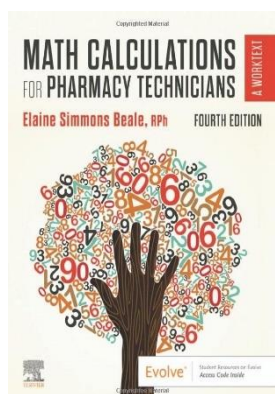




भारतीय प्रबंध संस्थान बोधगया
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New Arrival List of Books (November- 2024)



Sr. No. 01

Title: Math calculations for pharmacy technicians: a worktext by Beale, Elaine Simmons

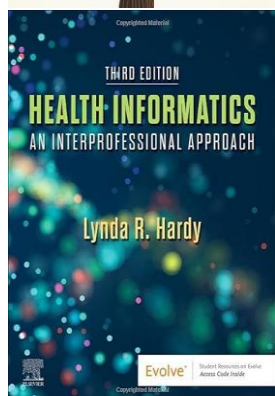
Missouri Elsevier 2023

Acc. No. 006359

Call No. 615.1 BEA

Summary: This book includes a review of basic math, conversions between measurement systems, interpretation of drug labels and physicians' orders, and calculation of medications based on a patient's age, body weight, or body surface area. Elaine Beale's practical worktext breaks down calculations, provides examples, and contains hundreds of practice problems to help you develop calculation confidence and prepare for a successful career as a Pharmacy Technician.

[Click for more details](#)



Sr. No. 02

Title: Health informatics: an interprofessional approach by Hardy, Lynda R

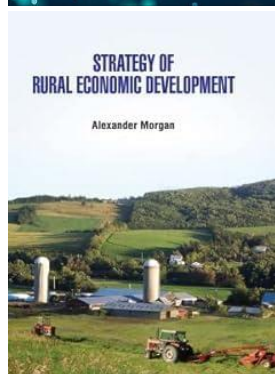
Missouri Elsevier 2024

Acc. No. 006360

Call No. 610.285 HAR

Summary: This book coverage includes information systems and applications, such as electronic health records, clinical decision support, telehealth, mHealth, ePatients, and social media tools, as well as system implementation. It includes topics that include analytical approaches to health informatics, increased information on FHIR and SMART on FHIR, and the use of health informatics in pandemics.

[Click for more details](#)



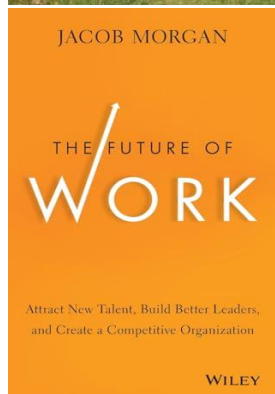
Sr. No. 03

Title: Strategy of rural economic development by Morgan, Alexander

London ED-Tech Press 2022

Acc. No. 006361

Call No. 363.7 MOR



Sr. No. 04

Title: The future of work: attract new talent, build better leaders, and create a competitive organization by Morgan, Jacob

Jersey Wiley New 2014

Acc. No. 006362

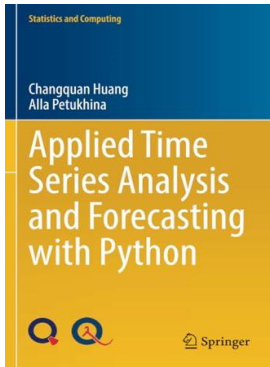
Call No. 658.4092 MOR

Summary: This is a book about how employees of the future will work, how managers will lead, and what organizations of the future will look like. The Future of Work will help you Stay ahead of the competition, Create better leaders, Tap into the freelancer economy, Attract and retain top talent, Rethink management, Structure effective teams, Embrace flexible work environments, Adapt to the changing workforce and Build the organization of the future

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Sr. No. 05

Title: Applied time series analysis and forecasting with python by Huang, Changquan

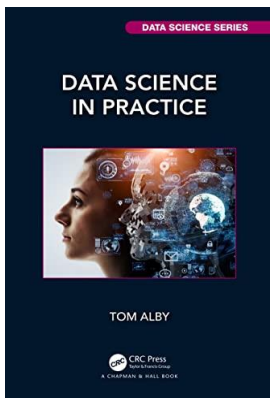
Switzerland Springer 2022

Acc. No. 006363

Call No. 519.55 HUA

Summary: This book presents methods and applications of time series analysis and forecasting using Python, addresses common statistical methods as well as modern machine learning procedures and provides a step-by-step demonstration of the Python code, and exercises for each chapter

[Click for more details](#)



Sr. No. 06

Title: Data science in practice by Alby, Tom

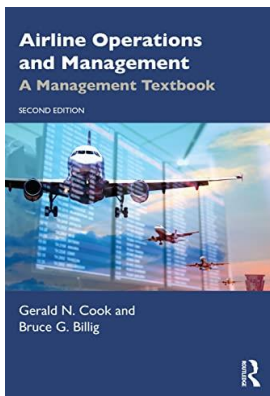
Boca Raton CRC Press 2024

Acc. No. 006364

Call No. 006.31 ALB

Summary: This book describes how to properly question data, in order to unearth the treasure that data can be. You will get to know the relevant analysis methods, and will be introduced to the programming language R, which is ideally suited for data analysis. Data Science in Practice includes many examples, notes on errors, decision-making aids, and other practical tips. This book also deals with problems in project implementation, illuminates various fields of application, and does not forget to address ethical aspects.

[Click for more details](#)



Sr. No. 07

Title: Airline operations and management: a management textbook by Cook, Gerald N

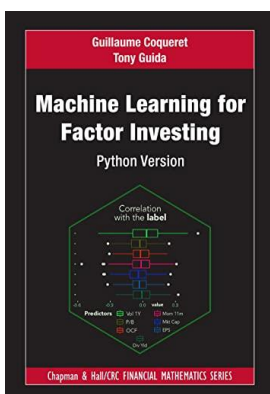
Oxan Routledge 2023

Acc. No. 006365

Call No. 387.7068 COO

Summary: Airline Operations and Management: A Management Textbook presents a survey of the airline industry, with a strong managerial perspective. It integrates and applies the fundamentals of several management disciplines, particularly operations, marketing, economics and finance, to develop a comprehensive overview. It also provides readers with a solid historical background, and offers a global perspective of the industry, with examples drawn from airlines around the world.

[Click for more details](#)



Sr. No. 08

Title: Machine learning for factor investing python version by Coqueret, Guillaume

Boca Raton CRC Press 2023

Acc. No. 006366

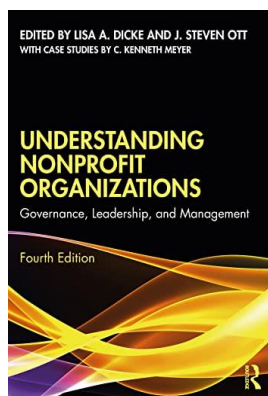
Call No. 332.6420285 COQ

Summary: This book covers a wide array of subjects which range from economic rationales to rigorous portfolio back-testing and encompass both data processing and model interpretability. Common supervised learning algorithms such as tree models and neural networks are explained in the context of style investing and the reader can also dig into more complex techniques like autoencoder asset returns, Bayesian additive trees and causal models.

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Sr. No. 09

Title: Understanding nonprofit organizations: governance, leadership, and management by Dicke, Lisa A

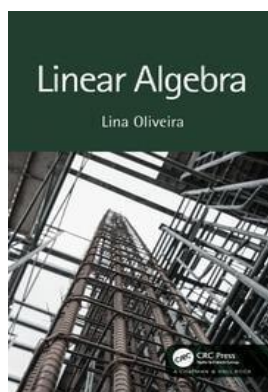
New York Routledge 2023

Acc. No. 006367

Call No. 658.0480973 DIC

Summary: Understanding Nonprofit Organizations provides a cohesive set of relevant readings for a course on nonprofit organizations and management, and instructors and students will appreciate the original case studies that parallel the major themes presented. The book is also designed for individuals who are hoping or planning to move into paid or voluntary leadership and management positions in nonprofit organizations—as well as for those already involved with nonprofits seeking to improve their skills and understanding of their chosen field.

[Click for more details](#)



Sr. No. 10

Title: Linear algebra by Oliveira, Lina

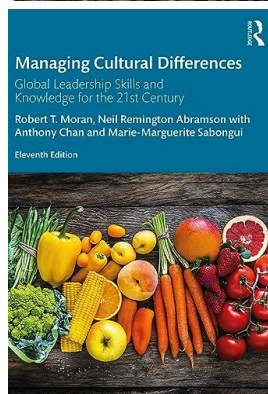
Boca Raton CRC Press 2022

Acc. No. 006368

Call No. 512.5 OLI

Summary: This book takes a matrix approach: the exposition is intertwined with matrices either as the main subject or as tools to explore the theory. Each chapter contains a description of its aims, a summary at the end of the chapter, exercises, and solutions. The reader is carefully guided through the theory and techniques presented which are outlined throughout in "How to..." text boxes.

[Click for more details](#)



Sr. No. 11

Title: Managing cultural differences: global leadership skills and knowledge for the 21st century by Moran, Robert T

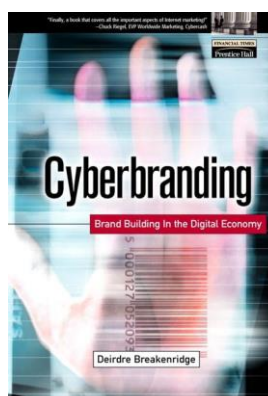
Oxan Routledge 2024

Acc. No. 006369

Call No. 658.18 MOR

Summary: This textbook Managing Cultural Differences guides students and practitioners to an understanding of how to do business internationally, providing practical advice on how competitive advantage can be gained through effective cross-cultural management. This latest edition also begins with a completely new introductory chapter, which provides an overview and connects the themes between chapters for an integrated understanding of the topic.

[Click for more details](#)



Sr. No. 12

Title: Cyberbranding: brand building in the digital economy by Breakenridge, Deirdre

New Jersey Prentice-Hall 2001

Acc. No. 006370

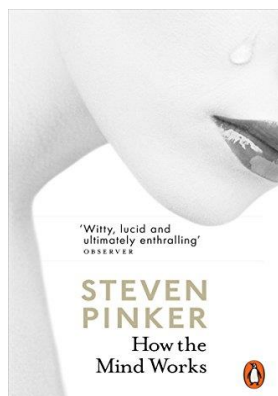
Call No. 658.827 BRE

Summary: Cyberbranding doesn't merely show you how the rules have changed: it presents a complete framework for branding that works now—and for years to come. Drawing on her extensive experience as a marketing consultant—and on interviews with many of the world's leading Internet branding executives—Deirdre Breakenridge answers these and other crucial questions.

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Sr. No. 13

Title: How the mind works by Pinker, Steven

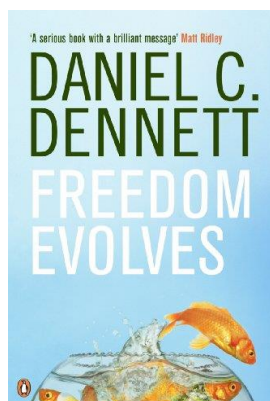
UK Penguin 2015

Acc. No. 006371

Call No. 153 PIN

Summary: This book is to have consulted a first draft of the structural plan of the human psyche. .a glittering tour de force" – Spectator "Why do memories fade? Why do we lose our tempers? Why do fools fall in love? Pinker's objective in this erudite account is to explore the nature and history of the human mind... He explores computations and evolutions, and then considers how the mind lets us "see, think, feel, interact, and pursue higher callings like art, religion and philosophy" - Sunday Times

[Click for more details](#)



Sr. No. 14

Title: Freedom evolves by Dennett, Daniel C

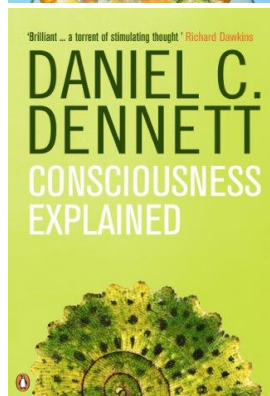
London Penguin 2004

Acc. No. 006372

Call No. 123.5 DEN

Summary: Daniel C. Dennett's Freedom Evolves tackles the most important question of human existence - is there really such a thing as free will? How can humans make genuinely independent choices if we are just a cluster of cells and genes in a world determined by scientific laws? But rather than freedom being an eternal, unchanging condition of our existence, in reality, he reveals, it has evolved: just like life on the planet and the air we breathe.

[Click for more details](#)



Sr. No. 15

Title: Consciousness explained by Dennett, Daniel C

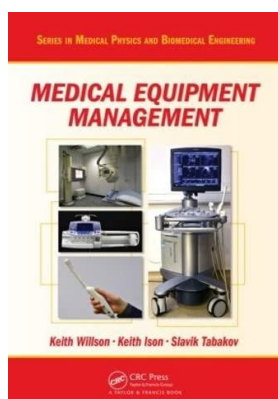
London Penguin 1993

Acc. No. 006373

Call No. 126 DEN

Summary: This classic book blends philosophy, psychology and neuroscience - with the aid of numerous examples and thought-experiments - to explore how consciousness has evolved, and how a modern understanding of the human mind is radically different from conventional explanations of consciousness. What people think of as the stream of consciousness is not a single, unified sequence, the author argues, but 'multiple drafts' of reality composed by a computer-like 'virtual machine'.

[Click for more details](#)



Sr. No. 16

Title: Medical equipment management by Willson, Keith

Boca Raton CRC Press 2014

Acc. No. 006374

Call No. 610.284 WIL

Summary: Medical Equipment Management presents an integrated approach to managing medical equipment in healthcare organizations. The book explains the underlying principles and requirements and raises awareness of what needs to be done and what questions to ask. It also provides practical advice and refers readers to appropriate legislation and guidelines.

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Sr. No. 17

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

Wiley Chichester 2018

Acc. No. 006375

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. For some, Insurance is either facing an existential threat; for others, it is a sector on the brink of transforming itself.

[Click for more details](#)



Sr. No. 18

Title: Mindful marketing: the first of its kind cartoon book to master modern marketing by Srinivasan, Rajesh

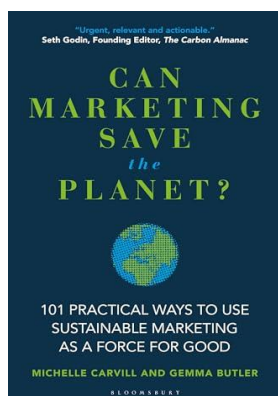
ZebraLearn 2023

Acc. No. 006376

Call No. 658.8 SRI

Summary: In this book, Rajesh Srinivasan, delves into the most critical aspects of marketing, brand, culture and innovation, drawing from his real-time industry and consulting experience. What sets this book apart is its application of cartoons and captivating visuals, which transform mundane business concepts into captivating stories. You will also find a wealth of metaphors and analogies that deepen your understanding.

[Click for more details](#)



Sr. No. 19

Title: Can marketing save the planet?: 101 practical ways to use sustainable marketing as a force for good by Carvill, Michelle

London Bloomsbury Business 2024

Acc. No. 006377

Call No. 658.8 CAR

Summary: Can Marketing Save the Planet? is the ultimate guidebook for this journey, taking a deep dive into some of the most high profile subjects and solutions that every marketer needs to know about. It details the main priorities that companies should consider, and provides a 101-topic directory of the practical and realistic ways in which marketers can drive positive impact, showing that, even in the age of consumerism, marketing CAN be a force for good.

[Click for more details](#)



Sr. No. 20

Title: The future of purpose-driven branding: signature programs that impact and inspire both business and society by Aaker, David A

New Delhi Wiley India Pvt. Ltd. 2023

Acc. No. 006378

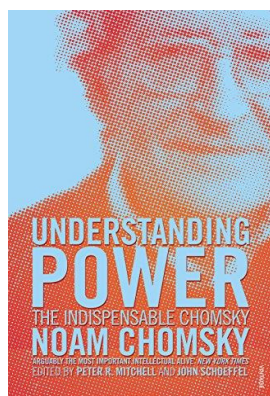
Call No. 658.427 AAK

Summary: It's not enough for companies to make a commitment to reduce energy or have an ad hoc budget for grants and volunteering—the world needs their resources, know-how, and ability to address society's needs and existential threats...and employees and customers demand it. Branding expert David Aaker and Varsha Jain show a pathway to business and social program leadership through this title of Future of Purpose Driven Branding.

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Sr. No. 21

Title: Understanding power: the indispensable Chomsky by Chomsky, Noam

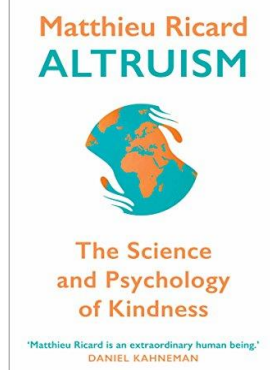
London Vintage 2003

Acc. No. 006379

Call No. 320 CHO

Summary: Highlighting America's myriad of social inequalities and political issues while offering timely advice for much needed change, Understanding Power is definitive Chomsky. With an eye to political activism and the media's role in popular struggle, as well as US foreign and domestic policy, Chomsky reinterprets the events of the past three decades, from foreign policy during the Vietnam War to the decline of welfare under the Clinton administration.

[Click for more details](#)



Sr. No. 22

Title: Altruism: the power of compassion to change yourself and the World by Ricard, Matthieu

London Atlantic Books 2015

Acc. No. 006380

Call No. 171.8 RIC

Summary: Matthieu Ricard's Altruism, an erudite, brilliantly ranging synthesis of philosophy, psychology and ages old wisdom, is a radical call to kindness, which has the potential as a new global movement to answer the biggest problems of our time: the economy in the short term, life satisfaction in the mid-term, and the environment in the long term. As the faultlines of inequality and nationalism leave us ever more divided, Ricard challenges us to be better people – and in the process, make the world a better place.

[Click for more details](#)



Sr. No. 23

Title: Marketing analytics by Gupta, Seema

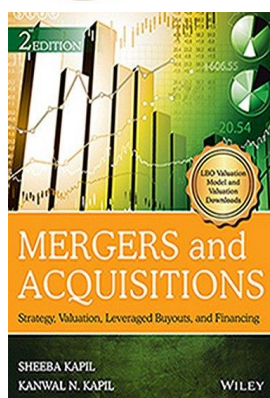
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 006381

Call No. 658.83 GUP

Summary: The book offers unified reference for various marketing analytics use cases across industries and diverse businesses, such as consumer packaged goods marketers, restaurants and hospitality, e-commerce, entertainment, etc. It provides nuances and trade-offs in using statistical/machine learning methods for various marketing decisions. It explains key marketing metrics and their use with an analytics technique. It offers common best practices of the industry with choice of methods for various decision problems.

[Click for more details](#)



Sr. No. 24

Title: Mergers and acquisitions: strategy, valuation, leveraged buyouts and financing by Kapil, Sheeba

New Delhi Wiley India Pvt Ltd. 2017

Acc. No. 006382

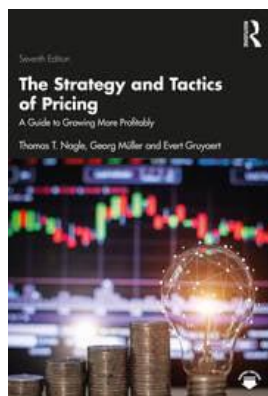
Call No. 658.162 KAP

Summary: The book fills the gap in contemporary finance wherein it focuses on theory along with practical usage and application in M&A. This edition comprises 23 chapters categorized into 6 units, which discuss the complete framework of M&A comprehensively. The book Mergers and Acquisitions: Strategy, Valuation, Leveraged Buyouts, and Financing, 2nd ed addresses the various due diligence concepts in M&A by using realistic examples, real-life case studies, user-friendly models of valuation, leverage buyout (LBO) models and models for deal performance analysis.

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Sr. No. 25

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

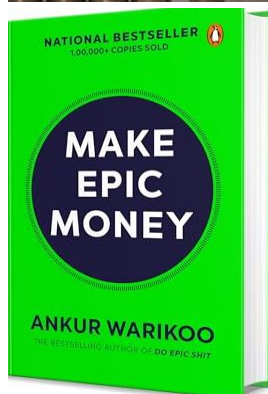
Routledge New York 2024

Acc. No. 006383

Call No. 658.816 NAG

Summary: The 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. Rather than calculating prices to cover costs or to achieve sales goals, 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. 26

Title: Make epic money by Warikoo, Ankur

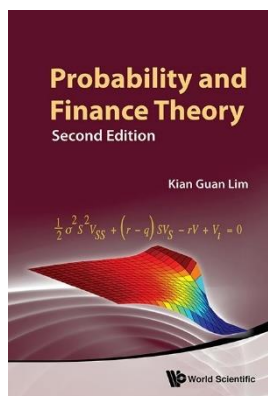
Haryana Penguin Random House India Pvt. Ltd. 2024

Acc. No. 006384

Call No. 332.024 WAR

Summary: Make Epic Money, he dives deep into the complex world of money to provide you with the ultimate personal-finance blueprint. Drawing on a lifetime of experience of financial highs and lows, he shares everything he has learnt about money that he wishes someone had taught him when he was young.

[Click for more details](#)



Sr. No. 27

Title: Probability and finance theory by Lim, Kian Guan

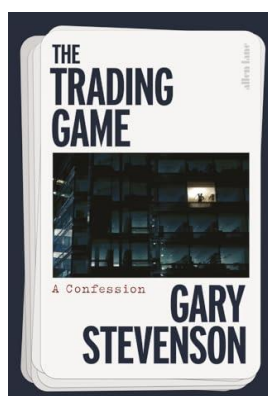
Singapore World Scientific Publishing 2024

Acc. No. 006385

Call No. 519.2

Summary: This book is an introduction to the mathematical analysis of probability theory and provides some understanding of how probability is used to model random phenomena of uncertainty, specifically in the context of finance theory and applications. The book provides easy and quick access to the field of theoretical finance by linking the study of applied probability and its applications to finance theory all in one place.

[Click for more details](#)



Sr. No. 28

Title: The trading game: a confession by Stevenson, Gary

UK Penguin Random House 2024

Acc. No. 006386

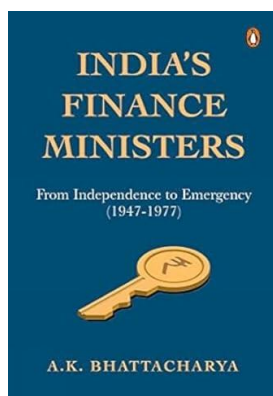
Call No. 332.6092 STE

Summary: An outrageous, white-knuckle journey to the dark heart of an intoxicating world - from someone who survived the trading game and then blew it all wide open.

[Click for more details](#)



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Sr. No. 29

Title: India's finance ministers: from independence to emergency (1947-1977) by Bhattacharya, A. K

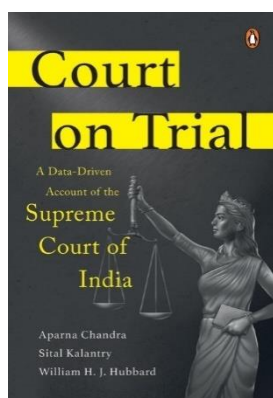
Penguin Random House India Pvt. Ltd. Haryana 2023

Acc. No. 006387

Call No. 336.092254 BHA

Summary: The book highlights the significant difference that these finance ministers made to the management of the Indian economy and to the policy evolution of the government, and who thus left an indelible mark on the psyche of Indian citizens. It attempts to measure the impact these decisions left, not only on India's economic system but also on its political system, and looks at to what extent the decisions were influenced by the socio-economic backgrounds of the finance ministers.

[Click for more details](#)



Sr. No. 30

Title: Court on trial: a data-driven account of the supreme court of India by Chandra, Aparna

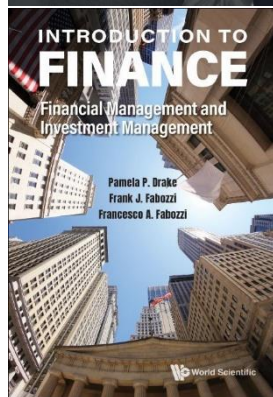
Haryana Penguin Random House India Pvt. Ltd. 2023

Acc. No. 006388

Call No. 347.54 CHA

Summary: This book examines these and other controversies plaguing the Supreme Court today. The authors provide an overview of the Supreme Court and its processes which are often shrouded in mystery, and present data-driven suggestions for improving the effectiveness and integrity of the Court.

[Click for more details](#)



Sr. No. 31

Title: Introduction to finance: financial management and investment management by Drake, Pamela P

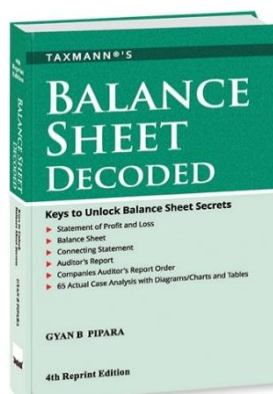
Singapore World Scientific Publishing 2023

Acc. No. 006389

Call No. 332 DRA

Summary: This book covers the fundamentals of financial management and investment management without getting into the highly technical topics and mathematical rigor. It also provides a practitioner-oriented approach to financial and investment management. The field of finance covers several specialty areas. The two most important ones which set the foundations for the other specialty areas are financial management and investment management, and these are the two major topics covered in the book.

[Click for more details](#)



Sr. No. 32

Title: Taxmann's balance sheet decoded: keys to unlock balance sheet secrets by Pipara, Gyan B

New Delhi [s.n.] Taxmann Publications (P.) Ltd.

Acc. No. 006390

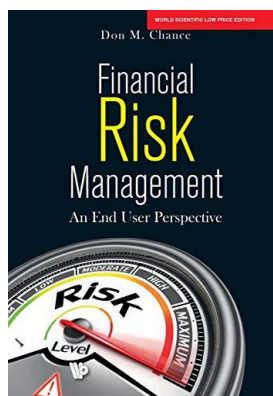
Call No. 657.3 PIP

Summary: This book provides a step-by-step guide to reading, analysing, and interlinking financial statements using charts, case analysis, and other tools. It is organised around five key areas—Statement of Profit & Loss, Balance Sheet, Connecting Statements, Auditor's Report and CARO, and the Master Key, which integrates all components for comprehensive analysis. It is an essential resource for bankers, CFOs, auditors, analysts, investors, and regulators.

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Sr. No. 33

Title: Financial risk management: an end user perspective by Chance, Don M

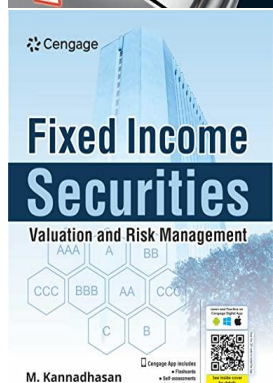
Singapore World Scientific Publishing 2023

Acc. No. 006391

Call No. 658.155 CHA

Summary: This book levels the playing field by approaching risk management from the buy side instead, focusing on educating corporate and institutional users of risk management products on the essential knowledge they need to be an intelligent buyer. Rather than teach financial engineering, this volume covers the principles that the buy side should know to enable it to ask the right questions and avoid being misled by the complexity often presented by the sell side.

