



**New Arrival
of Print
Books
March 2026**



Sr. No. 01

Title: Basic mathematics of economists by Lis, Piotr

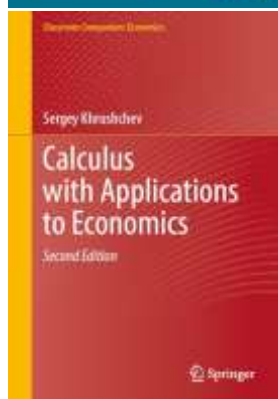
New York Routledge 2025

Acc. No. 010777

Call No. 330.0151 LIS

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

[Click for more details](#)



Sr. No. 02

Title: Calculus with applications to economics by Khrushchev, Sergey

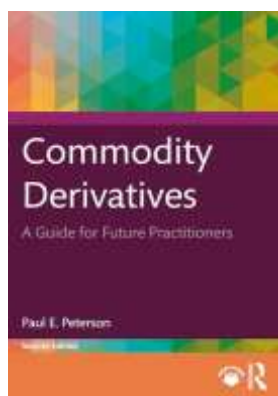
Cham Springer 2025

Acc. No. 010778

Call No. 330.015151 KHR

Summary: This book presents classical Calculus in a novel way by integrating examples from modern Economics. Drawing inspiration from historical algebra textbooks—rich with buy-sell problems that once prepared students for the economic challenges of their times—the book offers a modern counterpart designed for today's Calculus students, many of whom will pursue careers in business and management. The book also explains the contrasting shapes of demand curves—why a product with many substitutes has a demand curve that is convex downward, whereas a monopoly's demand curve is convex upward—and shows how the elasticity of demand can be used to achieve maximum revenue, among many other intriguing insights.

[Click for more details](#)



Sr. No. 03

Title: Commodity derivatives: a guide for future practitioners by Peterson, Paul E

New York Routledge 2026

Acc. No. 010779

Call No. 332.645 PET

Summary: This book also examines the impact of basis behavior on hedging results and shows how the basis can be bought and sold like a commodity. Examples are coordinated across chapters using consistent prices and formats, and industry terminology is used so students can become familiar with standard terms and concepts. This book has been fully revised and includes new chapters on futures pricing and risk measures for commodity markets, as well as expanded material on commodity swaps.

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Sr. No. 04

Title: Deep learning models for economic research by Dudek, Andrzej

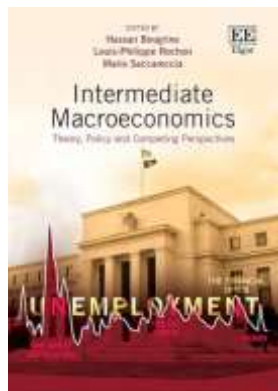
New York Routledge 2026

Acc. No. 010780

Call No. 330.028563 DUD

Summary: The book offers a comprehensive approach to understanding and applying neural networks and deep learning models in the context of conducting economic research. It starts by laying the groundwork with essential quantitative methods such as cluster analysis, regression, and factor analysis, then demonstrates how these can be enhanced with deep learning techniques like recurrent neural networks (RNNs), convolutional neural networks (CNNs), and transformers. The book is essential reading for economists, data scientists, and professionals looking to deepen their understanding of AI's role in economic modeling.

[Click for more details](#)



Sr. No. 05

Title: Intermediate macroeconomics: theory, policy and competing perspectives by Bougrine, Hassan

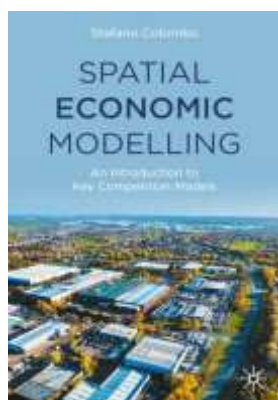
Cheltenham Edward Elgar 2025

Acc. No. 010781

Call No. 339 BOU

Summary: This book offers a comprehensive critique of neoclassical economics, presenting a detailed and accessible discussion of major macroeconomic issues. Intermediate Macroeconomics highlights the need for an alternative framework to demonstrate the irrelevance of mainstream economic theory and its inability to provide satisfactory responses to the continuing challenges of modern economies. Topics covered include the role of commercial banks and the central bank, unemployment and inflation, fiscal policy, monetary policy and worsening worldwide inequality.

[Click for more details](#)



Sr. No. 06

Title: Spatial economic modelling: an introduction to key competition models by Colombo, Stefano

Cham Palgrave 2025

Acc. No. 010782

Call No. 330.0151 COL

Summary: The book aims to provide a step-by-step guide to learning and implementing spatial modelling. It provides a concise history of the spatial approach and a self-contained primer chapter on the key game theory tools required to undertake spatial analysis. It then provides a comprehensive explanation of the key traditions and models, including the Hotelling model and related Salop circle model, and demonstrates their various applications to consumer, firm and market interactions. This book will be a valuable resource for undergraduate students in microeconomics and applied economics, particularly on industrial organization courses.

[Click for more details](#)



Sr. No. 07

Title: Teaching macroeconomics: a modern and inclusive approach by Fuentes, Stefania Paredes

Cheltenham Edward Elgar 2025

Acc. No. 010783

Call No. 330.071 FUE

Summary: This book explore innovative pedagogical approaches that incorporate critical contemporary topics, such as inequality and environmental challenges, into the macroeconomics curriculum. Expert authors provide guidance for instructors on how to update teaching models and to add historical context to holistically enhance student engagement with the subject. Furthermore, they provide strategies for engaging groups of students in large lectures, crafting problem sets that foster critical thinking and contribute to a more accessible and inclusive learning environment.

[Click for more details](#)



Sr. No. 08

Title: The digital economy: political economy research by Wenlong, Han

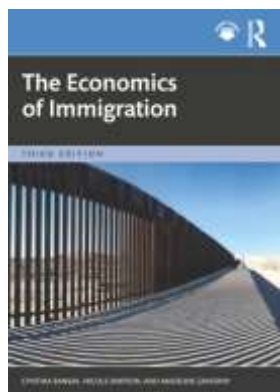
New York Routledge 2026

Acc. No. 010784

Call No. 330.0285 WEN

Summary: This book examines the digital economy through the lens of Marxist political economy, providing a valuable analysis of the transformative changes and interconnections between production, distribution, exchange and consumption of the digital economy. The book then studies new labour processes and their impact on value creation and distribution, focusing on emerging phenomena such as “de-labour rationalisation.” It also analyses the globalisation of platform economies and digital taxation, followed by an examination of digital factors of production and income distribution.

[Click for more details](#)



Sr. No. 09

Title: *The economics of immigration by Bansak, Cynthia*

New York Routledge 2026

Acc. No. 010785

Call No. 331.62 BAN

Summary: This book examines the digital economy through the lens of Marxist political economy, providing a valuable analysis of the transformative changes and interconnections between production, distribution, exchange and consumption of the digital economy. The book then studies new labour processes and their impact on value creation and distribution, focusing on emerging phenomena such as “de-labour rationalisation.” It also analyses the globalisation of platform economies and digital taxation, followed by an examination of digital factors of production and income distribution.

[Click for more details](#)



Sr. No. 10

Title: *Absolute superman: last dust of krypton. Vol 1 by Aaron, Jason*

Canada Dc Comics 2025

Acc. No. 010786

Call No. 741.5973 AAR

Summary: Best-selling writer Jason Aaron (Star Wars, Thor, Teenage Mutant Ninja Turtles) is joined by superstar artist Rafa Sandoval (The Flash, Action Comics) to reinvent Superman from the ground up! In a different, darker world, Kal-El landed in a remote Kansas field, the last survivor from an alien planet...but even before that moment, nothing unfolded as you'd expect. As he tries to survive in a world seemingly determined to repeat the mistakes of the demolished Krypton, he'll come into conflict with the globe-straddling Lazarus Corporation and its agenda of exploitation...and go fist-to-fist with its brutal army of Peacemakers!

[Click for more details](#)



Sr. No. 11

Title: *Accomplice to the villain by Maehrer, Hannah Nicole*

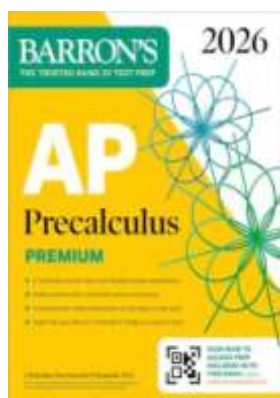
Shrewsbury Macmillan 2024

Acc. No. 010787

Call No. 813.6 MAE

Summary: Love and villainy continue to intertwine in bestseller Maehrer's bewitching third Assistant and the Villain romantasy (after Apprentice to the Villain). Evie Sage continues to up her game in winning the love of her boss, Trystan, the eponymous villain, by proving her capacity for evil—albeit in her own sunny way. Meanwhile, Trystan desperately tries to stop loving Evie after hearing a prediction of doom about their future together.

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Sr. No. 12

Title: *Ap precalculus premium by Pawlowski-Polanish, Christina*

Lauderdale Simon & Schuster 2025

Acc. No. 010788

Call No. 511 PAW

Summary: Barron's AP Precalculus Premium, 2026 includes in-depth content review and practice for all topics on the AP Precalculus exam—PLUS a bonus review of Unit 4 topics that may be part of your school's course curriculum. It's the only book you'll need to be prepared for exam day. Written by Experienced Educators it will help to learn from Barron's—all content is written and reviewed by AP experts, build your understanding with comprehensive review tailored to the most recent exam and get a leg up with tips, strategies, and study advice for exam day—it's like having a trusted tutor by your side.

[Click for more details](#)



Sr. No. 13

Title: Building a god: the ethics of artificial intelligence and the race to control it by Dicarlo, Christopher

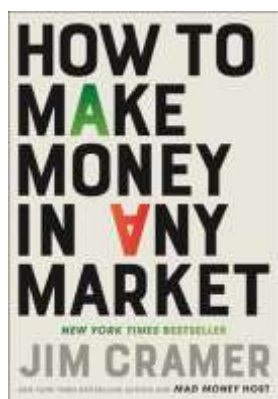
Lanham Globe Pequot Press 2025

Acc. No. 010789

Call No. 174.90063 DIC

Summary: In Building a God, Christopher DiCarlo explores the profound implications of artificial intelligence surpassing human intelligence—a destiny that seems not just possible, but inevitable. At this critical crossroad in our evolutionary history, DiCarlo, a renowned ethicist in AI, delves into the ethical mazes and technological quandaries of our future interactions with superior AI entities.

[Click for more details](#)



Sr. No. 14

Title: How to make money in any market by Cramer, James J

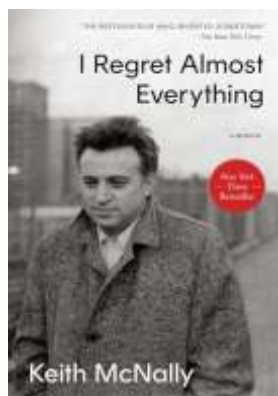
New York Simon & Schuster 2025

Acc. No. 010790

Call No. 332.64 CRA

Summary: How to Make Money in Any Market is your guide to overcoming your fear about investing, to be able to make bigger money with what you have, no matter how small—in any market. Now a household name after twenty seasons of Mad Money with Jim Cramer, cohost of Squawk on the Street, and host of CNBC's Investing Club, Cramer shows you how to get rich by understanding the market and investing in the right growth and income stocks—ones that he can help you identify.

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Sr. No. 15

Title: I regret almost everything by McNally, Keith

New York Simon & Schuster 2025

Acc. No. 010791

Call No. 823 MCN

Summary: A memoir by the legendary proprietor of Balthazar, Pastis, Minetta Tavern, and Morandi, taking us from his gritty London childhood to his serendipitous arrival in New York, where he founded the era-defining establishments Odeon, Cafe Luxembourg, and Nell's. Eloquent and opinionated, Keith McNally writes about his stint as a child actor, his travels along the hippie trail, his wives and children, his devastating stroke, and his Instagram notoriety.

[Click for more details](#)



Sr. No. 16

Title: Jujutsu Kaisen: Vol 26 by Akutami, Gege

Acc. No. 010792

Call No.

Summary: In a world where cursed spirits feed on unsuspecting humans, fragments of the legendary and feared demon Ryomen Sukuna have been lost and scattered about. Should any demon consume Sukuna's body parts, the power they gain could destroy the world as we know it. Fortunately, there exists a mysterious school of jujutsu sorcerers who exist to protect the precarious existence of the living from the supernatural! The battle between the two strongest sorcerers—Gojo and Sukuna—unfolds on a mind-blowing scale! The combatants repeatedly open their domains and repair burnt-out cursed techniques. Their back-and-forth clash continues, but when Sukuna summons Mahoraga, will the balance of power tip his way?

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Sr. No. 17

Title: Just good manners by Hanson, William

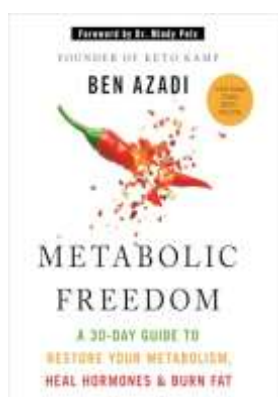
New York Gallery Books 2024

Acc. No. 010793

Call No. 823.1 HAN

Summary: What is the correct way to get out of dreaded small talk? How do you end an email in way that is both polite and firm? How do you set a table fit for a king, or better yet, Martha Stewart? Don't worry, William Hanson is here to make us practically perfect in every way. In the "funny and unapologetic" (Robert Hardman, author of Charles III) Just Good Manners, he shares his definitive advice on how to behave in every situation, from a night dining out with friends to Netflix at home, as well as celebrates the deep kindness, empathy, and joy that come with good manners.

[Click for more details](#)



Sr. No. 18

Title: Metabolic freedom: a 30-day guide to restore your metabolism, heal hormones and burn fat by Azadi, Ben

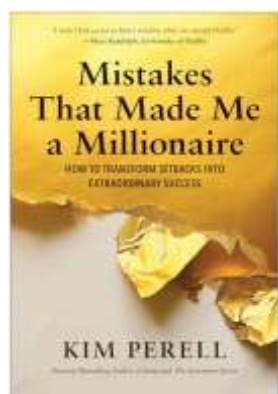
New York Hay House 2025

Acc. No. 010794

Call No. 613.25 AZA

Summary: This book will also explore the way hormones impact these processes as they impact male and female bodies differently. Metabolic Freedom is for those who are fed up with the failed diet dogma of fad diets, calorie counting and excessive exercise, and are looking to finally break free with a new paradigm on how to reset their metabolism to achieve metabolic freedom. With Metabolic Freedom, readers will understand how their metabolism works, and the top contributors to why their metabolism has become inefficient, and then deep dive into all of the main factors that influence a free metabolism

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Sr. No. 19

Title: Mistakes that made me a millionaire: how to transform setbacks into extraordinary success by Perell, Kim

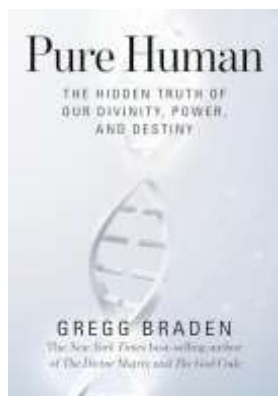
Dallas Simon & Schuster 2025

Acc. No. 010795

Call No. 658.4 PER

Summary: Mistakes That Made Me a Millionaire is your permission slip to fail forward, dream bigger, and discover that behind every mistake is a million-dollar lesson. Through powerful stories, proven strategies, and real-world advice, self-made millionaire Kim Perell reveals the untold truth: Success is built in the messy middle, between your worst moments and your best decisions. How to stop playing small, overcome imposter syndrome, and own your success, the mindset shift that turns mistakes into million-dollar lessons and The secret to unlocking the power of relationships to multiply your success

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Sr. No. 20

Title: Pure human: the hidden truth of our divinity, power, and destiny by Braden, Gregg

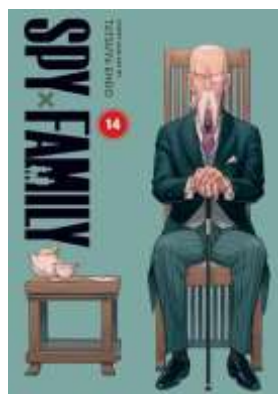
New York Hay House 2025

Acc. No. 010796

Call No. 158.1 BRA

Summary: This book is a compelling journey of self-discovery that will catapult you beyond conventional thinking when it comes to your origins, your limits and, most importantly, the abilities that have been hidden from you for centuries, and the extraordinary potential that awaits as you embrace them. Scientists, engineers and philosophers alike warn us that without a radical shift in our thinking, we are on track to be the last generation of pure humans that the world will know. Within a single generation we will devolve into a hybrid species of synthetic bodies, Artificial Intelligence (AI), and computer chips that limit our ability to think, to love, and to adapt to the conditions of the emerging world in a healthy way.

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Sr. No. 21

Title: [Spy X family: Vol 14 by Endo, Tatsuya](#)

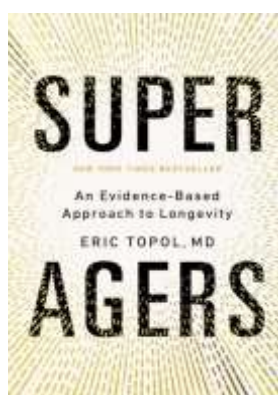
Japan Simon & Schuster 2019

Acc. No. 010797

Call No. 741.5952 END

Summary: Master spy Twilight is unparalleled when it comes to going undercover on dangerous missions for the betterment of the world. But when he receives the ultimate assignment—to get married and have a kid—he may finally be in over his head! The midterm exams—with stella stars and tonitrus bolts on the line—are over. Has Anya's hard work studying classical language paid off? Also, in hopes of advancing her plan B at the class gala, Anya asks Damian to be her dance partner!

[Click for more details](#)



Sr. No. 22

Title: [Super agers: an evidence-based approach to longevity by Topol, Eric](#)

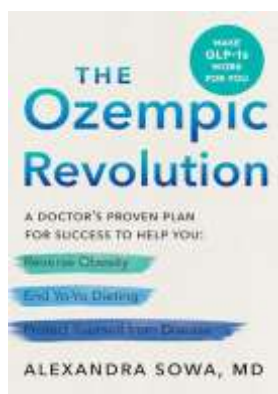
New York Simon & Schuster 2025

Acc. No. 010798

Call No. 613.2 TOP

Summary: Super Agers is a detailed guide to a revolution transforming human longevity. This is a breakthrough moment in the history of human health care. The person making that bold claim is one of the most respected medical researchers in the world, Eric Topol. Dr. Topol's unprecedented, evidenced-based guide is about how you and your family and friends can benefit from new treatments coming available at a faster rate than ever. From his unique position as a leader overseeing millions in research funding, Dr. Topol also explains the fundamental reasons—from semaglutides to AI—that we can be confident these breakthroughs will continue.

[Click for more details](#)



Sr. No. 23

Title: [The ozempic revolution: a doctor's proven plan for success to help you reverse obesity, end yo-yo dieting, and protect yourself from disease by Sowa, Alexandra](#)

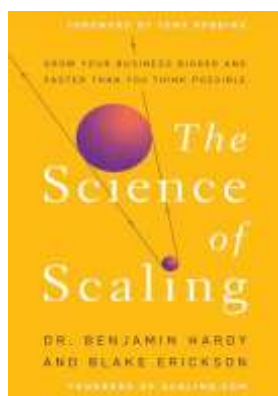
New York Harper Collins 2025

Acc. No. 010799

Call No. 613.25 SOW

Summary: The Ozempic Revolution by Dr. Alexandra Sowa is a groundbreaking exploration of GLP-1 receptor agonists, like Ozempic, that have transformed the treatment of obesity and diabetes. Dr. Sowa combines scientific insights with practical advice, making it accessible for both medical professionals and general readers. The first comprehensive user guide to GLP-1s (such as Ozempic, Wegovy, and Zepbound) with an overview of how they work and possible side effects. Also including companion recipes, exercise guidance, and new habits to maintain lifelong health and keep weight off for good.

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Sr. No. 24

Title: [The science of scaling by Hardy, Benjamin](#)

New Delhi Hay House 2025

Acc. No. 010800

Call No. 658.4 HAR

Summary: In The Science of Scaling, organizational psychologist and bestselling author Dr. Benjamin Hardy, and Blake Erickson, co-founders of Scaling.com, reveal a revolutionary framework that helps companies scale bigger and faster than they ever thought possible. In fact, companies that apply this framework routinely grow 10–100x within just three years. The single starting point every scaling company must define—but most completely miss, how to use time as a tool to eliminate dead ends and force focus and how to identify your blind spots—and stop justifying the decisions that keep you small.

[Click for more details](#)



Sr. No. 25

Title: The traders handbook: winning habits and routines of successful traders by Moglen, Richard

Harriman House 2025

Acc. No. 010801

Call No. 332.64 MOG

Summary: The Trader's Handbook is a clear, no-nonsense resource for anyone serious about improving their trading. It's rooted in common sense, sound technical principles, and most importantly, discipline. The authors focus on price action, trends, risk management, and teach you how to build a real process, not just chase opinions. It's a practical book that respects and emphasizes the core truth that "the tape tells all." — Stan Weinstein, author of Secrets for Profiting in Bull and Bear Markets

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Sr. No. 26

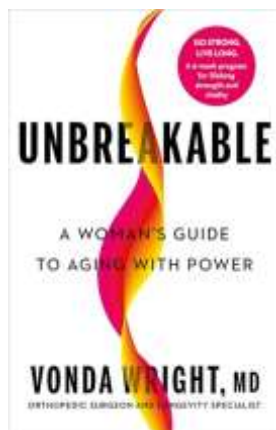
Title: Transformers: Vol.3 combiner chaos by Johnson, Daniel Warren

Acc. No. 010802

Call No. 741.5 JOH

Summary: The war for Cybertron has forever changed the fate of two worlds. As the Autobots recover from the stunning events of the last volume, the Deceptions fracture even further without their leader, and humanity suffers the consequences. The critically acclaimed team of Daniel Warren Johnson (Do A Powerbomb) and Jorge Corona (Middlewest) continue their Eisner Award-winning series together!

