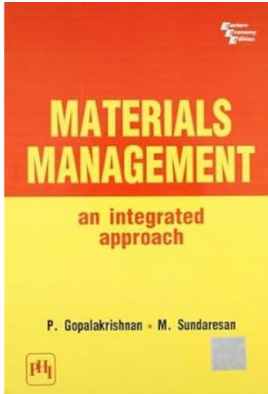


New Arrival List of Books (October - 2024)



Sr. No. 01

Title: Materials management: an integrated approach by Gopalakrishnan, P

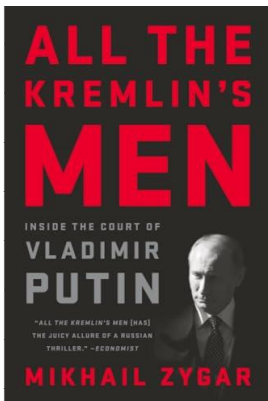
Delhi PHI Learning 2024

Acc. No. 006351

Call No. 658.7 GOP

Summary: This book focussed on the importance of an integrated approach to materials management within the framework of the Indian environment, this work presents a comprehensive coverage of all aspects of the subject, such as the operational details of stores, purchase and inventory control as well as procedures and modern mathematical concepts. While dealing with policy aspects of materials management, including the concepts of management by objectives, it offers a lucid explanation of the application of modern scientific management techniques.

[Click for more details](#)



Sr. No. 02

Title: All the Kremlin's men: inside the court of Vladimir Putin by Zygar, Mikhail

New York PublicAffairs 2016

Acc. No. 006352

Call No. 947.086 ZYG

Summary: All the Kremlin's Men is a gripping narrative of an accidental king and a court out of control. Based on an unprecedented series of interviews with Vladimir Putin's inner circle, this book presents a radically different view of power and politics in Russia.

[Click for more details](#)



Sr. No. 03

Title: The InsurTech Book: the insurance technology handbook for investors, entrepreneurs and FinTech visionaries by VanderLinden, Sabine L. B

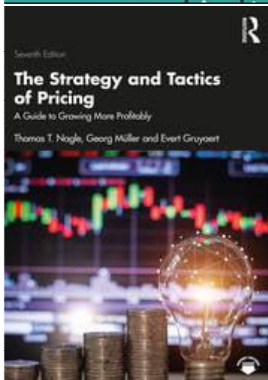
Chichester Wiley 2018

Acc. No. 006353

Call No. 368 VAN

Summary: The InsurTech Book offers essential updates, critical thinking and actionable insight — globally — from start-ups, incumbents, investors, tech companies, advisors and other partners in this evolving ecosystem, in one volume.

[Click for more details](#)



Sr. No. 04

Title: The strategy and tactics of pricing: a guide to growing more profitably by Nagle, Thomas T

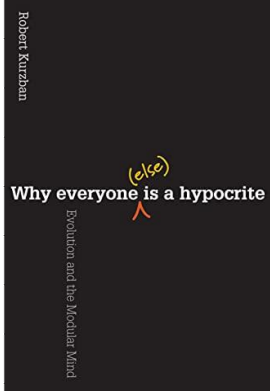
New York Routledge 2024

Acc. No. 006354

Call No. 658.816 NAG

Summary: This book explains how to balance the ability to create and extract value through from markets by managing pricing decisions in a more strategic and profitable manner. Readers will learn to frame more strategic choices that proactively influence customer perceptions of value, manage internal costs, and profitably shift demand curves.

[Click for more details](#)



Sr. No. 05

Title: Why everyone (Else) is a hypocrite: evolution and the modular mind by Kurzban, Robert

New Jersey Princeton University Press 2012

Acc. No. 006355

Call No. 153 KUR

Summary: Robert Kurzban shows us that the key to understanding our behavioral inconsistencies lies in understanding the mind's design. The human mind consists of many specialized units designed by the process of evolution by natural selection. This modular, evolutionary psychological view of the mind undermines deeply held intuitions about ourselves, as well as a range of scientific theories that require a "self" with consistent beliefs and preferences.

[Click for more details](#)

Sr. No. 06

Title: Public policy: concept, theory and practice by Chakrabarty, Bidyut

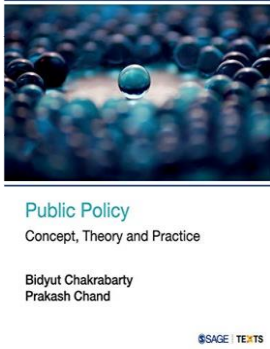
New Delhi Sage Publications India Pvt. Ltd. 2020

Acc. No. 006356

Call No. 320.6 CHA

Summary: The book offers a balanced mix of practical and theoretical aspects of public policy by tracing its evolution in the Indian context and helping to strengthen conceptual articulation. Development of public policy as a subject of academic study and as a field of practice depends a lot on the prevalent socio-economic and political milieu.

[Click for more details](#)



Sr. No. 07

Title: Digital business and e-commerce management by Chaffey, Dave

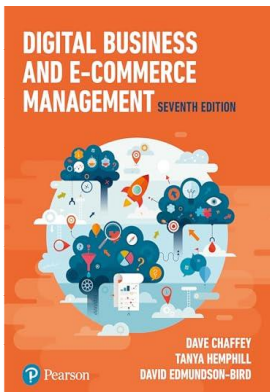
Harlow Pearson 2019

Acc. No. 006357

Call No. 658.872 CHA

Summary: In this book, Chaffey, Hemphill and Edmundson-Bird bring together the most recent academic and practitioner thinking. Covering all aspects of digital business including strategy, digital comms and transformation, Digital Business and E-Commerce Management gives you the benefit.

[Click for more details](#)



Sr. No. 08

Title: Applied artificial intelligence: a handbook for business leaders by Yao, Mariya

Topbots, Inc. USA 2024

Acc. No. 006358

Call No. 006.3 YAO

Summary: "Applied Artificial Intelligence: A Handbook For Business Leaders." This new edition builds upon the foundational knowledge provided in the first edition, introducing critical updates and new chapters on the cutting-edge areas of Generative AI and Large Language Models (LLMs).

[Click for more details](#)