[Click for more details](#)



Sr. No. 34

Title: Fixed income securities: valuation and risk management by Kannadhasan, M

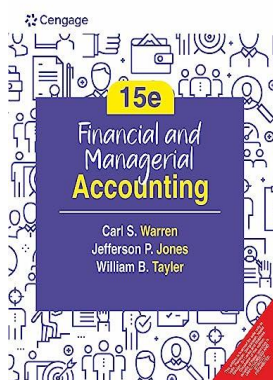
Delhi Cengage Learning India Pvt. Ltd. 2022

Acc. No. 006392

Call No. 332.632 KAN

Summary: Fixed income securities markets are central to the modern economy. It is humongous and the most influential market in the entire financial system. In addition to that, the global fixed income securities market is becoming highly competitive and increasingly complex. This book is specially designed for students and professionals interested in understanding fixed income securities and fixed income markets. It provides a comprehensive blend of theoretical as well as practical aspects of fixed income investments.

[Click for more details](#)



Sr. No. 35

Title: Financial and managerial accounting by Warren, Carl S

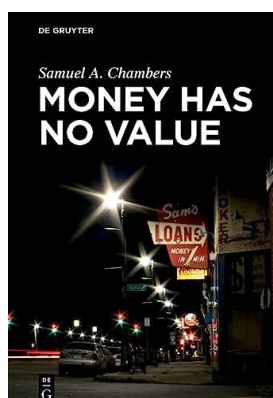
Delhi Cengage Learning India Pvt. Ltd. 2020

Acc. No. 006393

Call No. 657 WAR

Summary: This book's business examples provide a meaningful context as they demonstrate how each chapter's content fits into the big picture. The authors clearly connect fundamental accounting concepts to real businesses today. For example, each chapter begins with a real-world company opener that is linked to applicable content throughout the chapter.

[Click for more details](#)



Sr. No. 36

Title: Money has no value by Chambers, Samuel A

Boston De Gruyter 2023

Acc. No. 006394

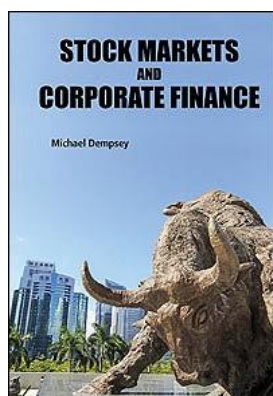
Call No. 332.401 CHA

Summary: This book links this radical credit theory of money to today's concrete money practices: this includes global capital flows, national and international monetary policy, and most of all the daily turnover in the money markets. The book therefore develops the needed conceptual framework to ask questions like: what is going on with Bitcoin (much less GameStop) in 2021. The book shows that not only is all money credit, but that in an important theoretical sense, all credit is money to the extent any credit/debt between two parties has the potential to be transferred to another party.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 37

Title: Stock markets and corporate finance: a primer by Dempsey, Michael

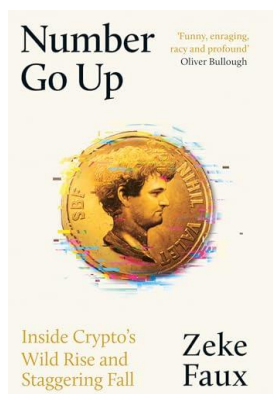
London World Scientific Publishing Europe Ltd. 2023

Acc. No. 006395

Call No. 332.642 DEM

Summary: This book examines the nature of the stock market and its implications for corporate management. It provides an introduction to core issues in finance and differs from traditional textbooks in its recognition that "finance is not physics" — in the sense that how markets behave today is not necessarily how they will behave tomorrow.

[Click for more details](#)



Sr. No. 38

Title: Number go up: inside crypto's wild rise and staggering fall by Faux, Zeke

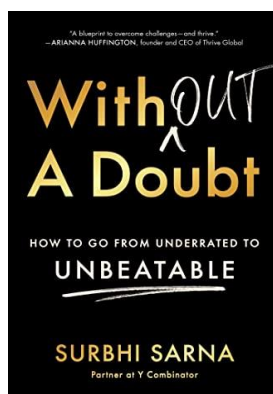
London Weidenfeld & Nicolson 2023

Acc. No. 006396

Call No. 332.4 FAU

Summary: In this book author Zeke Faux cares: even in fraud, there are standards. In the Bahamas, schlubby billionaire wunderkind Sam Bankman-Fried tells him how he will use his fortune to save the world. In Cambodia, a spam text unearths a horrifying slavery ring fuelled by crypto.

[Click for more details](#)



Sr. No. 39

Title: Without a doubt: how to go from underrated to unbeatable by Sarna, Surbhi

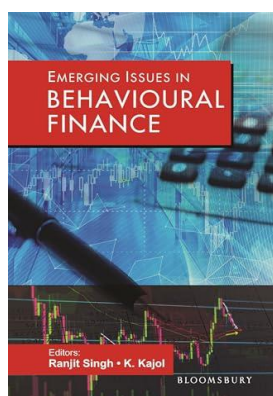
New York Simon & Schuster 2023

Acc. No. 006397

Call No. 158.1 SAR

Summary: Without a Doubt is her powerful story of becoming a leader without an MBA, networking without a network, and raising funds when she didn't know a single venture capitalist, teaching you how to do the same. Without a Doubt reveals that your power lies in recognizing the qualities that make you different and leveraging them to pursue your dreams.

[Click for more details](#)



Sr. No. 40

Title: Emerging issues in behavioural finance by Singh, Ranjit

New Delhi Bloomsbury Publishing India Pvt. Ltd. 2024

Acc. No. 006398

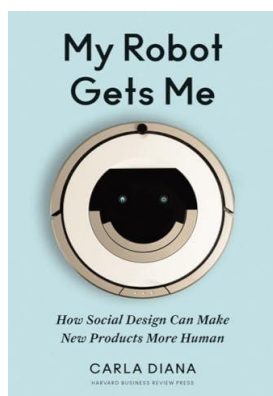
Call No. 332.6 SIN

Summary: This book delves into the realm of unanswered questions, offering insights that bridge the gap between theory and practical application. Focusing on a balanced presentation of theoretical concepts and their practical implications, the book places a strong emphasis on real-world application through case studies and relevant papers.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 41

Title: My robot gets me: how social design can make new products more human by Diana, Carla

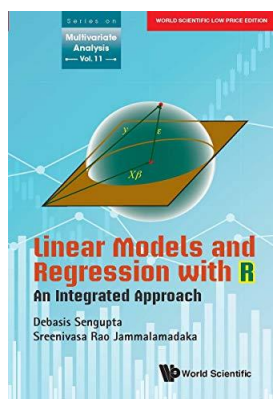
Boston Harvard Business Review Press 2021

Acc. No. 006399

Call No. 658.5752 DIA

Summary: This book, leading product design expert Carla Diana describes how new technology is allowing designers to humanize consumer products in delightfully subtle ways. Showcasing vivid examples of social design principles such as "product presence," "object expression," and "interaction intelligence," we see how inventive uses of light, sound, and movement can evoke human responses to even the most mundane products.

[Click for more details](#)



Sr. No. 42

Title: Linear models and regression with R: an integrated approach by Sengupta, Debasis

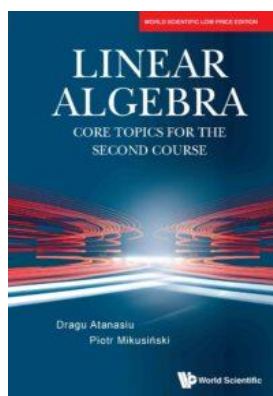
Singapore World Scientific Publishing 2023

Acc. No. 006400

Call No. 519.536 SEN

Summary: this book demonstrates how the same statistical ideas can be used to explore the more general linear model with rank-deficient design and/or covariance matrices. The unified treatment presented here provides a clearer understanding of the general linear model from a statistical perspective, thus avoiding the complex matrix-algebraic arguments that are often used in the rank-deficient case. Elegant geometric arguments are used as needed.

[Click for more details](#)



Sr. No. 43

Title: Linear algebra: core topics for the second course by Dragu Atanasiu

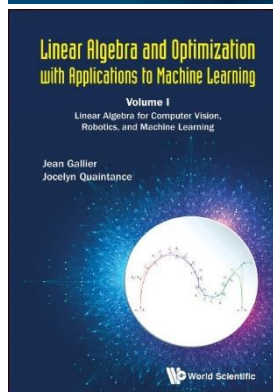
Singapore World Scientific Publishing 2024

Acc. No. 006401

Call No. 512.5 DRA

Summary: This book presents numerous examples and proofs of particular cases of important results before the general versions are formulated and proved. The knowledge gained from a particular case, that encapsulates the main idea of a general theorem, can be easily extended to prove another particular case or a general case.

[Click for more details](#)



Sr. No. 44

Title: Linear algebra and optimization with applications to machine learning: linear algebra for computer vision, robotics, and machine learning by Jean Gallier

Singapore World Scientific Publishing 2023

Acc. No. 006402

Call No. 512.5 JEA

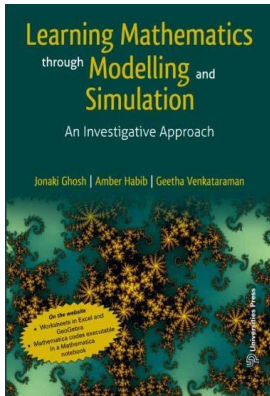
Summary: This book provides the mathematical fundamentals of linear algebra to practitioners in computer vision, machine learning, robotics, applied mathematics, and electrical engineering. By only assuming a knowledge of calculus, the authors develop, in a rigorous yet down to earth manner, the mathematical theory behind concepts such as: vectors spaces, bases, linear maps, duality, Hermitian spaces, the spectral theorems, SVD, and the primary decomposition theorem.

[Click for more details](#)

Sr. No. 45



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Title: Learning mathematics through modelling and simulation: an investigative approach by Ghosh, Jonaki

Hyderabad Universities Press (India) Private Limited 2023

Acc. No. 006403

Call No. 510.71 GHO

Summary: This book highlights the role of mathematical software in enabling explorations leading to a deeper insight into the problems. Technology is used to generate phenomena and acquire data from which questions naturally arise and create a demand for appropriate theory. Each chapter includes a set of exercises, called Investigations, that prompt analytical thinking, encourage exploration of a concept, or test the readers' ability to apply the concept to a realistic problem situation.

[Click for more details](#)

Sr. No. 46

Title: Revolutionary mathematics: artificial intelligence, statistics and the logic of capitalism by Joque, Justin

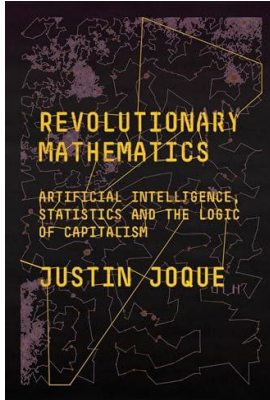
New York Verso 2022

Acc. No. 006404

Call No. 510 JOQ

Summary: This book provides a new and unique perspective on the dangers of allowing artificial intelligence and big data to manage society. It is essential reading for those who want to understand the underlying ideological and philosophical changes that have fueled the rise of algorithms and convinced so many to blindly trust their outputs, reshaping our current political and economic situation.

[Click for more details](#)



Sr. No. 47

Title: Linear algebra for data science by Haviv, Moshe

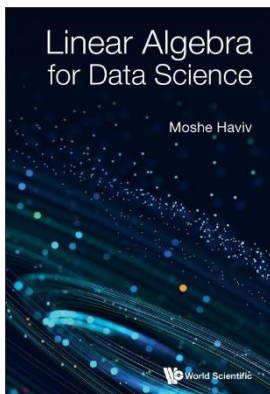
Singapore World Scientific Publishing 2024

Acc. No. 006405

Call No. 512.5 HAV

Summary: This book serves as an introduction to linear algebra for undergraduate students in data science, statistics, computer science, economics, and engineering. The book presents all the essentials in rigorous (proof-based) manner, describes the intuition behind the results, while discussing some applications to data science along the way.

[Click for more details](#)



Sr. No. 48

Title: Introduction to linear and matrix algebra by Johnston, Nathaniel

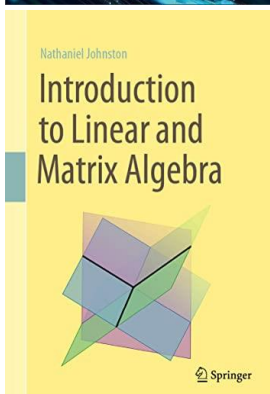
Switzerland Springer 2021

Acc. No. 006406

Call No. 512.5 JOH

Summary: This textbook emphasizes the interplay between algebra and geometry to motivate the study of linear algebra. Matrices and linear transformations are presented as two sides of the same coin, with their connection motivating inquiry throughout the book. By focusing on this interface, the author offers a conceptual appreciation of the mathematics that is at the heart of further theory and applications.

[Click for more details](#)



Sr. No. 49



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Title: HBR's 10 must reads on managing projects and initiatives by Harvard Business Review Press

Boston Harvard Business Review Press 2024

Acc. No. 006407

Call No. 658 HAR

Summary: HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know:

[Click for more details](#)



Sr. No. 50

Title: Supply chain: insights you need from Harvard Business Review by Harvard Business Review Press

Boston Harvard Business Review Press 2023

Acc. No. 006408

Call No. 658.5 HAR

Summary: Supply Chain: The Insights You Need from Harvard Business Review will help you better understand the dynamics at play worldwide and identify the risks in your supply chain network so you can ensure resilience without sacrificing competitive advantage. Featuring HBR's smartest thinking on fast-moving issues--blockchain, cybersecurity, AI, and more.

[Click for more details](#)



Sr. No. 51

Title: Global operations strategy: basic principles by Santos, Isabella

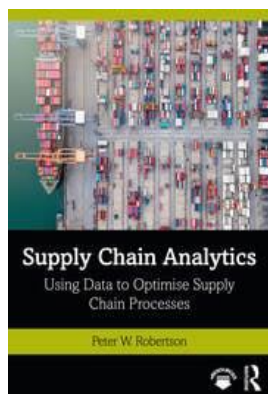
Edgware Kruger Brentt Publisher UK. Ltd 2023

Acc. No. 006409

Call No.

Summary: This book is a ground-breaking text that explores the art of decision making, both in life and in professional settings. Emphasize on planning for domestic and global competition that is integral to strategic decision-making. This textbook is essential reading for all international or global strategy modules on advance undergraduate or postgraduate (particularly MBA) programmes, in addition to broader strategic management and professional courses.

[Click for more details](#)



Sr. No. 52

Title: Supply chain analytics: using data to optimise supply chain processes by Robertson, Peter W

Oxan Routledge 2024

Acc. No. 006410

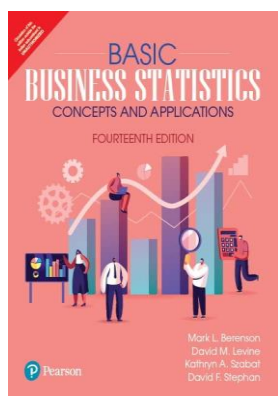
Call No. 658.7 ROB

Summary: Supply Chain Analytics introduces the reader to data analytics and demonstrates the value of their effective use in supply chain management. By describing the key supply chain processes through worked examples, and the descriptive, predictive and prescriptive analytic methods that can be applied to bring about improvements to those processes.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 53

Title: Basic business statistics: Concepts and applications by Berenson, Mark L

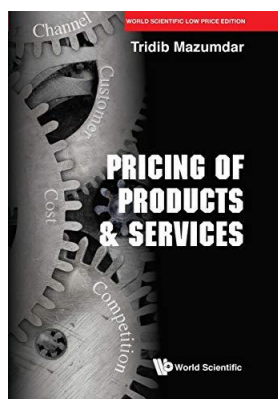
Noida Pearson 2024

Acc. No. 006411

Call No. 519.5 BER

Summary: Basic Business Statistics helps students see the essential role that statistics will play in their future careers by using examples drawn from all functional areas of real-world business. The 14th Edition includes new and updated resources and tools to enhance students' understanding and provides the best framework for learning statistical concepts.

[Click for more details](#)



Sr. No. 54

Title: Pricing of products & services by Mazumdar, Tridib

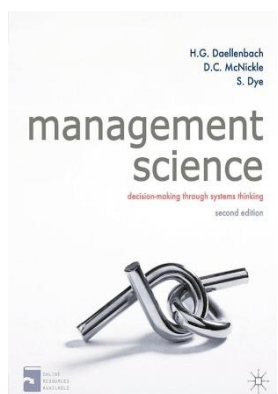
Singapore World Scientific Publishing 2021

Acc. No. 006412

Call No. 658.816 MAZ

Summary: The price of a product or a service is a critical element of the marketing mix. Price influences product demand, and the firm's revenue and profits. Prices also signal product quality and value, customer self-image, and the seller's pricing practices. With appropriate balance of theory, applications, and analytics, this book provides business students and practitioners the tools to make profitable pricing decisions under a variety of real-life contexts — current and emerging.

[Click for more details](#)



Sr. No. 55

Title: Management science: decision making through systems thinking by Daellenbach, Hans G

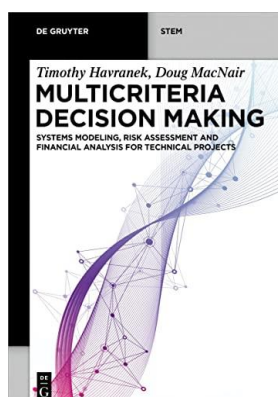
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2023

Acc. No. 006413

Call No. 658.4033 DAE

Summary: Management Science provides a comprehensive, accessible overview of the subject, incorporating a broad set of approaches and tools. The book bases management science within a clear system thinking framework. Ideas and concepts are demonstrated with real-life examples and case studies.

[Click for more details](#)



Sr. No. 56

Title: Multicriteria decision making: systems modeling, risk assessment, and financial analysis for technical projects by Havranek, Timothy

Boston De Gruyter 2023

Acc. No. 006414

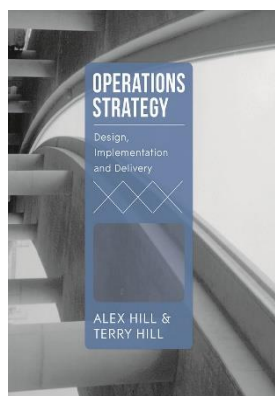
Call No. 658.403 HAV

Summary: This book takes a pragmatic business and economics view towards evaluating competing investment alternatives and/or capital project strategies. It provides a practical step-by-step process using a structured decision analysis framework to evaluate, understand, quantify, and measure project investment strategies in light of multiple stakeholder objectives and success criteria.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 57

Title: Operations strategy: design, implementation and delivery by Hill, Alex

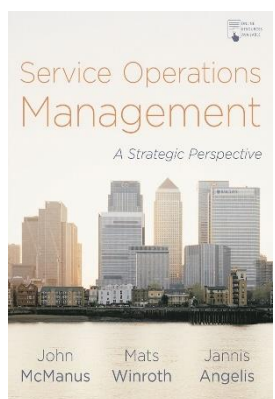
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2023

Acc. No. 006415

Call No. 658.5 HIL

Summary: This core textbook, underpinned by rigorous academic research and industry best-practice, offers a practical approach designed to provide students with the tools and techniques required to design and develop an operations strategy. The book's clear and accessible content explains how operations strategy can create value for an organisation and positively impact on business performance.

[Click for more details](#)



Sr. No. 58

Title: Service operations management: a strategic perspective by McManus, John

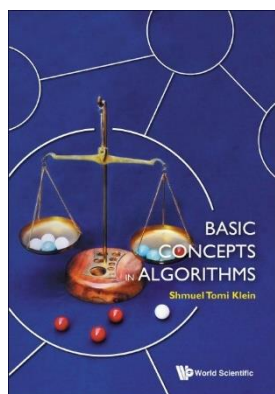
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2023

Acc. No. 006416

Call No. 658.5 MCM

Summary: This textbook explores the challenges and complexities of managing operations in a service industry setting. Comprehensive in scope, this textbook considers key concepts from strategy and operations management from a global services perspective and integrates traditional theory with cutting-edge contemporary examples.

[Click for more details](#)



Sr. No. 59

Title: Basic concepts in algorithms by Klein, Shmuel Tomi

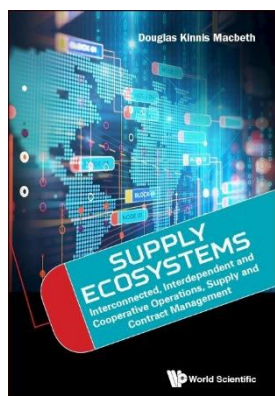
Singapore World Scientific Publishing 2024

Acc. No. 006417

Call No. 518.1 KLE

Summary: This book is the result of several decades of teaching experience in data structures and algorithms. It is self-contained but does assume some prior knowledge of data structures, and a grasp of basic programming and mathematics tools. Basic Concepts in Algorithms focuses on more advanced paradigms and methods combining basic programming constructs as building blocks and their usefulness in the derivation of algorithms. I

[Click for more details](#)



Sr. No. 60

Title: Supply ecosystems: interconnected, interdependent and cooperative operations, supply and contract management by Macbeth, Douglas Kinnis

Singapore World Scientific Publishing 2024

Acc. No. 006418

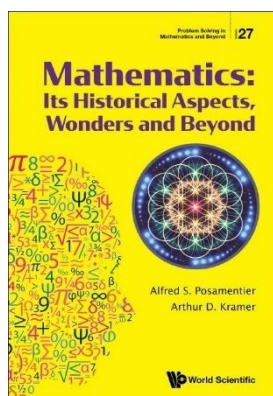
Call No. 658.5 MAC

Summary: This book attempts to address the lack of connectedness between topics that have traditionally been dealt with as discrete and self-contained. This book provides a holistic view of how the whole of the supply side of a business can be coordinated and provide support to competitive advantage. Finally, it concludes with global operations, supply and contract management and competitive advantage.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 61

Title: Mathematics: its historical aspects, wonders and beyond by Posamentier, Alfred S

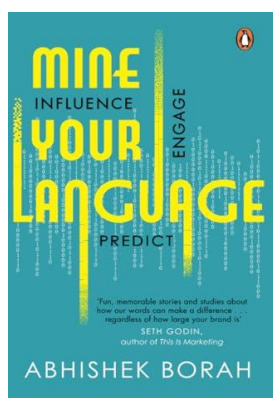
Singapore World Scientific Publishing 2023

Acc. No. 006419

Call No. 510 POS

Summary: This book provides a delightful insight into the origin of mathematical symbols and popular theorems such as the Pythagorean Theorem and the Fibonacci Sequence, common mathematical mistakes and curiosities, intriguing number relationships, and some of the different mathematical procedures in various countries. The book uses a historical and cultural approach to the topics, which enhances the subject matter and greatly adds to its appeal.

[Click for more details](#)



Sr. No.62

Title: Mine your language: influence, engage, predict by Borah, Abhishek

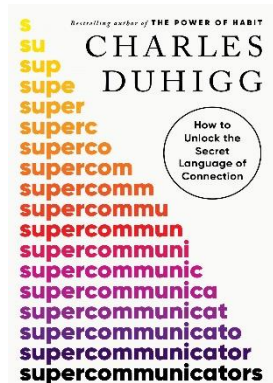
Haryana Penguin Random House India Pvt. Ltd. 2024

Acc. No. 006420

Call No. 428 BOR

Summary: In this book, Abhishek Borah meticulously and marvellously showcases the influence of language on business. Through examples ranging from Toyota to Tesla and Metallica to Mahatma Gandhi, you will read about how to improvise on social media, how changing the use of simple pronouns like 'we' and 'you' can affect a firm's bottom line, how to spot a fake review online and much more.

[Click for more details](#)



Sr. No. 63

Title: Supercommunicators: how to unlock the secret language of connection by Duhigg, Charles

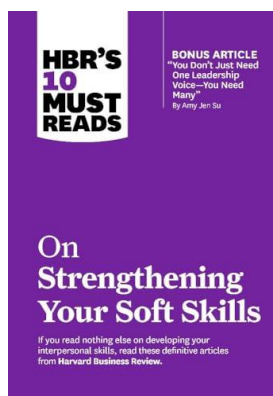
London Penguin Random House UK 2024

Acc. No. 006421

Call No. 153.6 DUH

Summary: In this book, you will learn why some people are able to make themselves heard, and to hear others, so clearly. Supercommunicators know the importance of recognizing—and then matching—each kind of conversation, and how to hear the complex emotions, subtle negotiations, and deeply held beliefs that color so much of what we say and how we listen.

[Click for more details](#)



Sr. No. 64

Title: HBR's 10 must reads on strengthening your soft skills by Harvard Business Review Press

Boston Harvard Business Review Press 2024

Acc. No. 006422

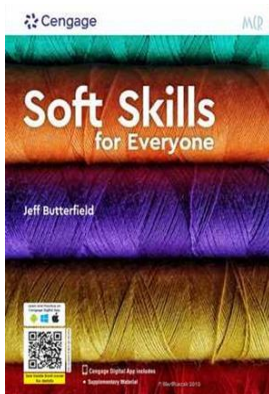
Call No. 650.1 HAR

Summary: HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



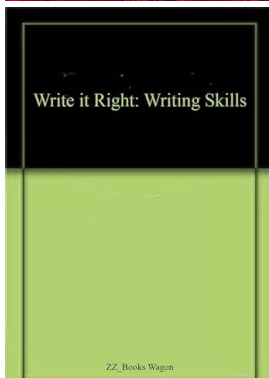
Sr. No. 65

Title: Soft skills for everyone by Butterfield, Jeff

Delhi Cengage Learning India Pvt. Ltd. 2023

Acc. No. 006423

Call No. 650.13 BUT



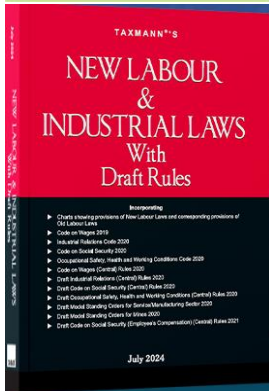
Sr. No. 66

Title: Write it right: writing skills by Ram, Hari

New Delhi Rajat Publications 2020

Acc. No. 006424

Call No. 411 RAM



Sr. No. 67

Title: Taxmann's New labour & industrial laws with draft rules by Taxmann's

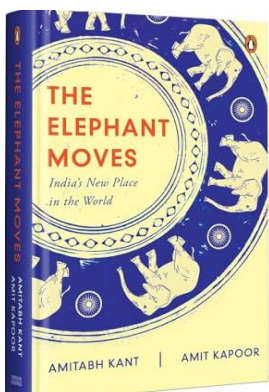
New Delhi Taxmann Publications (P) Ltd. 2024

Acc. No. 006425

Call No. 344.01 TAX

Summary: This book provides complete coverage of the following Labour & Industrials laws: Codes including the following: Code on Wages 2019, Industrial Relations Code 2020, Code on Social Security 2020 and Occupational Safety, Health and Working Conditions Code 2020. Draft Rules including the following: Code on Wages (Central) Rules 2020, Industrial Relations (Central) Rules 2020, Code on Social Security (Central) Rules 2020 and Occupational Safety, Health, and Working Conditions (Central) Rules 2020.

[Click for more details](#)



Sr. No. 68

Title: The Elephant moves: India's new place in the world by Kant, Amitabh

Haryana Penguin Random House India Pvt. Ltd. 2024

Acc. No. 006426

Call No. 823.92 KAN

Summary: The Elephant Moves unfolds a captivating saga, tracing India's economic journey through the lens of competitiveness. From unraveling economic history ('origins unveiled') to navigating global dynamics ("sailing the tides"), the book explores the forces shaping nations. It delves into the facets of many Indias, unveiling opportunities in heterogeneity.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 69

Title: Clash: amazon vs Walmart by Kumar, Nirmalya

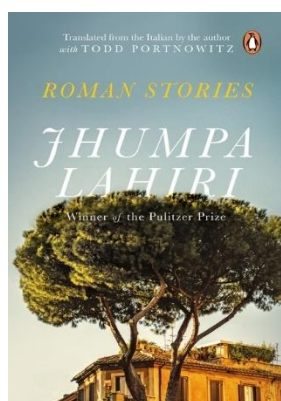
Haryana Penguin Random House India Pvt. Ltd. 2024

Acc. No. 006427

Call No. 823.912 KUM

Summary: Amazon and Walmart, with more than half a trillion in revenues annually, are the two largest companies in the world. They have not only redefined the retail industry—Walmart in the 1980s/1990s and Amazon since 2000—but have also been the benchmark for business best practices. This year, it is anticipated that Amazon will dethrone Walmart as the world's largest company, a position that Walmart has occupied for more than two decades.