[Click for more details](#)



Sr. No. 27

Title: Unbreakable: a woman's guide to aging with power by Wright, Vonda

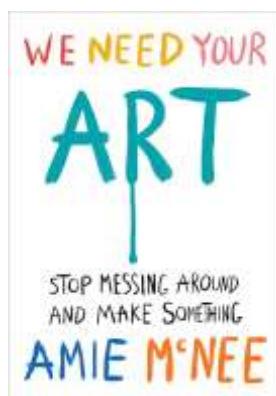
New York Rodale 2025

Acc. No. 010803

Call No. 613.042 WRI

Summary: Strong skeletal muscle drives healthy longevity yet too often women in particular neglect this important measure of fitness. Indeed, more than 70% of women experience musculoskeletal symptoms like joint pain, muscle loss, and reduced bone density as they enter perimenopause and menopause. These symptoms—what Dr. Vonda Wright refers to as the "musculoskeletal syndrome of menopause"—can often set us up for osteoporosis, osteopenia, broken bones, increasingly limited mobility, and reduced independence later in life. That trend stops now. Unbreakable outlines a new and direct path to protecting ourselves against this too-common fate.

[Click for more details](#)



Sr. No. 28

Title: We need your art: stop messing around and make something by McNee, Amie

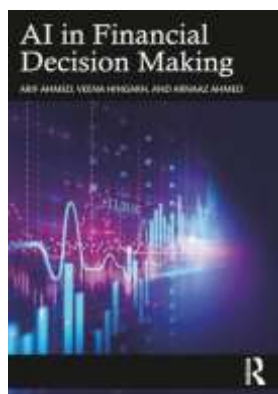
New York Penguin 2025

Acc. No. 010804

Call No. 701 MCN

Summary: We Need Your Art is a revolutionary reprogramming of everything we have been taught and told about being a creative, removing the shame and fear we may feel at dubbing ourselves artists and inviting us to create proudly, with celebration. This book is a warm hug, a pep talk, the wise teacher you always wanted, the loving parent you needed, and the fire in your belly that you need to get roaring.

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Sr. No. 29

Title: AI in financial decision making by Ahmed, Arif

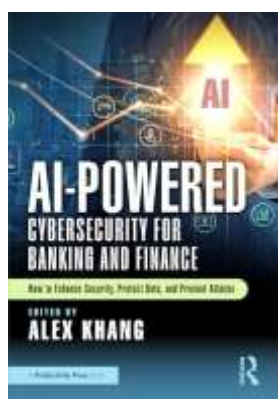
New York Routledge 2026

Acc. No. 010805

Call No. 658.15 AHM

Summary: This book provides exactly what financial decision-makers need: a survival kit for disruptive times. This book takes a balanced look at how AI and ML are applied across operations, finance, and risk management. It is not meant to turn finance professionals into coders; instead it shows clearly how these tools can be used to tackle real business problems. The book goes one step further and provides representative codes that the reader can use by tweaking information to make it relevant to their own situation.

[Click for more details](#)



Sr. No. 30

Title: AI powered cybersecurity for banking and finance: how to enhance security, protect data, and prevent attacks by Khang, Alex

New York Routledge 2026

Acc. No. 010806

Call No. 005.8 KHA

Summary: The book explores the importance of artificial intelligence (AI)-based predictive cybersecurity tools in the financial industry and their role in protecting financial data. As AI continues to revolutionize the landscape of global transactions, it also brings forth new challenges, including sophisticated theft activities. This book addresses the problem of enhancing security and prevention of attacks through the application of AI-powered cybersecurity tools.

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Sr. No. 31

Title: Knowledge management: value creation through organizational learning by North, Klaus

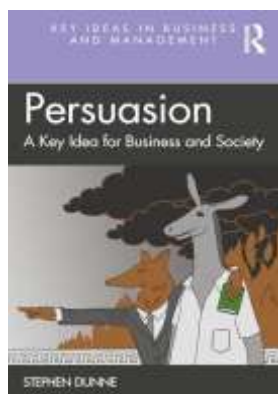
Cham Springer 2025

Acc. No. 010807

Call No. 658.4038 NOR

Summary: This textbook on Knowledge Management is a result of more than twenty years of research, teaching and consulting experience of the authors. This is the first comprehensive text which brings together European, Asian and American perspectives on knowledge-based value creation. This book is intended not only for academic education but also for providing guidance to managers, consultants, trainers, coaches and those interested to learn about organizations in a knowledge economy in business, public administration and non-profit organizations.

[Click for more details](#)



Sr. No. 32

Title: Persuasion: a key idea for business and society by Dunne, Stephen

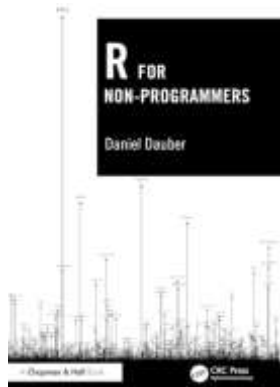
New York Routledge 2026

Acc. No. 010808

Call No. 153.852 DUN

Summary: Persuasion. Philosophers have worried about it. Political and economic actors have weaponised it. Psychologists have measured it. Prose writers have required it. We're all subjected to it. And some have even mastered it. Of them, we are often very suspicious. Why is that? Persuasion: A Key Idea for Business and Society asks the disciplines of philosophy, politics, psychology, and prose analysis – the 4 Ps of persuasion – to answer this important question. The book is written for students and teachers of business and marketing but will also guide researchers across the social sciences and humanities.

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Sr. No. 33

Title: R for non-programmers by Dauber, Daniel

Boca Raton CRC Press 2025

Acc. No. 010809

Call No. 005.13 DAU

Summary: This book provides a step-by-step guide to mastering R for quantitative and mixed-methods analysis. Designed for those who still need to gain programming experience or wish to learn a new one, it demystifies data analysis, helping you tackle challenges from data wrangling to statistical modelling. Packed with practical examples, engaging explanations, and real-world applications, this book equips you with the tools to analyse data confidently, identify trends, and uncover meaningful insights.

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Sr. No. 34

Title: Strategic communication for impactful partnership by Pathak-Shelat, Manisha

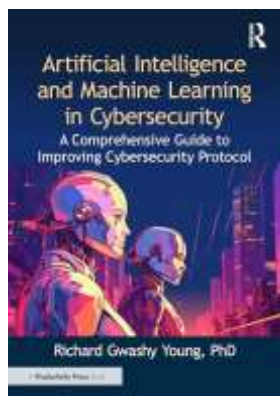
New York Routledge 2026

Acc. No. 010810

Call No. 658.45 PAT

Summary: This book offers insights into the significance of strategic communication to nurture and sustain partnerships between the civil society, government, and market by aligning their complementary strengths. This book will be of great interest to researchers, academics, and professionals in communication studies, public relations, organisational communication, governance, public policy and administration, political science, sociology, and business and management studies.

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Sr. No. 35

Title: Artificial intelligence and machine learning in cybersecurity: a comprehensive guide to improving cybersecurity protocol by Young, Richard Gwashty

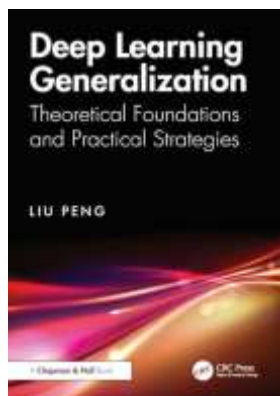
New York Routledge 2025

Acc. No. 010811

Call No. 005.8 YOU

Summary: Artificial Intelligence and Machine Learning in Cybersecurity: A Comprehensive Guide to Improving Cybersecurity Protocol is a comprehensive exploration of the intersection between cutting-edge technology and cybersecurity practices. This book uniquely combines theoretical insights and practical applications, making it an essential resource for graduate students and cybersecurity professionals eager to expand their knowledge and skills. The book's uniqueness lies in its detailed analysis of how AI and ML can predict and counteract emerging threats in real time, shifting the paradigm from reactive to proactive cybersecurity measures.

[Click for more details](#)



Sr. No. 36

Title: Deep learning generalization: theoretical foundations and practical strategies by Peng, Liu

Boca Raton CRC Press 2026

Acc. No. 010812

Call No. 006.31 PEN

Summary: This book provides a comprehensive exploration of generalization in deep learning, focusing on both theoretical foundations and practical strategies. It delves deeply into how machine learning models, particularly deep neural networks, achieve robust performance on unseen data. The book offers a holistic perspective by addressing the four critical components of model training: data, model architecture, objective functions, and optimization processes.

[Click for more details](#)



Sr. No. 37

Title: Guide to software project management by O'Regan, Gerard

Cham Springer 2025

Acc. No. 010813

Call No. 005.1068 ORE

Summary: This essential textbook presents an overview of software project management in an ethical and responsible software engineering environment. The book covers the essentials of software project management and highlights the importance of ethics and professional responsibility as part of the skill set of the modern project manager. This practical and easy-to-follow textbook/reference is ideal for computer science students seeking to understand software project management. The text also serves as a self-study primer for software engineers, project managers and software managers.

[Click for more details](#)



Sr. No. 38

Title: Digital business: navigating the digital landscape and thriving in the digital economy by Seuwou, Patrice

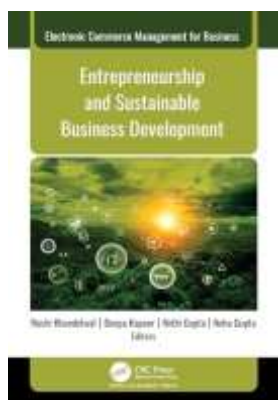
New York Routledge 2026

Acc. No. 010814

Call No. 658.872 SEU

Summary: This comprehensive guide explores the fundamentals of digital business, from understanding digital business models to leveraging emerging technologies and trends. This work begins by examining the rise of digital business and the disruption it caused within traditional industries. Chapters then delve into key topics such as building a digital business strategy, designing a strong online presence, e-commerce, digital marketing, data analytics, cybersecurity and more.

[Click for more details](#)



Sr. No. 39

Title: Entrepreneurship and sustainable business development by Khandelwal, Ruchi

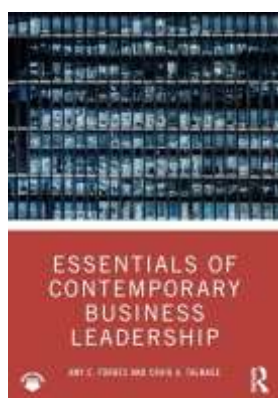
Boca Raton CRC Press 2026

Acc. No. 010815

Call No. 658.421 KHA

Summary: This new volume discusses contemporary issues facing entrepreneurs and businesses in high-growth economies in the digital age, focusing on the integration of entrepreneurship and sustainability, offering a proactive approach to addressing global challenges, creating value for society, and ensuring the long-term viability of businesses. The book focuses on sustainable development in marketing, finance, human resource management, operations, family business, and other cross-functional areas for business excellence.

[Click for more details](#)



Sr. No. 40

Title: Essentials of contemporary business leadership by Forbes, Amy E

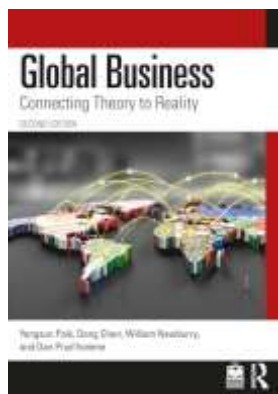
New York Routledge 2026

Acc. No. 010816

Call No. 658.4092 FOR

Summary: Essentials of Contemporary Business Leadership provides contemporary tools for the next generation of aspirational leaders to fully meet their potential and optimise group performance. The book goes through the components of the model sequentially: self-leadership; people leadership, business leadership; client leadership; and finally, community leadership. This progressive approach effectively allows readers to build their knowledge and pull threads of learning into the next component of the unique model.

[Click for more details](#)



Sr. No. 41

Title: Global business connecting theory to reality by Paik, Yongsun

New York Routledge 2026

Acc. No. 010817

Call No. 658.049 PAI

Summary: This textbook is designed to help students recognize and analyze key issues in global business by bridging theory with real-world applications. Divided into three parts, it explores critical aspects of global business, introducing readers to relevant topics and examining core concepts and their applications through about 40 case studies. This book incorporates critical developments in the aftermath of the COVID-19 pandemic to provide leaders with a comprehensive understanding of today's global business environment.

[Click for more details](#)



Sr. No. 42

Title: Influencer marketing: building brand communities and engagement by Costello, Joyce

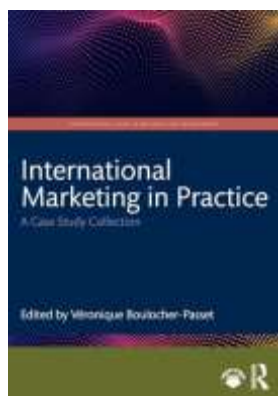
New York Routledge 2025

Acc. No. 010818

Call No. 658.872 COS

Summary: Influencer Marketing should be core and recommended reading for advanced undergraduate, postgraduate and executive education students of Digital Marketing, Advertising, Marketing Communications, Brand Management, and Public Relations. With its accessible style and practical content, it is also highly valuable for Marketing Communications, Branding, and PR specialists.

[Click for more details](#)



Sr. No. 43

Title: International marketing in practice: a case study collection by Boulocher-Passet, Véronique

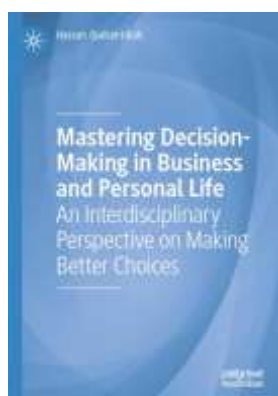
New York Routledge 2025

Acc. No. 010819

Call No. 658.848 BOU

Summary: International Marketing in Practice features select case studies relating to businesses from various markets and countries facing the challenges and decisions involved when undertaking international marketing. The book showcases 11 unique and international case studies grounded in the experiences of real companies of varying sizes, operating in a range of industries. Each case features a case synopsis, learning objectives, a concise narrative, along with stimulating discussion questions for individual cases as well as each section.

[Click for more details](#)



Sr. No. 44

Title: Mastering decision-making in business and personal life by Qudrat-Ullah, Hassan

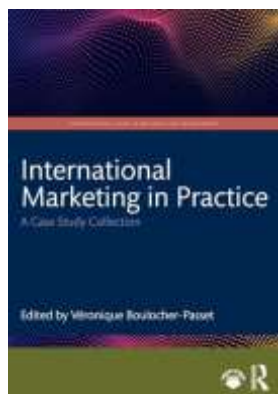
Cham Palgrave 2025

Acc. No. 010820

Call No. 658.403 QUD

Summary: This book offers a comprehensive and interdisciplinary approach to decision-making, synthesizing perspectives from psychology, business strategy, and system dynamics. Integrating real-world examples with structured decision-making frameworks, it makes complex concepts accessible and practical. The text uniquely bridges personal and professional decision-making, demonstrating their interconnectedness and the universal applicability of sound decision-making principles.

[Click for more details](#)



Sr. No. 45

Title: International marketing in practice: a case study collection by Boulocher-Passet

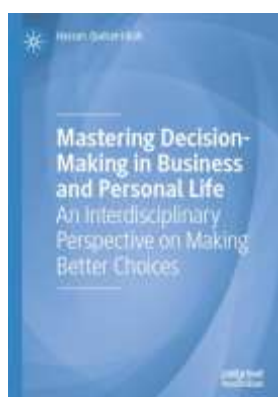
New York Routledge 2025

Acc. No. 010819

Call No. 658.848 BOU

Summary: International Marketing in Practice features select case studies relating to businesses from various markets and countries facing the challenges and decisions involved when undertaking international marketing. The book showcases 11 unique and international case studies grounded in the experiences of real companies of varying sizes, operating in a range of industries. Each case features a case synopsis, learning objectives, a concise narrative, along with stimulating discussion questions for individual cases as well as each section.

[Click for more details](#)



Sr. No. 46

Title: Mastering decision-making in business and personal life by Quadrat-Ullah, Hassan

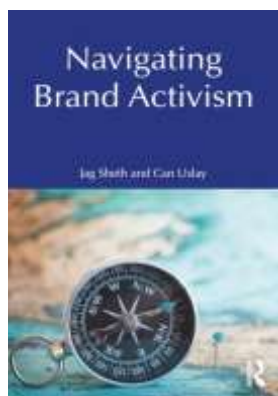
Cham Palgrave 2025

Acc. No. 010820

Call No. 658.403 QUD

Summary: This book offers a comprehensive and interdisciplinary approach to decision-making, synthesizing perspectives from psychology, business strategy, and system dynamics. Integrating real-world examples with structured decision-making frameworks, it makes complex concepts accessible and practical. The text uniquely bridges personal and professional decision-making, demonstrating their interconnectedness and the universal applicability of sound decision-making principles.

[Click for more details](#)



Sr. No. 47

Title: Navigating brand activism by Sheth, Jag

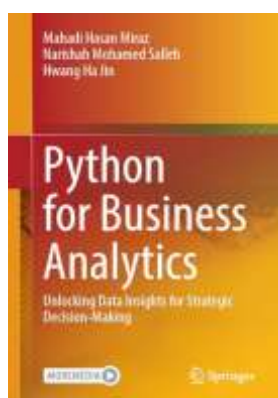
New York Routledge 2026

Acc. No. 010821

Call No. 658.827 SHE

Summary: Navigating Brand Activism, written by leading thinkers of the marketing world, is your guide to the fascinating, messy, and at times, head-shaking world of brand activism. This groundbreaking book delves into the motivations behind this movement, dissects potential pitfalls, and celebrates triumphs. The future of brand activism and its potential to create a better world, the potential downsides of brand activism, including political backlash, consumer boycotts, and brand dilution and why some purpose-driven brands are winning hearts, minds, and market share

[Click for more details](#)



Sr. No. 48

Title: Python for business analytics: unlocking data insights for strategic decision-making by Miraz, Mahadi Hasan

Springer Cham 2025

Acc. No. 010822

Call No. 658.403004 MIR

Summary: This book provides a thorough introduction to Python, specifically designed for those in business analytics. It starts with the fundamentals of Python and gradually covers more advanced topics, including data manipulation, visualization, and analytics techniques. The content is structured to help readers build a strong foundation in Python, essential for success in data science and business analytics. The book also features real-world case studies and practical examples, demonstrating how Python can be applied in business decision-making.

[Click for more details](#)



Sr. No. 49

Title: Sponsorship in marketing: effective partnerships in sports, arts, and events by Cornwell, T. Bettina

New York Routledge 2019

Acc. No. 010823

Call No. 658.827 COR

Summary: Sponsorship in Marketing introduces the fundamentals of sponsorship-linked marketing, helping the reader to understand how sponsorship can be planned, executed, and measured. This updated edition includes expanded coverage of technology, including digital assets and data; influencers, including name and image likeness (NIL); contracts and “deliverables;” and ethical issues including sportswashing. No other book provides such a comprehensive, evidence-based introduction to sponsorship, demonstrating how organizations can connect brands to real life.

[Click for more details](#)



Sr. No. 50

Title: Sustainable digital marketing for fashion and luxury brand: theory and practice by Ozuem, Wilson

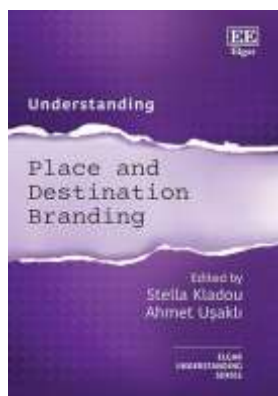
Cham Palgrave 2025

Acc. No. 010824

Call No. 658.872 OZU

Summary: Sustainable Digital Marketing Strategies for Fashion and Luxury Brands is an invaluable resource for students and professionals. The book offers a comprehensive exploration of how to integrate sustainability practices with marketing strategies tailored specifically for the fashion and luxury sectors. Skillfully blending theory with practical application, the authors highlight key concepts like online communities and social media influences that support brand sustainability, illustrated through engaging case studies. The book further explores the critical role of technological innovations in moving the industry forward in the post-digital era.

[Click for more details](#)



Sr. No. 51

Title: Understanding place and destination branding by Kladou, Stella

Cheltenham Edward Elgar 2025

Acc. No. 010825

Call No. 658.827 KLA

Summary: This book explores the ways in which branding intersects with identity, politics and the complex relationship with our past. It focuses on providing a comprehensive understanding of the differences and similarities between place and destination branding and looks into changes paving the way to a more resilient future. The book investigates a range of rural, urban and national contexts, moving beyond stereotypes to analyse the role of co-creation and strategic place branding. Ultimately, the book provides clear guidance for future research which will advance the field in the pursuit of sustainability and successfully address challenges in our modern world.

[Click for more details](#)



Sr. No. 52

Title: Clutch leadership: harnessing the qualities of a gamechanger by Belasen, Alan T.

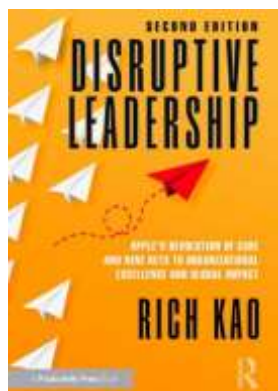
New York Routledge 2026

Acc. No. 010826

Call No. 658.4092 BEL

Summary: Clutch leaders' distinctive ability to balance high-stress, big picture thinking with composure, agility, attention to detail, and strong logical reasoning with communication skills and empathy allows them to navigate fast-paced, challenging situations quickly and successfully. They create a productive and motivating sense of urgency and high aspiration in the organization during times of increased stakes. Clutch leaders build consensus in support of high-stakes decisions and model the way with a combination of confidence, capability, and conviction.

[Click for more details](#)



Sr. No. 53

Title: Disruptive leadership: apple's revolution of care and nine keys to organizational excellence and global impact by Kao, Rich

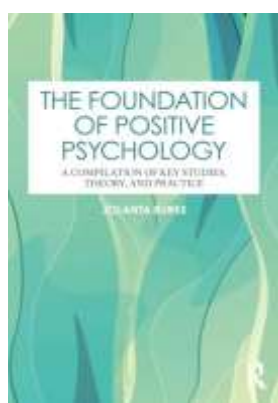
New York Routledge 2026

Acc. No. 010827

Call No. 658.4092 KAO

Summary: This book updates all the facts, data, and history around Apple since the first edition and calls out how its revolution of care continues to not only validate its success but astound with its seemingly unfettered upside. Its ability to disrupt seems to have no limits, thus challenging business leaders, present and future, to incorporate the DNA of care as they build and scale businesses. A new organizational model is given for interpreting Apple's success; nine principles of organizational excellence are discerned from this new model.

