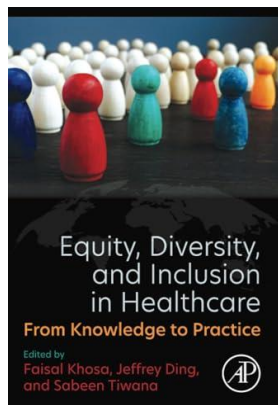
Acc. No. 008831

Call No. 658.15 MAV

Summary: This innovative text equips students with the knowledge to analyse and critically evaluate quantitative research methods in corporate finance, and conduct computer-aided statistical analyses on various types of datasets. Chapters demonstrate the application of basic econometric models in corporate finance, backed up by relevant research. All the Stata code is provided (with corresponding Python and R code available online), so students of all programming abilities can focus on understanding and interpreting the analyses.



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Sr. No. 58

Title: Equity, diversity, and inclusion in healthcare: from knowledge to practice by Khosa, Faisal

London Academic Press 2025

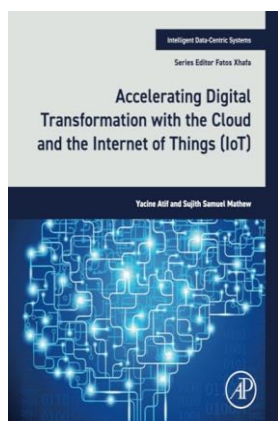
Acc. No. 008832

Call No. 362.108 KHO

Summary: Equity, Diversity, and Inclusion in Healthcare: From Knowledge to Practice offers a comprehensive text on the landscape of equity, diversity, and inclusion (EDI) in the health professions. Each chapter is dedicated to a health profession and is authored by an expert in EDI and workforce diversity in their respective discipline (such as medicine, dentistry, nursing, pharmacy, physiotherapy, and so on). Chapters characterize the present state of workforce diversity in the discipline, chronicle historical developments, provide rationale for systemic action, and include possible solutions and interventions in an evidence-based manner.



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Sr. No. 59

Title: Accelerating digital transformation with the cloud and the internet of things (IoT) by Atif, Yacin

London Academic Press 2025

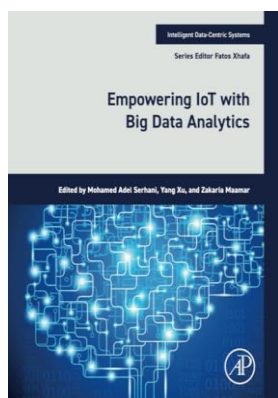
Acc. No. 008833

Call No. 005.7 ATI

Summary: Accelerating Digital Transformation with the Cloud and the Internet of Things (IoT) is a reference for IT engineers and decision-makers who may engage in IoT platform pilot projects. The resources covered in this book help establish plans for sustainable operations and management and assist with the long-term procurement of relevant IoT technologies. The aim of the book is to be exhaustive and holistic by pointing out numerous issues and related solution options that guide with daily challenges when deploying and running IoT platforms.



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Sr. No. 60

Title: Empowering IoT with big data analytics by Serhani, Mohamed Adel

London Academic Press 2025

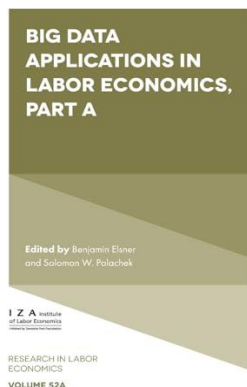
Acc. No. 008834

Call No. 005.7 SER

Summary: Empowering IoT with Big Data Analytics provides comprehensive coverage of major topics, tools, and techniques related to empowering IoT with big data technologies and big data analytics solutions, thus allowing for better processing, analysis, protection, distribution, and visualization of data for the benefit of IoT applications and second, a better deployment of IoT applications on the ground. This book covers big data in the IoT era, its application domains, current state-of-the-art in big data and IoT technologies, standards, platforms, and solutions.



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Sr. No. 61

Title: Big data applications in labor economics (Part-A) by Elsner, Benjamin

Leeds Emerald Publishing Limited 2025

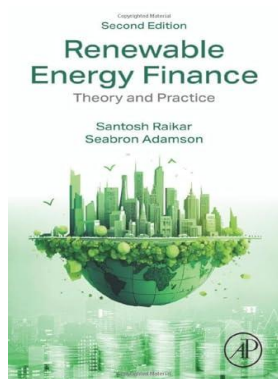
Acc. No. 008835

Call No. 331 ELS

Summary: This volume showcases new, original research using Big Data to gain fresh insights into how labor markets work. The volume is compiled by Solomon Polachek, a pioneer in gender-related labor market research, and Benjamin Elsner, an expert on causal inference and the economics of migration. Topics include labor force transition dynamics, the labor demand side of involuntary part-time employment, the insights gained from wages in online job postings regarding wage growth, the role of online vacancies in labor market performance, the demand for personality traits, and an analysis of job descriptions from university job boards.