[Click for more details](#)



Sr. No. 70

Title: Roman stories by Lahiri, Jhumpa

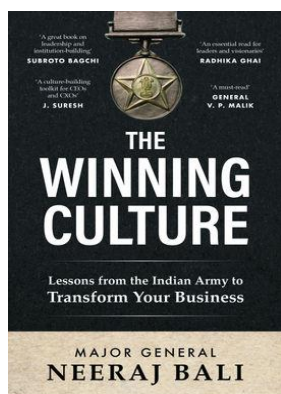
Haryana Penguin Random House India Pvt. Ltd. 2023

Acc. No. 006428

Call No. 853.92 LAH

Summary: These are splendid, searching stories, written in Jhumpa Lahiri's adopted language of Italian and seamlessly translated by the author and by Knopf editor Todd Portnowitz.

[Click for more details](#)



Sr. No. 71

Title: The winning culture: lessons from the Indian army to transform your business by Bali, Neeraj

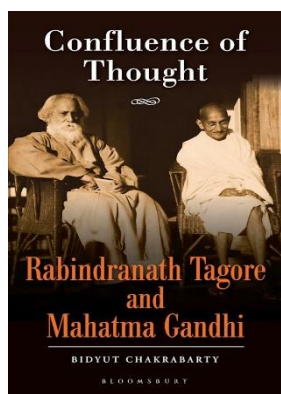
New Delhi Macmillan 2023

Acc. No. 006429

Call No. 658.45 BAL

Summary: The Winning Culture is the perfect handbook for leaders looking to revolutionize organizational culture and lead their teams to guaranteed wins. A great book on leadership and institution-building' Subroto Bagchi, 'a must-read' General V. P. Malik, 'a culture-building toolkit for CEOs and CXOs' J. Suresh, 'an essential read for leaders and visionaries' Radhika Ghai and powerful, proven lessons from the Indian Army to revolutionize organizational culture and gain bigger wins.

[Click for more details](#)



Sr. No. 72

Title: Confluence of thought: Rabindranath Tagore and Mahatma Gandhi by Chakrabarty, Bidyut

New Delhi Bloomsbury Publishing India Pvt. Ltd. 2023

Acc. No. 006430

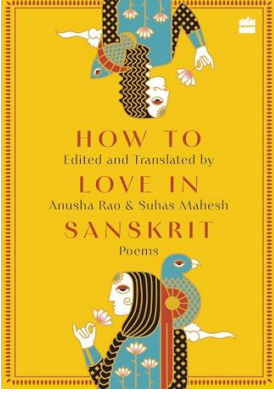
Call No. 303.61 CHA

Summary: In this book Bidyut Chakrabarty demonstrates how Tagore and Gandhi drew on each other as they articulated their unique mode of thinking, which led to an innovative discourse. Tagore and Gandhi agreed on many ideas but also had serious differences on quite a few, for instance, on whether to support the British during the Boer War. These ideas and arguments moulded the freedom struggle and shaped the future of a free India.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 73

Title: How to love in sanskrit: poems by Rao, Anusha

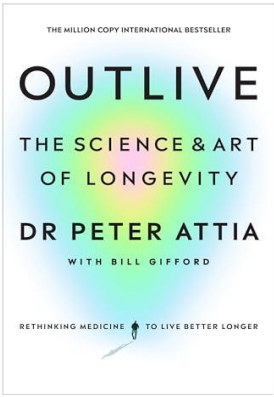
Haryana HarperCollins Publishers 2024

Acc. No. 006431

Call No. 821 RAO

Summary: How to Love in Sanskrit is an invitation to Sanskrit love poetry, bringing together verses and short prose pieces by celebrated writers like Kalidasa and Banabhatta, Buddhist and Jain monks, scholars, emperors, and even some modern-day poets. How do you brew a love potion? Turn someone crimson with a compliment? How do you make love? How do you quarrel and make up? Nurse a broken heart? And how do you let go? There's something for everyone in this brilliantly translated ancient guide to love for modern readers.

[Click for more details](#)



Sr. No. 74

Title: Outlive: science and art of longevity by Attia, Peter

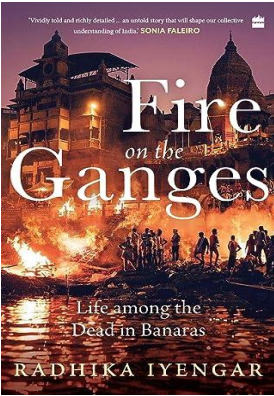
UK London Penguin Random House 2023

Acc. No. 006432

Call No. 612.68 ATT

Summary: This incredible book is a call to action and a reminder to always participate and never be passive. It will arm you with the tools you need to live a long, meaningful, and fulfilling life. Outlive's practical advice and roadmap, you can plot a different path for your life, one that lets you outlive your genes to make each decade better than the one before.

[Click for more details](#)



Sr. No. 75

Title: Fire on the Ganges: life among the dead in Banaras by Radhika Iyengar

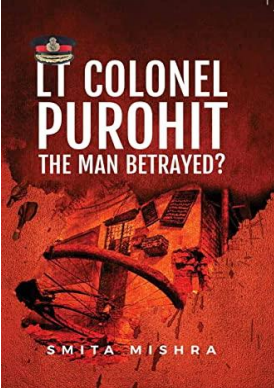
Haryana HarperCollins Publishers 2023

Acc. No. 006433

Call No. 294.54542 IYE

Summary: Fire on the Ganges is the first attempt to chronicle the everyday realities of the Doms. It plunges into Banaras's historical past, while narrowing its lens to a few spirited characters from the Dom community. Through their tales of struggle and survival, loss and ambition, betrayal and love, it tells the at-times-heartbreaking, at-times-exhilarating story of a community struggling to find a place beyond that accorded to it by ancient tradition.

[Click for more details](#)



Sr. No. 76

Title: Lt Colonel Purohit: the man betrayed? by Mishra, Smita

New Delhi Vitasta Publishing Pvt. Ltd. 2023

Acc. No. 006434

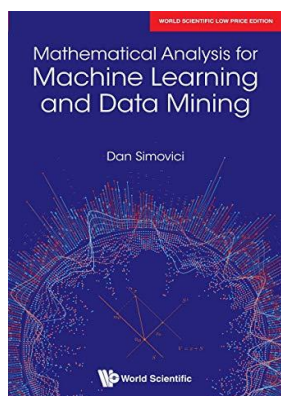
Call No. 920.954 MIS

Summary: 'It's Hindu Terror!' screamed newspaper headlines, when for the first time in the country's history an army man, Lt Col Prasad Shrikant Purohit, was arrested in connection with the September 2008 Malegaon bomb blast. Who was this person, why was his name plastered over the front page of all newspapers? Why him of all people? Was he guilty? Was he framed? Was he a scapegoat? What happened to the family of this decorated officer while he languished in prison for nine long years as undertrial? Lt Colonel Purohit: Soldier or Terrorist? attempts to answer these very questions and in the course brings to light a conspiracy which makes one shudder to even think of.

[Click for more details](#)



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Sr. No. 77

Title: *Mathematical analysis for machine learning and data mining* by Simovici, Dan

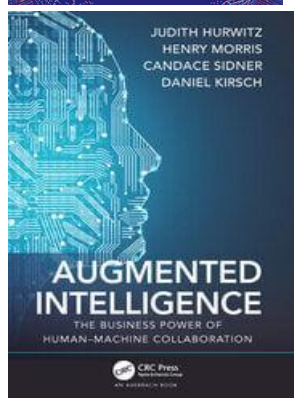
Singapore World Scientific Publishing 2023

Acc. No. 006435

Call No. 006.312 SIM

Summary: This compendium provides a self-contained introduction to mathematical analysis in the field of machine learning and data mining. The mathematical analysis component of the typical mathematical curriculum for computer science students omits these very important ideas and techniques which are indispensable for approaching specialized area of machine learning centered around optimization such as support vector machines, neural networks, various types of regression, feature selection, and clustering.

[Click for more details](#)



Sr. No. 78

Title: *Augmented intelligence: the business power of human-machine collaboration* by Hurwitz, Judith

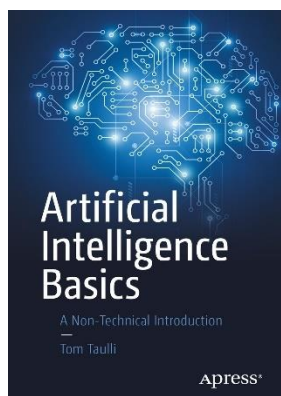
Boca Raton CRC Press 2021

Acc. No. 006436

Call No. 006.3 HUR

Summary: Augmented Intelligence: The Business Power of Human-Machine Collaboration is about the process of combining human and machine intelligence. This book provides business leaders and AI data experts with an understanding of the value of augmented intelligence and its ability to help win competitive markets. This book focuses on the requirement to clearly manage the foundational data used for augmented intelligence. It focuses on the risks of improper data use and delves into the ethics and governance of data in the era of augmented intelligence.

[Click for more details](#)



Sr. No. 79

Title: *Artificial intelligence basics: a non-technical introduction* by Taulli, Tom

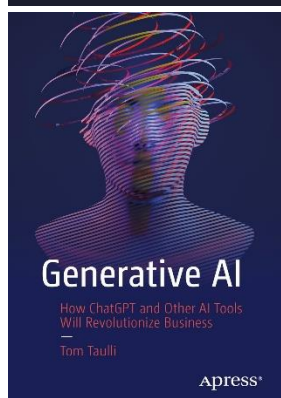
New York Apress 2024

Acc. No. 006437

Call No. 006.3 TAU

Summary: In this book Study how you can implement AI in your organization by putting together a strategy and setting realistic objectives, Contextualize case studies from companies who are leveraging AI to transform their businesses, Learn how to deal with some of the inherent risks like bias, data quality and employee resistance and Review valuable frameworks, tools, and languages such as Python, TensorFlow, and PyTorch.

[Click for more details](#)



Sr. No. 80

Title: *Generative AI: how ChatGPT and other AI tools will revolutionize business* by Taulli, Tom

New York Apress 2025

Acc. No. 006438

Call No. 006.3 TAU

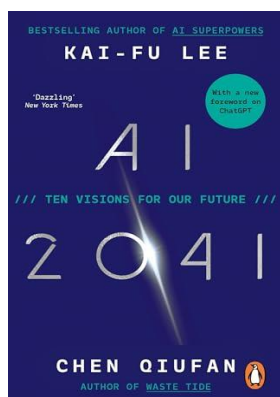
Summary: In this book you will about learn about Generative AI, one of the transformative technologies that will change businesses and startups, build a working knowledge of the technology and understand the potential and risks and understand what startups are doing in the space.

[Click for more details](#)

Sr. No. 81



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Title: AI 2041: ten visions for our future by Lee, Kai-Fu

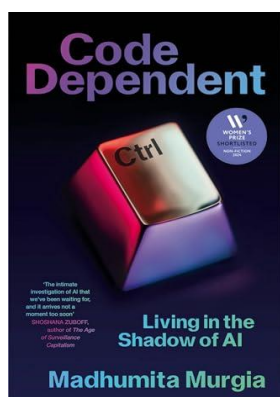
UK London Penguin Random House 2024

Acc. No. 006439

Call No. 006.3 LEE

Summary: AI will be the defining development of the twenty-first century. Within two decades, aspects of daily human life will be unrecognizable. AI will generate unprecedented wealth, revolutionize medicine and education through human-machine symbiosis, and create brand new forms of communication and entertainment.

[Click for more details](#)



Sr. No. 82

Title: Code dependent: living in the shadow of AI by Murgia, Madhumita

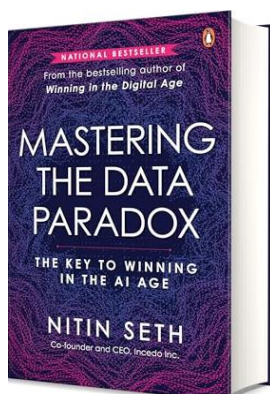
New Delhi Pan Macmillan India Private Limited 2024

Acc. No. 006440

Call No. 153.2 MUR

Summary: Code Dependent explores the impact of a set of powerful, flawed, and often exploitative technologies on individuals, communities, and our wider society. Murgia exposes how AI can strip away our collective and individual sense of agency – and shatter our illusion of free will. Murgia not only sheds light on this chilling phenomenon, but also charts a path of resistance. AI is already changing what it means to be human, in ways large and small.

[Click for more details](#)



Sr. No. 83

Title: Mastering the data paradox: the key to winning in the AI age by Seth, Nitin

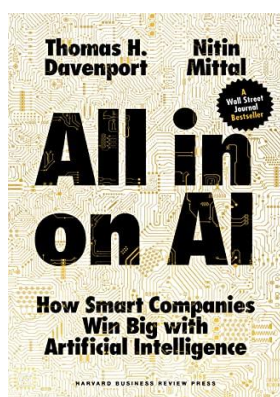
Haryana Penguin Random House India Pvt. Ltd. 2024

Acc. No. 006441

Call No. 006.3 SET

Summary: This book provides us with opportunities to push our thinking, to innovate, to transform and to create a better future at all levels—individual, enterprise and the world. The first is the emergence of a data-first world, where data has become a central driving force, shaping industries and fueling innovation. The second is the dawn of the AI age, propelled by the advent of Generative AI, that has created the possibility to leverage the data of the world for the first time.

[Click for more details](#)



Sr. No. 84

Title: All in on AI: how smart companies win big with artificial intelligence by Davenport, Thomas H

Boston Harvard Business Review Press 2023

Acc. No. 006442

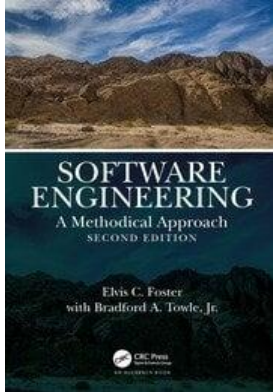
Call No. 006.3 DAV

Summary: All-In on AI will give you a rare inside look at what the leading adopters are doing, while providing you with the tools to put AI at the core of everything you do. All-In on AI looks at artificial intelligence at its cutting edge from the viewpoint of established companies like Anthem, Ping An, Airbus, and Capital One. All-In on AI looks at artificial intelligence at its cutting edge from the viewpoint of established companies like Anthem, Ping An, Airbus, and Capital One.

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Sr. No. 85

Title: Software engineering: a methodical approach by Foster, Elvis C

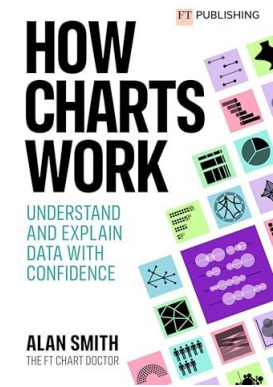
Boca Raton CRC Press 2023

Acc. No. 006443

Call No. 005.1 FOS

Summary: The book covers concepts, principles, design, construction, implementation, and management issues of software engineering. Each chapter is organized systematically into brief, reader-friendly sections, with itemization of the important points to be remembered. Diagrams and illustrations also sum up the salient points to enhance learning. It covers various diagramming techniques and emphasizes object classification and object behavior.

[Click for more details](#)



Sr. No. 86

Title: How charts work: understand and explain data with confidence by Smith, Alan

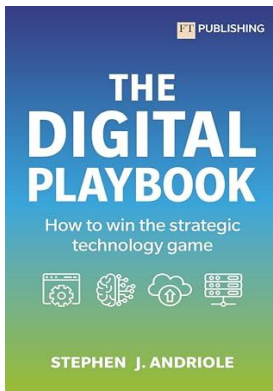
Harlow Pearson 2022

Acc. No. 006444

Call No. 658.45 SMI

Summary: This book will help you: feel confident understanding different types of charts, graphs and tables – and how to read them, recognise the true story behind the data presented and what the information really shows, know the principles and rules of how best to represent information so you can create your own information-driven (and beautiful) visuals and design visuals that people engage with, understand and act upon.

[Click for more details](#)



Sr. No. 87

Title: Digital playbook: how to win the strategic technology game by Andriole, Stephen

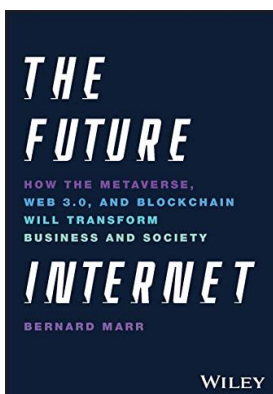
Harlow Pearson 2023

Acc. No. 006445

Call No. 654.514 AND

Summary: This book will help managers and executives understand the major trends affecting digital technology, so they are prepared to make the right decisions for their organisation. With case studies, and practical guidance, it's split into short sections you can dip into at any time.

[Click for more details](#)



Sr. No. 88

Title: The future internet: how the metaverse, web 3.0, and blockchain will transform business and society by Marr, Bernard

New Jersey Wiley 2023

Acc. No. 006446

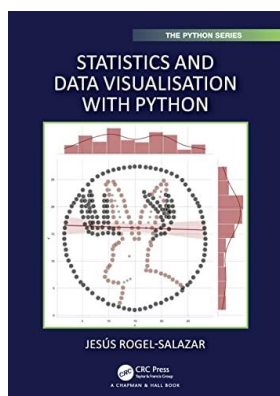
Call No. 302.231 MAR

Summary: In The Future Internet: How the Metaverse, Web3, and NFTs Will Transform Business & Society, acclaimed futurist, author, and digital strategist Bernard Marr delivers a compelling and engaging discussion of the technologies driving the impending—and ongoing—transformation of the internet, including blockchain, augmented reality (AR), and more.

[Click for more details](#)



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Sr. No. 89

Title: *Statistics and data visualisation with python* by Rogel-Salazar, Jesus

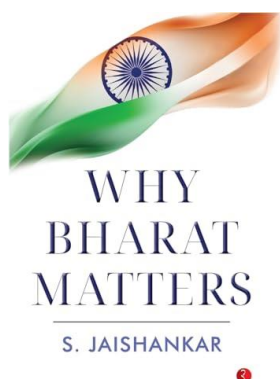
Boca Raton CRC Press 2023

Acc. No. 006447

Call No. 519.50285 ROG

Summary: Statistics and Data Visualisation with Python aims to build statistical knowledge from the ground up by enabling the reader to understand the ideas behind inferential statistics and begin to formulate hypotheses that form the foundations for the applications and algorithms in statistical analysis, business analytics, machine learning, and applied machine learning.

[Click for more details](#)



Sr. No. 90

Title: *Why Bharat matters* by Jaishankar, S

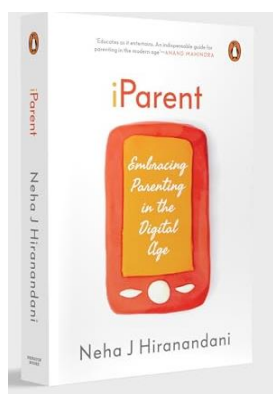
New Delhi Rupa Publications India Pvt. Ltd. 2024

Acc. No. 006448

Call No. 337.0954 JAI

Summary: In Why Bharat Matters, S. Jaishankar argues that while rising powers seek stability most of all, India must plan to rise amidst serious unpredictability. This process is also exceptional as it represents the rejuvenation of a civilizational state. Simultaneously, he also explains why foreign policy in a globalized world matters increasingly to all citizens in their daily lives. This book is a must-read for every Indian to understand and seriously reflect on the reality of our times that is becoming clearer with each passing day—that India matters because it is Bharat.

[Click for more details](#)



Sr. No. 91

Title: *iParent: embracing parenting in the digital age* by Hiranandani, Neha J

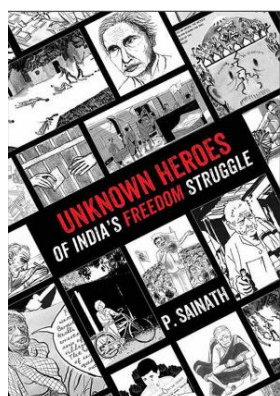
Haryana Penguin Random House India Pvt. Ltd. 2023

Acc. No. 006449

Call No. 004.068 HIR

Summary: This book decodes India's app generation and elevates the discussion beyond 'these kids and their phones!' Based on research, candid conversations and personal reflection, this timely book is a witty meditation on parenting in a digital world. Hilarious and informative in equal measure, iParent empowers you to connect with the new generation and guide them to cyber-safety without being a helicopter parent. No judgement, no preaching.

[Click for more details](#)



Sr. No. 92

Title: *Unknown heroes of India's freedom struggle* by Sainath, P

Chennai Tulika Books 2023

Acc. No. 006450

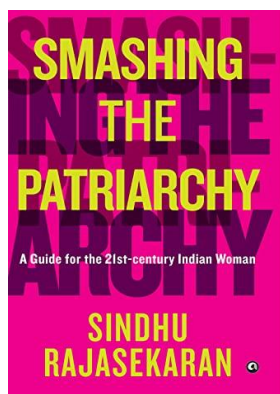
Call No. 954.035 SAI

Summary: This unique collection of graphic narratives by illustrators from across the country, in their distinctive styles, tells stories of 16 forgotten foot soldiers of India's freedom. Adapted from P. Sainath's meticulously collected chronicles, it honours their contributions. Coming from varied regions and communities, speaking different languages and practising diverse beliefs, these not-so-ordinary people were united by one cause – a free India.

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Sr. No. 93

Title: Smashing the patriarchy: a guide for the 21st-century Indian woman by Rajasekaran, Sindhu

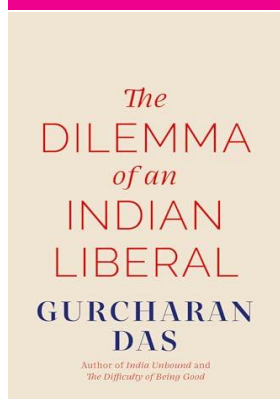
New Delhi Aleph Book Company 2021

Acc. No. 006451

Call No. 305.420954 RAJ

Summary: Smashing the Patriarchy explores how young Indian women from diverse backgrounds ingeniously overcome the patriarchy in their everyday lives. From beauty, body politics, and sexuality, to caste, power, and the paradox of choice, the book explores a wide range of women's issues and draws important connections between these. Smashing the Patriarchy is an astonishingly insightful exploration of the collective psyche of modern Indian women.

[Click for more details](#)



Sr. No. 94

Title: The dilemma of an Indian liberal by Das, Gurcharan

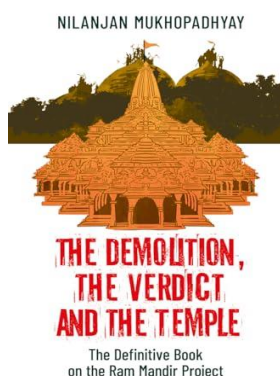
New Delhi Speaking Tiger Books LLP 2024

Acc. No. 006452

Call No. 322.1 DAS

Summary: Gurcharan Das has been a lifelong and passionate champion of both economic and political freedom. 'For over two centuries,' he writes, 'liberal democracies and free markets spread around the world to become the only sensible way to organize public life.' After years of the stifling 'license raj', he watched and celebrated India's long-delayed move towards a liberal order in the 1990s, as market reform and a maturing democratic process began to yield remarkable results, bringing prosperity and dignity to the many millions who had been denied both for decades.

[Click for more details](#)



Sr. No. 95

Title: The demolition the verdict and the temple: the definitive book on the Ram Mandir project by Mukhopadhyay, Nilanjan

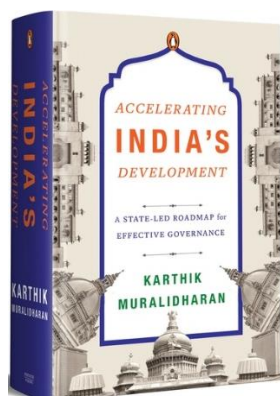
New Delhi Speaking Tiger Books LLP 2024

Acc. No. 006453

Call No. 954.2 MUK

Summary: In *The Demolition, the Verdict and the Temple*, Mukhopadhyay deliberates whether the opening of the Ram Mandir will really be the 'Epilogue'—or a new chapter in the Ayodhya saga. It is not mere coincidence that the temple will be 'unveiled' on 22 January, three days before India's 75th Republic Day, and just a few months prior to the eighteenth Lok Sabha elections. As Mukhopadhyay succinctly puts it, the BJP has always used Hindutva as a 'fallback plan'.

[Click for more details](#)



Sr. No. 96

Title: Accelerating India's development: a state-led roadmap for effective governance by Muralidharan, Karthik

Haryana Penguin Random House India Pvt. Ltd. 2024

Acc. No. 006454

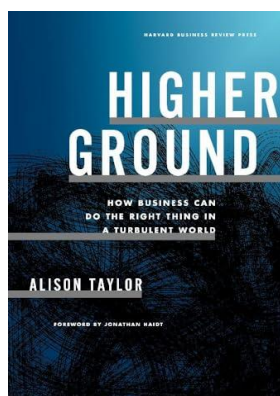
Call No. 338.954 MUR

Summary: Accelerating India's Development is addressed to all Indians—leaders, officials, entrepreneurs, teachers, students, citizens, and civil society—and provides an urgent call to action. It argues that building a more effective state is the great unfinished task of Indian democracy, because quality public services are key to translating the political equality of 'one person, one vote' into greater equality of opportunity for all Indians.

[Click for more details](#)



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Sr. No. 97

Title: Higher ground: how business can do the right thing in a turbulent world by Taylor, Alison

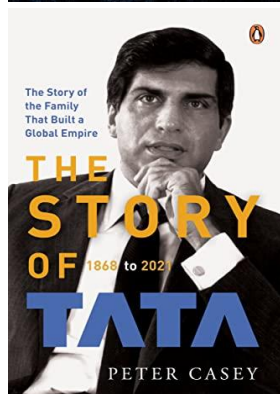
Boston Harvard Business Review Press 2024

Acc. No. 006455

Call No. 174.4 TAY

Summary: Higher Ground shows leaders how business can navigate this messy paradigm shift, build trust, and achieve long-term strategic advantage in a turbulent world. In this eye-opening, essential book, NYU Stern ethics professor Alison Taylor argues that amid stakeholder demands and transparency pressures, we can no longer treat ethics as merely a legal and reputational defense mechanism.

[Click for more details](#)



Sr. No. 98

Title: The story of tata 1868 to 2021: the story of the family that built a global empire by Casey, Peter

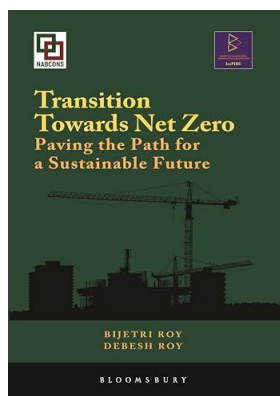
Haryana Penguin Random House India Pvt. Ltd. 2021

Acc. No. 006456

Call No. 338.80954 CAS

Summary: In this exclusive and authorized book, insiders of the Tata businesses open up to Peter Casey for the first time to tell the story. From its humble beginnings as a mercantile company to its growth as a successful yet philanthropic organization to its recent brush with Mistry, this is a book that every business-minded individual must read.