[Click for more details](#)



Sr. No. 54

Title: The foundation of positive psychology: a compilation of key studies, theory, and practice by Burke, Jolanta

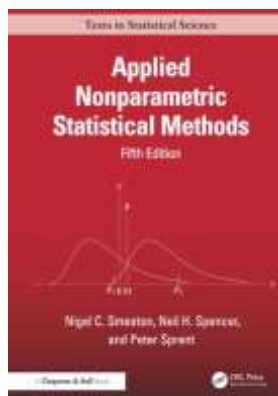
New York Routledge 2025

Acc. No. 010828

Call No. 150.1988 BUR

Summary: The Foundation of Positive Psychology: A Compilation of Key Studies, Theory, and Practice is a milestone text which serves as a comprehensive handbook for positive psychology. It offers a compilation of over 200 seminal papers that provide a balanced overview of the nature, origins, and evolution of the discipline. The book follows a consistent structure: providing a summary of key findings, an exploration of the paper's significance, and an examination of the practical implications and applications for professionals.

[Click for more details](#)



Sr. No. 55

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

New York CRC Press 2025

Acc. No. 010829

Call No. 519.54 SME

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

[Click for more details](#)



Sr. No. 56

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

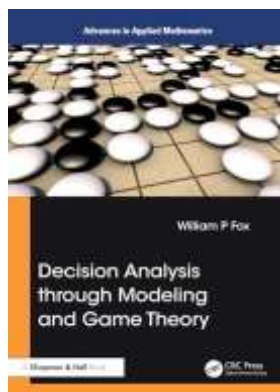
Cham Springer 2025

Acc. No. 010830

Call No. 519.5 CLE

Summary: This book equips students of economics and business, as well as industry professionals, with essential principles, techniques, and applications of applied statistics, statistical testing, and multivariate data analysis. Through real-world business examples, it illustrates the practical use of univariate, bivariate, and multivariate statistical methods. The book systematically covers all topics typically included in university-level courses on statistics and advanced applied data analysis. Beyond theoretical discussion, it offers hands-on guidance for using statistical software tools such as Excel, SPSS, Stata, and R.

[Click for more details](#)



Sr. No. 57

Title: Decision analysis through modeling and game theory by Fox, William P

Boca Raton CRC Press 2025

Acc. No. 010831

Call No. 519.3 FOX

Summary: Decision Analysis through Modeling and Game Theory is illustrative in nature. It sets the tone through the introduction to mathematical modeling. The text provides a process for formally thinking about the problem and illustrates many scenarios and illustrative examples. The book begins with a look at decision-making methods, including probability and statistics methods under risk of uncertainty. It moves to linear programming and multi-attribute decision-making methods with a discussion of weighting methods.

[Click for more details](#)



Sr. No. 58

Title: Essentials of statistics for research by Gerow, Ken

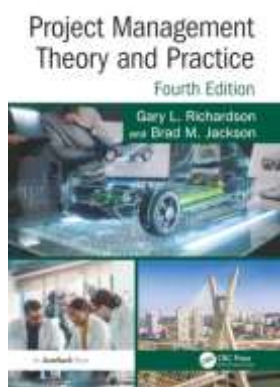
Boca Raton CRC Press 2026

Acc. No. 010832

Call No. 519.5 GER

Summary: The book emphasizes the importance of good judgment when choosing analysis approaches and illustrates the statistical analysis process through numerous examples. At its core, this text demonstrates how analysis should serve science and illuminate the stories contained within data. Provides conceptual foundations of a practitioner's statistical toolkit, focusing on the role of normality, hypothesis tests, and confidence intervals. Demonstrates how logarithmic transformations capture relativity in relationships (such as exponential increase) rather than simply meeting statistical assumptions.

[Click for more details](#)



Sr. No. 59

Title: Project management theory and practice by Richardson, Gary L

Boca Raton CRC Press 2026

Acc. No. 010833

Call No. 658.404 RIC

Summary: Project Management Theory and Practice, Fourth Edition, explores the project delivery process through an examination of multiple strategies. Its core material reflects the traditional model approach to the life cycle; however, it also highlights common usage errors and reality gaps. This book describes the full life cycle of common processes and tools every project manager needs to understand. This textbook emphasizes that, beyond the theoretical aspects of project planning and control, effective management is fundamentally a human activity.

[Click for more details](#)



Sr. No. 60

Title: Project management tools and techniques: a guide to good practice by Turner, Aidan

New York Routledge 2026

Acc. No. 010834

Call No. 658.404 TUR

Summary: Project Management Tools and Techniques: A Guide to Good Practice presents a unique approach to the teaching of project management by blending theory, application, and case studies. Each chapter focuses on a specific tool or technique used by the project manager in a practical and applied way. This book covers core project management topics such as project feasibility, lifecycle, scheduling, budgets, risk, complexity, leadership, handover and much more.

[Click for more details](#)



Sr. No. 61

Title: Fundamentals of investments: valuation and management by Jordan, Bradford D

New York McGraw Hill 2024

Acc. No. 010835

Call No. 332.63 JOR

Summary: Fundamentals of Investments is aimed at the introductory investments class with students who have relatively little familiarity with investments. The text is written in a relaxed, informal style that engages the student and treats him or her as an active participant rather than a passive information absorber. Fundamentals appeals to intuition and basic principles whenever possible because the authors found that this approach effectively promotes understanding. The text also makes extensive use of examples, drawing on material from the world around us and using familiar companies wherever appropriate.

[Click for more details](#)



Sr. No.62

Title: The economics of imperfect labor markets by Boeri, Tito

Princeton Princeton University Press 2021

Acc. No. 010836

Call No. 331.12 BOE

Summary: The Economics of Imperfect Labor Markets reflects these and other critical changes in imperfect labor markets, and it has been significantly expanded to discuss topics such as workplace safety, regulations on self-employment, and disability and absence from work. This textbook examines the many institutions that affect the behavior of workers and employers in imperfect labor markets. These include minimum wages, employment protection legislation, unemployment benefits, family policies, equal opportunity legislation, collective bargaining, early retirement programs, and education and migration policies.

[Click for more details](#)



Sr. No. 63

Title: ESG: the insights you need from Harvard Business Review by Harvard Business Review

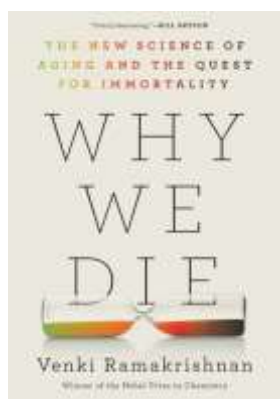
Boston Harvard Business Review 2024

Acc. No. 010837

Call No. 658.408 HAR

Summary: Featuring HBR's smartest thinking on fast-moving issues--blockchain, cybersecurity, AI, and more--each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas--and prepare you and your company for the future.

[Click for more details](#)



Sr. No. 64

Title: Why we die: the new science of ageing and the quest for immortality by Ramakrishnan, Venki

New York Hodder Press 2024

Acc. No. 010838

Call No. 616.078 RAM

Summary: Why We Die shares the latest scientific understanding of what causes ageing and how we might prevent it. Ramakrishnan examines the cutting-edge efforts to extend the human lifespan by altering our natural biology, raising profound questions and unravelling mind-bending answers along the way. Does death serve a necessary biological purpose? What will it mean for us all if some people start living longer? And how can we increase our chances of living long, healthy and fulfilled lives?

[Click for more details](#)



Sr. No. 65

Title: Welfare for markets: a global history of basic income by Jäger, Anton

Chicago University of Chicago Press 2023

Acc. No. 010839

Call No. 339.22 JAG

Summary: The idea of a government paying its citizens to keep them out of poverty—now known as basic income—is hardly new. In this eye-opening work, Anton Jäger and Daniel Zamora Vargas trace basic income from its rise in American and British policy debates following periods of economic tumult to its modern relationship with technopopulist figures in Silicon Valley. Welfare for Markets tells the story of how a fringe idea conceived in economics seminars went global, revealing the most significant shift in political culture since the end of the Cold War.

[Click for more details](#)



Sr. No. 66

Title: Digital relationships: network agency theory and big tech by Davis, Jason

California Stanford University 2023

Acc. No. 010840

Call No. 338.47004 DAV

Summary: In Digital Relationships, Jason Davis argues that individual and organizational interests about networking can come out of alignment such that the network ties that individuals form are organizationally sub-optimal for achieving their most ambitious goals. Developing a new perspective about networks and organizations, he explains through network agency theory how network problems emerge, the role of digital technology adoption by organizations in amplifying misalignment, and the capacity of managers and function of the executive to resolve agency problems and mitigate their impact.

[Click for more details](#)



Sr. No. 67

Title: Be your own leadership coach: self-coaching strategies to lead your way by Stein, Karen

Australia Macmillan 2023

Acc. No. 010841

Call No. 658.4092 STE

Summary: Be Your Own Leadership Coach brings that coach to you. Within these pages you'll learn powerful self-coaching strategies to support you in leading yourself and others. Learn how to: build your self-awareness and lead as you design your goals and support your motivation manage your time and energy consciously communicate and build your listening skills lead with kindness and empower others shape your leadership impact to be positive, motivating and long lasting.

[Click for more details](#)



Sr. No. 68

Title: Communicating across cultures at work By Guirdham, Maureen

UK Bloomsbury 2024

Acc. No. 010842

Call No. 658.45 MAU

Summary: This revised and updated fourth edition of this core textbook builds on the text's established success. It provides the basis of knowledge, understanding and practice for developing skilled work communication in an intercultural world. It describes cultural differences in negotiating, cooperation, coordination, knowledge sharing, working in groups and leadership, and demonstrates how to perform these activities skilfully in an intercultural setting. New and improved pedagogical features, including end of Part exercises, activities and role plays, Topic-by-topic coverage of computer-mediated communication, explaining how it is affected by culture and in turn affects intercultural communication

[Click for more details](#)



Sr. No. 69

Title: Environmental and natural resource economics: a contemporary approach By Harris, Jonathan M

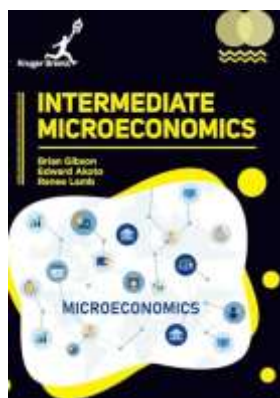
Abingdon Routledge 2026

Acc. No. 010874

Call No. 333.7 HAR

Summary: This textbook includes enhanced and updated material on energy, climate change, population, agriculture, forests, and water, reflecting the greater urgency required to solve global, regional, and local environmental problems in these areas. It introduces students to both standard environmental economics and the broader perspective of ecological economics, balancing analytical techniques of environmental economics with a global perspective on current ecological issues such as global climate change, ocean degradation, plastic pollution, water shortages, and other environmental challenges.

[Click for more details](#)



Sr. No. 70

Title: Intermediate microeconomics by Gibson, Brian

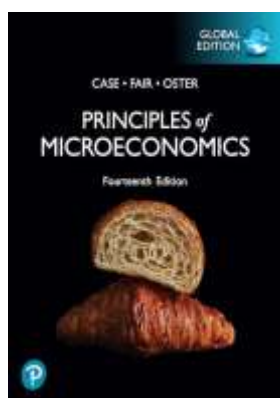
Edgware Kruger Brentt Publishers 2025

Acc. No. 010875

Call No. 338.5 GIB

Summary: Provide a detailed exploration of fundamental microeconomic theories and concepts, including consumer theory (utility maximization, indifference curves), producer theory (cost minimization, profit maximization), and market structures (perfect competition, monopoly, oligopoly). Consumer Behavior and Decision Making: Examine the theories of consumer choice and behavior, including budget constraints, preferences, utility functions, and how consumers make decisions in various market conditions.

[Click for more details](#)



Sr. No. 71

Title: Principles of microeconomics by Case, Karl E

Harlow Pearson 2025

Acc. No. 010876

Call No. 338.5 CAS

Summary: All-time best-selling Principles of Microeconomics is trusted for its clear, thorough and complete coverage of how market economies function. Built on comprehensive microeconomics models, it balances economic theory, institutional material and real-world examples, with emphasis on the art and science of economic thinking. It adds 20 new Economics in Practice boxes with recent research and analysis, such as the impact of the COVID-19 pandemic on supply chains. In MyLab, new assignable Economics in Practice videos featuring Emily Oster make economics relevant and relatable, while equipping you for success.

[Click for more details](#)



Sr. No. 72

Title: International financial reporting: a practical guide by Melville, Alan

Harlow Pearson 2025

Acc. No. 010877

Call No. 657.95 MEL

Summary: This textbook explains each standard as clearly and concisely as possible, and helps you take learning further with worked examples and exercises from past exam papers. Well-suited for undergraduates, postgraduates and those preparing for professional accounting examinations, International Financial Reporting, 9th edition takes a practical, applied approach in exploring and explaining the key financial standards. With more than 140 countries in the world now using international financial reporting standards (IFRS® Standards), having a clear understanding of these is vital to your success in financial accounting.

[Click for more details](#)



Sr. No. 73

Title: Leveraging blockchain technology: governance, risk, compliance, security, and benevolent use cases by Aghili, Shaun

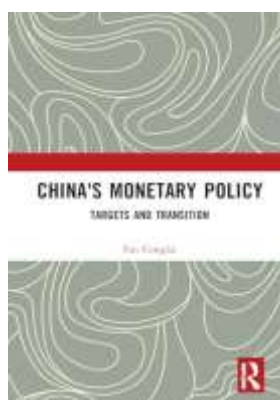
Boca Raton CRC Press 2025

Acc. No. 010878

Call No. 004.678 AGH

Summary: Blockchain technology is a digital ledger system that allows for secure, transparent and tamper-proof transactions. It is essentially an often decentralized, distributed, peer-to-peer database that is maintained by a network of computers instead of a single entity, making it highly resistant to hacking and data breaches. Blockchain technology allows for decentralization of data and transactions, making them more transparent and accountable.

[Click for more details](#)



Sr. No. 74

Title: China's monetary policy: targets and transition by Conglai, Fan

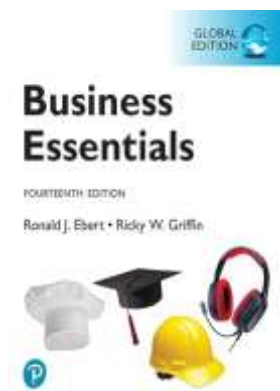
Routledge Abingdon 2025

Acc. No. 010879

Call No. 332.460951 CON

Summary: The book focuses on the formation mechanism of China's inflation from the perspective of learning expectations, adaptive learning and dual labor market structure. It examines the monetary policy objectives of inflation management in an open economy, analyzes the causes of China's price fluctuations from a global perspective and discusses the optimal policy space of the optimal RME exchange rate regime and the synergy between finance and business cycles.

[Click for more details](#)



Sr. No. 75

Title: Business essentials by Ebert, Ronald J

Pearson Harlow 2025

Acc. No. 010880

Call No. 658 EBE

Summary: Business Essentials captures the widespread significance of these developments and presents their implications for companies today. Recent economic events are presenting unprecedented challenges, excitement and disappointments for businesses. They're also uncovering a need for change in introduction to business courses and texts. New coverage in the 14th Edition looks at changing employment relationships, changing labor relations and demographics, inflation and ESG. You'll also see how entrepreneurs are putting into practice the concepts you're learning about.

[Click for more details](#)



Sr. No. 76

Title: Global marketing by Hollensen, Svend

Harlow Pearson 2025

Acc. No. 010881

Call No. 658.84 HOL

Summary: Global Marketing is a clear and comprehensive guide for undergraduate and postgraduate students seeking a deep understanding of international marketing. It helps students analyze, select, and evaluate conceptual frameworks for effective decision-making, develop and implement market-responsive strategies, achieving global competitiveness. Updates include further guidance on market selection, culture and PESTEL implications and insights into supply chain challenges, technology advancements (such as gen AI) and the future of globalization. Case studies on H&M sustainable fashion, e-scooters and McDonald's provide real-life examples of global marketing strategy and implementation.

[Click for more details](#)



Sr. No. 77

Title: Marketing fashion: a cross-cultural perspective by Hancock, Joseph H

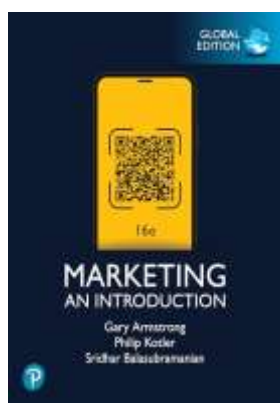
New York Fairchild Books 2026

Acc. No. 010882

Call No. 746.920688 HAN

Summary: Marketing Fashion: A Cross-Cultural Perspective, second edition, presents marketing theories and practices as they specifically relate to apparel, home goods, and other design-driven products. This includes topics such as: Research, Relationships and Branding, Products; Prices and Distribution; Sales, Promotion, and Communications; and Careers. A brand-new Appendix on Careers helps students better identify potential jobs in the ever-evolving division of marketing.

[Click for more details](#)



Sr. No. 78

Title: Marketing: an introduction by Armstrong, Gary

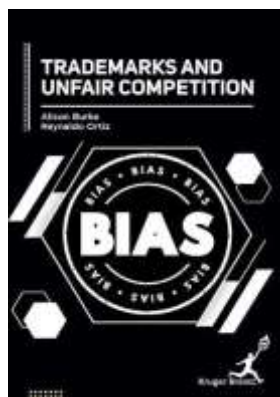
Harlow Pearson 2026

Acc. No. 010883

Call No. 658.8 ARM

Summary: Marketing: An Introduction offers a practical view of marketing in the digital age. It shows how effective marketing creates and captures customer value, while providing a step-by-step model for customer engagement. By exploring trends shaping modern marketing, the authors deliver the context needed to drive home basic marketing concepts, strategies and practices. This book provides up-to-date coverage of digital developments, from AI and social media engagement to “big data” and omnichannel strategy.

[Click for more details](#)



Sr. No. 79

Title: Trademarks and unfair competition by Burke, Alison

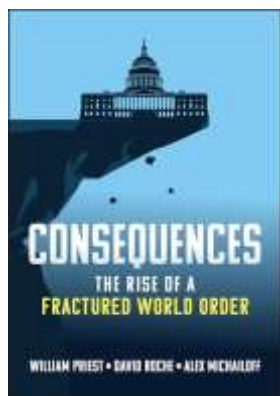
Edgware Kruger Brentt 2025

Acc. No. 010884

Call No. 346.730488 BUR

Summary: Trademark Basics: Introduce the fundamental concepts of trademarks, including their purpose, types (e.g., word marks, design marks, service marks), and the legal protections they provide to brand names, logos, and symbols. Trademark Registration: Discuss the process of registering trademarks with relevant authorities, such as the United States Patent and Trademark Office (USPTO), including the benefits of registration and the requirements for protection.

[Click for more details](#)



Sr. No. 80

Title: Consequences: the rise of a fractured world order by Priest, William W

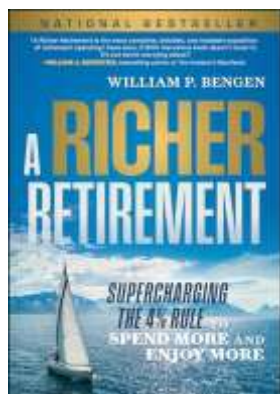
Hoboken Wiley 2025

Acc. No. 010885

Call No. 327.1 PRI

Summary: The book explains why the creation and distribution of wealth matters in creating nations where democracy can flourish, and the populace at large can win. Strategies for the creation of wealth (broadly defined) and its equitable distribution combined with the democratic tools that voters, investors, and citizens have available make it more likely those strategies can be deployed. In Consequences: The Rise of a Fractured World Order, William Priest, David Roche, and Alex Michailoff deliver an engaging, timely, and insightful analysis of identifying the sources and challenges facing liberal democracies and their ability to confront autocracies and autocratic behavior.

[Click for more details](#)



Sr. No. 81

Title: A richer retirement: supercharging the 4% rule to spend more and enjoy more by Bengen, William P

Hoboken Wiley 2025

Acc. No. 010886

Call No. 332.024 BEN

Summary: This book is a comprehensive roadmap to constructing your personal retirement withdrawal plan. You'll learn how to compute a low-risk maximum withdrawal rate so that you can enjoy your retirement savings to the utmost. You'll also discover guidance on why and how to adjust your withdrawals during retirement to help make sure that your accounts last your entire life. In A Richer Retirement: Supercharging the 4% Rule to Spend More and Enjoy More, entrepreneur, researcher, and financial planner, William P. Bengen, delivers a straightforward.

[Click for more details](#)



Sr. No. 82

Title: Applying IFRS standards by Picker, Ruth

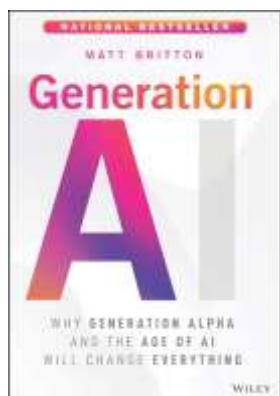
Chennai John Wiley & Sons 2025

Acc. No. 010887

Call No. 657.30218 PIC

Summary: The book begins with an overview of the International Accounting Standards Board (IASB) and explains how it establishes accounting standards, before moving on to a discussion of the key concepts and applications of IFRS. It offers insights and examples sourced from the international business world and addresses the skills you need to apply the standards in real-world business environments.