[Scan here for more details](#)



Sr. No.62

Title: Renewable energy finance: theory and practice by Raikar, Santosh

London Academic Press 2025

Acc. No. 008836

Call No. 333.7942 RAI

Summary: Renewable Energy Finance: Theory and Practice, Second Edition integrates the special characteristics of renewable energy with key elements of project finance. This book investigates the economics of large-scale green power production and incentive mechanisms and how they fit into the global energy industries. It also examines how distributed energy resources such as residential solar and batteries can be financed at the scale needed to play a significant role in the future energy mix. It also highlights recent innovations such as Green Bonds and Sustainability Linked Loans that have emerged in the context of ESG investments.



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Sr. No. 63

Title: The digital doctor: how digital health can transform healthcare by Krittanawong, Chayakrit

London Academic Press 2025

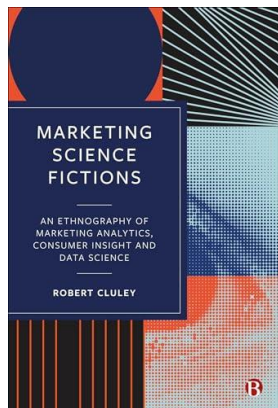
Acc. No. 008837

Call No. 610.28 KRI

Summary: The Digital Doctor: How Digital Health Can Transform Healthcare discusses digital health and demonstrates the appropriateness of each technology using an evidence-based approach. It serves as a comprehensive summary on current, evidence-based digital health applications, future novel digital health technologies, as well as some of the current challenges and future directions for digital health within the various medical subspecialties. This book is a comprehensive review of digital health for clinicians, researchers, bioinformatic students, biomedical engineers interested in this topic.



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Sr. No. 64

Title: Marketing science fictions: an ethnography of marketing analytics, consumer insight, and data science by Cluley, Robert

Bristol Bristol University Press 2025

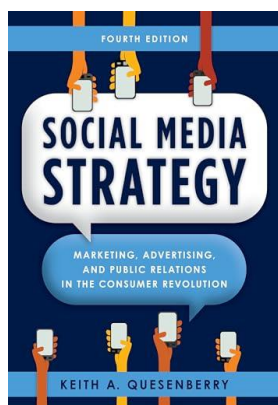
Acc. No. 008838

Call No. 658.83 CLU

Summary: This book explores data science in practice through an ethnographic study at a global marketing technology and research firm. The book shows that, while businesses have embraced data science methods to understand markets and consumers, in practice they produce too much information. Consequently, they must be combined with creative practices that simplify and make sense of analytics. Cluley shows that in the age of data science, business is increasingly artistic. In this case, marketing science is more like marketing science fiction.



[Scan here for more details](#)



Sr. No. 65

Title: Social media strategy: marketing, advertising, and public relations in the consumer revolution by Quesenberry, Keith A

Lanham Rowman & Littlefield Publishing Group, Inc. 2025

Acc. No. 008839

Call No. 658.872 QUE

Summary: This is classroom- and industry-proven text has been updated with a new infographics and concise reading sections with frequent tables, checklists, and templates. New and updated case studies in each chapter engage students in contemporary examples from small businesses, large corporations, and non-profit organizations. Focusing on cross-disciplinary strategic planning, content creation, and reporting, this accessible and highly practical text is an essential guide for students and professionals alike.



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Sr. No. 66

Title: Hitmakers: how brands influence culture by Andjelic, Ana

London Routledge 2025

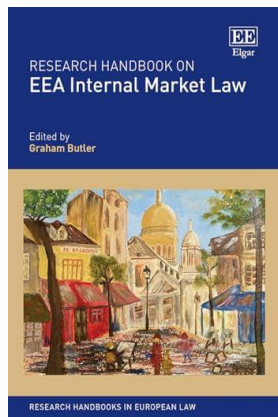
Acc. No. 008840

Call No. 658.827 AND

Summary: In this book, world-renowned brand expert, Ana Andjelic, shows how modern brand strategy needs to be redefined as the strategy of cultural influence, how brands today influence culture, how brands should address audiences, and how the new approach to cultural hitmaking works organizationally and operationally. In the book, Ana Andjelic clearly articulates the complexity of this modern brand building and provides a set of practical examples and tools that can be used by brand strategists to produce a cultural hit.



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Sr. No. 67

Title: Research handbook on EEA internal market law by Butler, Graham

Cheltenham Edward Elgar Publishing 2025

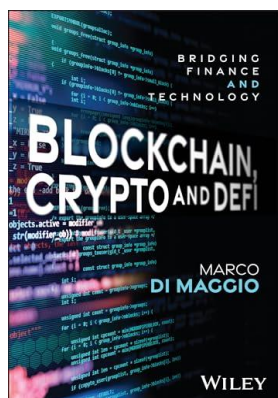
Acc. No. 008841

Call No. 658.8 BUT

Summary: This Research Handbook focuses on the internal market aspects of the European Free Trade Association (EFTA) pillar of the European Economic Area (EEA). Leading academics, judges, and practitioners examine the EEA internal market in a structured and systematic manner. Throughout, they provide an in-depth analysis of the free movement and horizontal aspects of the EFTA pillar of the EEA.