[Click for more details](#)



Sr. No. 99

Title: Transition towards net zero: paving the path for a sustainable future by Roy, Bijetri

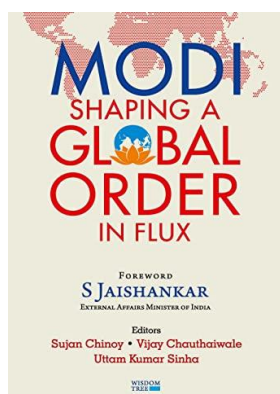
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2024

Acc. No. 006457

Call No. 690 ROY

Summary: This book emphasizes the critical need for ambitious and accelerated action in both climate change adaptation and robust mitigation efforts. Meeting the Paris Agreement's target of limiting global warming to 1.5°C demands that global greenhouse gas emissions peak before 2025, decrease by 43% by 2030, and achieve net-zero by 2050. While advanced economies like the US, the UK, the EU, and Japan aim for net-zero by 2050, emerging markets such as China and India set targets for 2060 and 2070.

[Click for more details](#)



Sr. No. 100

Title: Modi: shaping a global order in flux by Chinoy, Sujan

New Delhi Wisdom Tree 2023

Acc. No. 006458

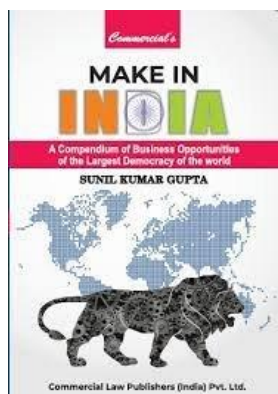
Call No. 923.954 CHI

Summary: Narendra Modis second term has been a lesson in acutely observing, re-evaluating and readjusting to a multitude of intertwined challenges, and building back even better Indias economic, industrial and healthcare sinews without compromising Indias interests. This volume examines a variety of emerging and evolving risks impacted and accelerated by the changing geopolitics, economic downturn, public health pressures, technology and innovation breakthroughs; and the existential challenges of climate change and its impact on resources

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 101

Title: Make in India: a compendium of business opportunities of the largest democracy of the world by Gupta, Sunil Kumar

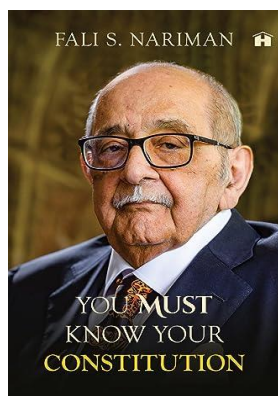
New Delhi Commercial Law Publishers (India) Pvt. Ltd.

Acc. No. 006459

Call No. 338.954 GUP

Summary: A comprehensive look at the evolution of “Make in India,” tracing its roots, its goals, and its impact on India’s economic landscape. We did our detailed research into the sectors that have seen significant growth and development under this initiative, including manufacturing, technology, and foreign direct investment.

[Click for more details](#)



Sr. No. 102

Title: You must know your constitution by Nariman, Fali S

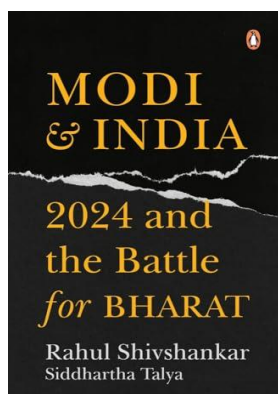
New Delhi Hay House Publishers (India) Pvt. Ltd. 2024

Acc. No. 006460

Call No. 342.08 NAR

Summary: You Must Know Your Constitution is an immensely readable and insightful compendium, inter alia, for judiciary aspirants, academicians, legal and administrative authorities, policymakers, research scholars, and students as well as for general readers who are interested in exploring the manifold facets of India’s core document of governance. The book traces the history and the origins of India’s document of governance and explains its provisions.

[Click for more details](#)



Sr. No. 103

Title: Modi & India: 2024 and the battle for bharat by Shivshankar, Rahul

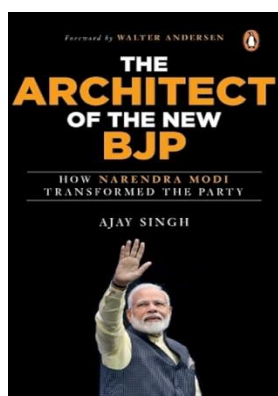
Haryana Penguin Random House India Pvt. Ltd. 2023

Acc. No. 006461

Call No. 923.954 SHI

Summary: Evocative, anecdotal, argumentative and deeply researched, Modi and India: 2024 and the Battle for Bharat chronicles the emergence of, and the battle for, a new republic in the making. The INDIA bloc has declared the 2024 election as the last opportunity to stop the rise of Modi and his idea of India.

[Click for more details](#)



Sr. No. 104

Title: Architect of the new BJP: how Narendra Modi transformed the party by Singh, Ajay

Haryana Penguin Random House India Pvt. Ltd. 2022

Acc. No. 006462

Call No. 923.954 SIN

Summary: The Architect of the New BJP uses in-depth research and concrete examples to explain how the BJP has transformed over the decades. It reveals lesser-known contributions, like Prime Minister Narendra Modi’s experiments with traditional methods of party-building, his keen eye for detail and the different innovative methodologies to expand the party.

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Sr. No. 105

Title: Sustainability through business innovation by Singh, D. B

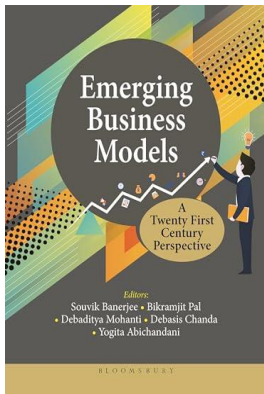
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2024

Acc. No. 006463

Call No. 658.408 SIN

Summary: Authored by leading scholars, practitioners, and experts, the comprehensive collection explores the pivotal role of innovation in addressing pressing global challenges. Navigating themes like sustainable business models, green technology integration, corporate social responsibility, and inclusive innovation, the book illuminates how businesses can emerge as potent catalysts for positive change.

[Click for more details](#)



Sr. No. 106

Title: Emerging business models: a twenty first century perspective by Banerjee, Souvik

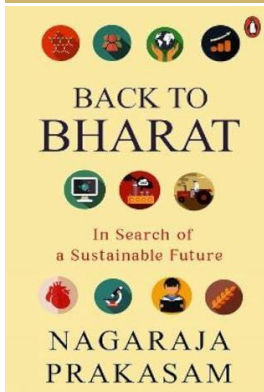
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2023

Acc. No. 006464

Call No. 658.4 BAN

Summary: In this book management research serves as the bridge between theory and practice, empowering enterprises to thrive in an ever-changing global economy. It stands as an invaluable resource for managers and leaders, equipping them to make the astute decisions and foster sustainable growth.

[Click for more details](#)



Sr. No. 107

Title: Back to Bharat: in search of sustainable future by Prakasam, Nagaraja

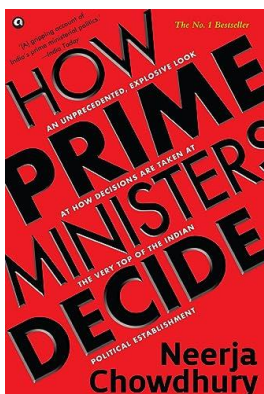
Haryana Penguin Random House India Pvt. Ltd. 2023

Acc. No. 006465

Call No. 338.954 PRA

Summary: The book illuminates many questions that are most relevant to our present dilemma, both in terms of economic development as well as environmental threats that compel us to look at more sustainable alternatives to patterns of production and consumption. It is a book that addresses the present economic dilemma for Indian entrepreneurs and consumers, looking at the past and present situation of both India and the developed world to find a way forward.

[Click for more details](#)



Sr. No. 108

Title: How prime ministers decide by Chowdhury, Neerja

New Delhi Aleph Book Company 2023

Acc. No. 006466

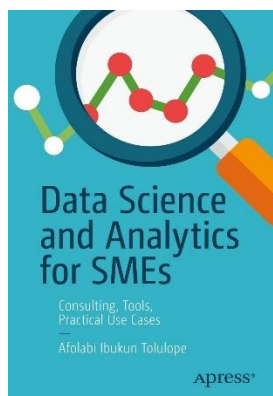
Call No. 923.20922 CHO

Summary: India's prime ministers have taken decisions that changed the course of the country's history. This book by Neerja Chowdhury, an award-winning journalist and political commentator, goes beyond the news headlines to provide an eye-opening account of how some of the most important political decisions in independent India were taken.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 109

Title: Data science and analytics for SMEs: consulting, tools, practical use cases by Tolulope, Afolabi Ibukun

New York Apress 2025

Acc. No. 006467

Call No. 658.40301 TOL

Summary: This book uses a do-it-yourself approach to analytics and introduces tools that are easily available online and are non-programming based. Data science will allow SMEs to understand their customer loyalty, market segmentation, sales and revenue increase etc. more clearly. Data Science and Analytics for SMEs is particularly focused on small businesses and explores the analytics and data that can help them succeed further in their business.

[Click for more details](#)

WORLD SCIENTIFIC LOW PRICE EDITION
Marketing Analytics
A Practitioner's Guide to Marketing Analytics
and Research Methods



Ashok Charan

World Scientific

Sr. No. 110

Title: Marketing analytics: a practitioner's guide to marketing analytics and research methods by Charan, Ashok

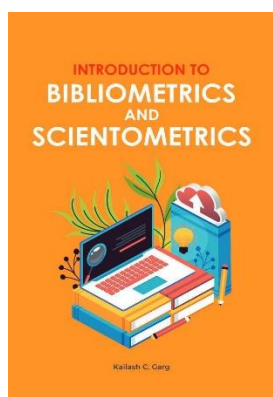
Singapore World Scientific Publishing 2023

Acc. No. 006468

Call No. 658.83 CHA

Summary: Marketing Analytics is a practitioner's guide to marketing management in the 21st century. The text devotes considerable attention to the way market analytic techniques and market research processes are being refined and re-engineered. Written by a marketing veteran, it is intended to guide marketers as they craft market strategies, and execute their day to day tasks.

[Click for more details](#)



Sr. No. 111

Title: Introduction to bibliometrics and scientometrics by Garg, Kailash C

New Delhi Ess Ess Publications 2023

Acc. No. 006469

Call No. 020.72 GAR

Summary: This book is the result of author's research experience of more than three decades in the area of bibliometrics and scientometrics having more than 100 papers published on different aspects of bibliometrics and scientometrics to his credit. It is hoped that the book will be useful to students and professionals of library and information science and to scholars engaged in research in bibliometrics and scientometrics, science policy makers, administrators, academics and academic employers.

[Click for more details](#)

Sr. No. 112

Title: Understanding research for business students by Mratinkovic, Aleksandar

New York 3G E-Learning LLC 2022

Acc. No. 006470

Call No. 658.0072 MRA

Summary: This concise and practical guide explores the use of research in business and management, introduces students to the business research methods in business mainly centered on statistical aspects. It also provides experience in designing questionnaires and report writing. Address the complex challenges of conducting research in the business and management professions.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 113

Title: How to get published and win research funding by: Day, Abby

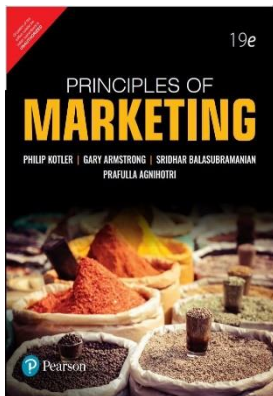
Oxon Routledge 2023

Acc. No. 006471

Call No. 808.02 DAY

Summary: This book draws on the first and second editions of two international bestsellers, How to Get Research Published in Journals and Winning Research Funding. Based on original research with editors, funders, and successful academics, plus two decades of running international workshops on publishing and funding, Professor Day has now updated and merged these two critically acclaimed texts.

[Click for more details](#)



Sr. No. 114

Title: Principles of marketing by Kotler, Philip

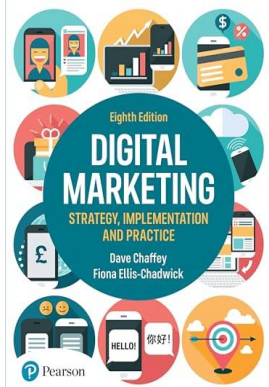
Noida Pearson India Education Services Pvt. Ltd. 2023

Acc. No. 006472

Call No. 685.8 KOT

Summary: The text has been thoroughly revised to reflect the major trends and forces impacting marketing in this era of customer value and high-tech customer relationships. Emphasizing the great role that social media and technology play in contemporary marketing, it's packed with new stories and examples illustrating how companies employ innovative techniques to gain competitive advantage—from traditional marketing all-stars to new-age digital competitors.

[Click for more details](#)



Sr. No. 115

Title: Digital Marketing: strategy, implementation and practice by Chaffey, Dave

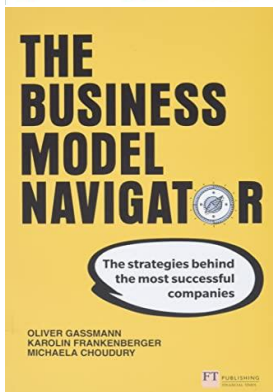
Harlow Pearson Education Limited 2022

Acc. No. 006473

Call No. 658.872 CHA

Summary: Digital Marketing, 8th edition is the most comprehensive guide in the field, providing you with the latest strategies, techniques, and online trends. This book will help you learn more about the success factors in digital marketing, with case studies from cutting-edge companies linking marketing theory with practice. The range of questions, exercises, and self-assessments will help you develop key skills you will later need in the workplace, making this textbook a must-have guide for students.

[Click for more details](#)



Sr. No. 116

Title: The business model navigator: the strategies behind the most successful companies by Gassmann, Oliver

Harlow Pearson Education Limited 2020

Acc. No. 006474

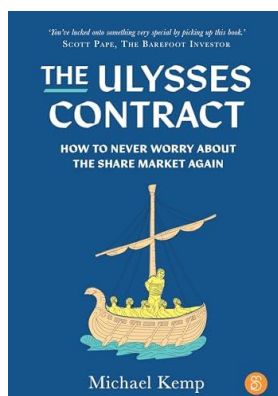
Call No. 658.4012 GAS

Summary: This book builds on the well-known methodology of the first edition to allow you to innovate, test and implement new business models within your industry. Discover the idea of business model innovation, from structuring the process of innovation of a company's business model to encouraging outside-the-box thinking. With expert authors, The Business Model Navigator combines learning research with evidence of high practical impact, allowing you to master the transformation journey and lead your business to success.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 117

Title: The Ulysses contract: how to never worry about the share market again by Kemp, Michael

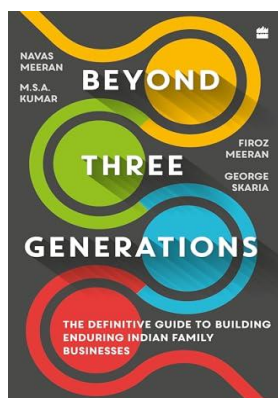
New Delhi Macmillan 2023

Acc. No. 006475

Call No. 658.8 KEM

Summary: The Ulysses Contract uses this analogy to warn of the 'sirens' that tempt investors to part with their money. Drawing on his own decades of investing and research into financial literature dating back hundreds of years, Michael Kemp shows how to put in place a successful investment plan that embodies discipline, consistency and patience.

[Click for more details](#)



Sr. No. 118

Title: Beyond three generations: the definitive guide to building enduring Indian family businesses by Meeran, Navas

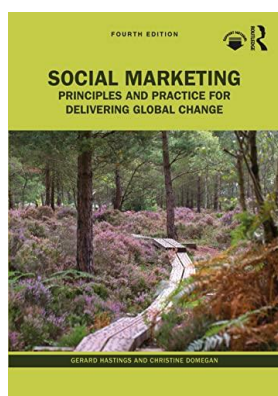
Haryana Harper Business 2024

Acc. No. 006476

Call No. 658.3 MEE

Summary: In this book authors document how these companies started small, built solid foundations, set up systems and processes, and established a culture that would last. They use their keen insight and expertise to reveal not only the critical drivers that help create lasting organizations, but also how one can balance the two key dimensions to building any family business-family and business.

[Click for more details](#)



Sr. No. 120

Title: Social marketing: principles and practice for delivering global change by Hastings, Gerard

Oxan Routledge 2023

Acc. No. 006478

Call No. 658.8 HAS

Summary: This textbook has been fully updated to enable you to challenge the bad, champion the good and enact meaningful change. Fresh content on climate breakdown, inequality and diversity, public health and poverty, the critical capacity to analyse the origins, workings and future of our economic system, contemporary case studies from around the world demonstrating how change happens and reflective questions and critical thinking tasks to aid understanding

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya

WORLD SCIENTIFIC LOW PRICE EDITION
SECOND EDITION

Global Marketing Management System



Includes CD/MP3 Subscription, www.gmms.com
Basil Janavaras • Suresh George

World Scientific

Sr. No. 121

Title: Global marketing management system by Janavaras, Basil

Singapore World Scientific Publishing 2024

Acc. No. 006479

Call No. 658.848 JAN

Summary: The book aims to provide a structure, platform, tools and a systematic step-by-step process designed to support the creation of a strategic and applied oriented methodology to global business planning and strategy formulation. It introduces the GMMS process as a demonstration of a successful application of using web-based tools in teaching international business.

[Click for more details](#)

Sr. No. 122

Title: The crisis of democratic capitalism by Wolf, Martin

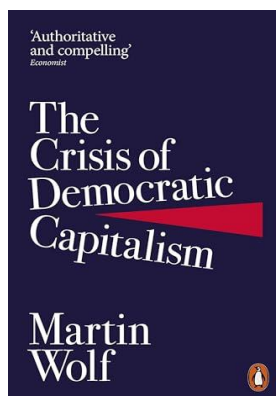
UK London Penguin Random House 2024

Acc. No. 006480

Call No. 320.51 WOL

Summary: This book is a forceful rejoinder to both views. It analyses how the marriage between capitalism and democracy has become so fraught and yet insists that a divorce would be an almost unimaginable calamity. Wolf's superb exploration of their marriage shows us how citizenship and a shared faith in the common good are not romantic slogans but the essential foundation of our economic and political freedom.

[Click for more details](#)



Sr. No. 123

Title: What went wrong with capitalism by Sharma, Ruchir

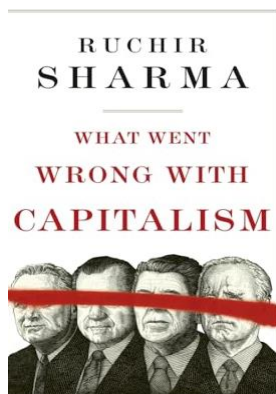
UK London Penguin Random House 2024

Acc. No. 006481

Call No. 320.51 SHA

Summary: What went wrong with capitalism? Ruchir Sharma's explanation is unlike any you have heard before. Progressives are partly right when they mock modern capitalism as "socialism for the rich," but what really happened in recent decades is that government in developed nations expanded in just about every measurable dimension, from spending and regulation to the sheer scale of its rescues each time the economy wobbled.

[Click for more details](#)



Sr. No. 124

Title: Power and prediction: the disruptive economics of artificial intelligence by Agrawal, Ajay

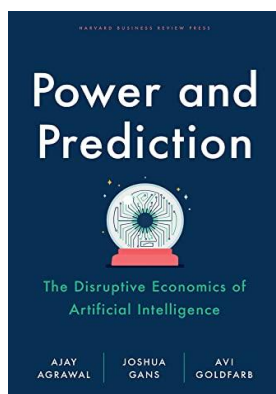
Boston Harvard Business Review Press 2022

Acc. No. 006482

Call No. 006.33 AGA

Summary: Power and Prediction, they go deeper, examining the most basic unit of analysis: the decision. The authors explain that the two key decision-making ingredients are prediction and judgment, and we perform both together in our minds, often without realizing it. The rise of AI is shifting prediction from humans to machines, relieving people from this cognitive load while increasing the speed and accuracy of decisions.

[Click for more details](#)





भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 125

Title: *Microeconomics by Acemoglu, Daron*

Noida Pearson India Education Services Pvt. Ltd. 2023

Acc. No. 006483

Call No. 338.5 ACE

Summary: In this book author use real economic questions and data to help students learn about the world around them. Taking a fresh approach, the authors use the themes of optimization, equilibrium and empiricism to illustrate the power of simple economic ideas, and their ability to explain, predict, and improve what happens in the world. Each chapter begins with an empirical question that is later answered using data in the Evidence-Based Economics feature.

[Click for more details](#)



Sr. No. 126

Title: *The microeconomics anti-textbook: a critical thinker's guide by Hill, Rod*

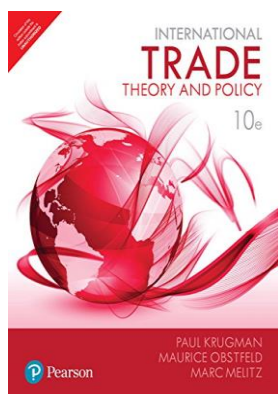
New York Bloomsbury Publishing Plc 2024

Acc. No. 006484

Call No. 338.5 HIL

Summary: The Microeconomics Anti-Textbook demonstrates this to be a myth – one which serves to make such textbooks not only off-puttingly bland, but also dangerously misleading in their justification of the status quo and neglect of alternatives. In this textbook and show that real economics is far more interesting - and subversive - than the simplistic version presented to students.

[Click for more details](#)



Sr. No. 127

Title: *International trade: theory and policy by Krugman, Paul R*

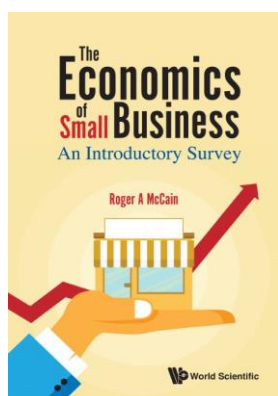
Noida Pearson India Education Services Pvt. Ltd. 2023

Acc. No. 006485

Call No. 382.71 KRU

Summary: This book provides engaging, balanced coverage of the key concepts and practical applications of the discipline. An intuitive introduction to international trade theory is followed by detailed coverage of policy applications. With this new tenth edition, the author team of Nobel Prize-winning economist Paul Krugman, renowned researcher Maurice Obstfeld, and Marc Melitz of Harvard University continues to set the standard for International Trade courses.

[Click for more details](#)



Sr. No. 128

Title: *The economics of small business: an introductory survey by McCain, Roger A*

Singapore World Scientific Publishing 2024

Acc. No. 006486

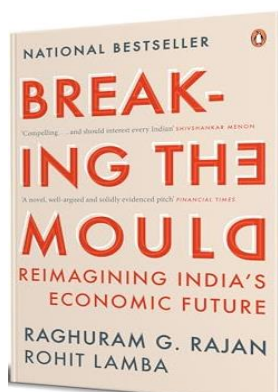
Call No. 338.64 MCC

Summary: This book covers the economics of organization, the role of the family in small business, human capital and nonpecuniary motivation, together with the relationship of small business to entrepreneurship and growth. Public policy toward small business is discussed with an emphasis on the United States, together with comparisons and contrasts of many other countries.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 129

Title: *Breaking the mould: reimagining India's economic future* by Rajan, Raghuram G

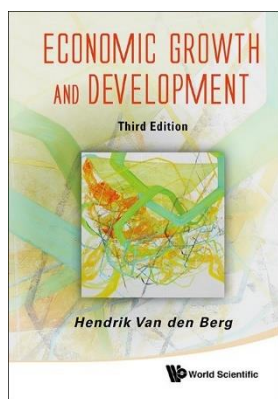
Haryana Penguin Random House India 2023

Acc. No. 006487

Call No. 330.954 RAJ

Summary: In this book, the authors explain how we can accelerate economic development by investing in our people's human capital, expanding opportunities in high-skilled services and manufacturing centred on innovative new products, and making India a ferment of ideas and creativity. India's democratic traditions will support this path, helped further by governance reforms, including strengthening our democratic institutions and greater decentralization.

[Click for more details](#)



Sr. No. 130

Title: *Economic growth and development* by Berg, Hendrik Van Den

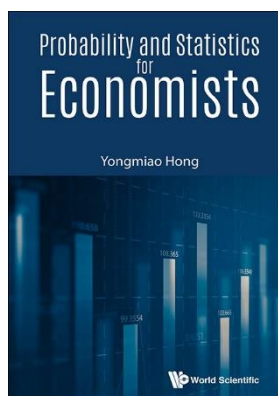
Singapore World Scientific Publishing 2024

Acc. No. 006488

Call No. 338.9 BER

Summary: The textbook's unique feature is its focus on the natural environment. Both the historical effects of economic development on the environment and the environmental constraints on future economic development are thoroughly discussed in two chapters on environmental issues and policies. The textbook is inter-disciplinary: knowledge from fields such as sociology, psychology, political science, economic history, and ecology is called on to enhance the economic analysis.

[Click for more details](#)



Sr. No. 131

Title: *Probability and statistics for economists* by Hong, Yongmiao

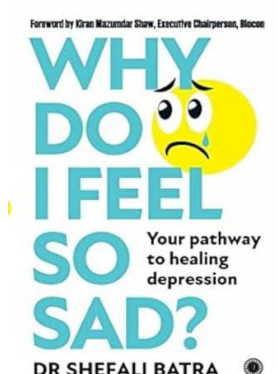
Singapore World Scientific Publishing 2024

Acc. No. 006489

Call No. 330.015195 HON

Summary: This textbook covers probability theory and statistical theory in a coherent framework that will be useful in graduate studies in economics, statistics and related fields. As a most important feature, this textbook emphasizes intuition, explanations and applications of probability and statistics from an economic perspective.

[Click for more details](#)



Sr. No. 132

Title: *Why do I feel so sad?: your pathway to healing depression* by Batra, Shefali

Mumbai Jaico Publishing House 2023

Acc. No. 006490

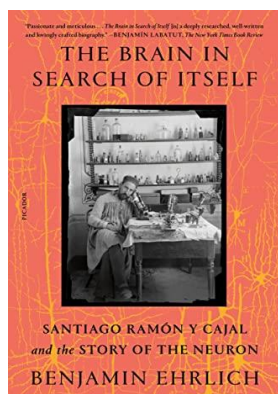
Call No. 152.4 BAT

Summary: In *Why Do I Feel So Sad?* acclaimed psychiatrist Dr. Shefali Batra explains the multidimensional causality of depression and its many faces. Through this book Dr. Batra hopes to reach out to as many people as possible and spread awareness about those persistent blues that could come with tragic consequences if left undiagnosed.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 133

Title: The brain in search of itself: santiago ramon y cajal and the story of the neuron by Ehrlich, Benjamin

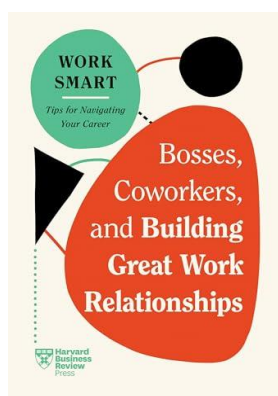
New York Picador 2022

Acc. No. 006491

Call No. 612.8233092 EHR

Summary: Benjamin Ehrlich's The Brain in Search of Itself is the first major biography in English of this singular figure, whose scientific odyssey mirrored the rocky journey of his beloved homeland of Spain into the twentieth century. Born into relative poverty in a mountaintop hamlet, Cajal was an enterprising and unruly child whose ambitions were both nurtured and thwarted by his father, a country doctor with a flinty disposition.