[Click for more details](#)



Sr. No. 83

Title: Generation AI: why generation alpha and the age of AI will change everything by Britton, Matt

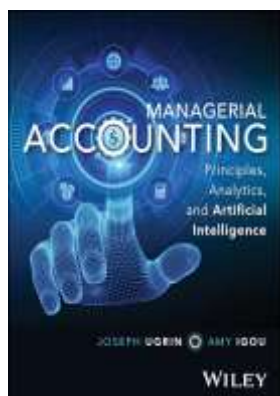
Hoboken John Wiley & Sons Inc 2025

Acc. No. 010888

Call No. 006.3 BRI

Summary: In Generation AI, lifelong entrepreneur, futurist, and consumer trend expert Matt Britton explores how artificial intelligence is reshaping society, from consumer behavior to education, work, relationships, and health. As the first generation born into an AI-enabled world, Generation Alpha will experience a paradigm shift in lifestyle and career paths. Britton examines the unprecedented opportunities AI presents: personalized learning, advancements in healthcare, and automated consumer experiences and processes.

[Click for more details](#)



Sr. No. 84

Title: Managerial accounting: principles, analytics, and artificial intelligence by Ugrin, Joseph

Hoboken John Wiley & Sons Inc 2025

Acc. No. 010889

Call No. 658.1511 URJ

Summary: In Managerial Accounting: Principles, Analytics, and Artificial Intelligence, readers will learn to identify, measure, analyze, interpret, and communicate financial and operational information for internal decision-making, with a focus on the crossover between managerial accounting and information systems, artificial intelligence, and automation. This book includes real-world business examples from various industries that emphasize how business owners utilize accounting to make decisions and plan for the future, which enable readers do the same in their own positions

[Click for more details](#)



Sr. No. 85

Title: Digital storytelling: an Introduction by Henrickson, Leah

Hoboken Polity Press 2025

Acc. No. 010890

Call No. 302.2308 HEN

Summary: Digital Storytelling provides a new, cutting-edge introduction to this topic. It sets an alternative agenda for the field: one that regards digital storytelling as characterised not by any particular kind of method or output, but by ongoing processes of meaning making in digital environments. This textbook illustrates the interconnectedness of media, individual experiences, and society and culture. It shows that digital storytelling is a particular context of storytelling that has emerged from a confluence of traditions and technologies forever in flux.

[Click for more details](#)



Sr. No. 86

Title: Gender and technology: an introduction by Kruse, Holly

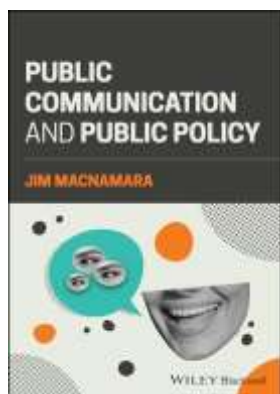
Cambridge Polity Press Ltd. 2026

Acc. No. 010891

Call No. 305.3 KRU

Summary: In this book, Holly Kruse explores how notions of gender and technology have been socially constructed. Organized historically, the book provides a broad overview of global developments in technology and how these technologies have been (ideologically) gendered. Focusing on communication and media technologies and analysing an array of household and workplace devices, the text examines the ways in which they have been considered "feminine" or "masculine".

[Click for more details](#)



Sr. No. 87

Title: Public communication and public policy: reviving democracy by recalibrating public communication by Macnamara, Jim

Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010892

Call No. 352.38 MAC

Summary: Public Communication and Public Policy: Reviving Democracy by Recalibrating Public Communication addresses this urgent need, exposing how one-way communication practices perpetuate disengagement and hinder policy effectiveness. Public Communication and Public Policy delivers detailed recommendations to reform public communication—challenging conventional approaches and advocating for recalibrated consultation and citizen participation to rebuild trust and reinvigorate democratic processes.

[Click for more details](#)



Sr. No. 88

Title: Quality measurement in healthcare by Pines, Jesse M.

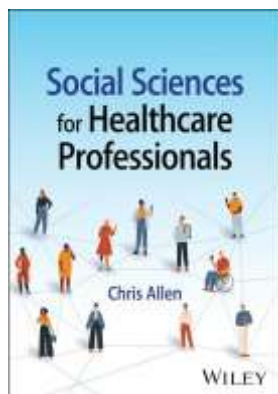
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010893

Call No. 362.1068 PIN

Summary: Quality Measurement in Healthcare is an essential resource for understanding how to define, implement, and leverage quality measurement to drive meaningful improvements in patient outcomes. Bridging the gap between theory and practice, this comprehensive book equips readers with the tools to evaluate care delivery, address disparities, enhance patient safety, and navigate the complexities of value-based care and payment policy. Quality Measurement in Healthcare provides a detailed exploration of the history, methodologies, and applications of quality measurement.

[Click for more details](#)



Sr. No. 89

Title: Social sciences for healthcare professionals by Allen, Chris

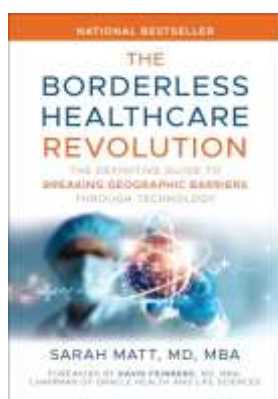
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010894

Call No. 362.1068 ALL

Summary: Social Sciences for Healthcare Professionals bridges the gap between theory and practice, providing a thorough overview of essential social science concepts and their relevance in clinical settings. Covering a wide range of core topics, from understanding social determinants of health to promoting equitable care, Dr Chris Allen and his team provide readers with evidence-based insights to drive better outcomes for individuals and communities. It is designed to support both coursework and professional practice, aligning with degree programmes in healthcare and allied health sciences.

[Click for more details](#)



Sr. No. 90

Title: The borderless healthcare revolution: the definitive guide to breaking geographic barriers through technology by Matt, Sarah

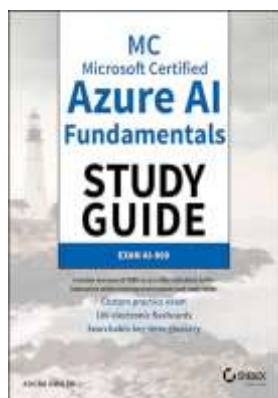
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010895

Call No. 362.10425 MAT

Summary: The Borderless Healthcare Revolution: The Definitive Guide to Breaking Geographic Barriers Through Technology is your field guide to a future in which a clinic visit is never farther away than the nearest screen and a surgeon's skill can cross oceans in real time. The tech that already moves care without moving patients, telemedicine, remote surgery, ambient AI, and how adoption curves exploded after 2020, with more than three quarters of US hospitals now running telehealth programs

[Click for more details](#)



Sr. No. 91

Title: MC Microsoft certified azure AI fundamentals study guide: Exam AI-900 by Nwodo, Adora

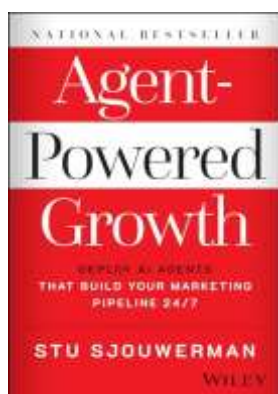
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010896

Call No. 006.31 NWO

Summary: In MC Microsoft Certified Azure AI Fundamentals Study Guide: Exam AI-900, experienced software engineer Adora Nwodo walks you through every technical topic you need to understand to succeed on the AI-900 certification exam and build a fundamental understanding of Azure AI features. The Study Guide uses the proven and popular Sybex approach to help you use Azure AI in the real-world, whether you're in a technical or non-technical role.

[Click for more details](#)



Sr. No. 92

Title: Agent-powered growth: deploy AI agents that build your marketing pipeline 24/7 by Sjouerman, Stu

Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010897

Call No. 658.872 SJO

Summary: This comprehensive guide moves beyond superficial AI overviews to deliver practical, actionable strategies for deploying autonomous marketing agents across content creation, campaign optimization, lead nurturing, and market research. Using detailed case studies spanning B2B SaaS, retail, and healthcare industries, you'll learn to leverage cutting-edge platforms like Salesforce Agentforce, AutoGPT, and CrewAI while implementing essential governance frameworks that ensure responsible AI deployment.

[Click for more details](#)



Sr. No. 93

Title: Angel investing: the best guide to making money and having fun investing in startups by Rose, David S

Hoboken John Wiley & Sons, Inc.

Acc. No. 010898

Call No. 332.04154 ROS

Summary: This book provides both the fundamental strategies and the specific tools you need to take full advantage of this rapidly growing asset class. Angel Investing is a comprehensive, entertaining guide that walks readers through every step of the way to becoming a successful angel investor. From building your reputation as a smart investor, to negotiating fair deals, to adding value to your portfolio companies and helping them implement smart exit strategies.

[Click for more details](#)



Sr. No. 94

Title: Ideas don't die. companies do.: future-proof your business by creating an ideas-obsessed enterprise by Abburi, Hari

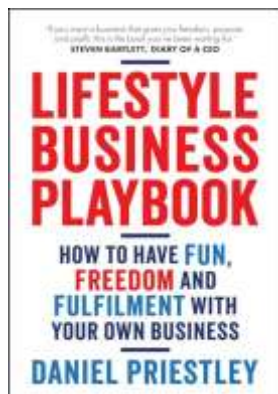
Hoboken John Wiley & Sons, Ltd. 2025

Acc. No. 010899

Call No. 658.4063 ABB

Summary: In Ideas Don't Die. Companies Do. renowned voice on disruptive agility and executive Hari Abburi delivers an insightful framework for leaders to future proof their companies by creating an idea obsessed enterprise. In the book, you'll learn why ideas are more important than customers to disrupt the industry and marketplace. The author explains how to distinguish between ideas that are truly original and those that require strategic execution to differentiate them from other choices on the market.

[Click for more details](#)



Sr. No. 95

Title: Lifestyle business playbook: how to have fun, freedom and fulfilment with your own business by Priestley, Daniel

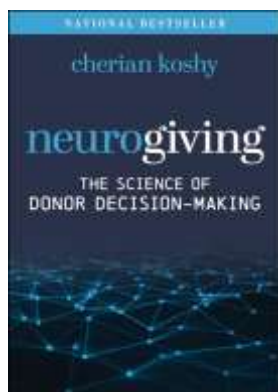
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010900

Call No. 658.11 PRI

Summary: In Lifestyle Business Playbook, he explains how to understand the big trends and then lays out bold, clear steps to building a business that serves your life, not the other way around. This isn't theory - it's a distillation of real entrepreneurial wins, losses, and wisdom. If you want a business that gives you freedom, purpose, and profit, this is the book you've been waiting for.' This isn't just a book; it's your roadmap to creating a business structure that emphasizes fun, freedom, and flexibility.

[Click for more details](#)



Sr. No. 96

Title: Neurogiving: the science of donor decision-making by Koshy, Cherian

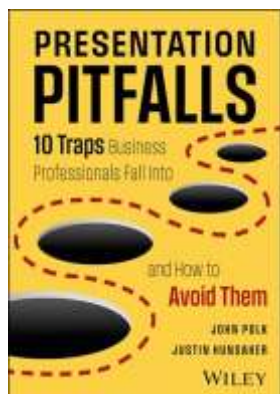
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010901

Call No. 658.15224 KOS

Summary: In Neurogiving: The Science of Donor Decision-Making, fundraising and behavioral science expert, Cherian Koshy, delivers a point-by-point guide to creating crystal-clear messaging that transforms prospective donors into active donors. The author demonstrates a revolutionary, science-backed approach to fundraising that unpacks why donors move from considering a donation to actually donating. Neurogiving integrates up-to-date insights from neuroscience, behavioral psychology, and proprietary research to generate a comprehensive roadmap for generating donor experiences that maximize generosity and long-term commitment.

[Click for more details](#)



Sr. No. 97

Title: Presentation pitfalls: 10 traps business professionals fall into and how to avoid them by Polk, John

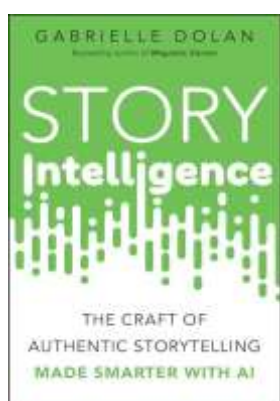
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010902

Call No. 658.452 POL

Summary: In Presentation Pitfalls, executive communication experts John Polk and Justin Hunsaker reveal the ten traps that cause presentations to fail—and, more importantly, the techniques to avoid them. You'll learn how to craft a compelling narrative, design slides that engage rather than distract, and deliver your message with confidence. Presenters fall into "the Frankenstein Trap" when they cobble slides together without a clear storyline, leaving audiences confused.

[Click for more details](#)



Sr. No. 98

Title: Story intelligence: the craft of authentic storytelling, made smarter with AI by Gabrielle Dolan

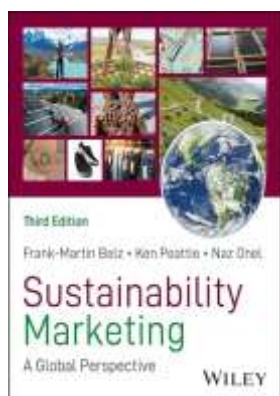
Melbourne John Wiley & Sons Australia, Ltd. 2026

Acc. No. 010903

Call No. 658.45 DOL

Summary: Story Intelligence shows you how to bridge the gap between artificial intelligence and powerful human stories. In this book, award-winning communications strategist Gabrielle Dolan shares a practical framework for leveraging AI while building real trust and genuine relationships. Bust the myth that generative AI is 'cheating'. Through sample prompts and inspirational real-world examples, you'll discover strategies for crafting memorable stories that cut through the noise and forge genuine connections.

[Click for more details](#)



Sr. No. 99

Title: Sustainability marketing: a global perspective by Belz, Frank-Martin

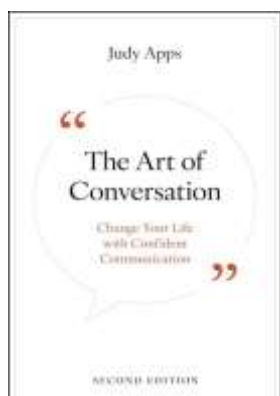
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010904

Call No. 658.802 BEL

Summary: Sustainability Marketing has set the standard for how marketers can respond to global environmental and social challenges. Sustainability Marketing offers a comprehensive, structured, and deeply insightful guide to integrating social, environmental, and ethical concerns into modern marketing strategies, delivering both theoretical depth and practical tools to help students and practitioners alike navigate the evolving sustainability landscape.

[Click for more details](#)



Sr. No. 100

Title: The art of conversation: change your life with confident communication by Apps, Judy

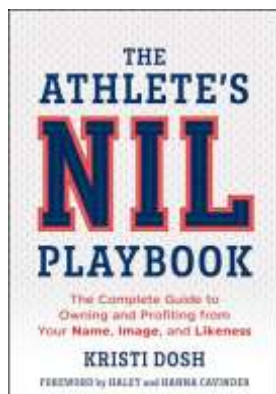
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010905

Call No. 302.224 APP

Summary: The Art of Conversation is about being real and connecting deeply and meaningfully with those who matter most to you. Whatever base you start from, its secrets will transform every aspect of your life. If you've ever walked away from a conversation thinking, "Why did I say that?" or "I wish I'd spoken up...", you're not alone. In the newly updated second edition of The Art of Conversation, Judy Apps shows you how to turn everyday chats and business conversations into something deeper, more meaningful – and a lot less awkward.

[Click for more details](#)



Sr. No. 101

Title: The athlete's NIL playbook: the complete guide to owning and profiting from your name, image, and likeness by Dosh, Kristi

Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010906

Call No. 796.06 DOS

Summary: The Athlete's NIL Playbook walks readers through NIL rules, opportunities, and red flags, showing them how to build a personal brand, find deals, reach out to companies, and negotiate terms. Along with real-life examples, exercises, and pitch templates, this book includes case studies from college and high school athletes who have successfully navigated this burgeoning market: the Cavinder Twins, Olivia Dunne, Travis Hunter, Chase Griffin, Emily Cole, and many more.

[Click for more details](#)



Sr. No. 102

Title: The glory of giving everything: the Taylor Swift business model by Haryanto, Crystal

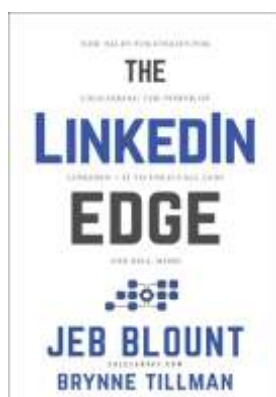
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010907

Call No. 658.827 HAR

Summary: This book addresses how Swift has not only revolutionized the music industry but has also created a sustainable brand that resonates deeply with fans. Haryanto provides valuable insights on leveraging personal branding, fan engagement, and innovative marketing in today's competitive landscape. Packed with timeless lessons, this book outlines how Swift's unique approach to her audience turns fans into avid consumers, making them an integral part of her success.

[Click for more details](#)



Sr. No. 103

Title: The LinkedIn edge: new sales strategies for unleashing the power of LinkedIn + AI to cold call Less and sell more by Blount, Jeb

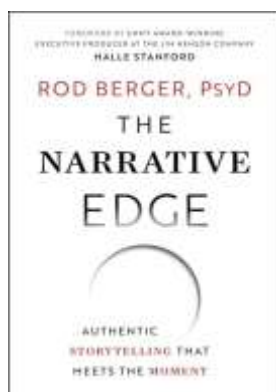
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010908

Call No. 658.85 BLO

Summary: The LinkedIn Edge—the definitive playbook for combining LinkedIn, AI, and proven outbound prospecting strategies to build bigger, better, and more qualified pipelines. In this highly practical guide, you will learn the tactics, techniques, frameworks, and secret shortcuts that transform LinkedIn into a list-building, prospecting, referral-getting, lead-generation machine that will help you sell more, win more, and earn more.

[Click for more details](#)



Sr. No. 104

Title: The narrative edge: authentic storytelling that meets the moment by Berger, Rod

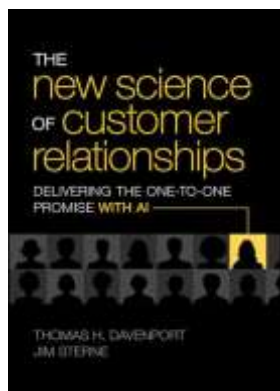
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010909

Call No. 658.45 BER

Summary: In The Narrative Edge: Authentic Storytelling that Meets the Moment celebrated writer, interviewer, and speaker Dr. Rod Berger delivers an inspiring and practical discussion about the rebirth of stories in our society's collective consciousness. The author explains how great stories are woven into corporate strategy, educational curricula, social media platforms, and more, and how to tap into those stories to connect with your audiences.

[Click for more details](#)



Sr. No. 105

Title: The new science of customer relationships: delivering the one-to-one promise with AI by Davenport, Thomas H

Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010910

Call No. 658.812 DAV

Summary: The New Science of Customer Relationships: Delivering the One-to-One Promise with AI is a science-based and insightful new approach to integrating the latest generative AI technologies into your company's customer communications. In the book, you'll learn to create systems that reliably generate smart, persuasive, and hyper-personalized interactions with your company's best customers. You'll also discover how to integrate these systems directly into your firm's existing operations so you can use the tools to realize tangible financial results.

[Click for more details](#)



Sr. No. 106

Title: DSM in action: 5th edition text revisions by Dziegielewska, Sophia F

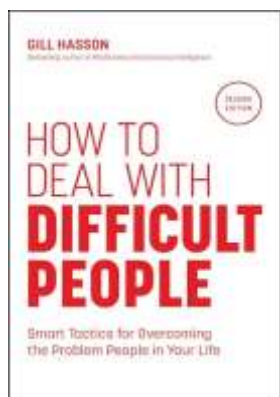
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010911

Call No. 616.89 DZI

Summary: In DSM In Action, clinician and researcher Sophia F. Dziegielewska delivers an up-to-date and accurate practice resource for mental health professionals applying the DSM in Action to diagnose and assess patients. The author introduces the major diagnostic assessment schemes used in the profession and offers comprehensive diagnostic information for each selected category of disorder. The book is packed with hands-on, easy-to-access resources, including explanations of diagnostic criteria, real-world case examples, and a wealth of treatment plans you can apply in your own practice.

[Click for more details](#)



Sr. No. 107

Title: How to deal with difficult people: smart tactics for overcoming the problem people in your life by Hasson, Gill

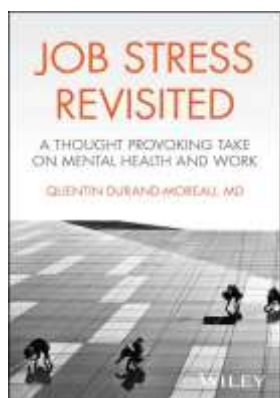
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010912

Call No. 158.2 HAS

Summary: This book explains how to cope with a range of situations with difficult people and to focus on what you can change. Understand what makes difficult people tick and how best to handle them, learn ways to confidently stand up to others and resist the urge to attack back, develop strategies to calmly navigate emotionally-charged situations, deal with all kinds of difficult people — hostile, manipulative and the impossible and know when to choose your battles, and when to walk away

[Click for more details](#)



Sr. No. 108

Title: Job stress revisited: a thought provoking takes on mental health and work by Durand-Moreau, Quentin

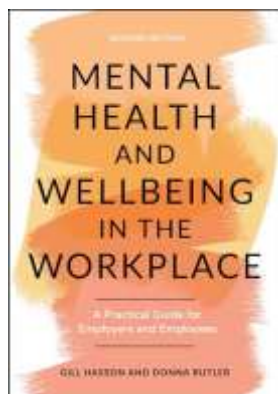
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010913

Call No. 158.72 DUR

Summary: Job Stress Revisited: A Thought Provoking Take on Mental Health and Work offers a critical and much-needed re-evaluation of how job stress is understood, addressed, and managed in modern workplaces. In contrast to popular narratives that individualize stress and recommend surface-level interventions, this resource challenges these assumptions by locating job stress within the very structure and nature of work itself. the book offers a multi-dimensional exploration of job stress, informed by biological, epidemiological, and activity-centered approaches.

[Click for more details](#)



Sr. No. 109

Title: Mental health and wellbeing in the workplace: a practical guide for employers and employees by Hasson, Gill

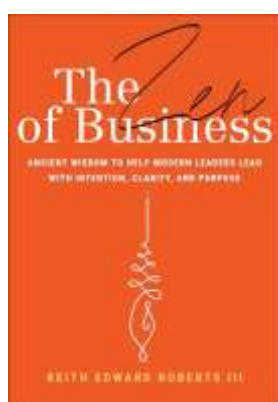
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010914

Call No. 158.72 HAS

Summary: This comprehensive book addresses the range of issues surrounding mental health and wellbeing in work environments – providing all involved with informative and practical assistance. Authors Gill Hasson and Donna Butler examine changing workplace environment for improved wellbeing, shifting employer and employee attitudes on mental health, possible solutions to current and future challenges and more.