[Scan here for more details](#)



Sr. No. 68

Title: Blockchain, crypto and defi: bridging finance and technology by Di Maggio, Marco

New Jersey John Wiley & Sons, Inc., 2025

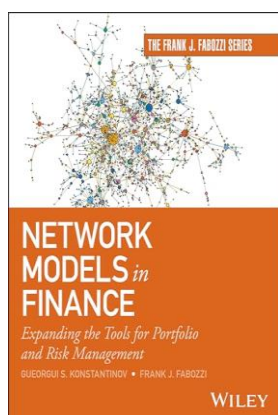
Acc. No. 008842

Call No. 332.4 DI

Summary: Blockchain, Crypto, and DeFi is not just a textbook but a journey into the heart of digital finance, marked by Di Maggio's engaging style and deep expertise. Accompanied by additional online resources, including slide decks and tutorials, this book is your go-to resource and your gateway to mastering the blockchain revolution. Crafted by Marco Di Maggio, not just a Harvard Professor of Finance but an esteemed advisor to giants like Coinbase, this is your roadmap from foundational theories to cutting-edge applications.



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Sr. No. 69

Title: Network models in finance: expanding the tools for portfolio and risk management by Konstantinov, Gueorgui S

New Jersey John Wiley & Sons, Inc 2025

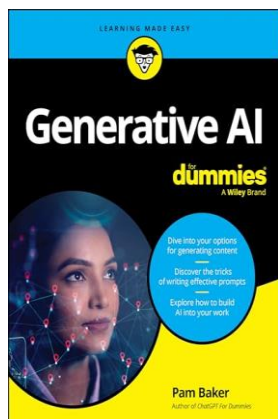
Acc. No. 008843

Call No. 332.6 KON

Summary: Network Models in Finance: Expanding the Tools for Portfolio and Risk Management provides a comprehensive overview of networks in investment management, delivering strong knowledge of various types of networks, important characteristics, estimation, and their implementation in portfolio and risk management. This book enables readers to construct diversified portfolios by understanding the link between price/return movements of different asset classes and factors, perform better risk management through understanding systematic, systemic risk and counterparty risk.



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Sr. No. 70

Title: Generative AI for dummies by Baker, Pam

Hoboken John Wiley & Sons, Inc. 2025

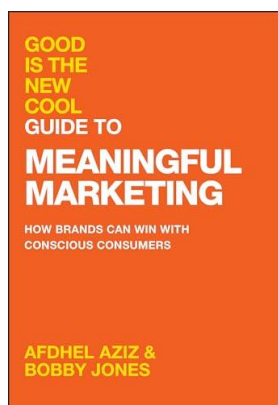
Acc. No. 008844

Call No. 006.3 BAK

Summary: Generative AI For Dummies is your roadmap to using the world of artificial intelligence to enhance your personal and professional lives. You'll learn how to identify the best platforms for your needs and write the prompts that coax out the content you want. Written by the best-selling author of ChatGPT for Dummies, this book is the ideal place to start when you're ready to fully dive into the world of generative AI. This book offers an easy-to-follow overview of the capabilities of generative AI and how to incorporate them into any job. It's perfect for anyone who wants to add AI know-how into their work.



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Sr. No. 71

Title: Good is the new cool guide to meaningful marketing: how brands can win with conscious consumers by Aziz, Afdhel

New Jersey John Wiley & Sons, Inc. 2025

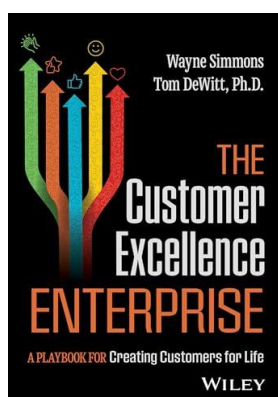
Acc. No. 008845

Call No. 658.8 AZI

Summary: This book takes readers behind the scenes at some of the world's most famous brands—from purpose-driven pioneers like TOMS, the Honest Company, and Chobani, to household names like Oreo, Call of Duty, and Brand Jordan—to show you how a new wave of marketers are collaborating with values-driven creators of cool like Pharrell, Lady Gaga, and Justin Bieber. The Good Is the New Cool Guide to Meaningful Marketing is your guide to future-proof your brand with purpose-driven strategies and activations that meet the demands of the new world of conscious capitalism.



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Sr. No. 72

Title: The customer excellence enterprise: a playbook for creating customers for life by Simmons, Wayne

Jersery John Wiley Sons, Inc. 2024

Acc. No. 008846

Call No. 658.812 SIM

Summary: The Customer Excellence Enterprise: A Playbook for Creating Customers for Life. An enlightening and pragmatic guide, The Customer Excellence Enterprise is for everyone who needs to elevate the customer experience to a fundamental revenue accelerator and value driver. With this fresh perspective on customer-centricity, companies can address the persistent disconnect between their customer-first claims and an often disappointing reality. This is playbook for any company seeking to differentiate deeply from competitors and win preferred positions in the hearts and minds of today's discerning customers.



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