[Click for more details](#)



Sr. No. 134

Title: Bosses, coworkers, and building great work relationships by Harvard Business Review Press

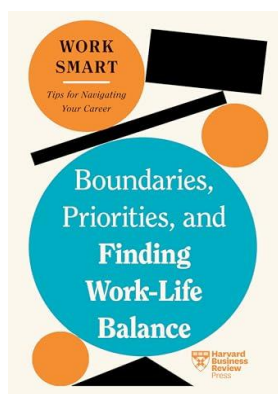
Boston Harvard Business Review Press 2024

Acc. No. 006492

Call No. 331.01 HAR

Summary: Bosses, Coworkers, and Building Great Work Relationships is filled with practical advice from HBR experts who can help you answer questions like: What's the best way to have a tough conversation with my boss?, How do I connect with people and make real friends at work? When should I opt into (or out of) office politics?, How can I build a strong professional network?

[Click for more details](#)



Sr. No. 135

Title: Boundaries, priorities, and finding work-life balance by Harvard Business Review Press

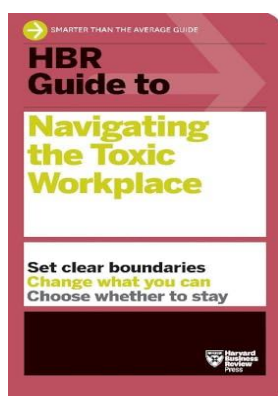
Boston Harvard Business Review Press 2024

Acc. No. 006493

Call No. 306.3 HAR

Summary: The HBR Work Smart Series features the topics that matter to you most in your early career, including being yourself at work, collaborating with (sometimes difficult) colleagues and bosses, managing your mental health, and weighing major job decisions. The HBR Work Smart Series books are your practical guides to stepping into your professional life and moving forward with confidence.

[Click for more details](#)



Sr. No. 136

Title: HBR guide to navigating the toxic workplace by Harvard Business Review Press

Boston Harvard Business Review Press 2024

Acc. No. 006494

Call No. 158.7 HAR

Summary: The HBR Guide to Navigating the Toxic Workplace will help you set boundaries and change what you can while maintaining your mental health and self-respect through some of the toughest interpersonal challenges you'll face at work. Recognize what's fixable, help bring problems to light, keep your performance up, protect your reputation and your career, prevent a toxic culture from infecting your team, rebuild trust and psychological safety and move on if you choose, without burning bridges.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 137

Title: HBR guide to your job search by Harvard Business Review Press

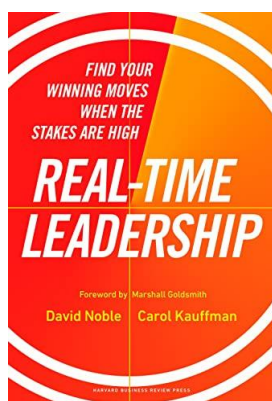
Boston Harvard Business Review Press 2024

Acc. No. 006495

Call No. 650.14 HAR

Summary: The HBR Guide to Your Job Search is here to help. Whether you're new to the workforce or have a well-established career, this book contains practical advice for navigating your job hunt. Structure your search strategically, Translate your strengths into a strong personal story, Activate your network to find opportunities, Write a résumé that gets callbacks, Craft answers to common interview questions and Set yourself up for success in your new role

[Click for more details](#)



Sr. No. 138

Title: Real time leadership: find your winning moves when the stakes are high by Nobel, David

Boston Harvard Business Review Press 2023

Acc. No. 006496

Call No. 658.4092 NOB

Summary: In this book Author bring decades of experience coaching thousands of leaders, along with a deep base of research, to show why their unique two-on-one coaching method works and how it's done. The MOVE framework comes to life in these pages through the personal stories of real leaders living through their own crucible moments. Real-Time Leadership is a compelling and demystifying look at how the MOVE framework delivered positive results for them

[Click for more details](#)

Sr. No. 139

Title: HRD and OD for managers: building individual and organizational effectiveness by Purohit, Surabhi

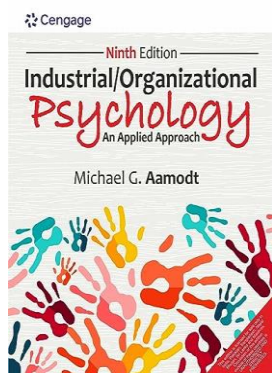
Mumbai Kabdwal Book International 2024

Acc. No. 006497

Call No. 658.3 PUR

Summary: This book includes: Basic knowledge on use of instruments, a range of instruments for personal and interpersonal skills, building team effectiveness in organisations. Added information on 'reliability and validity' in several instruments. This book caters to Indian HRD Professionals, Trainers, Consultants and Researchers.

[Click for more details](#)



Sr. No. 140

Title: Industrial organizational psychology: an applied approach by Aamodt, Michael G

Delhi Cengage Learning India Pvt. Ltd 2023

Acc. No. 006498

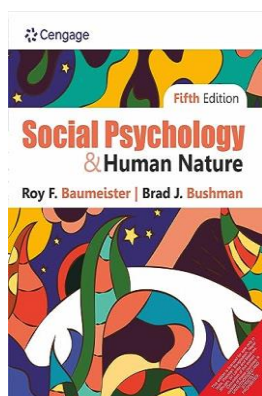
Call No. 158.7 AAM

Summary: This book presents the latest developments and technology in use as the award-winning author balances recent research and proven theory with practical application. You master critical skills as you analyze in-depth topics such as interview survival, creating job descriptions, performance appraisals, the latest employment law, job satisfaction, work motivation and leadership.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 141

Title: Social psychology and human nature by Baumeister, Roy F

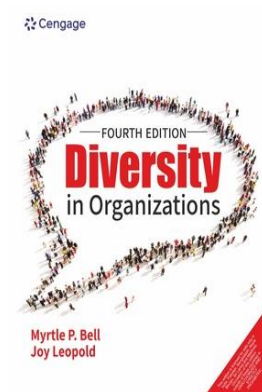
Delhi Cengage Learning India Pvt. Ltd. 2023

Acc. No. 006499

Call No. 302 BAU

Summary: SOCIAL PSYCHOLOGY AND HUMAN NATURE can help you understand one of the most interesting topics of all -- the sometimes bizarre and baffling but always fascinating diversity of human behavior, and how and why people act the way they do. Thoroughly updated with the latest research and thinking, the new edition includes expanded coverage of social media use and loneliness, findings on mimicry, nonbinary gender theory, anti-LGBTQ+ prejudice and more.

[Click for more details](#)



Sr. No. 142

Title: Diversity in organizations by Bell, Myrtle P

Delhi Cengage Learning India Pvt. Ltd. 2022

Acc. No. 006500

Call No. 658.3008 BEL

Summary: This book guides you through differences in age, disability status, national origin, race, sex, weight and appearance as well as sexual orientation and gender identity. You examine groups that are often devalued and learn how dominant and non-dominant group members can work toward diversity and inclusion. Recent interviews and new profiles introduce diversity-focused careers and prepare you to prioritize diversity, no matter what your professional position.

[Click for more details](#)



Sr. No. 143

Title: Thriving in a male-dominated workplace: woman at work by Harvard Business Review Press

Boston Harvard Business Review Press 2023

Acc. No. 006501

Call No. 331.4 HAR

Summary: Thriving in a Male-Dominated Workplace provides the advice you need to ensure your professional growth in roles and industries that have traditionally been filled by and controlled by men. This book will inspire you to: Find support across the organization, overcome impostor syndrome and self-doubt, speak up for yourself and your accomplishments and build a better culture--once and for all

[Click for more details](#)



Sr. No. 144

Title: The diary of a CEO: the 33 laws of business and life by Bartlett, Steven

London Penguin Random House 2023

Acc. No. 006502

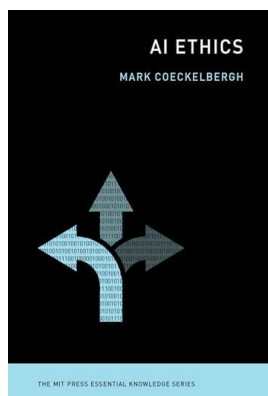
Call No. 650.10 BAR

Summary: This is not a book about business strategy. Strategy changes like the seasons. They are rooted in psychology and behavioral science, are based on the wisdom of tens of thousands of people I've surveyed across every continent and age group, and of course, drawn from the conversations I've had on my chart-topping podcast with the world's most successful people.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 145

Title: AI ethics by Coeckelbergh, Mark

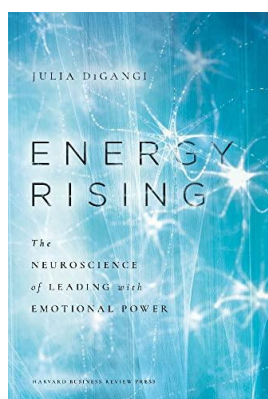
Cambridge MIT Press 2020

Acc. No. 006503

Call No. 170 COE

Summary: In this book author explains the technology of AI, describing different approaches and focusing on machine learning and data science. He offers an overview of important ethical issues, including privacy concerns, responsibility and the delegation of decision making, transparency, and bias as it arises at all stages of data science processes. He also considers the future of work in an AI economy. Finally, he analyzes a range of policy proposals and discusses challenges for policymakers. He argues for ethical practices that embed values in design, translate democratic values into practices and include a vision of the good life and the good society.

[Click for more details](#)



Sr. No. 146

Title: Energy rising: the neuroscience of leading with emotional power by Digangi, Julia

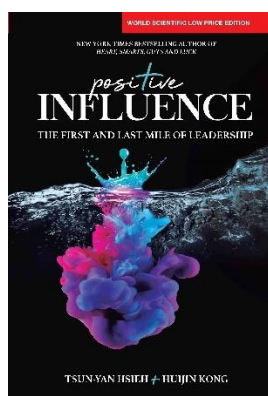
Boston Harvard Business Review Press 2023

Acc. No. 006504

Call No. 616.89 DIG

Summary: Energy Rising offers you a provocative and neuroscientifically accurate path to greater emotional power, influence, and connection, both at work and at home. Your drive to create change, catalyze impact, and build relationships all come from neuroelectrical energy--real, electrical impulses--firing in your brain. Who you are as a person depends on how you work with this energy. When this energy rises within you, you feel empowered and dynamic. But when this energy falls, you feel down, stressed, and defeated.

[Click for more details](#)



Sr. No. 147

Title: Positive influence: the first and last mile of leadership y: Hsieh, Tsun-Yan

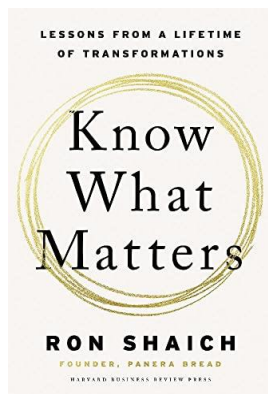
New Jersey World Scientific Publishing 2024

Acc. No. 006505

Call No. 158.7 HSI

Summary: This book is a bold attempt to reconnect us to our humanity and to each other by a type of influence the authors call +Influence (Positive Influence). In essence, +Influence effectuates mutually beneficial outcomes. With it, you can do well for yourself and do good to others. Positive Influence: The First and Last Mile of Leadership will inspire you to hone +Influence into a craft over time that will propel your career and personal relationships, with more of your humanity gaining greater expressions in every moment of influence

[Click for more details](#)



Sr. No. 148

Title: Know what matters: lessons from a lifetime of transformations by Shaich, Ron

Boston Harvard Business Review Press 2023

Acc. No. 006506

Call No. 658.421 SHA

Summary: In this book author offers clear-headed lessons for the entire life cycle of an enterprise, from bootstrapping a startup to going public to managing large companies to selling a business. And the relevance of his message doesn't end in the boardroom. He challenges readers to grapple with how the business impacts life, sharing his own struggles and setbacks with as much candor as he describes his successes.

[Click for more details](#)

Sr. No. 149

New Arrival of Books November – 2024



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



How to Calm Your Mind

Finding Peace and Productivity in Anxious Times

Chris Bailey
Bestselling Author of *Hyperfocus*

Title: How to calm your mind: finding peace and productivity in anxious times by Bailey, Chris

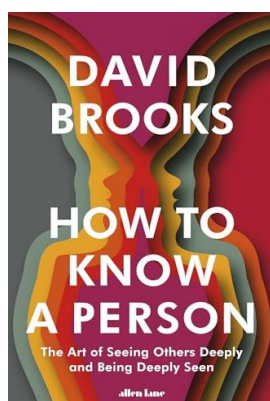
London Macmillan 2022

Acc. No. 006507

Call No. 152.4 BAI

Summary: How to Calm Your Mind covers are: how analogue and digital worlds affect calm and anxiety in different ways, how our desire for dopamine breeds anxiety, how hidden sources of stress can be tamed by a 'stimulation fast', how 'busyness' is as much a state of mind as it is an actual state of life.

[Click for more details](#)



Sr. No. 150

Title: How to know a person: the art of seeing others deeply and being deeply seen by Brooks, David

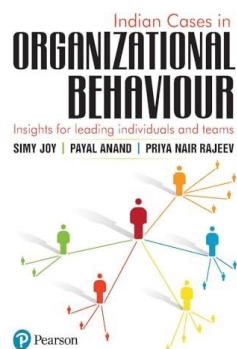
New York Penguin Random House 2023

Acc. No. 006508

Call No. 302 BRO

Summary: In How to Know a Person, Brooks sets out to help us to do better, posing questions that are essential for all of us. If you want to know a person, what kind of attention should you cast on them? What kind of conversations should you have? What parts of a person's story should you pay attention to?

[Click for more details](#)



Sr. No. 151

Title: Indian cases in organizational behaviour: insights for leading individuals and teams by Joy, Simy

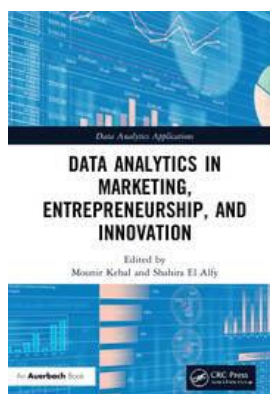
Noida Pearson India Education Services Pvt. Ltd, 2024

Acc. No. 006509

Call No. 658.3 JOY

Summary: This book complements core textbooks by providing case studies for analysis. To mirror actual behavioural dynamics of managers and teams as closely as possible, the text covers managerial experiences from a range of sectors, geographies, and organization types. The text is intended to enable the students to apply the concepts in organizational and managerial scenarios to understand them more systematically, and also to glean insights with respect to nuances that may be uniquely Indian.

[Click for more details](#)



Sr. No. 152

Title: Data analytics in marketing, entrepreneurship, and innovation by Kehal, Mounir

Boca Raton CRC Press 2021

Acc. No. 006510

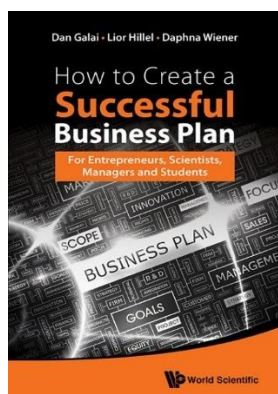
Call No. 658.472 KEH

Summary: Data Analytics in Marketing, Entrepreneurship, and Innovation covers techniques, processes, models, tools, and practices for creating business opportunities through data analytics. The book gives researchers and practitioners insight into how data analytics is used in the areas of innovation, entrepreneurship, and marketing. Innovation analytics helps identify opportunities to develop new products and services, and improve existing methods of product manufacturing and service delivery

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Sr. No. 153

Title: How to create a successful business plan: for entrepreneurs, scientists, managers and students by Galai, Dan

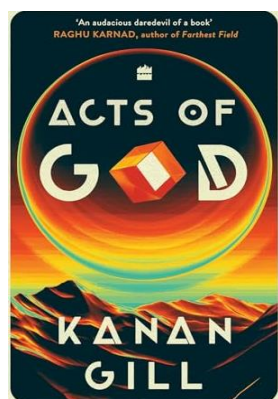
Singapore World Scientific Publishing 2024

Acc. No. 006511

Call No. 658.4 GAL

Summary: How to Create a Successful Business Plan is about dynamic planning for businesses and provides a structured approach to business planning that focuses on the main components of the business model, while addressing key issues often raised by investors and potential business partners. It gives the company order and structure and helps managers optimize team integration and resources. The book provides a framework in which professionals from a broad range of backgrounds can work together on a successful business plan.

[Click for more details](#)



Sr. No. 154

Title: Acts of God by Gill, Kanan

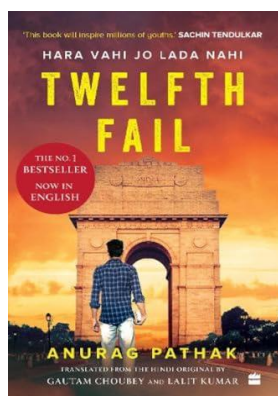
Gurugram HarperCollins Publishers 2024

Acc. No. 006512

Call No. 813.54 GIL

Summary: Acts of God marks the evolution of one of India's finest comedic voices. Author wildly entertaining and moving debut novel, a sentient wall struggles with the limits of its artistic expression, a lapel pin's habit of always giving truthful advice results in utter chaos, a Danish police officer becomes the enlightened leader of a worldwide group of Science Haters and a pill is developed to cure the human condition.

[Click for more details](#)



Sr. No. 155

Title: Twelfth fail: hara vahi jo lada nahi by Pathak, Anurag

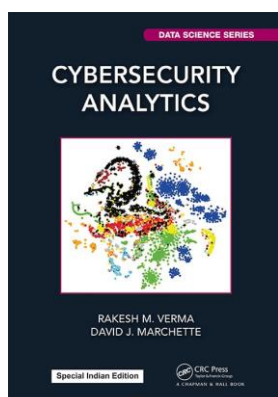
Gurugram HarperCollins Publishers 2021

Acc. No. 006513

Call No. 823 PAT

Summary: How does a village student, living with uncertainty about his next meal or home, who failed his boards, go on to a career in the civil services? With integrity, inventiveness, and a never-say-die spirit. In IPS officer Manoj Kumar Sharma's case, there was also the promise of love. Twelfth Fail is his extraordinary story, the gripping narrative of a man who put his heart and soul into making the impossible possible.

[Click for more details](#)



Sr. No. 156

Title: Cybersecurity analytics by Verma, Rakesh M

Boca Raton CRC Press 2020

Acc. No. 006514

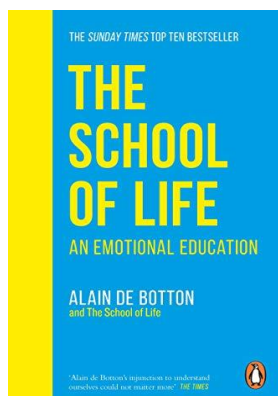
Call No. 005.8 VER

Summary: Cybersecurity Analytics is for the cybersecurity student and professional who wants to learn data science techniques critical for tackling cybersecurity challenges, and for the data science student and professional who wants to learn about cybersecurity adaptations. This book can let you do it on your own. Numerous examples and datasets links are included so that the reader can "learn by doing." Anyone with a basic college-level calculus course and some probability knowledge can easily understand most of the material.

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Sr. No. 157

Title: The school of life: an emotional education by Botton, Alain, de

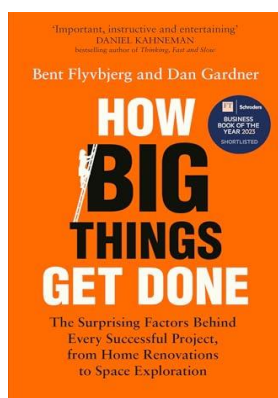
India Penguin Random House 2020

Acc. No. 006515

Call No. 152.4 BOT

Summary: This is a book about everything you were never taught at school. It's about how to understand your emotions, find and sustain love, succeed in your career, fail well and overcome shame and guilt. The School of Life is the ultimate guide to the emotionally fulfilled lives we all long for - and deserve.

[Click for more details](#)



Sr. No. 158

Title: How big things get done: the surprising factors behind every successful project, from home renovations to space exploration by Flyvbjerg, Bent

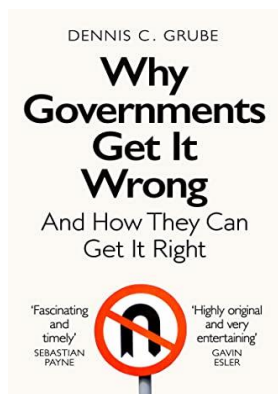
New York Macmillan 2023

Acc. No. 006516

Call No. 658.4 FLY

Summary: In How Big Things Get Done, he identifies the errors that lead projects to fail, and the research-based principles that will make yours succeed: Understand your odds. If you don't know them, you won't win. Plan slow, act fast. Getting to the action quick feels right. But it's wrong. Think right to left. Start with your goal, then identify the steps to get there. Find your Lego.

[Click for more details](#)



Sr. No. 159

Title: Why governments get it wrong: and how they can get it right by Grube, Dennis C

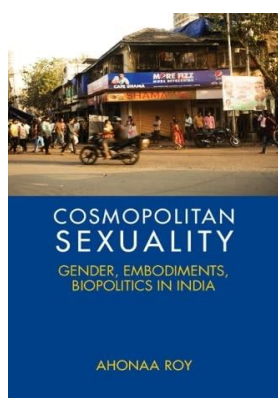
London Pan Books 2023

Acc. No. 006517

Call No. 320 GRU

Summary: In Why Governments Get It Wrong, Cambridge's Professor Dennis C. Grube gives a timely and incisive examination of the pitfalls, failures and successes of those in power around the world. With insight and wit, Grube explains how governments can improve their decision-making and, by examining fascinating case studies, he highlights the key factors that make for effective government.

[Click for more details](#)



Sr. No. 160

Title: Cosmopolitan sexuality: gender, embodiments, biopolitics in India by Roy, Ahonaa

New York Cambridge University Press 2022

Acc. No. 006518

Call No. 306.76 ROY

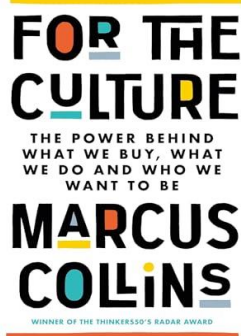
Summary: The book is relevant to contemporary embodiment studies – the invasive means of desiring corporeal reconstruction on one hand, and dress, ornamentation, and makeup on the other. Transgressive politics are discursively and materially constructed to their everydayness and their unique ways of re-representation. 'Health' is viewed in new dynamics of shared knowledges and communicative practices that has enabled building fresh arguments around community and public health, with new visions of the anthropologies of empowerment.

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"ENRAGING, YOU MIGHT BE UP ALL NIGHT READING IT!"
SCOTT GALLOWAY, BESTSELLING AUTHOR OF THE FOUR



Sr. No. 161

Title: For the culture: the power behind what we buy, what we do, and who we want to be by Collins, Marcus

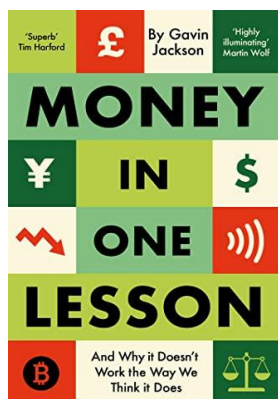
London Macmillan Business 2024

Acc. No. 006519

Call No. 658.8 COL

Summary: In For the Culture, Marcus Collins argues that to inspire communities, we first need to think hard about how we appeal to their values and what we will contribute to their culture. With a deep perspective based on a century's worth of data, Collins breaks down the many ways in which culture influences behaviour. Using captivating stories from his own life as a top.

[Click for more details](#)



Sr. No. 162

Title: Money in one lesson: and why it doesn't work the way we think it does by Jackson, Gavin

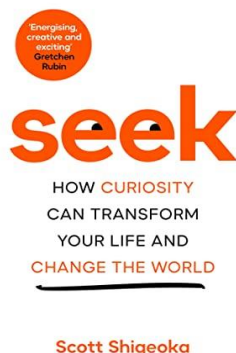
London Pan Books 2023

Acc. No. 006520

Call No. 332.4 JAC

Summary: In Money in One Lesson, Gavin Jackson answers the most important questions on what money is and how it shapes our world, drawing on vivid examples from throughout history to demystify and show how societies and its citizens, both past and present, are always entwined with matters of money.

[Click for more details](#)



Sr. No. 163

Title: Seek: how curiosity can transform your life and change the world by Shigeoka, Scott

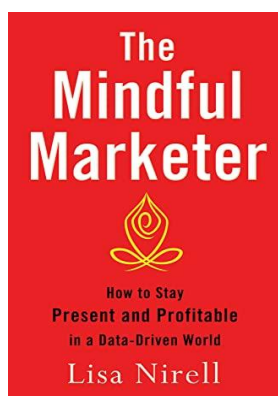
London Macmillan 2023

Acc. No. 006521

Call No. 155.2 SHI

Summary: Seek shows us how to unlock deep curiosity, strengthen this fundamental human skill and build the courage be transformed by the people, places, and experiences we encounter. A must-read for our times, this book will help you to shift your perspective, understand differences and lead a more curious life.

[Click for more details](#)



Sr. No. 164

Title: The mindful marketer: how to stay present and profitable in a data-driven world by Nirell, Lisa

New York Palgrave Macmillan 2014

Acc. No. 006522

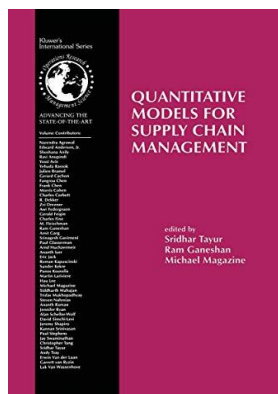
Call No. 658.8 NIR

Summary: This book shares mindfulness strategies that can help marketers regain their focus, stay more calm, and improve decision making, explains how organizations everywhere can help their employees thrive at work through many CMO stories and recommends pausing and cultivating awareness to improve engagement, job contentment, and quality of life.

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Sr. No. 165

Title: Quantitative models for supply chain management by Tayur, Sridhar

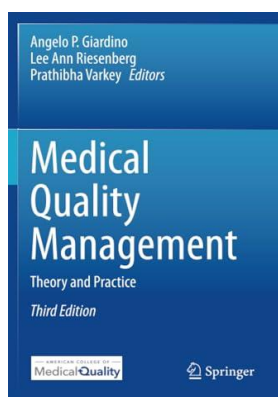
New York Springer 2003

Acc. No. 006523

Call No. 658.7 TAY

Summary: This book is a unified effort to provide a systematic summary of the large variety of new issues being considered, the new set of models being developed, the new techniques for analysis, and the computational methods that have become available recently. The volume's objective is to provide a self-contained, sophisticated research summary - a snapshot at this point of time - in the area of Quantitative Models for Supply Chain Management.

[Click for more details](#)



Sr. No. 166

Title: Medical quality management: theory and practice by Giardino, Angelo P.

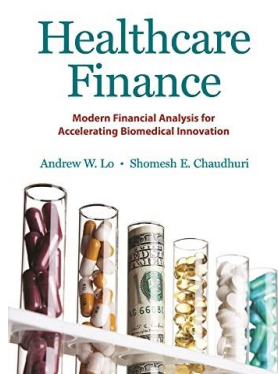
Switzerland Springer 2021

Acc. No. 006524

Call No. 362.173 GIA

Summary: This comprehensive medical textbook is a compendium of the latest information on healthcare quality. The text provides knowledge about the theory and practical applications for each of the core areas that comprise the field of medical quality management as well as insight and essential briefings on the impact of new healthcare technologies and innovations on medical quality and improvement.