[Click for more details](#)



Sr. No. 110

Title: The zen of business: ancient wisdom to help modern leaders lead with intention, clarity, and purpose by Roberts, Keith Edward

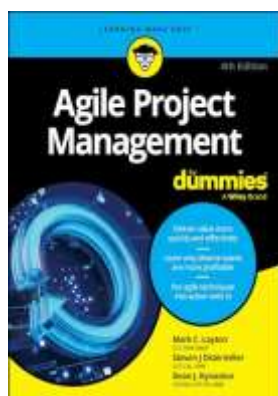
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010915

Call No. 658.4092 ROB

Summary: In The Zen of Business: Ancient Wisdom to Help Modern Leaders Lead with Intention, Clarity, and Purpose, transformational speaker and leadership expert Keith Roberts delivers an exhilarating guide to personal growth and professional success that incorporates ancient Buddhist wisdom, including the principles of karma, the Eightfold Path, and other Eastern philosophy mainstays. The Zen of Business is also a can't-miss resource for entrepreneurs, founders, freelancers, and small business owners seeking balance, success, and happiness in business and in life.

[Click for more details](#)



Sr. No. 111

Title: Agile project management for dummies by Layton, Mark C

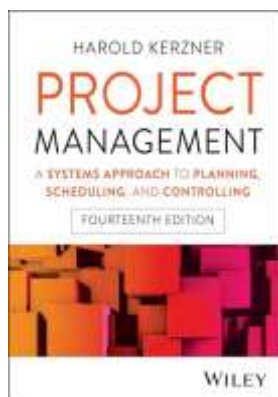
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010916

Call No. 658.404 LAY

Summary: This book lays out the principles and practices of agile techniques in jargon-free language that anyone can understand. You'll learn all the important terms, tools, and concepts, so you can infuse agility into your projects right away. Create a product roadmap and prepare for product launches with ease, thanks to this Dummies guide. Agile Project Management For Dummies is great for project and product managers, as well as anyone in any industry who wants get up to speed on how to be more agile.

[Click for more details](#)



Sr. No. 112

Title: Project management: a systems approach to planning, scheduling, and controlling by Kerzner, Harold

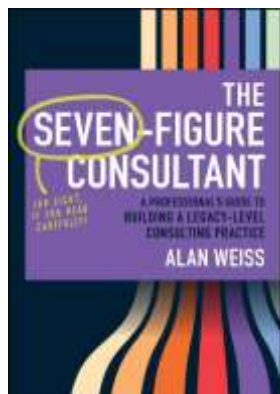
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010917

Call No. 658.404 KER

Summary: Project Management: A Systems Approach to Planning, Scheduling, and Controlling has been the go-to resource for project managers, students, and professionals worldwide. In this newly revised 14th edition, renowned project management expert Harold Kerzner integrates the latest advancements, from artificial intelligence (AI) and data-driven decision-making to agile and hybrid methodologies, ensuring today's project leaders are equipped to navigate an evolving landscape. Cutting-edge insights on AI in project management, data-driven strategies, and emerging methodologies.

[Click for more details](#)



Sr. No. 113

Title: *The Seven-figure consultant: a professional's guide to building a legacy-level consulting practice* by Weiss, Alan

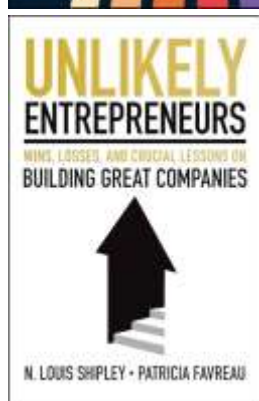
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010918

Call No. 658.46 WEI

Summary: In *The Seven-Figure Consultant: A Professional's Guide to Building a Legacy-Level Consulting Practice*, rockstar of consulting and renowned author Alan Weiss, delivers a hyper-focused, step-by-step guide to using your consulting skillset to build the lifestyle you've always wanted. The book explains the on-the-ground realities of building a consulting service that grows sustainably and brings in the fees you need to live your life to its fullest.

[Click for more details](#)



Sr. No. 114

Title: *Unlikely entrepreneurs: wins, losses, and crucial lessons on building great companies* by Shipley, N. Louis

Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010919

Call No. 658.11 SHI

Summary: In *Unlikely Entrepreneurs: Wins, Losses and Crucial Advice in Building Great Companies*, the authors—who hail from Harvard Business School and MIT Sloan School of Management—combine expert insights, elements of the case study method, and an engaging story-telling style to take a deep dive into the key challenges that founders face. They set the stage for each profile—including those of entrepreneurs helping billion dollar companies to mom-and-pop businesses—whose colorful, unlikely stories showcase entrepreneurial best practices that readers can adopt to succeed.

[Click for more details](#)



Sr. No. 115

Title: *Delhi vice* by Juttla, Balraj

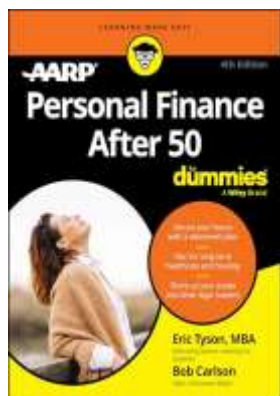
New Delhi Bloomsbury Publishing India Pvt. Ltd 2024

Acc. No. 010920

Call No. 823.92 JUT

Summary: Balraj Juttla's *Delhi Vice* exposes a nexus of corruption, betrayal and cold-blooded murder in the nation's capital. In the heart of bustling Delhi, a young woman's lifeless body is discovered along the banks of the Yamuna. The police are quick to target her boyfriend as the prime suspect. But Rajesh, a tenacious journalist, unearths evidence that points to a meticulously orchestrated cover-up. An unlikely alliance with his colleague Jaskiran has the duo delving into the murky waters of the case.

[Click for more details](#)



Sr. No. 116

Title: *Personal finance after 50 for dummies* by Tyson, Eric

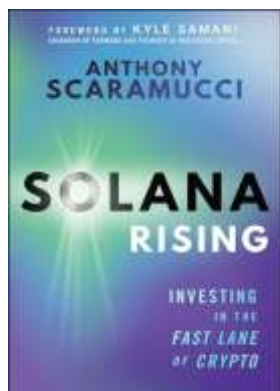
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010921

Call No. 332.024 TYS

Summary: *Personal Finance After 50 For Dummies*, trusted personal finance author and advisor Eric Tyson delivers an up-to-date and expert take on how to enter your fifties in the best financial health possible. The book offers advice designed to help regardless of your income or living situation. Effective, step-by-step guides to building a financial plan that works for you, saving for the long-term, and creating a realistic budget, strategies for managing and reducing financial risk without missing out on sound investment opportunities that keep pace with inflation

[Click for more details](#)



Sr. No. 117

Title: Solana rising investing in the fast lane of crypto by Scaramucci, Anthony

Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010922

Call No. 332.178 SCA

Summary: In Solana Rising, founder and co-managing partner of SkyBridge, Anthony Scaramucci, delivers an exciting and authoritative account of one of the true generational trades available in today's market: the Solana blockchain. Representing digital liquidity, Solana offers its users the ability to tokenize and liquidize illiquid assets. Perfect for intermediate-level crypto investors who are comfortable owning Bitcoin – and are now ready to take the next step into the world of Solana – the book explains how this blockchain works, why it's so transformative, and how it accomplishes what it does.

[Click for more details](#)



Sr. No. 118

Title: Sustainable finance for returns and impact by Dearth, Matthew

Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010923

Call No. 332.6 DEA

Summary: Sustainable Investing For Profit and Impact by Dr. Matthew Dearth and James Cheo offers a well-rounded examination of the entire ecosystem from companies and investors to governments. Designed like a "liberal arts course in finance," the book emphasizes the critical thinking required to make sense of challenges to capital allocation, making it accessible to both newcomers and experienced professionals. The book includes sections on environmental, social, and governance challenges; corporate measurement and disclosure practices.

[Click for more details](#)



Sr. No. 119

Title: The sovereign debt investor: an essential guide to returns, defaults, and government bond investing by Rahman, Lupin

Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010924

Call No. 332.6323 RAH

Summary: In The Sovereign Debt Investor: An Essential Guide to Returns, Defaults, And Government Bonds, veteran investor and sovereign debt expert Lupin Rahman delivers expert insight into global government debt markets, highlighting the unique risks and compelling opportunities of this asset class. This book brings together expertise from the world of bond investing, policy making, academia and law to which bring to life specific issues and intricacies in sovereign debt investing.

[Click for more details](#)



Sr. No. 120

Title: The sustainable investor: responsible, impactful, and values-driven investing strategies and practices for financial professionals by Krull, Peter

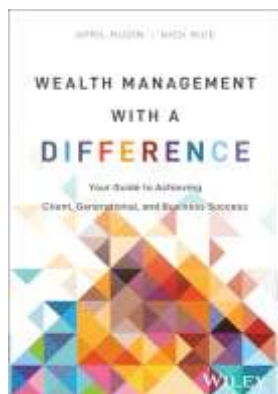
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010925

Call No. 332.6 KRU

Summary: In The Sustainable Investor: Responsible, Impactful, and Values-Driven Investing Strategies and Practices for Financial Professionals, the Founder and Director of Sustainable Investing at Earth Equity Advisors, Peter Krull, delivers a timely and insightful discussion of sustainable investing and responsible portfolio construction. In the book, you'll learn how to help your retail clients build solutions-based, sustainable, responsible, and impact-driven portfolios that actually reflect their values.

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Sr. No. 121

Title: Wealth management with a difference: your guide to achieving client, generational, and business success by Rudin, April

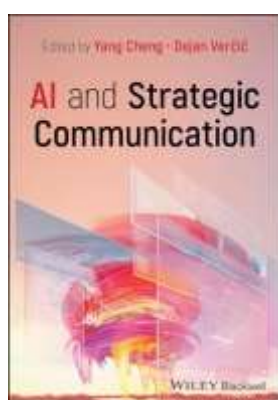
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010926

Call No. 332.024 RUD

Summary: In Wealth Management with a Difference: Your Guide to Achieving Client, Generational, and Business Success, global financial services veterans April Rudin and Nick Rice show how advisors and wealth managers can serve these growing needs and position themselves at the heart of families and their legacies. Wealth Management with a Difference is a guide to success for everyone in the industry, ranging from new entrants to the most experienced advisors and executives.

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Sr. No. 122

Title: AI and strategic communication by Cheng, Yang

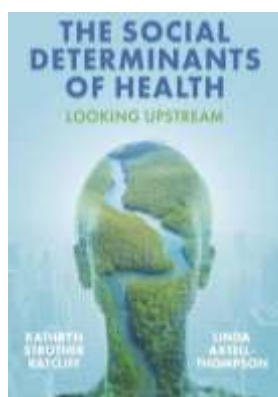
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010927

Call No. 659.2 CHE

Summary: AI and Strategic Communication: Navigating the Future offers a comprehensive exploration of AI's role in reshaping public relations, bringing together contributions from leading scholars and practitioners from 9 countries across 5 continents, with representation from Europe, North America, Oceania, and Asia, this comprehensive volume addresses the ethical implications, challenges, and opportunities AI presents for individuals, organizations, and society.

[Click for more details](#)



Sr. No. 123

Title: The social determinants of health: looking upstream by Ratcliff, Kathryn Strother

Cambridge Polity Press Ltd. 2026

Acc. No. 010928

Call No. 362.1 RAT

Summary: This book links more strongly to existing US and international policy frameworks on the determinants of health and pays greater attention to socioeconomic factors, education, climate change, and neighborhood disparities. This provocative analysis uses social justice and human rights lenses to guide public discussion toward changes that can produce a healthier world for us all. It will continue to be invaluable to professionals and students in sociology, public health, and other fields related to health.

[Click for more details](#)



Sr. No. 124

Title: Agentforce: harnessing the agency of AI to scale, grow, and lead any industry by Kihn, Martin

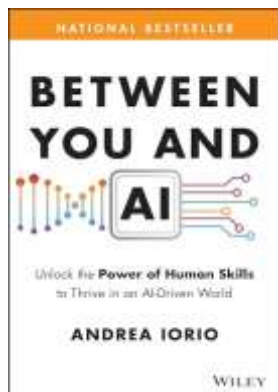
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010929

Call No. 006.3 KIH

Summary: Agentforce: Harnessing the Agency of AI to Scale, Grow, and Lead Any Industry tells you how companies can create and control their own AI agents and build a virtual workforce. It goes behind-the-scenes on how Salesforce built a platform to drive AI agents, solving problems like hallucinations and bias through a framework that gives agents strict roles, data sources, actions, guardrails and channels to reach customers. This book draws from extensive research and exclusive access to Salesforce's leaders and their ambitious plan to dominate the race to develop and own the AI agent space.

[Click for more details](#)



Sr. No. 125

Title: *Between you and AI: unlock the power of human skills to thrive in an AI-driven world by Iorio, Andrea*

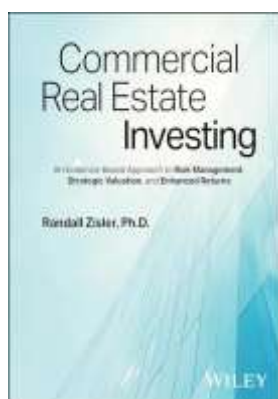
Hoboken John Wiley & Sons 2026

Acc. No. 010930

Call No. 006.3 IOR

Summary: In *Between You and AI: Unlock the Power of Human Skills to Thrive in an AI-Driven World*, digital transformation speaker and economist Andrea Iorio delivers a clear and actionable roadmap to not just maintain relevance, but to thrive as the technology we all work with everyday changes rapidly. *Between You and AI* challenges you to embrace artificial intelligence as a partner and unlock the uniquely human potential that defines the future of work.

[Click for more details](#)



Sr. No. 126

Title: *Commercial real estate investing: an evidence-based approach to risk management, strategic valuation, and enhanced returns by Zisler, Randall*

Hoboken John Wiley & Sons 2026

Acc. No. 010931

Call No. 332.6324 ZIS

Summary: *Commercial Real Estate Investing: An Evidence-Based Approach to Risk Management, Strategic Valuation, and Enhanced Returns* is an evidence-based guide and critique of investment practices that teaches investors how to avoid uncompensated risk, improve risk-adjusted returns, and avoid wealth-destroying myths. Each chapter includes an executive summary and numerous exhibits. The book also features interviews with senior real estate industry leaders.

[Click for more details](#)



Sr. No. 127

Title: *Make it snow from zero to billions: how snowflake scaled its go-to-market organization by Persson, Denise*

Hoboken John Wiley & Sons 2026

Acc. No. 010932

Call No. 658.8 PER

Summary: This book covers Snowflake's sales and marketing evolution through three phases of the company: Startup, Build and Scale. Readers will learn: How and when to jumpstart your sales and marketing teams, how to develop product market fit and your competitive strategy, why business partners are critical to sales success, the importance of establishing a culture early, and how, why demand gen should be marketing's northern star and building for a billion: restructuring sales, scaling a data-driven marketing team.

[Click for more details](#)



Sr. No. 128

Title: *Mastering the construction startup: a business infrastructure guide by Ganaway, Nick B*

Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010933

Call No. 624.068 GAN

Summary: *Mastering the Construction Startup* provides an essential master plan for creating the foundational infrastructure every contractor needs to achieve sustainable growth and upon which every strategic decision will be made. *Mastering the Construction Startup* empowers contractors to set up their companies for success during the challenging early years and beyond. Here is a small sample of the principles discussed: Why your company's culture is critical to your success and how to ensure it will be what you want, billing procedures to follow to ensure that you get paid for your work.

[Click for more details](#)



Sr. No. 129

Title: The 8 laws of employee experience: how to build a future-ready organization by Morgan, Jacob

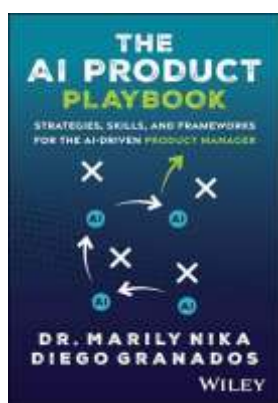
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010934

Call No. 658.314 MOR

Summary: The 8 Laws of Employee Experience is a reset, a new framework to build a future-ready organization in an AI driven world. Best-selling author and professionally trained futurist Jacob Morgan show that employee experience must return to its core: a value exchange where employees contribute, grow, and lead, and where organizations enable them to thrive. This book isn't just about where we are today – it's about where employee experience is going over the next decade, and how leaders can design the future instead of being dragged into it.

[Click for more details](#)



Sr. No. 130

Title: The AI product playbook: strategies, skills, and frameworks for the AI-driven product manager by Nika, Marily

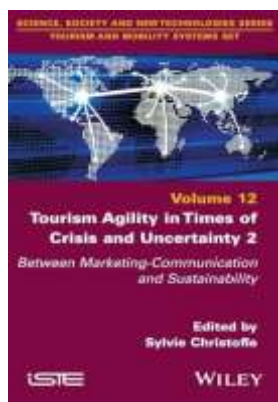
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010935

Call No. 658.575 NIK

Summary: The AI Product Playbook: Strategies, Skills, and Frameworks for the AI-Driven Product Manager, by Dr. Marily Nika and Diego Granados, is a practical resource designed to empower product managers to effectively build, launch, and manage successful AI-powered products. This playbook bridges the gap between artificial intelligence theory and real-world product management, offering actionable learnings tailored to non-technical professionals. They offer guidance on developing skills crucial for each role and navigating common challenges in the workplace.

[Click for more details](#)



Sr. No. 131

Title: Tourism agility in times of crisis and uncertainty 2: between marketing-communication and sustainability (Vol. 12) by Christoffe, Sylvie

Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010936

Call No. 338.4791 CHR

Summary: Tourism Agility in Times of Crisis and Uncertainty 2 explores, from a multidisciplinary perspective, tourism agility through the dimensions of attractiveness, marketing and sustainability. It begins by analyzing the agile attitude of the tourist as a consumer and deciphers a wide range of agile strategies and policies implemented by actors and territories: digital communication by Côte d'Azur destination management organizations, creativity in the French spa sector, integration of attractions and key locations in the Chaîne des Puy and tourism enhancement in Hauts-de-France.

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Sr. No. 132

Title: Winning grants step by step: the complete workbook for planning, developing, and writing successful proposals by English, Lynn Jenkins

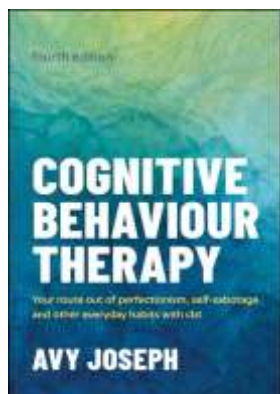
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010937

Call No. 658.15224 ENG

Summary: Winning Grants Step by Step: The Complete Workbook for Planning, Developing and Writing Successful Proposals, a team of veteran nonprofit leaders delivers the most up-to-date and straightforward version of this book yet. This easy-to-read manual enables individuals and organizations alike to combine concepts and research into a strong, effective proposal. New information and strategies for prospect research, including state-of-the art databases and AI-enabled research and prospecting.

[Click for more details](#)



Sr. No. 133

Title: Cognitive behaviour therapy: your route out of perfectionism, self-sabotage and other everyday habits with CBT by Joseph, Avy

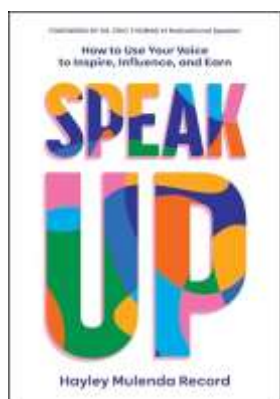
Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010938

Call No. 616.891425 JOS

Summary: Cognitive Behaviour Therapy: Your Route Out of Perfectionism, Self-Sabotage and Other Everyday Habits with CBT/REBT, accredited therapist Avy Joseph delivers an up-to-date exploration of proven cognitive behaviour therapy (CBT) philosophy and techniques that work to improve your own life and the lives of others. Cognitive Behaviour Therapy is a collection of evidence-based personal improvement techniques that also belongs in the libraries of CBT practitioners and therapists.

[Click for more details](#)



Sr. No. 134

Title: Speak up: how to use your voice to inspire, influence, and earn by Record, Hayley Mulenda

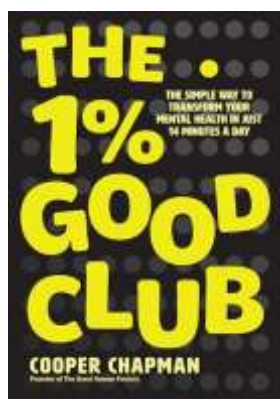
Hoboken John Wiley & Sons 2026

Acc. No. 010939

Call No. 658.452 REC

Summary: In Speak Up, author Hayley Mulenda Record delivers an inspiring and exciting new discussion of how to offer a message that will outlive you. She explains how to speak with conviction and courage and in doing so, guarantees that the message carried by your words last forever. How to speak with belief and intention in a way that triggers responses in your audience's brains and bodies, strategies for building a lucrative career in public speaking and understanding different speaking outlets, like keynotes, presentations, and workshops, and how to organise and monetise them

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Sr. No. 135

Title: The 1% good club: the simple way to transform your mental health in just 14 minutes a day by Chapman, Cooper

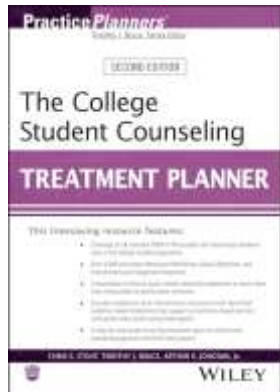
Melbourne John Wiley & Sons Australia, Ltd 2026

Acc. No. 010940

Call No. 158.1 CHA

Summary: In The 1% Good Club, author Cooper Chapman reveals a fresh and exciting new approach to managing your mental health. Chapman, an ex-pro surfer and founder of The Good Human Factory, reveals how dedicating 14 minutes — just 1% — of your day to wellness will transform your mindset, mood and outlook. The 1% Good Club will show you how to define your core values, determine new habits and deploy practical skills that will transform your wellbeing.

[Click for more details](#)



Sr. No. 136

Title: The college student counseling treatment planner by Stout, Chris E

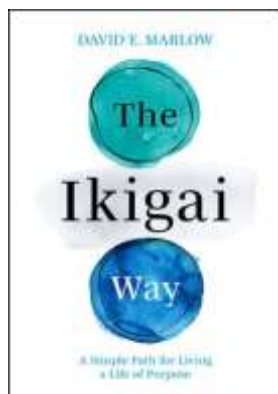
Hoboken John Wiley & Sons 2025

Acc. No. 010941

Call No. 378.1 STO

Summary: Treatment Planners provide all the elements necessary to quickly and easily develop formal treatment plans that satisfy the needs of most third-party payers and state and federal review agencies. This book has been updated with new chapters and appendices and enables readers to stimulate clinical thought to improve the quality and comprehensiveness of treatment plans, and to reduce the time involved in recordkeeping. Anxiety, Attention-Deficit/Hyperactivity Disorder, Bipolar Disorder, Low Self-Esteem, Obsessive-Compulsive and related Disorders, Opioid Use Disorder, Panic Disorder/Agoraphobia, Sexual Promiscuity, Sleep Disturbance, Social Anxiety, and Specific Phobia

[Click for more details](#)



Sr. No. 137

Title: The ikigai way: a simple path for living a life of purpose by Marlow, David E

Hoboken John Wiley & Sons 2025

Acc. No. 010942

Call No. 158.1 MAR

Summary: In The Ikigai Way, David Marlow, a seasoned business leader and personal transformation expert, tackles the challenges of today's disrupted career landscapes. The book meticulously explores how to align your career with your true self by integrating Ikigai into your daily routines and strategic thinking. Marlow provides hands-on strategies and practical examples to help readers harness their passion and skills in ways that benefit not only their professional growth but also their personal satisfaction.

[Click for more details](#)



Sr. No. 138

Title: The storytelling hero: speaking for powerful communication by Bewley, Stewart

Hoboken John Wiley & Sons 2023

Acc. No. 010943

Call No. 658.452 BEW

Summary: With expert guidance from veteran public speaking coach Stewart Bewley, you'll discover how to gain the confidence needed to become a phenomenal public speaker. Using simple tools and techniques you can apply every time you speak to a group or an individual. The Storytelling Hero will show you how to: eliminate self-limiting beliefs that hold you back, find the confidence you need to command a room and establish a memorable and impressive presence. The Storytelling Hero shows you how to hold an audience in the palm of your hand, one actionable step at a time.

[Click for more details](#)



Sr. No. 139

Title: Applied time series analysis for the social sciences: specification, estimation, and inference by Baker, Regina M

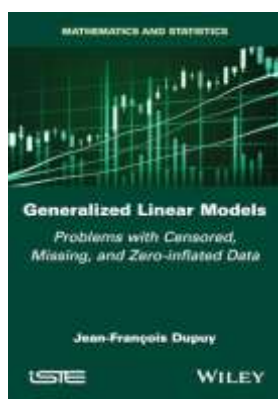
Hoboken John Wiley & Sons 2026

Acc. No. 010944

Call No. 519.55 BAK

Summary: Applied Time Series Analysis for the Social Sciences: Specification, Estimation, and Inference deliver an accessible guide to time series analysis that includes both theory and practice. The coverage spans developments from ARIMA intervention models and generalized least squares to the London School of Economics (LSE) approach and vector autoregression. The book is ideal for those with minimal mathematical experience, intended to follow a course in multiple regression, and includes exercises designed to build general skills such as mathematical expectation calculations to derive means and variances.

[Click for more details](#)



Sr. No. 140

Title: Generalized linear models: problems with censored, missing, and zero-inflated data by Dupuy, Jean-Francois

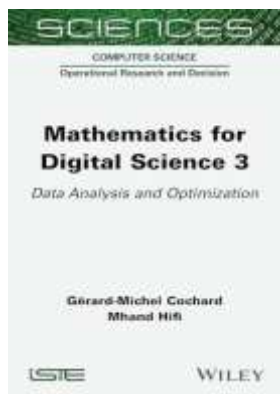
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010945

Call No. 519.535 DUP

Summary: This book provides an overview of the theory of generalized linear models. Particular attention is paid to the problems of censoring, missing data and excess zeros. Didactic and accessible, Generalized Linear Models is illustrated with exercises and numerous R codes. Since they were first formulated in 1972, generalized linear models have enjoyed a veritable boom, with numerous applications in insurance, economics and biostatistics. With all the necessary prerequisites introduced in a step-by-step fashion, this book is aimed at students (at master's or engineering school level), as well as teachers and practitioners of mathematics and statistical modeling.

[Click for more details](#)



Sr. No. 41

Title: Mathematics for digital science 3: data analysis and optimization by Cochard, Gérard-Michel

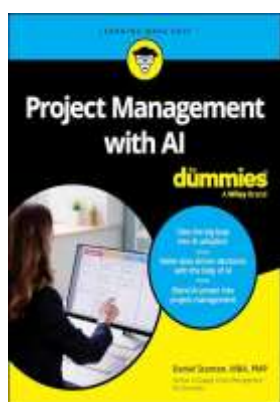
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010946

Call No. 519.5 COC

Summary: The goal of this book series is to offer a solid foundation of the knowledge essential to working in the digital sector. Across three volumes, it explores fundamental principles, digital information, data analysis, and optimization. Whether the reader is pursuing initial training or looking to deepen their expertise, the Mathematics for Digital Science series revisits familiar concepts, helping them refresh and expand their knowledge while also introducing equally essential, newer topics.

[Click for more details](#)



Sr. No. 142

Title: Project management with AI For dummies by Stanton, Daniel

Honboken John Wiley & Sons, Inc. 2025

Acc. No. 010947

Call No. 658.404 STA

Summary: Project Management with AI For Dummies provides you with a jumping-off point for using artificial intelligence in all stages of project management. This beginner-friendly guide teaches you how to use AI to plan, initiate, and manage projects, including building an AI-powered project model, streamlining schedules and budgets, and beyond. Plus, you'll learn to ingrate AI on your teams for enhanced collaboration. Give your performance a boost with the assistance of AI—and this Dummies guide.

[Click for more details](#)



Sr. No. 143

Title: Quality by design: a clinical microsystems approach by Godfrey, Marjorie M.

Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010948

Call No. 362.1068 GOD

Summary: Quality By Design contains an evidence and practice-based strategy for teaching and practicing the clinical microsystem approach across all levels of health care organizations. Overall, the microsystem approach continues to evolve and adapt to meet the changing needs of healthcare organizations. Ongoing research, the development of updated models, and innovative applications across diverse settings demonstrate the approach's potential to transform healthcare delivery and improve outcomes for patients and staff alike.

[Click for more details](#)



Sr. No. 144

Title: Spiking neural P systems for time series analysis by Wang, Jun

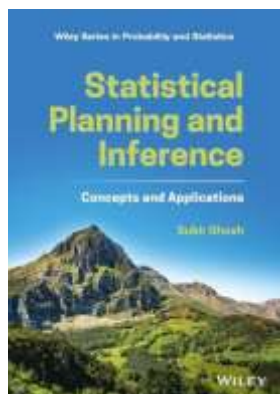
Hoboken John Wiley & Sons, Inc. 2025

Acc. No. 010949

Call No. 006.32 WAN

Summary: In Spiking Neural P Systems for Time Series Analysis, the authors explore the fundamentals and the current states of both spiking neural P systems and time series analysis and examine the application models of time series analysis. The book covers applications in time series analysis such as financial time series analysis, power load forecasting, photovoltaic power forecasting, and medical signal processing, and contains illustrative photographs and tables designed to improve reader understanding.

[Click for more details](#)



Sr. No. 145

Title: *Statistical planning and inference: concepts and applications* by Ghosh, Subir

Hoboken John Wiley & Sons, Inc. 2026

Acc. No. 010950

Call No. 519.5 GH0

Summary: Statistical Planning and Inference: Concepts and Applications delivers a robust introduction to statistical planning and inference, including classical and computer age developments in statistical science. The book examines the challenges faced in statistical planning and inference, exploring the optimum methods identifying limitations and commonly encountered pitfalls. It addresses linear and non-linear statistical inference and discusses noise-effect reduction, error rates, balanced and unbalanced data, model selection, discrimination and classification, truncated and censored data, and experimental designs.

[Click for more details](#)



Sr. No. 146

Title: *Time series econometrics* by Neusser, Klaus

Switzerland Springer 2025

Acc. No. 010951

Call No. 330.015195 NEU

Summary: The book first introduces the fundamental concept of a stationary time series and its relation to the basic properties of covariance functions, investigating the structure and estimation of autoregressive-moving average (ARMA) models and their relations to the covariance structure. The book then moves on to non-stationary time series, highlighting its consequences for modeling and forecasting as well as regressions models and presenting standard statistical tests.

[Click for more details](#)



Sr. No. 147

Title: *Brands in times of constant change: how strategic brand management navigates uncertainty, cultural shifts and consumer expectations in an ever-transforming world* by Neye, Daniel

Wiesbaden Springer 2026

Acc. No. 010952

Call No. 658.827 NEY

Summary: In this book, the fundamental societal role of brands, as well as the political and ethical dimensions of economic action in general, are also addressed. Because at this turning point in time brands must broaden their horizons, recognize and successfully master the complex social, ecological, and economic challenges of the present in order to secure and shape their own future. The world is in a constant state of crisis — with brands right in the middle of it.

[Click for more details](#)



Sr. No. 148

Title: *Chief communications officers at work: trusted advisors that build, influence, and protect organizational reputations* by Andersson, Tabita

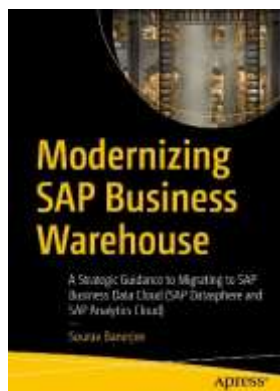
New York Apress 2026

Acc. No. 010953

Call No. 659.2 AND

Summary: This book will help C-level executives, and especially the CEO, understand the criticality of the communications function, how it underpins a successful business strategy and why it needs to be a vital component of organizational planning, not an afterthought. In this book provide clarity and insight into their paths to success as well as strategies for ensuring their work contributes to business performance and the bottom line. It will provide a compass for driven communications professionals interested in progressing in their communications career and ideas for senior communications executives who want to build, influence and protect their company's reputation in an ever-increasingly volatile world.

[Click for more details](#)



Sr. No. 149

Title: Modernizing SAP business warehouse: a strategic guidance to migrating to SAP business data cloud (SAP datasphere and SAP analytics cloud) by Banerjee, Sourav

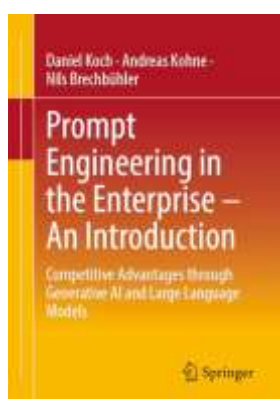
New York Apress 2026

Acc. No. 010954

Call No. 005.74 BAN

Summary: The book simplifies the complexities of cloud transition and offers a clear, actionable roadmap for organizations moving from SAP BW or BW/4HANA to SAP Datasphere and SAP Analytics Cloud (as part of SAP Business Data Cloud), particularly in alignment with S/4HANA transformation. This book delivers both technical and strategic guidance. It highlights short- and long-term planning considerations, outlines migration governance, and provides best practices for managing projects across hybrid SAP environments.

[Click for more details](#)



Sr. No. 150

Title: Prompt engineering in the enterprise – an introduction: competitive advantages through generative AI and large language models by Koch, Daniel

Wiesbaden Springer 2025

Acc. No. 010955

Call No. 006.3 KOC

Summary: This book provides a step-by-step introduction to the art of prompt engineering – the most essential skill for the efficient use of generative AI. Since the introduction of ChatGPT at the latest, Large Language Models (LLMs) have become ubiquitous. These systems deliver impressive answers to a wide range of questions, draft concepts and texts, translate, program, and handle tasks. However, the true added value in everyday business only unfolds when the questions are asked correctly. This is because the quality of the answers generated by an LLM depends primarily on the quality of the questions.

[Click for more details](#)



Sr. No. 151

Title: Social science methodologies for management research: from philosophy to practice in the AI era by Zumitzavan, Vissanu

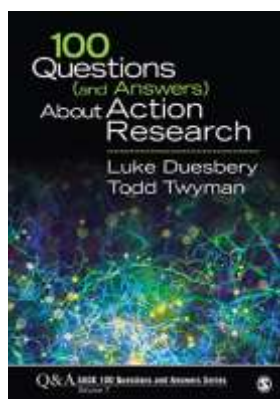
Singapore Springer Nature 2025

Acc. No. 010956

Call No. 658.0072 ZUM

Summary: This textbook serves as a comprehensive guide through this complex terrain of research in the discipline of management. It starts by exploring the philosophical foundations of research, specifically ontology and epistemology, developing a robust base for grasping how knowledge is constructed in management. The book then proceeds into practical methodologies, furnishing a clear roadmap through qualitative, quantitative, and mixed methods approaches, research design, and data analysis.

[Click for more details](#)



Sr. No. 152

Title: 100 questions (and answers) about action research by Duesbery, Luke

Los Angeles Sage 2020

Acc. No. 010957

Call No. 001.4 DUE

Summary: 100 Questions (and Answers) About Action Research identifies and answers the essential questions on the process of systematically approaching your practice from an inquiry-oriented perspective, with a focus on improving that practice. This unique text offers progressive instructors an alternative to the research status quo and serves as a reference for readers to improve their practice as advocates for those they serve. The Question and Answer format makes this an ideal supplementary text for traditional research methods courses, and also a helpful guide for practitioners in education, social work, criminal justice, health, business, and other applied disciplines.

[Click for more details](#)



Sr. No. 153

Title: 100 questions (and answers) about qualitative research by Given, Lisa M

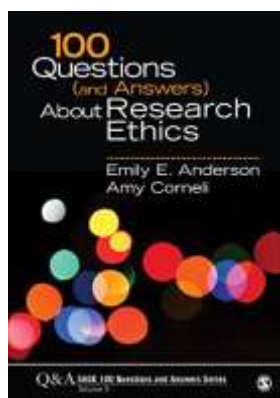
Los Angeles Sage 2016

Acc. No. 010958

Call No. 001.42 GIV

Summary: The book's quick-scan, question-and-answer format make it ideal as a supplementary text or as a ready reference for graduate students preparing for comprehensive exams and writing research proposals, undergraduates in affiliated programs who will not be taking a primary course in qualitative research methods, and researchers working across disciplines in academic or practice environments.

[Click for more details](#)



Sr. No. 154

Title: 100 questions (and answers) about research ethics by Anderson, Emily E

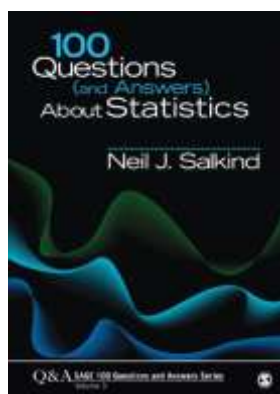
Thousand Oaks Sage 2018

Acc. No. 010959

Call No. 174.90014 AND

Summary: 100 Questions (and Answers) About Research Ethics is an essential guide for graduate students and researchers in the social and behavioral sciences. It identifies ethical issues that individuals must consider when planning research studies as well as provides guidance on how to address ethical issues that might arise during research implementation. Questions such as assessing risks, to protecting privacy and vulnerable populations, obtaining informed consent, using technology including social media, negotiating the IRB process, and handling data ethically are covered.

[Click for more details](#)



Sr. No. 155

Title: 100 questions (and answers) about statistics by Salkind, Neil J

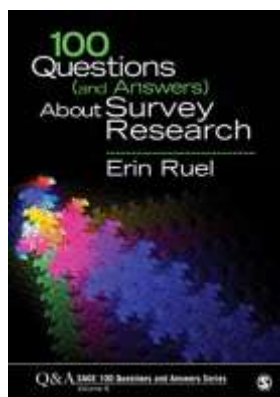
Los Angeles Sage 2015

Acc. No. 010960

Call No. 519.5 SAL

Summary: In an increasingly data-driven world, it is more important than ever for students as well as professionals to better understand basic statistical concepts. 100 Questions (and Answers) About Statistics addresses the essential questions that students ask about statistics in a concise and accessible way. It is perfect for instructors, students, and practitioners as a supplement to more comprehensive materials, or as a desk reference with quick answers to the most frequently asked questions.

[Click for more details](#)



Sr. No. 156

Title: 100 questions (and answers) about survey research by Ruel, Erin

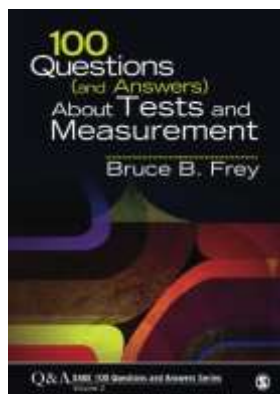
Los Angeles Sage 2019

Acc. No. 010961

Call No. 300.723 RUE

Summary: Introduces students to developing research questions and shows their importance in driving research design. Rarely taught topics, such as how to enter and clean data, offer students information missed in both research methods and statistics courses. Shows how to write up survey results for academic, business and nonprofit reports to alleviate the confusion students feel about how to write up findings. Rigorous treatment of sampling focuses on many sampling issues from probability theory to weighting.

[Click for more details](#)



Sr. No. 157

Title: 100 questions (and answers) about tests and measurement by Frey, Bruce B

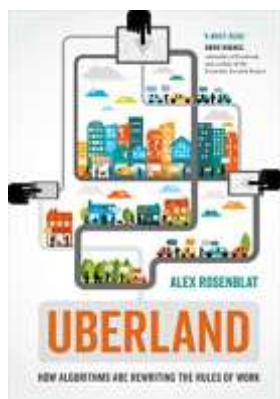
Los Angeles Sage 2015

Acc. No. 010962

Call No. 371.2601 FRE

Summary: 100 Questions (and Answers) About Tests and Measurement asks (and answers) important questions about the world of social science measurement. It is ideal as an introduction to students new to the concepts, to advanced students and professionals looking to review ideas and procedures, as well as to those interested in knowing more about a test they have to take or how to interpret the score they receive.

[Click for more details](#)



Sr. No. 158

Title: Uberland: how algorithms are rewriting the rules of work by Rosenblat, Alex

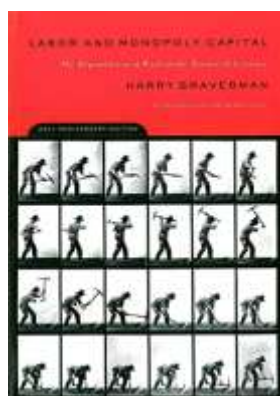
Oakland University of California Press 2018

Acc. No. 010963

Call No. 388.4 ROS

Summary: Uberland chronicles the stories of drivers in more than twenty-five cities in the United States and Canada over four years, shedding light on their working conditions and providing a window into how they feel behind the wheel. The book also explores Uber's outsized influence around the world: the billion-dollar company is now influencing everything from debates about sexual harassment and transportation regulations to racial equality campaigns and labor rights initiatives. Uberland goes beyond the headlines to reveal the complicated politics of popular technologies that are manipulating both workers and consumers.

[Click for more details](#)



Sr. No. 159

Title: Labor and monopoly capital: the degradation of work in the twentieth century by Braverman, Harry

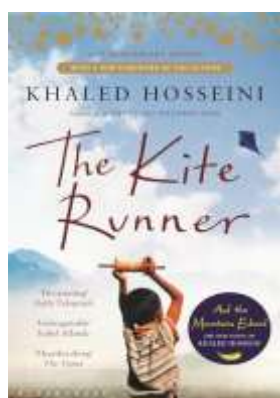
New York Monthly Review Press 1998

Acc. No. 010964

Call No. 331.0904 BRA

Summary: This widely acclaimed book, first published in 1974, was a classic from its first day in print. Written in a direct, inviting way by Harry Braverman, whose years as an industrial worker gave him rich personal insight into work, Labor and Monopoly Capital overturned the reigning ideologies of academic sociology. This new edition features an introduction by John Bellamy Foster that sets the work in historical and theoretical context, as well as two rare articles by Braverman, "The Degradation of Work in the Twentieth Century" (1975) and "Two Comments" (1976), that add much to our understanding of the book.

[Click for more details](#)



Sr. No. 160

Title: The kite runner by Hosseini, Khaled

London Bloomsbury Publishing 2013

Acc. No. 010965

Call No. 813.6 HOS

Summary: Afghanistan, 1975: Twelve-year-old Amir is desperate to win the local kite-fighting tournament, and his loyal friend Hassan promises to help him. But neither of the boys can foresee what will happen to Hassan that afternoon, an event that is to shatter their lives. After the Russians invade and the family is forced to flee to America, Amir realises that one day he must return to Afghanistan under Taliban rule to find the one thing that his new world cannot grant him: redemption.

[Click for more details](#)



Sr. No. 161

Title: *If he had been with me* by Nowlin, Laura

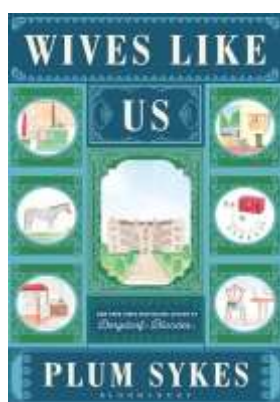
Naperville Sourcebooks 2019

Acc. No. 010966

Call No. 813.6 NOW

Summary: If he had been with me, everything would have been different. Autumn and Finn used to be inseparable. But then something changed. Or they changed. Now, they do their best to ignore each other. Autumn has her boyfriend Jamie, and her close-knit group of friends. And Finn has become that boy at school, the one everyone wants to be around. That still doesn't stop the way Autumn feels every time she and Finn cross paths, and the growing, nagging thought that maybe things could have been different. Maybe they should be together.