[Click for more details](#)



Sr. No. 167

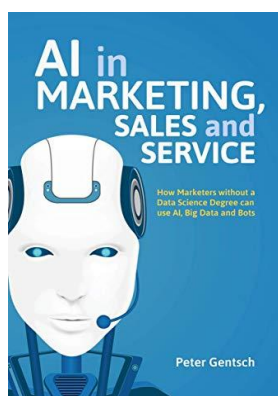
Title: Healthcare finance: modern financial analysis for accelerating biomedical innovation by Lo, Andrew W

New Jersey Princeton University Press 2023

Acc. No. 006525, 006526, 006527, 006528, 006529 **Call No.** 362.10681 LO

Summary: The book demonstrates that more efficient funding structures can reduce financial risks, lower the cost of capital, and bring more lifesaving therapies to patients faster. Readers will gain the background, framework, and techniques needed to reshape the healthcare industry in positive ways. Finance doesn't have to be a zero-sum game, and Healthcare Finance proves that it is possible to do well by doing good.

[Click for more details](#)



Sr. No. 168

Title: AI in marketing, sales and service: how marketers without a data science degree can use AI, big data and bots by Gentsch, Peter

Switzerland Palgrave Macmillan 2019

Acc. No. 006530

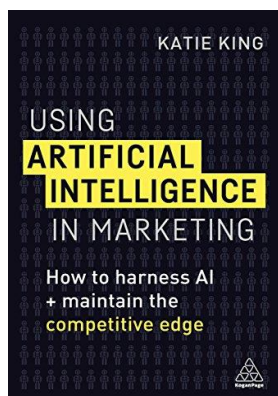
Call No. 658.4038 GEN

Summary: This book provides an easy-to-understand guide to assessing the value and potential of AI and Algorithmics. It systematically draws together the technologies and methods of AI with clear business scenarios on an entrepreneurial level. Offers a guide to how to implement AI and Algorithmics in your business: from identifying market potential to chatbot customer communication.

[Click for more details](#)



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Sr. No. 169

Title: Using artificial intelligence in marketing: how to harness AI and maintain the competitive edge by King, Katie

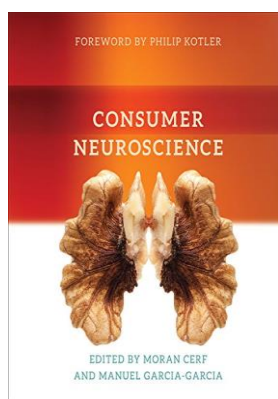
London Kogan Page 2019

Acc. No. 006531

Call No. 658.800285 KIN

Summary: Using Artificial Intelligence in Marketing provides the definitive, practical framework needed for marketers to identify, apply and embrace the opportunity to maximize the results and business advancement that AI can bring. It also explores the inevitable myths, concerns and ethical questions that can arise from the large-scale adoption of AI.

[Click for more details](#)



Sr. No. 170

Title: Consumer neuroscience by Cerf, Moran

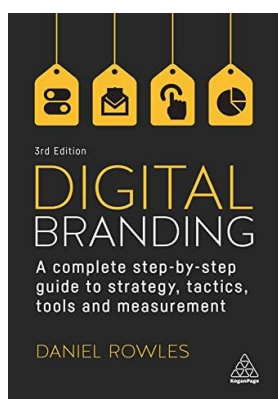
MIT Press

Acc. No. 006532

Call No. 658.8342 CER

Summary: This book examines the relation of attention, memory, and emotion to consumer behavior; cognitive factors in decision making; and the brain's reward system. It describes how consumers develop implicit associations with a brand, perceptions of pricing, and how consumer neuroscience can encourage healthy behaviors. Finally, the book considers ethical issues raised by the application of neuroscience tools to marketing.

[Click for more details](#)



Sr. No. 171

Title: Digital branding: a complete step-by-step guide to strategy, tactics, tools and measurement by Rowles, Daniel

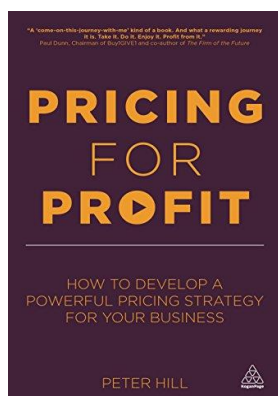
London Kogan Page 2022

Acc. No. 006533

Call No. 658.827 ROW

Summary: The book delivers a robust framework for planning, brand identity, channel selection and measuring the effectiveness of campaigns, and includes lessons from the BBC, Imperial College London and Hootsuite. Digital Branding is ideal for marketers and brand strategists who want to enhance their brand's online presence. It examines core marketing areas such as content marketing, social media, search engine optimization and web analytics.

[Click for more details](#)



Sr. No. 172

Title: Pricing for profit: how to develop a powerful pricing strategy for your business by Hill, Peter

London Kogan Page 2013

Acc. No. 006534

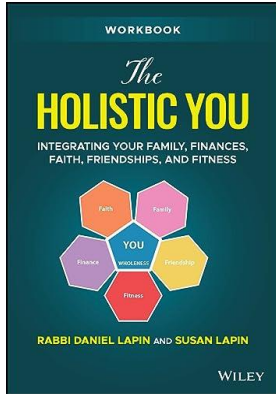
Call No. 658.812 HIL

Summary: Pricing for Profit is the most practical guide on pricing available. Using a firm, profit-focused framework developed running real projects for real businesses, this book shows you how by getting your pricing structures right you can make a huge difference to your bottom line. It gives business owners, managers and leaders simple, achievable pricing strategies that will deliver sustainable business growth.

[Click for more details](#)



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Sr. No. 173

Title: The holistic you: integrating your family, finances, faith, friendships, and fitness (Workbook) by Lapin, Rabbi Daniel

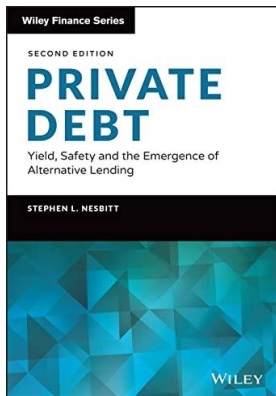
New Jersey Wiley 2024

Acc. No. 006535

Call No. 658.152 LAP

Summary: This book will show how happiness for most is found in family structures and the sexual relationships at their heart along with productive work and the money it creates. It reveals how to defeat false ideas that are projected into our brains about sex, gender, money, and health, both mental and physical, which imperil every aspect of our happiness.

[Click for more details](#)



Sr. No. 174

Title: Private debt: yield, safety and the emergence of alternative lending by Nesbitt, Stephen L

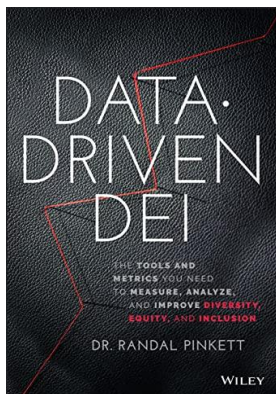
New Jersey Wiley 2023

Acc. No. 006536

Call No. 658.152 NES

Summary: In Private Debt II: Finding Yield in a Zero Interest World, renowned investment advisor and industry leader Stephen Nesbitt delivers yet another essential resource for investors seeking to acquire private debt options in the investment market, including corporate direct lending, asset-backed lending, mezzanine lending, royalties, venture debt, structured credit (CLOs), specialty finance, and structured equity.

[Click for more details](#)



Sr. No. 175

Title: Data-driven DEI: the tools and metrics you need to measure, analyze, and improve diversity, equity, and inclusion by Pinkett, Randal

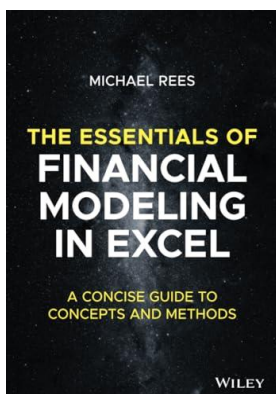
New Jersey Wiley 2023

Acc. No. 006537

Call No. 658.3008 PIN

Summary: In Data-Driven DEI: The Tools and Metrics You Need to Measure, Analyze, and Improve Diversity, Equity, & Inclusion, Dr. Randal Pinkett, a renowned diversity, equity, and inclusion (DEI) thought leader delivers a practical and evidence-based blueprint to achieving lasting impact with your DEI initiatives.

[Click for more details](#)



Sr. No. 176

Title: The essentials of financial modeling in excel a concise guide to concepts and methods by Rees, Michael

New Jersey Wiley 2023

Acc. No. 006538

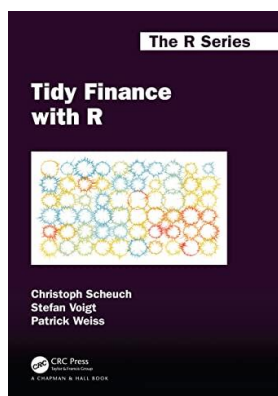
Call No. 332.0285 REE

Summary: In the book, you'll explore a structured and strategic toolkit to learn modeling from scratch, focusing on the core economic concepts and frameworks most commonly employed within Excel models. The Essentials of Financial Modeling in Excel is perfect for novice and intermediate financial professionals and students hoping to build and reinforce foundational skills in the area.

[Click for more details](#)



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Sr. No. 177

Title: Tidy finance With R by Scheuch, Christop

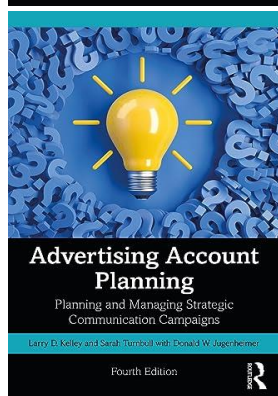
Boca Raton CRC Press 2023

Acc. No. 006539

Call No. 332.6 SCH

Summary: This textbook shows how to bring theoretical concepts from finance and econometrics to the data. Focusing on coding and data analysis with R, we show how to conduct research in empirical finance from scratch. Its start by introducing the concepts of tidy data and coding principles using the tidyverse family of R packages. Code is provided to prepare common open-source and proprietary financial data sources (CRSP, Compustat, Mergent FISD, TRACE) and organize them in a database.

[Click for more details](#)



Sr. No. 178

Title: Advertising account planning: planning and managing strategic communications campaigns by Kelley, Larry D

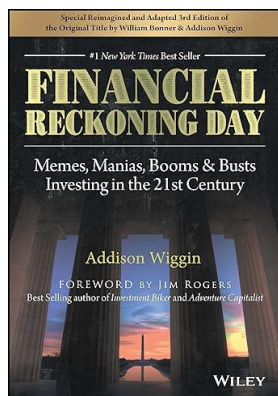
Oxan Routledge 2024

Acc. No. 006540

Call No. 659.111 KEL

Summary: This textbook will equip students of Marketing Communications, Advertising Management and Brand Management with the knowledge and skills they need to plan and manage a strategic communications campaign, including prominent advertising student competitions such as American Advertising Federation (AAF) National Student Advertising Competition (NSAC) or the Collegiate EFFIES.

[Click for more details](#)



Sr. No. 179

Title: Financial reckoning day: memes, manias, booms & busts investing in the 21st century by Wiggin, Addison

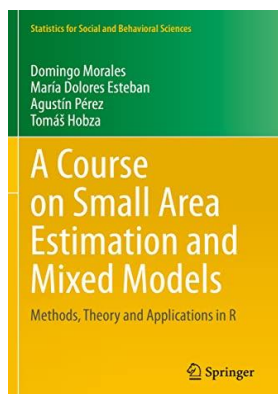
New Jersey Wiley 2024

Acc. No. 006541

Call No. 330.973 WIG

Summary: This book helps place current events in the context of identifiable historical trends. The book proposes that when you understand what the primary trends are and follow them to their logical conclusion, it makes planning for your financial future much easier. The rise of new financial innovations over the past decade, including cryptocurrencies, mobile trading platforms, and the democratization of financial markets

[Click for more details](#)



Sr. No. 180

Title: A course on small area estimation and mixed models: methods, theory and applications in R by Morales, Domingo

Switzerland Springer 2021

Acc. No. 006542

Call No. 519.243 MOR

Summary: This advanced textbook explores small area estimation techniques, covers the underlying mathematical and statistical theory and offers hands-on support with their implementation. It presents the theory in a rigorous way and compares and contrasts various statistical methodologies, helping readers understand how to develop new methodologies for small area estimation. It also includes numerous sample applications of small area estimation techniques.

[Click for more details](#)

Sr. No. 181



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Title: Fashion supply chain management: integrating sustainability through the fashion supply chain by Grose, Virginia

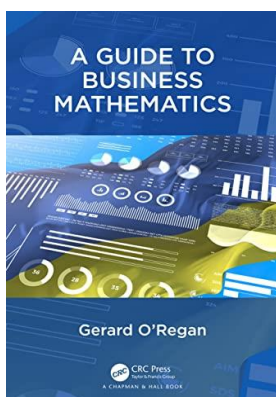
New York Routledge 2023

Acc. No. 006543

Call No. 658.523 GRO

Summary: Fashion Supply Chain Management: Integrating Sustainability through the Fashion Supply Chain provides a comprehensive guide to the entire supply chain management process as it relates to the fashion industry; how fashion supply chains work from raw material to finished product, and how generic supply chain concepts are applied in the fashion context

[Click for more details](#)



Sr. No. 182

Title: A guide to business mathematics by O'Regan, Gerard

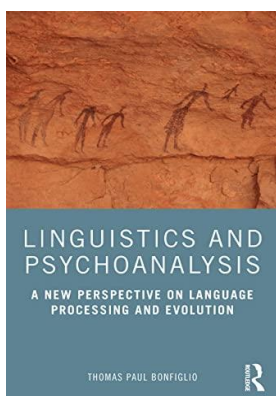
Boca Raton CRC Press 2022

Acc. No. 006544

Call No. 650.0151 ORE

Summary: A Guide to Business Mathematics provides a valuable self-study guide to business practitioners, business students and the general reader to enable them to gain an appropriate insight into the mathematics used in business. This book offers an accessible introduction to essential mathematics for the business field.

[Click for more details](#)



Sr. No. 183

Title: Linguistics and psychoanalysis: a new Perspective on language processing and evolution by Bonfiglio, Thomas Paul

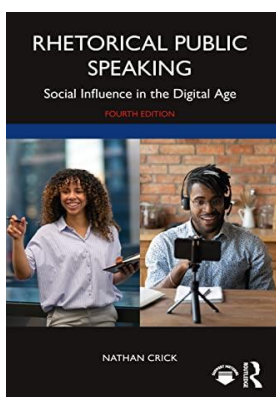
New York Routledge 2023

Acc. No. 006545

Call No. 401.9 BON

Summary: This groundbreaking, provocative book presents an overview of research at the disciplinary intersection of psychoanalysis and linguistics. This will be an invaluable, fascinating resource for advanced students and scholars of theoretical and applied linguistics, the cognitive-behavioral sciences, metaphor studies, humor studies and play theory, anthropology, and beyond.

[Click for more details](#)



Sr. No. 184

Title: Rhetorical public speaking: social influence in the digital age by Crick, Nathan

New York Routledge 2023

Acc. No. 006546

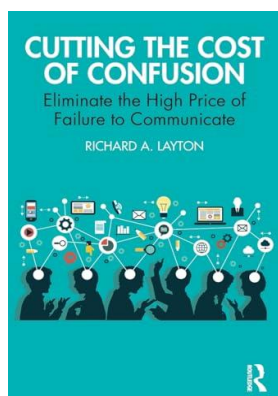
Call No. 808.51 CRI

Summary: This book provides a foundation to guide students in constructing and delivering messages that address matters of concern and interest to their audience. This edition features contemporary as well as historical examples to highlight key concepts and show how rhetoric works in practice. This textbook for courses in public speaking and rhetoric will particularly appeal to instructors wishing to foreground speaking as engaged citizens on public and political issues.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 185

Title: Cutting the cost of confusion: eliminate the high price of failure to communicate by Layton, Richard A

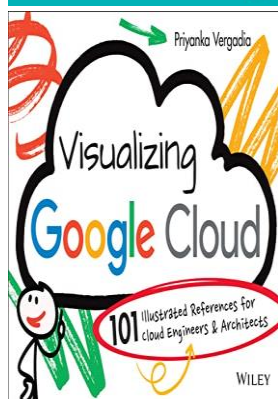
New York Routledge 2024

Acc. No. 006547

Call No. 658.45 LAY

Summary: This book offers a powerful universal lens to view the costly impacts of confusion, and provides a framework to identify and manage the risk of failure to communicate with a range of stakeholders and audiences – and save millions of dollars in the process. This book shows how to identify and eliminate the Cost of Confusion in workplaces, marketplaces, and communities.

[Click for more details](#)



Sr. No. 186

Title: Visualizing google cloud: 101 illustrated references for cloud engineers and architects by Priyanka Vergadia

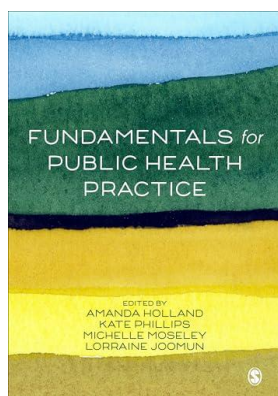
New Jersey Wiley 2022

Acc. No. 006548

Call No. 004.6782 PRI

Summary: This book is visual guide to matching the best Google Cloud Platform services to your own unique use cases. After a brief introduction to the major categories of cloud services offered by Google, the author offers approximately 100 solutions divided into eight categories of services included in Google Cloud Platform: Compute, Storage, Databases, Data Analytics, Data Science, Machine Learning and Artificial Intelligence, Application Development and Modernization with Containers, Networking and Security

[Click for more details](#)



Sr. No. 187

Title: Fundamentals for public health practice by Holland, Amanda

London Sage 2023

Acc. No. 006549

Call No. 362.10941 HOL

Summary: A comprehensive textbook providing a complete overview of the multifaceted nature of public health practice. It explores all aspects of public health from communities and wider society, child development and early relationships, inequalities in health, safeguarding, the rapidly changing nature of society and the significance of culture, equality and diversity.

[Click for more details](#)



Sr. No. 188

Title: Performance and innovation in the public sector: managing for results by Berman, Evan M

New York Routledge 2023

Acc. No. 006550

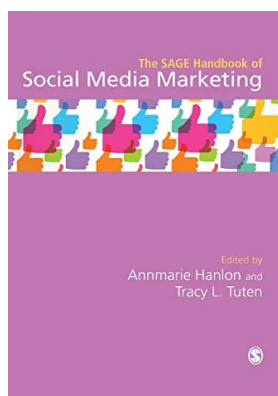
Call No. 352.375 BER

Summary: This book provides a thorough overview of broad paradigms and their emergence, practical strategies along with examples and up-to-date applications, and an appreciation for the diverse contexts of public organizations resulting in varied and tailored improvements. Each chapter assists students in applying each tool at work. Performance and Innovation in the Public Sector is a comprehensive textbook that examines a broad range of performance strategies.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 189

Title: *The sage handbook of social media marketing* by Hanlon, Annmarie

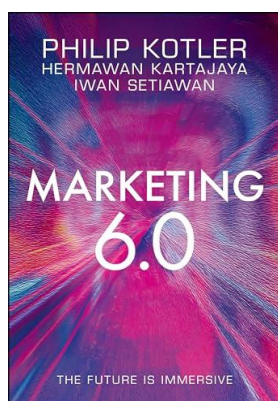
London Sage Publications Ltd 2022

Acc. No. 006551

Call No. 658.872 HAN

Summary: Social media marketing has become indispensable for marketers who utilize social media to achieve marketing objectives ranging from customer care to advertising to commerce. This Handbook explores the foundations and methodologies in analysing the important aspects of social media for organisations and consumers. It investigates critical areas concerning communities, culture, communication and content, and considers social media sales.

[Click for more details](#)



Sr. No. 190

Title: *Marketing 6.0: the future is immersive* by Kotler, Philip

New Jersey Wiley & Sons, Inc., 2024

Acc. No. 006552

Call No. 658.8 KOT

Summary: In Marketing 6.0, the celebrated promoter of the “Four P’s of Marketing,” Philip Kotler, explains how marketers can use technology to address customers’ needs and make a difference in the world. Marketing has evolved to address global challenges and changing customer expectations. Incorporating sustainability themes and new technologies for customer engagement are essential for businesses to remain relevant.

[Click for more details](#)



Sr. No. 191

Title: *Lean sustainability: a pathway to a circular economy* by Cudney, Elizabeth A

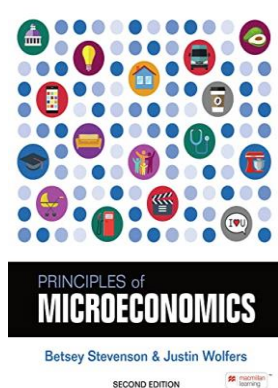
Boca Raton CRC Press 2024

Acc. No. 006553

Call No. 338.927 CUD

Summary: Lean Sustainability: A Pathway to a Circular Economy illustrates an integrated Lean and Sustainability approach that is applicable to manufacturing, healthcare, service, and other industries. This comprehensive approach will guide organizations toward a circular economy to drive competitive business practices further while being environmentally, socially, and economically responsible.

[Click for more details](#)



Sr. No. 192

Title: *Principles of microeconomics* by Stevenson, Betsy

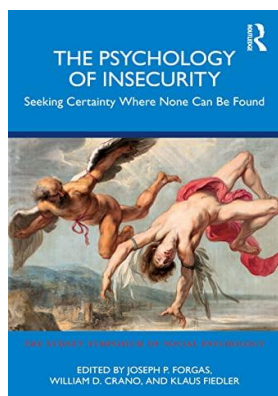
New York Macmillan Learning 2023

Acc. No. 006554

Call No. 338.5 STE

Summary: This book emphasises that every decision is an economic decision. The authors’ focus on useful economics uses compelling explanations and real-life examples to help students develop and apply economic intuition to their everyday decisions. They provide a thoroughly fresh take on a wide range of foundational topics in an engaging presentation that has drawn enthusiastic feedback from both instructors and students.

[Click for more details](#)



Sr. No. 193

Title: The psychology of insecurity: Seeking certainty where none can be found by Forgas, Joseph P

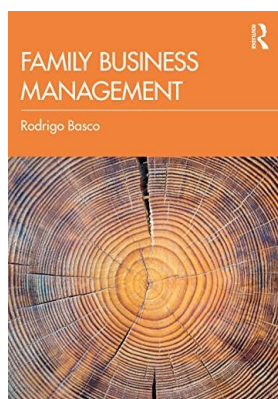
New York Routledge 2023

Acc. No. 006555

Call No. 302.1 FOR

Summary: This ground-breaking book features contributions by leading international researchers exploring the social psychology of insecurity and how existential, metaphysical, and social uncertainty influence human social behaviour. Topics covered include the role of insecurity in social communication, social judgments, decision-making, group identification, morality, interpersonal behaviour, relationships, attitudes, and many applied aspects of social life and politics where understanding the psychology of insecurity is of critical importance.

[Click for more details](#)



Sr. No. 194

Title: Family business management by Basco, Rodrigo

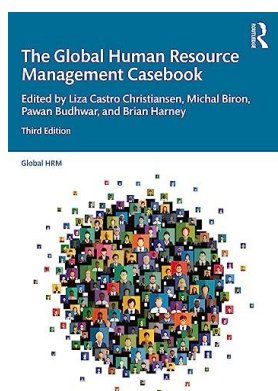
New York Routledge 2024

Acc. No. 006556

Call No. 658.045 BAS

Summary: This book covers key topics such as family firm goals, conflict management, human resources, strategy, financial management, family and business governance, and succession planning. Family Business Management provides an accessible overview of the core aspects of family business, with an international, practice-based perspective.

[Click for more details](#)



Sr. No. 195

Title: The global human resource management casebook by Christiansen, Liza Castro

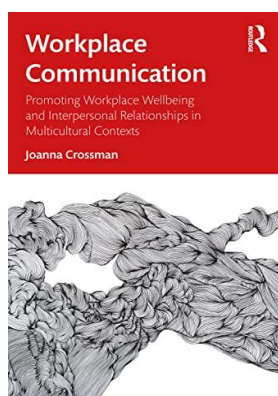
New York Routledge 2024

Acc. No. 006557

Call No. 658.3 CHR

Summary: In this book, the editors and authors have made significant updates to reflect recent developments in the field and cover a broader range of countries. The authors also delve into new industries including consulting, energy, healthcare, IT, and education. With 31 international cases followed by further reading and learning resources, this extensive collection is an invaluable resource for any student seeking to explore contemporary HRM on a global basis.

[Click for more details](#)



Sr. No. 196

Title: Workplace communication: promoting workplace wellbeing and interpersonal relationships in multicultural contexts by Crossman, Joanna

New York Routledge 2023

Acc. No. 006558

Call No. 658.4 CRO

Summary: This book provides a comprehensive overview on creating an inclusive workplace and managing workplace diversity, covers a wide range of salient, up-to-date reputable literature on a wide range of management and business topics, contains practical, 'road-tested' activities to promote student reflection, experiential learning, critical thinking, research skills, and application of theory to practice and vice versa

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 197

Title: Strategic negotiation: building organizational excellence - a roadmap to harnessing the power of alignment by Gordon, Joshua A

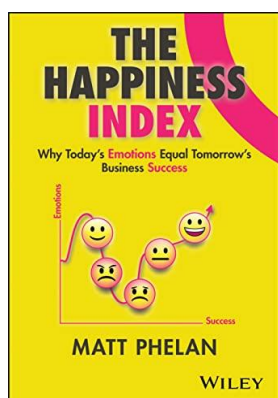
New York Routledge 2023

Acc. No. 006559

Call No. 658.406 GOR

Summary: This book provides a clear diagnostic framework with specific approaches and processes that leaders can use to build a negotiation function that will succeed each and every time. This book takes a dramatically different approach to building success in each and every negotiation, producing results that align with organizational strategy at all levels.

[Click for more details](#)



Sr. No. 198

Title: The happiness index: why today's employee emotions equal tomorrow's business success by Phelan, Matt

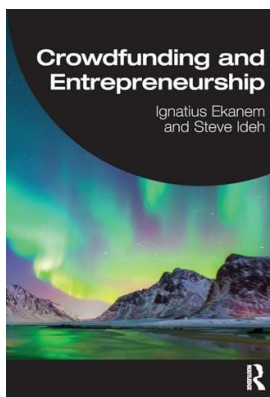
New Jersey John Wiley & Sons, Inc, 2024

Acc. No. 006560

Call No. 650.1 PHE

Summary: In The Happiness Index: Why Today's Emotions Equal Tomorrow's Business Success, cofounder and CEO of The Happiness Index Matthew Phelan delivers a fascinating dive into data from over 100 countries and 2 million human beings that helps us understand what really drives our engagement and happiness at work. In the book, you'll learn that "engagement" is what our brains need, and "happiness" is what our hearts need.

[Click for more details](#)



Sr. No. 199

Title: Crowdfunding and entrepreneurship by Ekanem, Ignatius

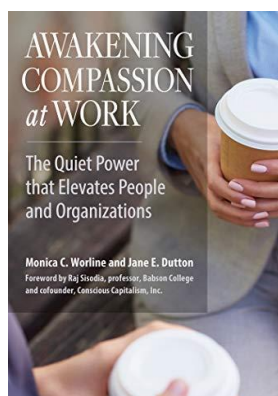
New York Routledge 2024

Acc. No. 006561

Call No. 658.15 EKA

Summary: This book looks at the micro and macro issues within crowdfunding, from the entrepreneur's access to finance at the business level, to the role of government in regulating the market. It helps the reader develop a sound understanding of crowdfunding as a source of finance, the crowdfunding process and potential options when faced with start-up funding issues. This accessible text provides an insight into the growing global trend of crowdfunding as a source of entrepreneurial finance.