[Click for more details](#)



Sr. No.162

Title: *Wives like us* by Sykes, Plum

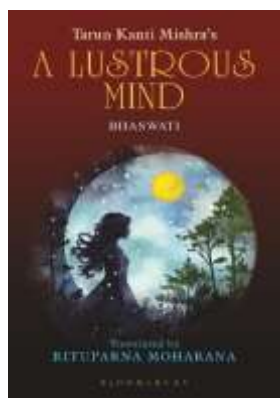
London Bloomsbury Publishing 2024

Acc. No. 010967

Call No. 823.92 SYK

Summary: Tata Hawkins, flounces out of her (new-build) manor house after a row with husband Bryan, Ian is alarmed: for one thing, if Tata is on the social slide downwards, that means he is too; for another, he's lost his home and has nowhere to store his prized collection of vintage Gucci loafers; even worse, a vacuum among the Country Princess set has opened up for a new Queen Bee. Mr. Hawkins, a glamorous American divorcee threatening to steal Tata's crown, and the heiress-next-door threatening to steal Ian, the Cotswolds are in chaos.

[Click for more details](#)



Sr. No. 163

Title: *A lustrous mind (Bhaswati)* by Moharana, Rituparna

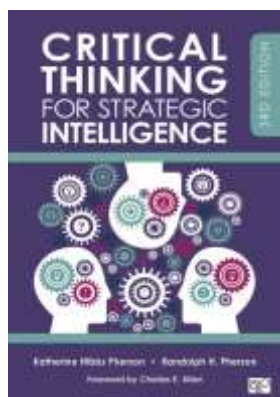
New Delhi Bloomsbury Publishing 2025

Acc. No. 010968

Call No. 891.45 MOH

Summary: This engrossing collection of short stories showcases the writer's remarkable diversity in content, form, theme and style. Some stories in this book are inspired by youthful enthusiasm and exuberance and seek to depict the sense of idealism, revolution and freedom imagined in youth. His description of the outward nature necessarily correlates with feelings and instincts and serves as an indispensable tool for producing the 'emotional landscape' of his characters.

[Click for more details](#)



Sr. No. 164

Title: *Critical thinking for strategic intelligence* by Pherson, Katherine Hibbs

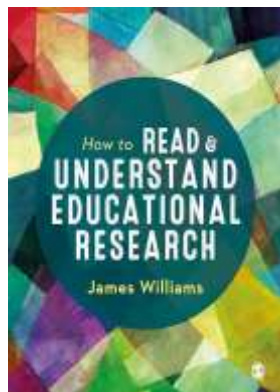
London Sage Publications Ltd. 2021

Acc. No. 010969

Call No. 658.4012 PHE

Summary: Critical Thinking for Strategic Intelligence, Katherine Hibbs Pherson and Randolph H. Pherson have updated their highly regarded, easy-to-use handbook for developing core critical thinking skills and analytic techniques. This indispensable text is framed around 20 key questions that all analysts must ask themselves as they prepare to conduct research, generate hypotheses, evaluate sources of information, draft papers, and ultimately present analysis, including: How do I get started? Where is the information I need? What is my argument? How do I convey my message effectively.

[Click for more details](#)



Sr. No. 165

Title: How to read and understand educational research by Williams, James

London Sage Publications Ltd. 2020

Acc. No. 010970

Call No. 370.72 WIL

Summary: This is the perfect guide to engaging with educational research. It explores how to read journal articles critically; what key academic terms really mean; different approaches to educational research, how they are used and what they aim to uncover, and how high-quality findings can be meaningful for teaching and learning. Supported by examples that demonstrate the use (and misuse) of research in education, this is your essential guide to understanding and effectively using research.

[Click for more details](#)



Sr. No. 166

Title: Advanced marketing analytics: transform data into insights by Salari, Nasir

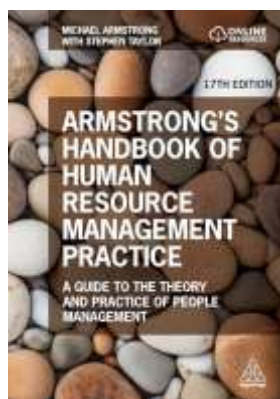
London Kogan page 2026

Acc. No. 010971

Call No. 658.802 SAL

Summary: This textbook builds a strong foundation across all three key areas of marketing analytics: descriptive, predictive and prescriptive, showing how each contributes to better marketing insight and decision making. It explores no-code to low-code analytical approaches, data preparation, A/B testing, Market Basket Analysis and the integration of AI, machine learning and big data into marketing practice. Understand how marketers use cluster analysis, data mining, visualisation, segmentation and other techniques to understand consumers, optimize campaigns and deliver measurable results.

[Click for more details](#)



Sr. No. 167

Title: Armstrong's handbook of human resource management practice: a guide to the theory and practice of people management by Armstrong, Michael

London Kogan page 2026

Acc. No. 010972

Call No. 658.3 ARM

Summary: Armstrong's Handbook of Human Resource Management Practice by Michael Armstrong and Stephen Taylor is a leading HRM textbook for undergraduate and postgraduate students, as well as professionals studying for CIPD Level 5 and Level 7 qualifications. Fully aligned with the CIPD Profession Map, this updated 17th edition supports modules in human resource management, employment law and people management.

[Click for more details](#)



Sr. No. 168

Title: Cybermedics: navigating AI and security in the medical field by Sapra, Varun

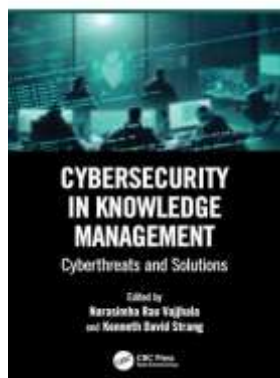
Boca Raton Routledge 2025

Acc. No. 010973

Call No. 610.285 SAP

Summary: This book offers a balanced perspective, providing healthcare professionals, technologists, and policymakers with the tools they need to understand and navigate the intersection of AI and security. Through detailed case studies, expert insights, and practical guidance, readers will discover how AI can be leveraged to improve patient outcomes while maintaining the highest standards of data protection. CyberMedics: Navigating AI and Security in the Medical Field is a comprehensive exploration of the transformative role of artificial intelligence (AI) in healthcare and the critical importance of securing medical data in an increasingly digital world.

[Click for more details](#)



Sr. No. 169

Title: [Cybersecurity in knowledge management: cyberthreats and solutions](#) by Vajjhala, Narasimha Rao

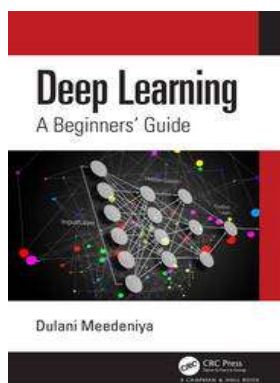
Boca Raton Routledge 2025

Acc. No. 010974

Call No. 005.8 VAJ

Summary: This book offers a balanced perspective, providing healthcare professionals, technologists, and policymakers with the tools they need to understand and navigate the intersection of AI and security. Through detailed case studies, expert insights, and practical guidance, readers will discover how AI can be leveraged to improve patient outcomes while maintaining the highest standards of data protection.

[Click for more details](#)



Sr. No. 170

Title: [Deep learning: a beginners' guide](#) by Meedeniya, Dulani

Boca Raton Routledge 2025

Acc. No. 010975

Call No. 006.31 MEE

Summary: This book focuses on deep learning (DL), which is an important aspect of data science, that includes predictive modeling. DL applications are widely used in domains such as finance, transport, healthcare, automanufacturing, and advertising. The design of the DL models based on artificial neural networks is influenced by the structure and operation of the brain. This book presents a comprehensive resource for those who seek a solid grasp of the techniques in DL.

[Click for more details](#)



Sr. No. 171

Title: [Deep learning in time series analysis](#) by Gharehbaghi, Arash

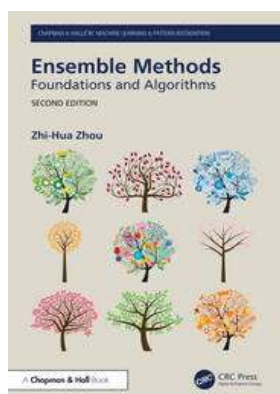
Boca Raton Routledge 2003

Acc. No. 010976

Call No. 006.31 GHA

Summary: The book addresses and formulates structural risk, and the learning capacity defined for a classification method. These formulations and the mathematical derivations will help the researchers in understanding the methods and even express their methodologies in an objective mathematical way. The book has been designed as a self-learning textbook for the readers with different backgrounds and understanding levels of machine learning, including students, engineers, researchers, and scientists of this domain.

[Click for more details](#)



Sr. No. 172

Title: [Ensemble methods: foundations and algorithms](#) by Zhou, Zhi-Hua

Boca Raton Routledge 2026

Acc. No. 010977

Call No. 006.31 ZHO

Summary: Ensemble methods that train multiple learners and then combine them to use, with Boosting and Bagging as representatives, are well-known machine learning approaches. It has become common sense that an ensemble is usually significantly more accurate than a single learner, and ensemble methods have already achieved great success in various real-world tasks. This book expands on the previous one with additional content to reflect the significant advances in the field and is written in a concise but comprehensive style to be approachable to readers new to the subject.

[Click for more details](#)



Sr. No. 173

Title: Fashion marketing: strategies, trends and innovation by Wiltshire, Jo

London Kogan page 2026

Acc. No. 010978

Call No.

Summary: Fashion Marketing by Jo Wiltshire and Catrin Cousins offers undergraduate and postgraduate students a comprehensive introduction to the principles, practices and contemporary challenges of marketing within the fashion industry. This book includes practical frameworks and models for understanding fashion consumer behaviour and marketing channels, learning objectives, key concepts and chapter summaries for clear comprehension, discussion questions to encourage reflection and application and online lecturer resources include PowerPoint slides

[Click for more details](#)



Sr. No. 174

Title: Graph learning techniques by Shan, Baoqing

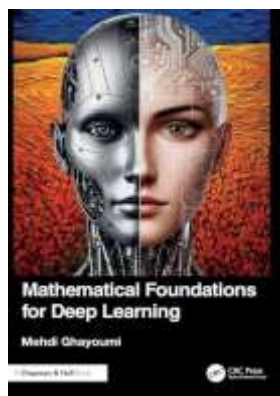
Boca Raton CRC Press 2025

Acc. No. 010979

Call No. 511.5 SHA

Summary: The book bridges the gap between theory and application, equipping readers with the skills to translate theoretical knowledge into actionable solutions for complex problems. It includes practical insights into brain network analysis and the dynamics of COVID-19 spread. The book also looks forward, offering insights into emerging trends, potential challenges, and the evolving landscape of privacy-preserving graph learning. The guide provides a solid understanding of graphs by exploring different graph representations and the latest advancements in graph learning techniques.

[Click for more details](#)



Sr. No. 175

Title: Mathematical foundations for deep learning by Ghayoumi, Mehdi

Boca Raton CRC Press 2026

Acc. No. 010980

Call No. 006.31 GHA

Summary: Mathematical Foundations for Deep Learning bridges the gap between theoretical mathematics and practical applications in artificial intelligence (AI). This guide delves into the fundamental mathematical concepts that power modern deep learning, equipping readers with the tools and knowledge needed to excel in the rapidly evolving field of artificial intelligence. By integrating theory with practical application, Mathematical Foundations for Deep Learning prepares you to navigate the complexities of AI confidently.

[Click for more details](#)



Sr. No. 176

Title: Skandar and the skeleton curse by Steadman, A. F

London Simon & Schuster 2025

Acc. No. 010981

Call No. 823 STE

Summary: Don't miss the unputdownable new book in number 1 bestselling SKANDAR series, for readers ages 9 to 99 and fans of Harry Potter, Percy Jackson, Eragon and Impossible Creatures. As Skandar and his friends begin their fourth year at the Eyrie, the Island's unicorns are struck by a terrible curse that threatens to change everything. Between a Commodore determined to eliminate the spirit element for good, and a sister hellbent on revenge, nowhere is safe for Skandar.

[Click for more details](#)



Sr. No. 177

Title: Social media marketing by Yu, Zizheng

London Kogan page 2026

Acc. No. 010982

Call No. 658.872 YU

Summary: Social Media Marketing by Zizheng Yu and Hyunsun Yoon provides undergraduate students with a comprehensive introduction to the theory and practice of social media in contemporary marketing. Ideal for modules in digital and social media marketing, it equips learners with the analytical, strategic and creative skills needed to understand and manage social media platforms as dynamic tools of communication, influence and engagement. This textbook explores how social media transforms consumer behaviour, brand relationships and brand crises. It examines promotional culture, online communities and the rise of consumer activism, offering students a critical perspective on both the opportunities and risks of social media engagement.

[Click for more details](#)



Sr. No. 178

Title: The practical guide to digital transformation: use technology to improve your business by Weiss, Antonio

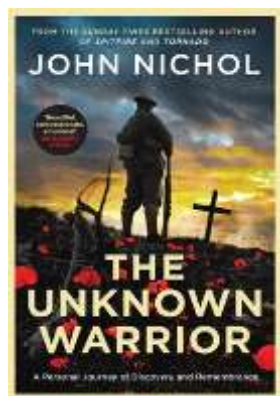
London Kogan page 2026

Acc. No. 010983

Call No. 658.4038 WEI

Summary: The Practical Guide to Digital Transformation is a hands-on roadmap for mid-career managers, team leads and directors who need to improve performance, modernize processes and drive innovation through technology. Written by technology expert Antonio Weiss, this step-by-step guide breaks the complexity of digital transformation into 19 practical, repeatable steps you can apply immediately.

[Click for more details](#)



Sr. No. 179

Title: The unknown warrior: a personal journey of discovery and remembrance by Nichol, John

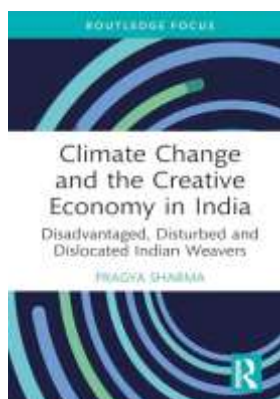
London Simon & Schuster 2024

Acc. No. 010984

Call No. 940.48 NOC

Summary: In The Unknown Warrior, Sunday Times-bestselling author John Nichol embarks on a quest to tell the history of this idea and how it came to be realised. Along the way, he uses diaries, archives and interviews with the descendants of that lost generation to unearth the stories of some of those who died on the battlefield, and their friends who survived, often struggling with the memories of their fallen comrades and the horrors of war.

[Click for more details](#)



Sr. No. 180

Title: Climate change and the creative economy in India: disadvantaged, disturbed and dislocated Indian weavers by Sharma, Pragya

London Routledge 2025

Acc. No. 010985

Call No. 338.954 SHA

Summary: This book explores the dialectical relationship between the craft of weaving and the changing climate. Exploring questions of how climate variabilities are affecting local geographies and weaving ecosystems, the book discusses case studies of creative economy clusters in India. The author employs ethnographic fieldwork to share lived and embodied experiences of climate change. This concise book will be useful reading to scholars, researchers and students with an interest in the creative and cultural industries and how these intersect with environmental issues and climate change.

[Click for more details](#)



Sr. No. 181

Title: Nature's blueprint for business: harnessing the hidden power of edges by Garcia, Ines

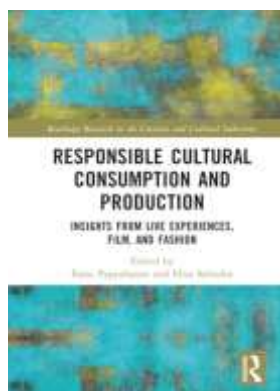
New York Routledge 2026

Acc. No. 010986

Call No. 658.4 GAR

Summary: This book bridges the gap between the natural world and the business world and explores how to develop resilient organizations and businesses using lessons from nature. This book contends that natural abundance flourishes at the edges, where one environmental element contacts another, and that these relationships that have been successful for millennia have endless lessons for us about how we organize ourselves. Employing these principles and aided by suggested activities, readers will develop personalized plans, tailored to their unique situations, to lead their teams' evolution into thriving organizations.

[Click for more details](#)



Sr. No. 182

Title: Responsible cultural consumption and production: insights from live experiences, film and fashion by Pappalepore, Ilaria

Abingdon Routledge 2026

Acc. No. 010987

Call No. 338.477 PAP

Summary: This volume provides insights from the performing arts, festivals and events, film industry, and fashion sectors. The influence of policy, funding, and international standards are also considered, alongside other key themes such as social entrepreneurship, the post-growth economy, and the importance of overcoming barriers to equity, equality and social justice. With a variety of examples and case studies, contributors illuminate the political and social importance of the creative and cultural industries in driving sustainable transitions.

[Click for more details](#)



Sr. No. 183

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

Abingdon Routledge 2025

Acc. No. 010988

Call No. 658.312 MIT

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

[Click for more details](#)



Sr. No. 184

Title: Cloud security: concepts, applications and practices by Murthy, Jamuna S.

Boca Raton CRC Press 2025

Acc. No. 010989

Call No. 004.6782 MUR

Summary: This book work surveys the challenges, the best practices in the industry, and the latest developments and technologies. It covers the fundamentals of cloud computing, including deployment models, service models, and the benefits of cloud computing, followed by critical aspects of cloud security, including risk management, threat analysis, data protection, identity and access management, and compliance. Cloud Security explores the latest security technologies, such as encryption, multi-factor authentication, and intrusion detection and prevention systems, and their roles in securing the cloud environment.

[Click for more details](#)



Sr. No. 185

Title: Digital competence in agile and hierarchical organizations: operational performance under global uncertainties by Adedoyin, Festus

Abingdon Routledge 2026

Acc. No. 010990

Call No. 658.4038 ADE

Summary: This book explores the critical intersection of digital competence, operational performance, and organizational agility, offering insights for academics, professionals, and decision-makers navigating the digital era. The book delves into the implications of cybersecurity, data analytics, and business intelligence for enhancing digital competence, comparing agile and hierarchical organizational structures. This resource is invaluable for leaders seeking to foster agility, overcome uncertainty, and leverage technology for sustainable growth.

[Click for more details](#)



Sr. No. 186

Title: Disruptive technology in human resource management by Dutta, Sumedha

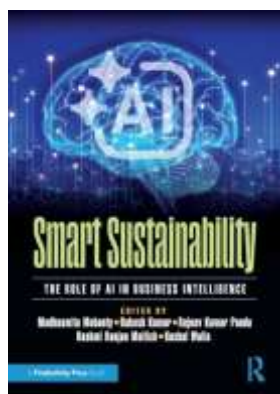
Abingdon Routledge 2025

Acc. No. 010991

Call No. 658.30019 DUT

Summary: The book Disruptive Technology in Human Resource Management is an attempt to lucidly explain the significant makeover introduced by a few significant disruptive HRM technologies - artificial intelligence, blockchain, big data/data analytics, robotics, cloud computing, digital transformation, and social media. It examines how disruptive technologies have impacted the evolution of numerous HR practices, including but not limited to recruitment, selection, orientation, training, employee welfare, performance evaluation, pay structure, and job design.

[Click for more details](#)



Sr. No. 187

Title: Smart sustainability: the role of AI in business intelligence by Mohanty, Madhusmita

New York Routledge 2026

Acc. No. 010992

Call No. 658.472 MOH

Summary: This book emphasizes the contribution artificial intelligence (AI) can make to sustainable innovation and business intelligence. It highlights the evolution of smart sustainability and business intelligence practice through AI. AI significantly adds efficiency to sustainable business intelligence practices. This book supports a sustainable development agenda. The book is useful for policymakers, corporate leaders, researchers, industry professionals, and other stakeholders engaged in sustainable business practices.

[Click for more details](#)



Sr. No. 188

Title: All change! marketing and consuming the menopause transition by Takhar, Jennifer

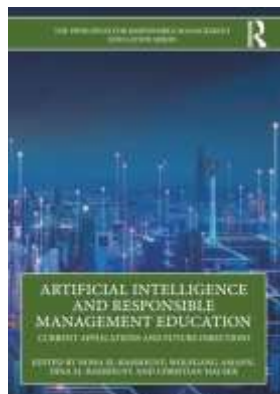
Abingdon Routledge 2026

Acc. No. 010993

Call No. 658.8342 JEN

Summary: This book critically examines the marketisation of the menopause transition, a phenomenon that in recent years has given rise to an array of products, services, investment opportunities, and the supposed empowerment of women navigating midlife transitions. This book addresses an international readership of scholars and practitioners of marketing, consumer behaviour, advertising rhetoric, life course representation, gender, and health studies. In this book adopt interdisciplinary perspectives to reveal how sociocultural narratives influence menopause marketing strategies and suggest how they may be utilised to rethink advertising rhetoric to faithfully represent lived experiences of the menopause.

[Click for more details](#)



Sr. No. 189

Title: Artificial intelligence and responsible management education: current applications and future directions by El-Bassiouny, Noha

New York Routledge 2026

Acc. No. 010994

Call No. 658.0071 EI

Summary: Artificial Intelligence (AI) offers considerable opportunities, as well as challenges, to management education and research. This book brings together case studies and best practice examples of the use of AI in advancing diverse fields relating to Responsible Management Education (RME). The book is relevant to educators and scholars worldwide, as well as managers of universities and business schools as they navigate what it entails to advance responsible management education in the AI era.

[Click for more details](#)



Sr. No. 190

Title: Business school internationalisation in a changing world by Wood, Matthew

Abingdon Routledge 2025

Acc. No. 010995

Call No. 650.071 WOO

Summary: Global Focus from the European Foundation for Management Development (EFMD). Global Focus has become one of the most authoritative resources for in-depth analysis and updates on international management development. With features, topical reports, thought leadership and insight from leading experts from academia, business schools, companies and consultancies, this edition focuses on business school internationalisation. This book will be of value and interest to those working in business schools and higher education leaders, as well as policy makers and business leaders seeking insight into how management education

[Click for more details](#)



Sr. No. 191

Title: Consumer culture in transition: aesthetic consumption in china's new middle class by Liu, Xi

Abingdon Routledge 2026

Acc. No. 010996

Call No. 658.8342 LIU

Summary: This book offers case studies on the emergence of aesthetic consumption in China, that is, daily consumption in which aesthetic and spiritual benefits play a dominant role in consumers' decision-making. The book opens by discussing the rapid economic and cultural development of China, as well as the influence of social media in expressing consumer cultural capital. It then discusses how the country's new middle class, in particular high-income urban residents, are shifting away from conspicuous consumption towards aesthetic consumption.