[Click for more details](#)



Sr. No. 200

Title: Awakening compassion at work: the quiet power that elevates people and organizations by Worline, Monica C

Oakland Berrett-Koehler Publishers 2017

Acc. No. 006562

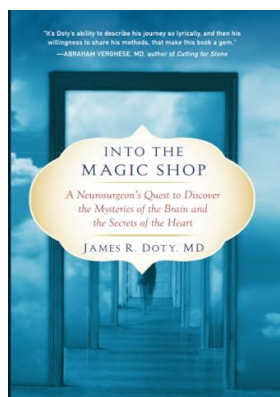
Call No. 658.3 WOR

Summary: In this book author outline four steps for meeting suffering with compassion and show how to build a capacity for compassion into the structures and practices of an organization—because ultimately, as they write, "Compassion is an irreplaceable dimension of excellence for any organization that wants to make the most of its human capabilities." Suffering in the workplace can rob our colleagues and coworkers of humanity, dignity, and motivation and is an unrecognized and costly drain on organizational potential.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 201

Title: Into the magic shop: a neurosurgeon's quest to discover the mysteries of the brain and the secrets of the heart by Doty M D, James R

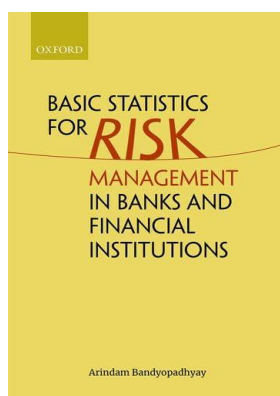
New York Penguin Random House 2017

Acc. No. 006563

Call No. 617.4 DOT

Summary: The Magic Shop shows us how we can fundamentally change our lives by first changing our brains and our hearts. Doty would go on to put Ruth's practices to work with extraordinary results—power and wealth that he could only imagine as a twelve-year-old, riding his orange Sting-Ray bike. But he neglects Ruth's most important lesson, to keep his heart open, with disastrous results—until he has the opportunity to make a spectacular charitable contribution that will virtually ruin him. Part memoir, part science, part inspiration, and part practical instruction

[Click for more details](#)



Sr. No. 202

Title: Basic statistics for risk management in banks and financial institutions by Bandyopadhyay, Arindam

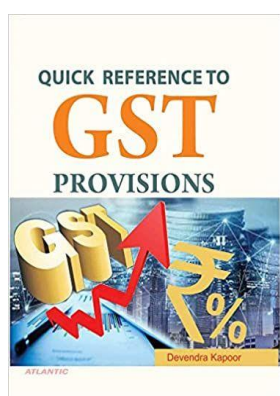
New Delhi Oxford University Press 2022

Acc. No. 006564

Call No. 332.10681 BAN

Summary: The book provides an engaging account of theoretical, empirical, and practical aspects of various statistical methods in measuring risks of financial institutions, especially banks. In this book, the author demonstrates how banks can apply many simple but effective statistical techniques to analyze risks they face in business and safeguard themselves from potential vulnerability.

[Click for more details](#)



Sr. No. 203

Title: Quick reference to GST provisions by Kapoor, Devendra

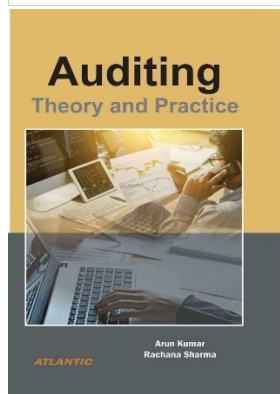
New Delhi Atlantic Publishers & Distributors (P) LTD 2021

Acc. No. 006565

Call No. 336.271 KAP

Summary: The book has been compiled taking materials from various primary sources such as The Central Goods and Services Tax Act, 2017, and many other Acts published from time to time in The Gazette of India; circulars/notifications issued by Directorate General of Taxpayer Services--Central Board of Excise and Customs; circulars/notifications issued by Goods and Services Tax Council; and India Code--digital repository of all central and state Acts.

[Click for more details](#)



Sr. No. 204

Title: Auditing: theory and practice by Arun Kumar

New Delhi Atlantic Publishers & Distributors (P) LTD 2022

Acc. No. 006566

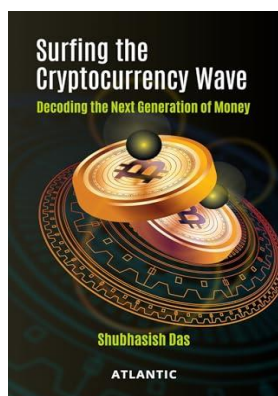
Call No. 657.45 ARU

Summary: Auditing: Theory and Practice is based on the syllabi of Auditing, as prescribed by Indian Universities and Institutes of Commerce and Management. It has twenty-eight chapters covering a wide discussion on auditing. Every single topic related to auditing has been considered, leaving none but at the same time avoiding unnecessary details. Auditing of Mechanised and Computerised Accounts, Audit of Public Accounts and Government Undertakings, and Professional Conduct and Ethics have been properly discussed in this book

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 205

Title: Surfing the cryptocurrency wave: decoding the next generation of money by Das, Shubhasish

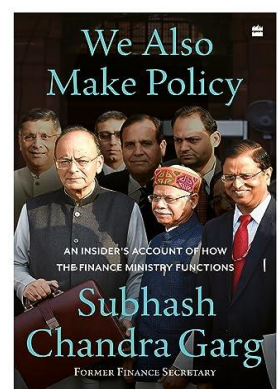
New Delhi Atlantic Publishers Publishers & Distributors (P) Ltd 2024

Acc. No. 006567

Call No. 332.4 DAS

Summary: This book is for everyone, whether you are a consumer, investor, producer, seller or anywhere in between. Riding the cryptocurrency wave may not be a choice anymore! This book is for everyone, whether you are a consumer, investor, producer, seller or anywhere in between. Riding the cryptocurrency wave may not be a choice anymore!

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Sr. No. 206

Title: We also make policy: an insider's account of how the finance ministry functions by Garg, Subhash Chandra

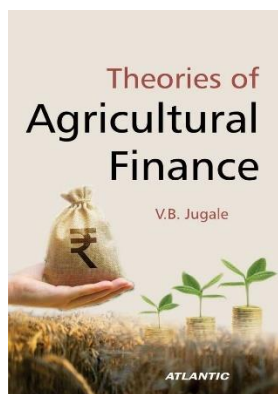
Gurugram HarperCollins Publisher 2023

Acc. No. 006568

Call No. 330 GAR

Summary: In this book, Subhash Chandra Garg, former economic affairs secretary and finance secretary, tells the inside story of how economic policy is made, and unmade, at the highest levels in the Government of India. The book talks candidly about controversial decisions from the first tenure of the NDA government, such as the politics of 'minimum support price' to farmers, electoral bonds, recapitalizing of banks, monetizing national assets and the controversial resignation of RBI Governor Urjit Patel, among others.

[Click for more details](#)



Sr. No. 207

Title: Theories of agricultural finance by Jugale, V. B

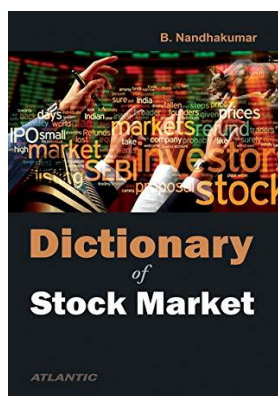
New Delhi Atlantic Publishers Publishers & Distributors (P) Ltd 2022

Acc. No. 006569

Call No. 338.13 JUG

Summary: The book attempts to analyse certain theoretical aspects evolved in agricultural credit system and discusses the role of agriculture in economic development, the characteristics of Indian agriculture, and theories of agricultural finance, elaborating the concept of the Cooperative Village Bank (CVB) which constitutes a remedy for many of the cooperative credit system.

[Click for more details](#)



Sr. No. 208

Title: Dictionary of stock market by Nandhakumar, B

New Delhi Atlantic Publishers Publishers & Distributors (P) Ltd 2022

Acc. No. 006570

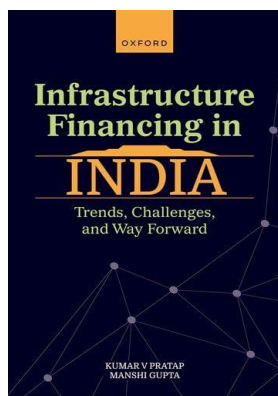
Call No. 332.603 NAN

Summary: The Dictionary of Stock Market provides broad coverage of the terminology employed in stock trading, including legal and financial terms likely to be used in everyday trading activities. It contains in excess of 4,700 fully cross-referenced shares- and stock market-related terms, abbreviations, special terms, and useful addresses. The book will serve as a useful and reliable guide to investors, analysts, Mutual Fund operators, and all those who are interested in the stock market.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 209

Title: Infrastructure financing in India: trends, challenges, and way forward by Pratap, Kumar V

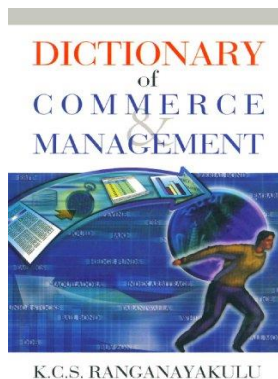
New York Oxford University Press 2024

Acc. No. 006571

Call No. 338.954 PRA

Summary: This book discusses various aspects of infrastructure financing in detail, with a major section devoted to green financing of infrastructure. Governments the world over want to spend more on infrastructure (the benchmark for developing countries is 7-8% of GDP per annum) to lay the foundation for sustained and inclusive growth. India is no exception.

[Click for more details](#)



Sr. No. 210

Title: Dictionary of commerce and management by Ranganayakulu, K.C.S

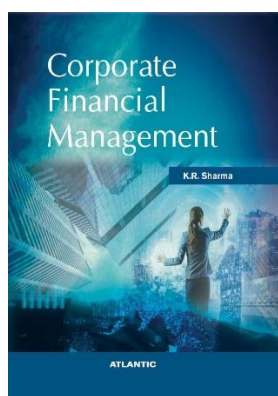
New Delhi Atlantic Publishers Publishers and Distributors 2004

Acc. No. 006572

Call No. 380.03 RAN

Summary: The Dictionary has been carefully compiled and edited to provide all important words, terms, concepts, institutions and principles commonly used in commerce and found in standard books on commerce and management or commercial sections of magazines and newspapers. The Dictionary would be useful for students of Commerce and Management and candidates preparing for examinations of professional institutions like Institute of Chartered Accountants, Institute of Cost and Works Accountants, Institute of Company Secretaries etc.

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Sr. No. 211

Title: Corporate financial management by Sharma, K.R

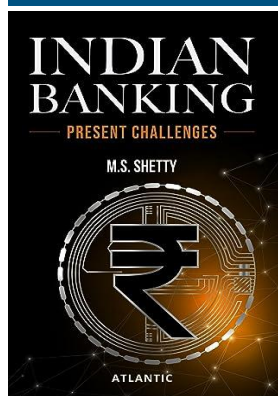
New Delhi Atlantic Publishers Publishers & Distributors (P) Ltd 2023

Acc. No. 006573

Call No. 658.15 SHA

Summary: Corporate Financial Management exposes learners as well as practitioners to the range of concepts, theories, policies and applications of financial management in the corporate environment. The book is a relevant read under Management, Engineering, Technology, Commerce, Accounting and related professional courses. Innovative developments in the financial environment, markets, institutions, services and technologies have made corporate financial management a challenging and exciting field.

[Click for more details](#)



Sr. No. 212

Title: Indian banking: present challenges by Shetty, M.S

New Delhi Atlantic Publishers Publishers & Distributors (P) Lt d 2024

Acc. No. 006574

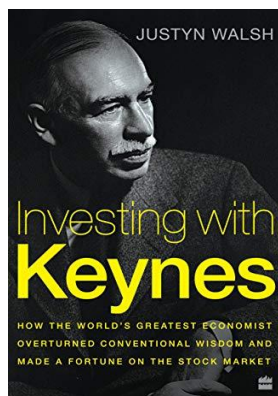
Call No. 332.10954 SHE

Summary: The book also delves into the consequences of the 2016 demonetization, the roles played by urban and rural cooperative banks, and the present state of the deposit insurance system in the country. One of the key messages of the book is the significance of addressing these issues in order to establish a robust and efficient banking sector in India. The role of the banking sector in the economy of a nation is of utmost importance as it facilitates financial intermediation, credit allocation and overall economic growth.

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Sr. No. 213

Title: Investing with Keynes: how the world's greatest economist overturned conventional wisdom and made a fortune on the stock market by Walsh, Justyn

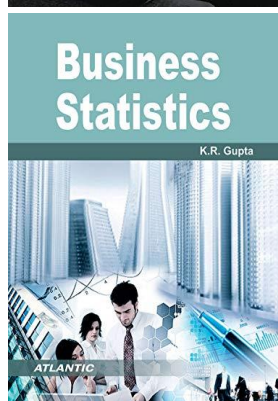
Noida HarperCollins Publishers 2021

Acc. No. 006575

Call No. 332.6 WAL

Summary: This book identifies what modern masters of the market have taken from Keynes and used in their own investing styles – and what you too can learn from one of the greatest economic thinkers of the twentieth century. Keynes was a many-sided figure – world-changing economist, architect of the post-War international monetary system, bestselling author, a Baron in the House of Lords, and key member of the Bloomsbury group.

[Click for more details](#)



Sr. No. 214

Title: Business Statistics, Vol.2 by Gupta, K. R

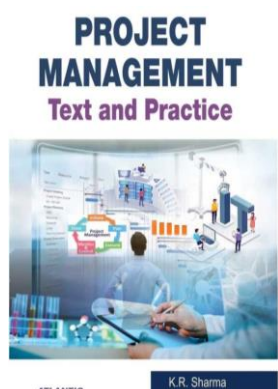
New Delhi Atlantic Publishers & Distributors (P) Ltd 2017

Acc. No. 006576

Call No. 519.5 GUP

Summary: The book Business Statistics has been designed to cover a comprehensive course in Business Statistics for the students of Commerce and Business Management. It presents a thorough treatment of statistical tools in such a way that a previous acquaintance with Statistics and Mathematics is not necessary. This book follows a concept-example-exercise approach in all chapters for better understanding of the topics covered.

[Click for more details](#)



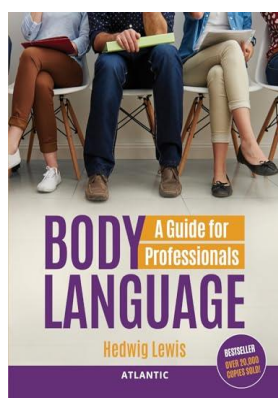
Sr. No. 215

Title: Project management: text and practice by Sharma, K.R

New Delhi Atlantic Publishers Publishers & Distributors (P) Ltd 2022

Acc. No. 006577

Call No. 658.404 SHA



Sr. No. 216

Title: Body language: a guide for professionals by Lewis, Hedwig

New Delhi Atlantic Publishers & Distributors (P) Ltd 2025

Acc. No. 006578

Call No. 3153.6 LEW

Summary: A command over body language has become an indispensable skill in today's world. It serves as the X-factor that enhances the personalities of executives, entertainers, politicians, celebrities and many more. Over the last couple of decades, the Internet and media have rekindled interest in non-verbal communication, particularly body language. The author has kept abreast of the growing resources and through painstaking research has added fresh insights to this edition, making it a cutting-edge reference on the subject.

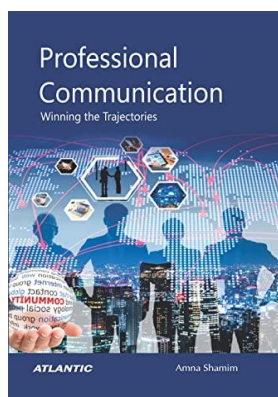
[Click for more details](#)

Sr. No. 217

New Arrival of Books November – 2024



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Title: Professional communication: winning the trajectories by Shamim, Amna

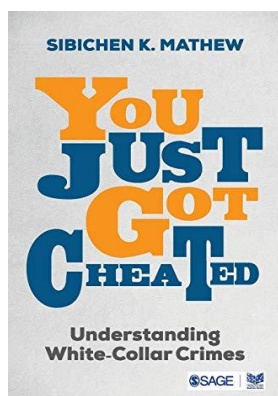
New Delhi Atlantic Publishers & Distributors (P) Ltd 2023

Acc. No. 006579

Call No. 658.45 SHA

Summary: The purpose of this book is to help the students in enhancing their communication skills by developing a better understanding of the various concepts, processes, and applications in real life situations in order to become effective communicators. The book makes additions to the existing concepts and ideas in this field and comes up with additions such as reliability chain, procrastinated listening, KICK-KILT in presentations, and Catch-22 situation in group discussions.

[Click for more details](#)



Sr. No. 218

Title: You just got cheated: understanding white-collar crime by Mathew, Sibichen K

New Delhi Sage Publication Indian Pvt Ltd. 2020

Acc. No. 006580

Call No. 302.3503 MAT



Sr. No. 219

Title: Managing India: the idea of IIMs and its changing contexts by Babu, Rajesh R [

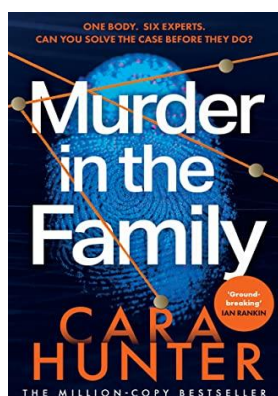
New York Routledge 2024

Acc. No. 006581

Call No. 641.5954 BAB

Summary: This book examines different facets of the challenges the institutes have faced in the aftermath of independence. These include the challenges of effective institutional governance; ensuring equity and access; democratisation; raising the bar for teaching and research; addressing national imparities and global benchmarking; accreditation and ranking; and academia, industry, and employability.

[Click for more details](#)



Sr. No. 220

Title: Murder in the family by Hunter, Cara

London HarperCollins Publishers 2023

Acc. No. 006582

Call No. 823.92 HUN

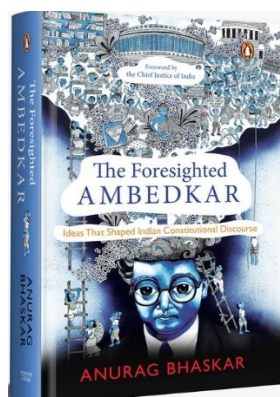
Summary: It was a case that gripped the nation. In December 2003, Luke Ryder, the stepfather of acclaimed filmmaker Guy Howard (then aged 10), was found dead in the garden of their suburban family home. Luke Ryder's murder has never been solved. Guy Howard's mother and two sisters were in the house at the time of the murder—but all swear they saw nothing. Despite a high-profile police investigation and endless media attention, no suspect was ever charged.

[Click for more details](#)

Sr. No. 221



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Title: The foresighted Ambedkar: ideas that shaped Indian constitutional discourse by Bhaskar, Anurag

Gurugram Penguin Random House India Pvt. Ltd 2024

Acc. No. 006583

Call No. 305.5688 BHA

Summary: This book seeks to focus on Dr Ambedkar's influence on the Indian constitutional discourse from 1919, when he entered public life, until the actual writing of the Constitution and even beyond. Covering the different constitutional moments as and when they happened, it highlights Dr Ambedkar's role in those moments.

[Click for more details](#)



Sr. No. 222

Title: What responsibility? whose responsibility? intention, agency, and emotions of collective entities by Neog, Bhaskarjit

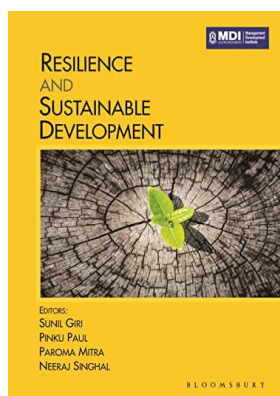
New York Routledge 2024

Acc. No. 006584

Call No. 170 NEO

Summary: This book is an enquiry into the meaning and nature of collective responsibility. It analyses the moral culpability of collective entities implicated in some of the most pressing contemporary ethical issues, including institutional injustice, corporate scams, organized crimes, gang wars, genocide, xenophobia, and other group-based violence.

[Click for more details](#)



Sr. No. 223

Title: Resilience and sustainable development by Giri, Sunil

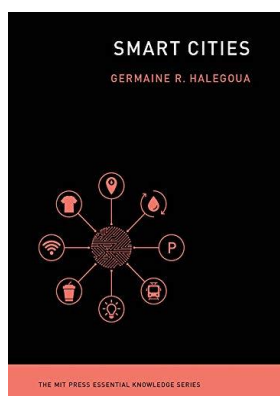
New Delhi Bloomsbury Publishing India Pvt. Ltd. 2023

Acc. No. 006585

Call No. 338.927 GIR

Summary: This book has advantages of SDVP-23 was to promote research and related activities in the area of Marketing, Finance, HRM, Operations, IT, Strategy, Economics, Social, Cultural, and Environment case studies with respect to various functional activities.

[Click for more details](#)



Sr. No. 224

Title: Smart cities by Haleboua, Germaine R

MIT Press 2020

Acc. No. 006586

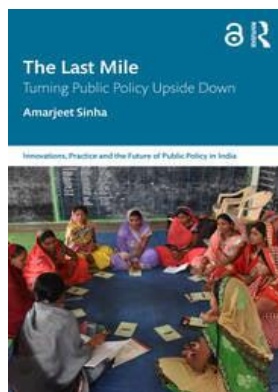
Call No. 307.760285 HAL

Summary: This volume in the MIT Press Essential Knowledge series offers a concise introduction to smart cities, presenting key concepts, definitions, examples, and historical contexts, along with discussions of both the drawbacks and the benefits of this approach to urban life. It covers technologies and methods, including sensors, public wi-fi, big data, and smartphone apps, and discusses how developers conceive of interactions among the built environment, technological and urban infrastructures, citizens, and citizen engagement.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 225

Title: The last mile: turning public policy upside down by Sinha, Amarjeet

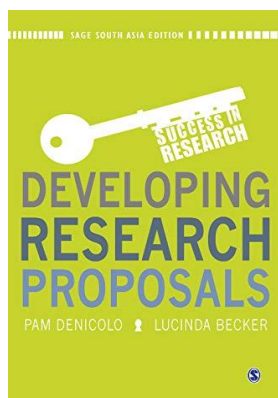
New York Routledge 2024

Acc. No. 006587

Call No. 320 SIN

Summary: The Last Mile explores the gaps and dichotomy between drafted policies and their implementation, and the last mile challenges which often make public services inaccessible to the poorest and most vulnerable sections of society. It provides an in-depth overview of the dynamics between communities, research and consultation and the implementation of policies for development.

[Click for more details](#)



Sr. No. 226

Title: Developing research proposals by Denicolo, Pam

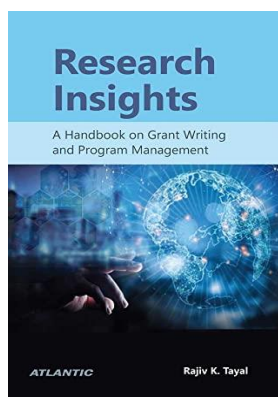
New Delhi Sage Publication India Pvt Ltd 2012

Acc. No. 006588

Call No. 001.44 DEN

Summary: The book helps you understand what those reading your proposal are looking for and supports the development of writing skills through practical activities. This book offers down-to-earth advice on: How best to carry out and structure the literature review How to develop and phrase research questions and hypotheses How to handle methods and methodology in your proposal Crucial issues of planning, strategy and timing.

[Click for more details](#)



Sr. No. 227

Title: Research insights: a handbook on grant writing and program management by Tayal, Rajiv K

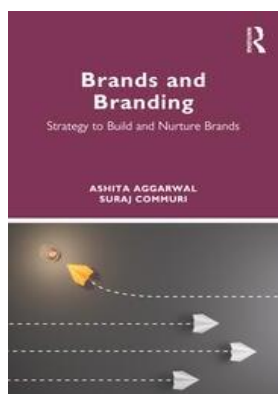
New Delhi Atlantic Publishers & Distributors (P) Ltd, 2024

Acc. No. 006589

Call No. 001.4 TAY

Summary: The book provides necessary insights into various nuances of grant writing as well as management of R&D programs, based on author's observations and experiences during the course of his professional engagements over the last three decades. It emphasizes on the need to do something to raise the quality of research and the grant proposals which are received for funding.

[Click for more details](#)



Sr. No. 228

Title: Brands and branding: strategy to build and nurture brands by Aggarwal, Ashita

Oxan Routledge 2024

Acc. No. 006590

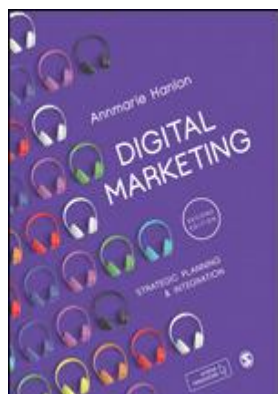
Call No. 658.827 AGG

Summary: The book presents a practical perspective on building brands through social media and using artificial intelligence technologies. Readers will get a clear introductory understanding about the role of consumer behavior, the research methods that every brand manager must be familiar with, brand architecture, portfolio, brand equity, and valuation.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 229

Title: Digital marketing: strategic planning and integration by Hanlon, Annmarie

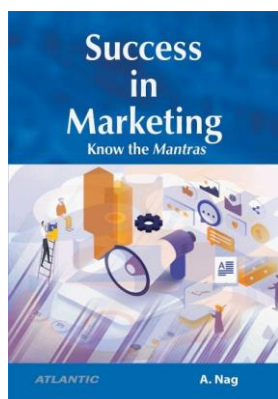
New Delhi Sage 2023

Acc. No. 006591

Call No. 658.872 HAN

Summary: The book has been expanded to include new discussions and research on areas including digital privacy, types of influencers, social listening and the gig economy. An unbiased, balanced guide to all aspects of digital marketing, from social media, mobile and VR marketing to objectives, metrics and analytics. Covering all aspects of digital marketing planning and the latest models, the book also offers a range of tools to help implement your own digital marketing plans and strategies.

[Click for more details](#)



Sr. No. 230

Title: Success in marketing: know the mantras by Nag, A

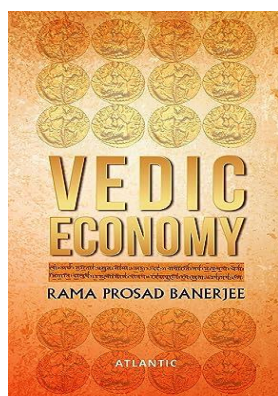
New Delhi Atlantic Publishers 2023

Acc. No. 006592

Call No. 658.8 NAG

Summary: This book presents marketing mantras in an engaging manner, which are vital for the learning and development of the professionals of today but missed out by textbooks available in the market. The author prescribes thirty mantras for success in thirty different ways to orient, improve and reach perfection in marketing. The book is a 'must read' for all those who aspire to make a career in marketing.

[Click for more details](#)



Sr. No. 231

Title: Vedic economy by Banerjee, Rama Prosad

New Delhi Atlantic Publishers 2023

Acc. No. 006593

Call No. 330.93402 BAN

Summary: The book will appeal to a wide audience including general readers, researchers and scholars. It aims to inspire individuals to integrate the spirit of Vedic Economy into their own frameworks, fostering a transformative experience and contributing to the creation of a better world. The book draws upon the timeless values of ancient India. Amidst the growing influence of Westernization, the book turns to the scriptures of Kautilya's Arthashastra and Mahabharata for profound insights and guidance on governance, economics, and social issues.