[Click for more details](#)



Sr. No. 192

Title: Decolonizing marketing theory and practice: beyond inclusivity and sustainability debates by Gilani, Hasan

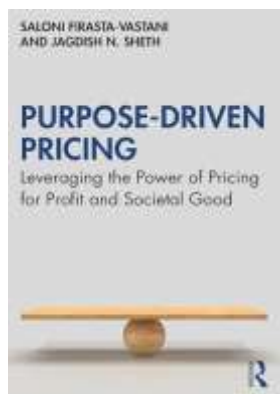
Abingdon Routledge 2025

Acc. No. 010997

Call No. 658.8007 GIL

Summary: This book dives deep into the critical need to challenge and transform the foundations of marketing education. Addressing the urgent need for deeper conversations, this book delves into the multifaceted process of decolonizing marketing theory and practice to foster a more inclusive field. This book identifies key areas in marketing pedagogy that require decolonization, urging a move away from exclusionary practices and Western-centric ideologies. It identifies crucial areas where texts, knowledge, and contexts need to be decolonized, advocating for a paradigm shift from a culture of exclusion and Western-centric ideologies to one that embraces inclusivity and a broad range of philosophical perspectives from the non-Western world.

[Click for more details](#)



Sr. No. 193

Title: Purpose-driven pricing: leveraging the power of pricing for profit and societal good by Firasta-Vastani, Saloni

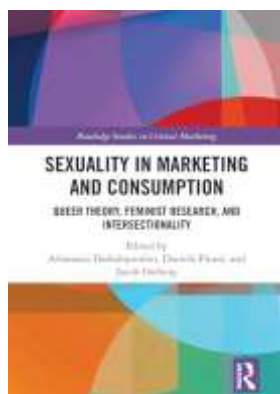
New York Routledge 2025

Acc. No. 010998

Call No. 658.816 FIR

Summary: This book, written by two leading thinkers on pricing strategy and practice, makes the important link between the ideals of purpose in organizations and the crucial tools of how to implement change using one of the fundamental levers at the disposal of the organization. It introduces the concept of leveraging the power of pricing for both profit and societal good and then clearly explains how it can be done. The book outlines how corporations, governments, civil society organizations, and collaborators can use pricing power to manage the adoption of products and services across B2B and B2C.

[Click for more details](#)



Sr. No. 194

Title: Sexuality in marketing and consumption: queer theory, feminist research, and intersectionality by Daskalopoulou, Athanasia

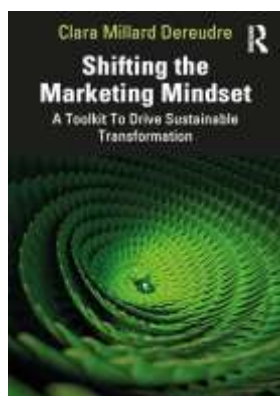
Abingdon Routledge 2025

Acc. No. 010999

Call No. 658.8001 DAS

Summary: This book provides an in-depth examination of the role of sexuality in consumers' life course and in the marketing of products and services. This book builds on existing expertise in consumer culture scholarship, it is the first time a marketing book focuses on sexuality, adding value to the existing repertoire in gender and feminist literature. The aim of this book is to help scholars and students to develop a broader understanding about the interplay between sexuality, society, and the market.

[Click for more details](#)



Sr. No. 195

Title: Shifting the marketing mindset: a toolkit to drive sustainable transformation by Millard Dereudre, Clara

New York Routledge 2025

Acc. No. 011000

Call No. 658.802 MIL

Summary: This book illustrates how the marketing function can drive organizations, delight customers and impacting positively on society and the environment. This book introduces a framework organized around four key principles, connect 4 Impact, and shows how these principles must govern marketing to achieve the desired net positive impact. It explains why and how marketing is key to establish sustainability at the core of business models and provides marketers with a toolkit and strategies for collaborating with other business leaders in the organization to guide rapid and effective transformations.

[Click for more details](#)



Sr. No. 196

Title: Strategic brand storytelling: leveraging narrative for competitive value creation by Mills, Adam J.

Abingdon Routledge 2025

Acc. No. 011001

Call No. 658.827 MILL

Summary: this book emerges as a critical exploration into the essence and impact of narrative in branding. It delves into the strategic dimensions of brand storytelling and presents a comprehensive journey from the foundational theories to the practical implications of storytelling in marketing. This book examines the architecture of brand stories, investigates their role in guiding marketing strategy, and discusses their impact on stakeholder engagement. This book is an invaluable resource for marketing professionals, brand managers, and scholars, offering both a deeper theoretical understanding and practical frameworks to harness the transformative power of storytelling in strategic brand management.



THE COMMUNAL
CONSUMPTION EXPERIENCE:
RITUALS, EXCHANGE, AND THE
BUSINESS OF CONNECTION

Edited by
Bretton C. Bauer and Brittney C. Brittney



Sr. No. 197

Title: *The communal consumption experience: rituals, exchange and the business of connection* by Bauer, Brittney C.

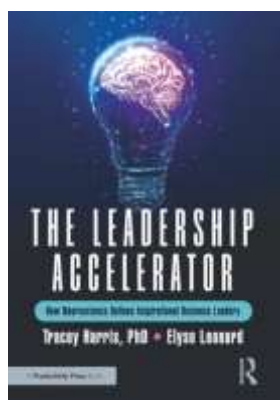
Abingdon Routledge 2026

Acc. No. 011002

Call No. 658.8342 BAU

Summary: This book examines how shared consumption experiences shape consumer behavior, market strategies, and social connection. From wine tastings and direct selling events to hospitality and digital engagement, it explores the evolving ways people come together to consume, celebrate, and connect. Using communal wine consumption as a case study, this volume reveals how shared rituals — from intimate gatherings to large-scale events — drive economic and cultural trends.

[Click for more details](#)



THE LEADERSHIP
ACCELERATOR

How Neuroscience Defines Inspirational Business Leaders

Tracey Harris, PhD • Elysa Leonard



Sr. No. 198

Title: *The leadership accelerator: how neuroscience defines inspirational business leaders* by Harris, Tracey

New York Routledge 2026

Acc. No. 011003

Call No. 658.4092 HAR

Summary: This book gives leaders, CEOs, managers and directors a comprehensive practical guide using the latest information about neurocognition in leadership to evaluate their effectiveness through tools such as our evidence-based leadership capability framework. This book explores topics that, when considered together, transform how leaders think about their effectiveness. This book explores the concepts required to be successful – enabling both employees to feel validated and leaders to uplift their capabilities while maintaining their well-being and mental health in leadership.

[Click for more details](#)



LEADING AND
LEARNING IN THE
WORKPLACE
EXPLORING MOTIVATIONAL
IMMEDIACY

JONATHAN E. TAYLOR



Sr. No. 199

Title: *Leading and learning in the workplace: exploring motivational immediacy* by Taylor, Jonathan E

New York Routledge 2026

Acc. No. 011004

Call No. 658.3124 TAY

Summary: this book counter learner resistance from a positive and holistic perspective, but it also puts forward the unique perspective that every act is a learning act for those being led and a teaching act for those leading. Since learning and leading are linked at the core, the motivational immediacy framework serves to keep learners engaged, instructors relevant, and leaders understanding and effective. this book defines motivational immediacy as both a phenomenon and a practice, offering concrete action steps that will enable leaders and trainers to maintain motivation on a regular basis.

[Click for more details](#)



MENTAL HEALTH
CHALLENGES AND WORK
ADVANCED TOPICS AND FUTURE RESEARCH
DIRECTIONS

Edited by
Emily H. Rosado-Solomon



Sr. No. 200

Title: *Mental health challenges and work: advanced topics and future research directions* by Rosado-Solomon, Emily H.

New York Routledge 2026

Acc. No. 011005

Call No. 658.382 ROS

Summary: This book will go beyond the basics to investigate complex questions about the relationship between work and employees' mental health. For instance, how are employees' mental health challenges impacted by their gender or race? How can employees' mental health be protected in inherently stressful work? By juxtaposing curated research on mental health and work, this book provides value by highlighting novel perspectives, as well as areas of opportunity to better understand how diverse employees manage mental health in the changing world of work.

[Click for more details](#)



Sr. No. 201

Title: Organizational culture in action: a cultural analysis workbook by Driskill, Gerald W. C

New York Routledge 2026

Acc. No. 011006

Call No. 302.35 DRI

Summary: Organizational Culture in Action (OCA) walks them through a six-step model for analyzing an organization's culture. The application of the model provides insight into positive communication practices to improve organizational ethics and effectiveness. The authors review relevant theory while integrating a constitutive approach to studying organizational culture and communication. Practical guides for multiple data collection methods are provided, and the workbook format is full of interactive tools that engage students and reinforce learning.

[Click for more details](#)



Sr. No. 202

Title: Organizations and industry 4.0: management solutions beyond technology by Potocan, Vojko

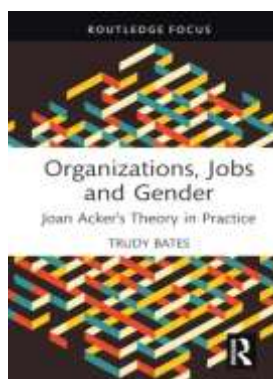
New York Routledge 2026

Acc. No. 011007

Call No. 658.4063 POT

Summary: Known models for assessing the readiness and level of Industry 4.0 implementation are helpful in revealing key technological and non-technological aspects relevant in the frame of Industry 4.0 implementation in organizations. At the forefront are technological aspects of Industry 4.0 implementation in organizations, while non-technological aspects play a marginal role. Building upon ample evidence about the role of non-technological aspects of Industry 4.0 implementation in organizations, this book addresses these ever-important non-technological aspects.

[Click for more details](#)



Sr. No. 203

Title: Organizations, jobs and gender: Joan Acker's theory in practice by Bates, Trudy

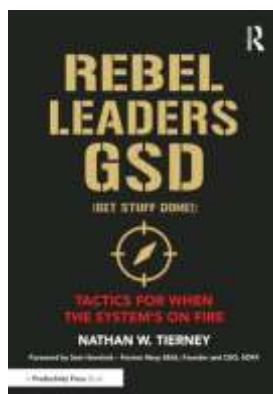
New York Routledge 2026

Acc. No. 011008

Call No. 331.41330994 BAT

Summary: Organizations, Jobs and Gender: Joan Acker's Theory in Practice provides a full application of Joan Acker's five gendering processes through an in-depth case study of an Australian trade union. It demonstrates how gendered divisions, cultural images, everyday interactions, and identity work are organized and sustained through a logic of doing duty and being responsible. The book advances methodological clarity and provides a foundation for future studies to uncover, challenge, and transform gendering in organizational life.

[Click for more details](#)



Sr. No. 204

Title: Rebel leaders GSD (Get stuff done!): tactics for when the systems on fire by Tierney, Nathan W

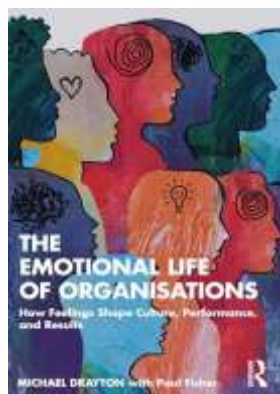
New York Routledge 2026

Acc. No. 011009

Call No. 658.4092 TIE

Summary: Rebel Leaders GSD is not another leadership book filled with pie charts and passive advice. It's a field manual for people navigating the real world—people who are done pretending, done waiting, and ready to GSD. This book gives you the tactical playbook to adapt, speak plainly, and cut through the noise. You'll learn how to: lead when the rules make no damn sense, communicate like a human, not a robot and act decisively—even when no one hands you a plan.

[Click for more details](#)



Sr. No. 205

Title: The emotional life of organisations: how feelings shape culture, performance, and results by Drayton, Michael

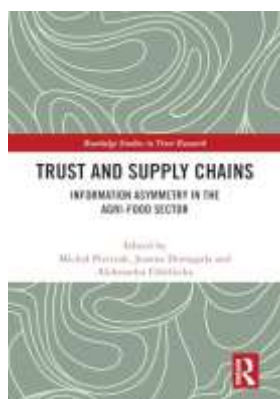
London Routledge 2026

Acc. No. 011010

Call No. 658.403 DRA

Summary: The Emotional Life of Organisations explores the often-overlooked emotional fabric that shapes organisational life. Organisations grow, compete, and change based on the emotions that drive people's choices, politics, and goals. Emotions can either energise or paralyse people. Most business books ignore this fundamental driver of organisational behaviour and almost exclusively focus on the logical and 'cognitive' aspects of work. Using an easy-to-read and engaging style.

[Click for more details](#)



Sr. No. 206

Title: Trust and supply chains: information asymmetry in the agri-food sector by Pietrzak, Michal

New York Routledge 2025

Acc. No. 011011

Call No. 658.7 PIE

Summary: This research volume aims at outlining the substantial role of information asymmetry in agri-food chains and how building trust and mitigating this problem could enhance the performance of these chains. Trust and Supply Chains: Information Asymmetry in the Agri-Food Sector is based on real-world examples and case studies from the agri-food industry (cheese, apples, pasta and bakery, beef, organic products, and more), providing practical solutions to building trust and sharing information.

[Click for more details](#)



Sr. No. 207

Title: Strategic management: a roadmap for successful business transformation by Bianchi Martini, Silvio

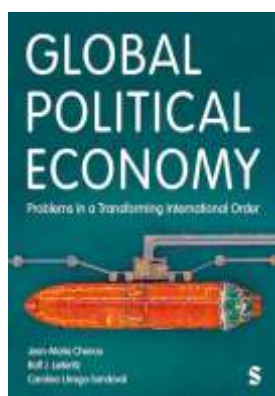
London Routledge 2025

Acc. No. 011012

Call No. 658.4012 BIA

Summary: This book explores the intricate world of strategic management. Blending theory with practical examples, the authors provide a systematic framework for strategic decisionmaking. The book is divided into two parts. It begins by exploring the perspectives of strategic analysis, examining the firm's "current situation" and "evolutionary" perspectives, as well as the "objective reality" and "subjective perspective". The book further explores strategic change processes, the values and identity of the firm, performance evaluation, and corporate governance and internal control system.

[Click for more details](#)



Sr. No. 208

Title: Global political economy: problems in a transforming international order by Chenou, Jean-Marie

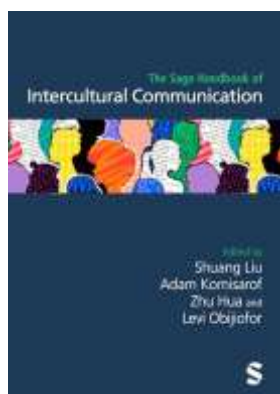
London Sage 2025

Acc. No. 011013

Call No.

Summary: The book also emphasises the need for a truly global perspective, integrating lenses, concepts, voices, and ideas from scholarship all round the world. This inclusive approach broadens understanding and reflects the complexity and diversity of the global landscape. By adopting the stance of "hybrid GPE scholars," the authors bridge the gap between different geographical and intellectual traditions, offering a rich and varied examination of contemporary GPE. Global Political Economy is an essential resource, providing a fresh and relevant perspective on the field.

[Click for more details](#)



Sr. No. 209

Title: *The sage handbook of intercultural communication by Liu, Shuang*

London Sage 2025

Acc. No. 011014

Call No. 303.482 LIU

Summary: The SAGE Handbook of Intercultural Communication offers a global, interdisciplinary, and contextual approach to understanding the complexities of intercultural communication in our diverse and interconnected world. The handbook brings together established theories, methodologies, and practices and provides a comprehensive exploration of intercultural communication in response to the challenges and opportunities presented by our global society.

[Click for more details](#)



Sr. No. 210

Title: *A little guide for teachers: supporting dyslexic learners in the classroom by Harvey, Claire*

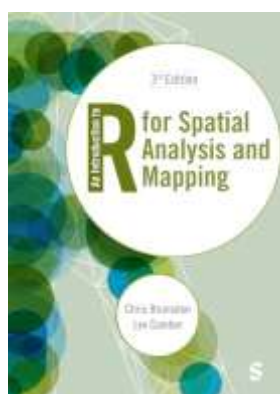
London Sage 2026

Acc. No. 011015

Call No. 371.9144 HAR

Summary: This book brings practical advice to teachers on how to support the learning of dyslexic learners. Good Teaching for SEND is Good Teaching for All - so all of the strategies, methods and resources outlined in this Little Guide will support the learning of children in all classrooms. The Little Guide for Teachers series is little in size but BIG on all the support and inspiration you need to navigate your day-to-day life as a teacher.

[Click for more details](#)



Sr. No. 211

Title: *An Introduction to R for spatial analysis and mapping by Brunson, Chris*

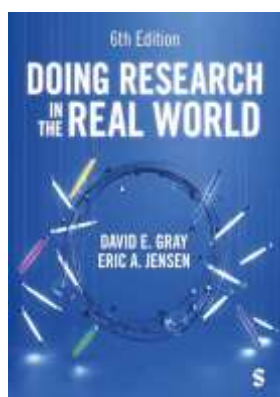
London Sage 2025

Acc. No. 011016

Call No. 005.133 BRU

Summary: The ever-expanding availability of spatial data continues to revolutionise research. This book is your go-to guide to getting the most out of handling, mapping and analysing location-based data. The book: Illustrates approaches to analysis on a range of datasets that are new to this edition, enables you to put your skills into practice with embedded exercises and over 30 self-test questions, showcases the possibilities of using spatial analysis to explore spatial inequalities.

[Click for more details](#)



Sr. No. 212

Title: *Doing research in the real world by Gray, David E*

London Sage 2026

Acc. No. 011017

Call No. 300.72 GRA

Summary: This book will provide you with an easy-to-follow, step-by-step guide to planning, delivering, and communicating it successfully. Allowing you to see research in action, this book uses real-world case studies from a wide range of disciplines and global markets, encouraging you to apply best practice to your own work. There is step-by-step guidance on quantitative, qualitative and mixed research methods to introduce you to the intricacies of real-world research. Accompanied online by a wealth of handpicked tools and resources to help you avoid common pitfalls and learn key skills, this complete guide is still the definitive research companion for you.

[Click for more details](#)



Sr. No. 213

Title: The BERA-sage handbook of research-informed education practice and policy (2 vols. set) by Wyse, Dominic

London Sage 2025

Acc. No. 011018-011019

Call No. 370.72 WYS

Summary: The BERA-Sage Handbook of Research-Informed Education Practice and Policy, 2 Vol. offers an in-depth exploration of the ways in which education research intersects with and can lead to improvements in education. Through detailed examinations of educational policies, practices, values, and research methodologies, the handbook navigates the complexities inherent in educational systems and in so doing presents a unique new picture of education worldwide.

[Click for more details](#)



Sr. No. 214

Title: Media law and ethics by Moore, Roy L

New York Routledge 2025

Acc. No. 011020

Call No. 343.73099 MOO

Summary: This book integrates fundamental legal and ethical principles with cases and examples from both landmark moments and recent history. It incorporates discussion of new technologies and media throughout its coverage of core topics such as intellectual property, defamation and commercial speech. This book introduces readers to media law in comparative international communication and explores topics such as data mining, artificial intelligence and the dark web. Coverage of recent court cases and congressional hearings bring readers up to date on the evolving discussion surrounding Facebook, X (formerly Twitter), TikTok and today's other major online sources.

[Click for more details](#)



Sr. No. 215

Title: Economic principles and problems: a pluralist introduction by Schneider, Geoffrey

Abingdon Routledge 2025

Acc. No. 011021

Call No. 339 SCH

Summary: Economic Principles and Problems: A Pluralistic Introduction offers a comprehensive introduction to the major perspectives in modern economics, including mainstream and heterodox approaches. The book's suite of digital resources has been updated to include a test bank of multiple-choice and short-answer questions and answers, end-of-chapter questions and answers, and PowerPoint slides.

[Click for more details](#)



Sr. No. 216

Title: Global political economy: theory and practice by Cohn, Theodore H

New York Routledge 2026

Acc. No. 011022

Call No. 337 COH

Summary: Global Political Economy places the study of IPE in broad theoretical context, equally emphasizing theory and practice to provide a framework for analyzing current events and long-term developments in the global economy. It provides an economics primer on how markets, interest, and exchange rates work, comparative advantage, and monetary and fiscal policy; and material on getting a job in political economy. Expands coverage on China, including on bipolarity/U.S. relations, security-economic tradeoffs, Taiwan, the Belt and Road Initiative, and the failure of TPP.

[Click for more details](#)



Sr. No. 217

Title: Innovation and entrepreneurship: a competency framework by Brueggemann, Ralph F

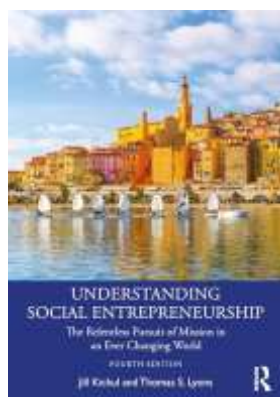
New York Routledge 2025

Acc. No. 011023

Call No. 658.4 BRU

Summary: This book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. The framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation. Innovation and Entrepreneurship will be attractive for students of entrepreneurship, innovation, management, and cross-disciplinary classes, such as design thinking. Presented in a modular format, Innovation and Entrepreneurship informs the future direction of people and technology, as well as the educational systems producing the next generation of innovators and entrepreneurs.

[Click for more details](#)



Sr. No. 218

Title: Understanding social entrepreneurship: the relentless pursuit of mission in an ever-changing world by Kickul, Jill

New York Routledge 2025

Acc. No. 011024

Call No. 658.408 KIC

Summary: Understanding Social Entrepreneurship is the leading textbook that provides students with a comprehensive overview of the field. It brings the mindset, principles, strategies, tools, and techniques of entrepreneurship into the social sector to present innovative solutions to today's vexing social issues. A process-oriented format, taking students through discovery, design, development, and delivery. Updated and new case studies, with improved global coverage. "Voices From the Field" sections that explore evidence-based research from the field

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