[Click for more details](#)



Sr. No. 232

Title: Introduction to political economy: contexts, issues and challenges by Ghosh, Peu

Sage New Delhi 2022

Acc. No. 006594

Call No. 337 GHO

Summary: This textbook takes a fresh look at the fundamental concepts and principles of political economy and how economics and politics are closely linked on the world stage. It offers simple explanations of complex topics and guides the reader through important debates in contemporary political economy using a data-driven approach presented in easy-to-understand figures and tables.

[Click for more details](#)

Introduction to
Political Economy

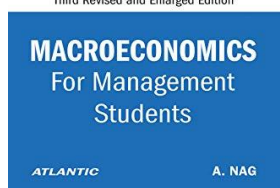
Contexts, Issues and Challenges

Peu Ghosh

©SAGE | TEXTS



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 233

Title: Macroeconomics: for management students by Nag, A

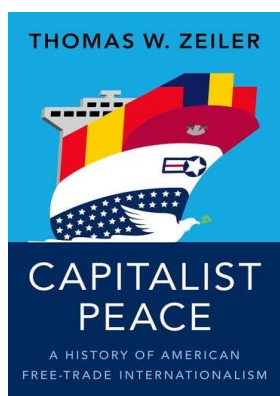
New Delhi Atlantic Publishers 2019

Acc. No. 006595

Call No. 339 NAG

Summary: The objective of this book is to acquaint Management students with the macroeconomic framework that provides the general economic environment within which business decisions are taken. There is very little literature available on Macroeconomics which tries to take into account the special needs of Management students. There is, therefore, a definite need to fill this vacuum, and the present book is an attempt to do so.

[Click for more details](#)



Sr. No. 234

Title: Capitalist peace: a history of American free-trade internationalism by Zeiler, Thomas W

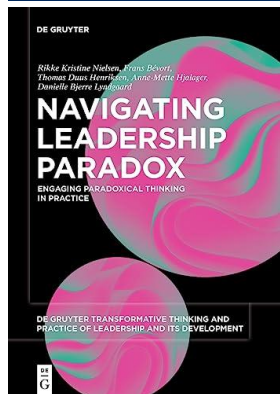
New York Oxford University Press 2022

Acc. No. 006596

Call No. 382.710973 ZEI

Summary: Capitalist Peace provides the first chronologically sweeping look at the intersection of trade and diplomacy. This policy has been pursued oftentimes at a cost to US producers and workers, whose interests were sacrificed to serve the purpose of grand strategy. The capitalist peace took liberalization as integral to cooperation among nations and even to morality in global affairs.

[Click for more details](#)



Sr. No. 235

Title: Navigating leadership paradox: engaging paradoxical thinking in practice by Nielsen, Rikke Kristine

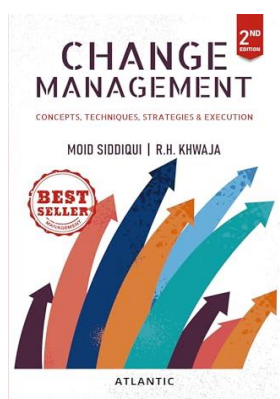
Boston De Gruyter 2023

Acc. No. 006597

Call No. 658.4092 NIE

Summary: Navigating Leadership Paradox argues that academic knowledge pools can support leaders' decision-making and sense-making in organizations and navigating paradoxes. The book outlines a practical pathway for management leaders and professionals for steering through paradox using 5 phases, 10 paradoxes, 15 tools, 20 cases, and 25 learning points. It also gives inspiration and advice for professional helpers assisting others in navigating paradox as part of organizational development or other educational purposes.

[Click for more details](#)



Sr. No. 236

Title: Change management: concepts, techniques, strategies and execution by Siddiqui, Moid

New Delhi Atlantic Publishers 2024

Acc. No. 006598

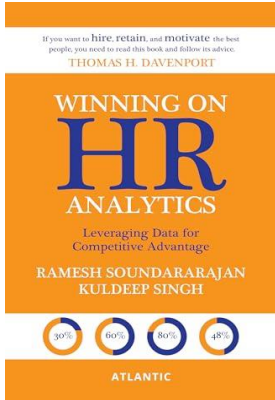
Call No. 658.406 SID

Summary: Change Management is a compelling treatise that shows that if change is managed without understanding the genetics of change and change dynamics, the chances are quite bright for, what is called, 'changed and perished'. In this book all existing chapters have been updated thoroughly to include latest developments in the area. With the addition of two new chapters, this edition is sharper and more focused.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 237

Title: *Winning on HR analytics: leveraging data for competitive advantage* by Soundararajan, Ramesh

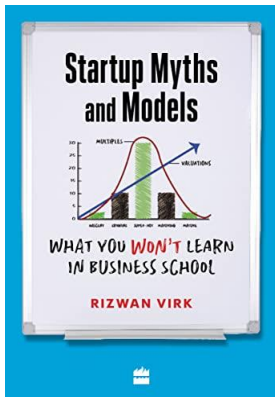
New Delhi Atlantic Publishers 2024

Acc. No. 006599

Call No. 658.3 SOU

Summary: In a dynamic world, the role of HR is central in tapping the vast potential of human capital and interestingly, blending it with automation and digitization in unique ways. HR analytics is pivotal in identifying, measuring and articulating the objectives and outcomes of different programs.

[Click for more details](#)



Sr. No. 238

Title: *Startup myths and models: what you won't learn in business school* by Virk, Rizwan

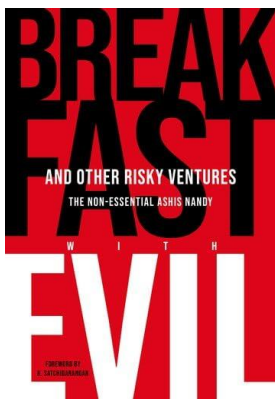
Noida HarperCollins Publishers 2021

Acc. No. 006600

Call No. 658.11 VIR

Summary: Startup Myths and Models an ideal guide for those readers just embarking on the startup life and those looking for their next adventure. Budding entrepreneurs face a challenging road. The path is not made any easier by all the cliches they hear about how to make a startup succeed?from platitudes and conventional wisdom to downright contradictions.

[Click for more details](#)



Sr. No. 239

Title: *Breakfast with evil and other risky ventures: the non-essential Ashis Nandy* by Nandy, Ashis

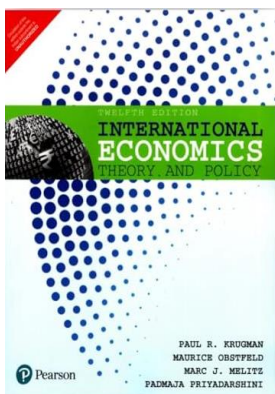
New Delhi Oxford University Press 2021

Acc. No. 006601

Call No. 954 NAN

Summary: Breakfast with Evil and Other Risky Ventures is a pre-emptive attempt to bring together the scattered writings of Ashis Nandy over his entire span of writing career and scan those scattered lectures, interviews, and writings including essays and columns for newspapers and journals for an in-depth analytical study.

[Click for more details](#)



Sr. No. 240

Title: *International economics: theory and policy* by Krugman, Paul R

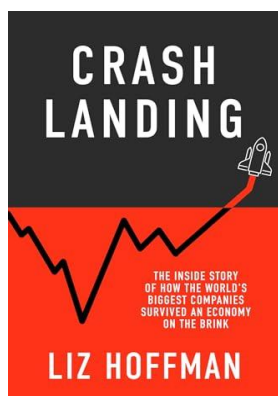
Noida Pearson 2023

Acc. No. 006602, 006603

Call No. 337 KRUI

Summary: The text is presented in a unified structure that integrates the latest research, data, and policy in the much-coveted topics such as globalization, economic geography, trade and environment, financial derivatives, China's trade policies, and many more. This book aims to equip students with intellectual tools for understanding the economic implications of global interdependence. This edition is useful for students of undergraduate and postgraduate courses across disciplines like Economics, Finance, and Management.

[Click for more details](#)



Sr. No. 241

Title: Crash landing: the inside story of how the world's biggest companies survived an economy on the brink by Hoffman, Liz

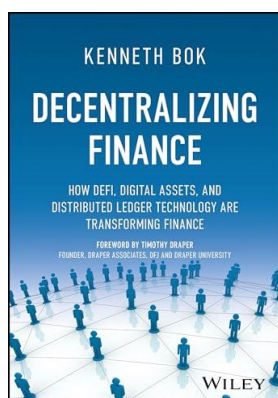
London Hodder & Stoughton Ltd. 2023

Acc. No. 006604

Call No. 330.973 HOF

Summary: In early March 2020, with the Dow Jones flirting with 30,000, the world's biggest companies were riding an eleven-year economic high. By the end of the month, millions would be out of work, iconic firms were begging for bailouts, and countless small businesses were in freefall. Slick consulting teams and country-club connections were suddenly of little use: business leaders were fumbling in the dark, tossing out long-term strategy and making decisions on the fly—decisions, they hoped, that might just save them.

[Click for more details](#)



Sr. No. 242

Title: Decentralizing finance: how DeFi, digital assets, and distributed ledger technology are transforming finance by Bok, Kenneth

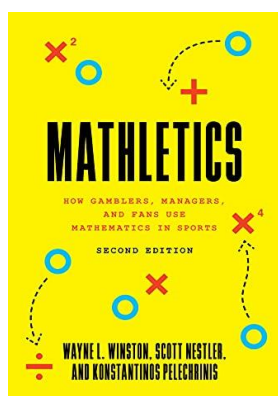
New Jersey Wiley 2024

Acc. No. 006605

Call No. 332.4 BOK

Summary: In Decentralizing Finance: How DeFi, Digital Assets and Distributed Ledger Technology Are Transforming Finance, blockchain and digital assets expert Kenneth Bok offers an insightful exploration of the current state of decentralized finance (DeFi). This book serves as a comprehensive guide to the most salient aspects of the ongoing transformation.

[Click for more details](#)



Sr. No. 243

Title: Mathletics: how gamblers, managers, and fans use mathematics in sports by Winston, Wayne L

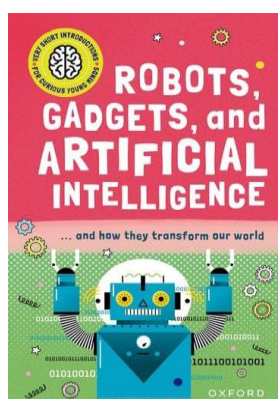
New Jersey Princeton University Press 2022

Acc. No. 006606

Call No. 510.71 WIN

Summary: Mathletics reveals the mathematical methods top coaches and managers use to evaluate players and improve team performance and gives math enthusiasts the practical skills they need to enhance their understanding and enjoyment of their favorite sports—and maybe even gain the outside edge to winning bets.

[Click for more details](#)



Sr. No. 244

Title: Very short introduction for curious young minds: robots, gadgets, and Artificial Intelligence by Jackson, Tom

Oxford Oxford University Press 2022

Acc. No. 006607

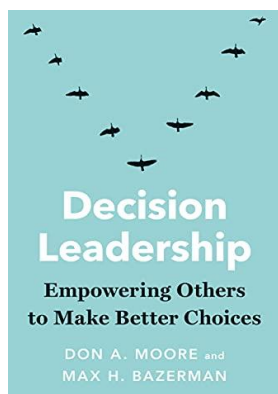
Call No. 006.312 JAC

Summary: Robots, Gadgets, and Artificial Intelligence is the perfect way for young readers to get to grips with the basic principles of the subject and its terminology. With a clear and entertaining explanation, comic strips, photographs, and illustrations, it reveals what AI is, how robots have evolved, and the role they could play in the future.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 245

Title: Decision leadership: empowering others to make better choices by Moore, Don A

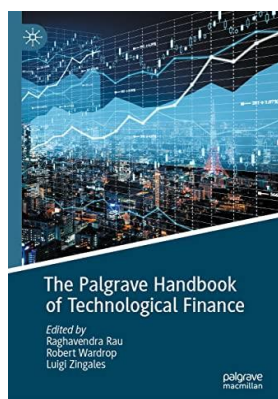
London Yale University Press 2022

Acc. No. 006608

Call No. 658.4092 MOO

Summary: Applying decades of behavioral science research, Don A. Moore and Max H. Bazerman offer a passionate corrective to this view, casting today's organizations as decision factories in which effective leaders are decision architects, enabling those around them to make wise, ethical choices consistent with their own interests and the organization's highest values. As a result, a leader's impact grows because it ripples out instead of relying on one individual to play the part of heroic figure.

[Click for more details](#)



Sr. No. 246

Title: The palgrave handbook of technological finance by Rau, Raghavendra

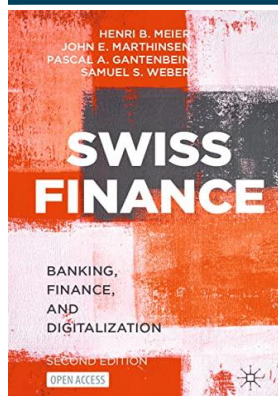
Switzerland Palgrave Macmillan 2021

Acc. No. 006609

Call No. 332 RAU

Summary: This book provides the first comprehensive overview of the fast-evolving alternative finance space and makes a timely and in-depth contribution to the literature in this area. Bringing together expert contributions in the field from both practitioners and academics, in one of the most dynamic parts of the financial sector, it provides a solid reference for this exciting discipline.

[Click for more details](#)



Sr. No. 247

Title: Swiss finance: banking, finance and digitalization by Meier, Henri B

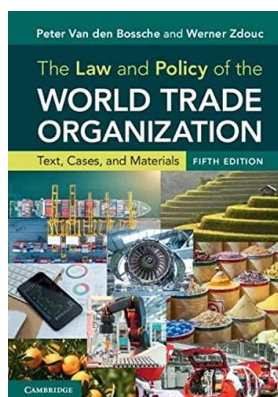
Cham Palgrave Macmillan 2023

Acc. No. 006610

Call No. 332.17 MEI

Summary: Swiss Finance thoroughly analyzes Swiss financial markets' successes and challenges. It covers critical topics for practitioners and academics to fully understand this unique development in world financial markets and private wealth administration. Competitive challenges caused by changes in Switzerland's banking secrecy laws and practices, shifting tide of new wealth generation toward Asia (e.g., China, Singapore, and South Korea), burdensome federal stamp and withholding taxes.

[Click for more details](#)



Sr. No. 248

Title: The law and policy of the world trade organization: text, cases, and materials by Bossche, Peter Van den

New York Cambridge University Press 2021

Acc. No. 006611

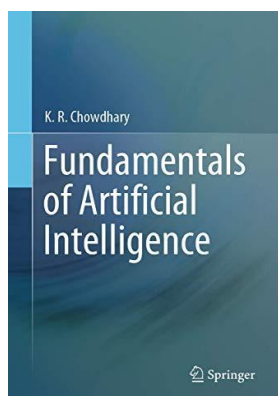
Call No. 343.0870261 BOS

Summary: this textbook has been the prime choice of teachers and students alike, due to its clear and detailed explanation of the basic principles of the multilateral trading system and the law of the World Trade Organization (WTO). The fifth edition continues to explore the institutional and substantive law of the WTO. This textbook is an essential tool for all WTO law students and will also serve as a practitioner's introductory guide to the WTO.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 249

Title: Fundamentals of artificial intelligence by Chowdhary, K. R

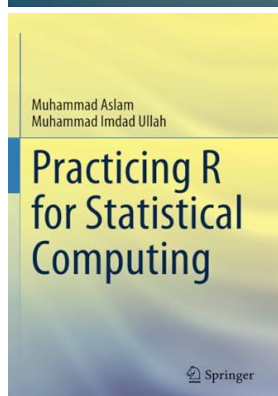
New Delhi Springer 2020

Acc. No. 006612

Call No. 006.3 CHO

Summary: The book features a wealth of examples and illustrations, and practical approaches along with the theoretical concepts. It covers all major areas of AI in the domain of recent developments. The book is intended primarily for students who major in computer science at undergraduate and graduate level but will also be of interest as a foundation to researchers in the area of AI.

[Click for more details](#)



Sr. No. 250

Title: Practicing R for statistical computing by Aslam, Muhammad

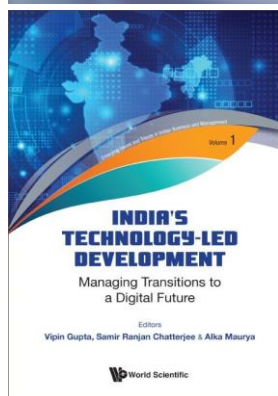
Singapore Springer 2023

Acc. No. 006613

Call No. 005.133 ASL

Summary: This book is designed to provide a comprehensive introduction to R programming for data analysis, manipulation and presentation. It covers fundamental data structures such as vectors, matrices, arrays and lists, along with techniques for exploratory data analysis, data transformation and manipulation. The book also covers flow control and conditional calculations by using “if” conditions and loops and discusses useful functions and resources for further learning.

[Click for more details](#)



Sr. No. 251

Title: India's technology-led development: managing transitions to a digital future Vol. I by Gupta, Vipin

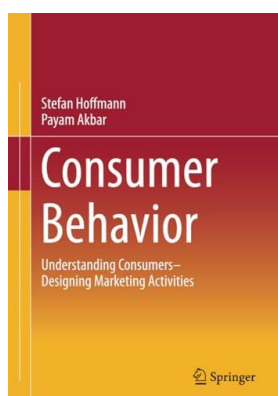
New Jersey World Scientific Publishing 2023

Acc. No. 006614

Call No. 338.954 GUP

Summary: The recent disruptions caused by the COVID-19 pandemic have shaken the fundamental foundations of global business to their core, creating unprecedented challenges for management scholars and practitioners. In addition, over the past few decades, the general adoption of communication technologies and the evolving trends towards digitalization and Industry 4.0 have revolutionized the way organizations are managed and led.

[Click for more details](#)



Sr. No. 252

Title: Consumer behavior: understanding consumers-designing marketing activities by Hoffmann, Stefan

Wiesbaden Springer 2023

Acc. No. 006615

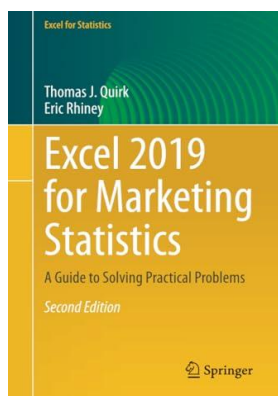
Call No. 658.8342 HOF

Summary: This textbook addresses the central question of whether and in what way advertising has a lasting influence on the purchase decision process. For this purpose, it takes a look at the focus of consumer behavior and market research. In the course of this, the work conveys the basics of consumer behaviour in a comprehensible and clear language. This makes this book ideal for reviewing lectures and preparing for exams. At the end of each chapter you will find questions for self-monitoring and recommended reading.

[Click for more details](#)



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Sr. No. 253

Title: Excel 2019 for marketing statistics: a guide to solving practical problems by Quirk, Thomas J

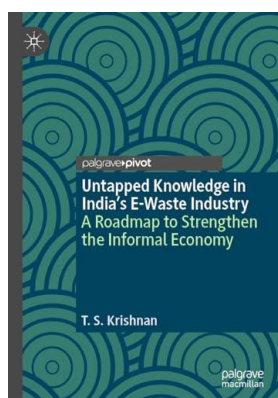
Switzerland Springer 2021

Acc. No. 006616

Call No. 005.54 QUI

Summary: This book shows the capabilities of Microsoft Excel in teaching marketing statistics effectively. It is a step-by-step, exercise-driven guide for students and practitioners who need to master Excel to solve practical marketing problems. Each chapter explains statistical formulas and directs the reader to use Excel commands to solve specific, easy-to-understand marketing problems. Practice problems are provided at the end of each chapter with their solutions in an appendix.

[Click for more details](#)



Sr. No. 254

Title: Untapped knowledge in India's e-waste industry: a roadmap to strengthen the informal economy by Krishnan, T. S

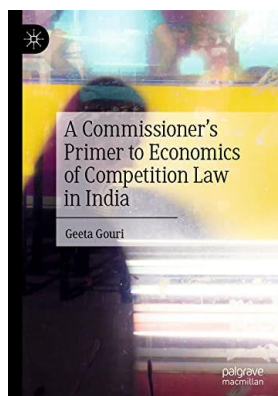
Switzerland Palgrave Macmillan 2023

Acc. No. 006617

Call No. 363.7288 KRI

Summary: This book focuses on the economic, political, and cultural factors that make up India's "informal processors," which are the highly networked, multi-generational systems that reuse, repurpose, and otherwise dispose of 80% of India's electronic waste. The research includes insight from more than ninety interviews with forty-nine key stakeholders working within India's e-waste processing industry.

[Click for more details](#)



Sr. No. 255

Title: A commissioner's primer to economics of competition law in India by Gouri, Geeta

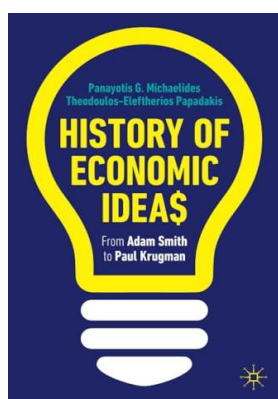
Singapore Palgrave Macmillan 2023

Acc. No. 006618

Call No. 343.0721 GOU

Summary: This book is a primer on economics of competition law by a Commissioner based on cases of the Competition Commission of India (CCI). It presents economic theories in lucid ways while providing an in depth economic analysis of the cases dealt by CCI and in the process, it blends the diversity of responses by including the orders upheld by majority and minority. In essence, it is a unique work that addresses the gap between competition law and economics.

[Click for more details](#)



Sr. No. 256

Title: History of economic ideas: from Adam Smith to Paul Krugman by Michaelides, Panayotis G

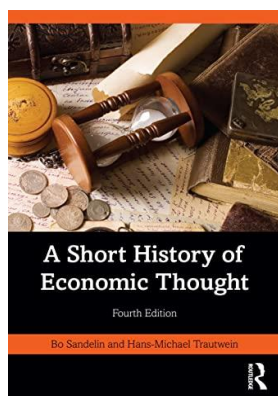
Switzerland Palgrave Macmillan 2023

Acc. No. 006619

Call No. 330.09 MIC

Summary: This book examines the history of economic thought and of political economy over the past 250 years. It presents an accessible introduction to the lives and ideas of some of economics' most prominent theoreticians, including at least one representative of each major school of economic thought. Additionally, learning objectives, summaries, key takeaways, and revision questions are included to facilitate learning and self-assessment.

[Click for more details](#)



Sr. No. 257

Title: Short history of economic thought by Sandelin, Bo

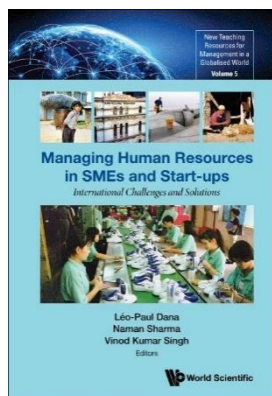
New York Routledge 2024

Acc. No. 006620

Call No. 330.09 SAN

Summary: The book has been thoroughly updated throughout in order to reflect changes in the landscape of the field. Details on key thinkers, on early developments outside the Western world, and on the recent evolution of scholarship in quantitative and non-orthodox turns have been added or expanded. They also reflect on the changes in economic thinking within the general context of the philosophy of science.

[Click for more details](#)



Sr. No. 258

Title: Managing human resources in SMEs and start-ups: international challenges and solutions Vol. V by Dana, Leo-Paul

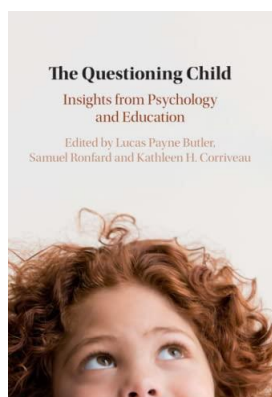
New Jersey World Scientific Publishing 2022

Acc. No. 006621

Call No. 658.3 DAN

Summary: Managing people in small businesses encompasses compliance with the applicable labour laws, hiring, and creating a channel for dealing with employee issues. The price of not having the right employees in a small business can be extremely high. Workers who are inefficient or in the wrong role can have critical consequences on the sustainability of a small business. This book aims to highlight these HR challenges and shed new light on how to answer them.

[Click for more details](#)



Sr. No. 259

Title: The questioning child: insights from psychology by Butler, Lucas Payne

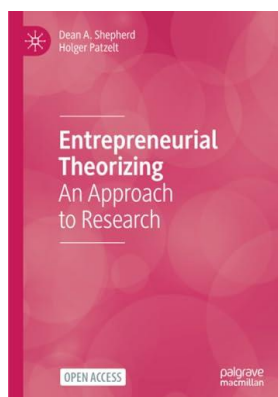
New York Cambridge University Press 2020

Acc. No. 006622

Call No. 155.4 BUT

Summary: The Questioning Child presents research from a variety of distinct methodological and theoretical backgrounds. It synthesizes current knowledge on the role of question-asking in cognitive development and charts a path forward for researchers and educators to understand the pivotal function that questioning plays in child development and education.

[Click for more details](#)



Sr. No. 260

Title: Entrepreneurial theorizing: an approach to research by Shepherd, Dean A

Switzerland Palgrave Macmillan 2023

Acc. No. 006623

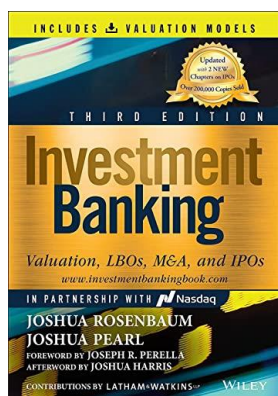
Call No. 338.04072 SHE

Summary: This open access book investigates an entrepreneurial approach to building new theories. It provides a rich understanding of how specific tools facilitate aspects of the theorizing process and offers a clearer big picture of the process of building important new entrepreneurship theories. The authors show that anthropomorphizing has been a critically important tool for developing influential entrepreneurship theories.

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Sr. No. 261

Title: Investment banking: valuation, LBOs, M&A, and IPOs by Rosenbaum, Joshua

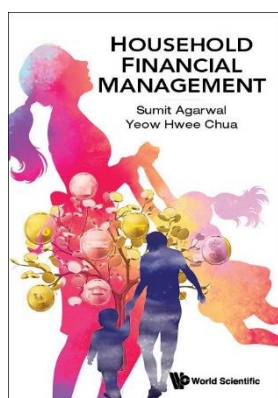
New Jersey Wiley 2022

Acc. No. 006624

Call No. 332.66 ROS

Summary: Investment Banking: Valuation, LBOs, M&A, and IPOs (Book + Valuation Models) delivers the most current discussion of valuation and deal-making fundamentals essential to the work of investment bankers, private equity professionals, hedge fund investors, corporate lawyers, executives, and students.

[Click for more details](#)



Sr. No.262

Title: Household financial management by Agarwal, Sumit

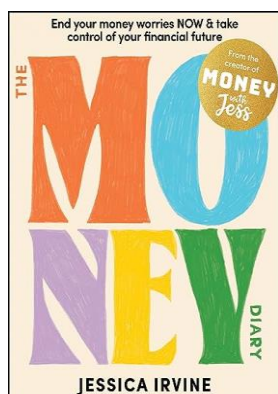
Singapore World Scientific Publishing Co. Pvt. Ltd 2024

Acc. No. 006625

Call No. 332.024 AGA

Summary: This book aims to provide a comprehensive understanding of households' financial decision-making processes, grounded in economic models, policies, and data. This book is dedicated to showcasing the importance of household financial management through the lens of academic research, with the goal of enhancing the financial well-being of individuals. This holistic perspective encompasses an awareness of the functioning of different market types and an appreciation of various cognitive and behavioral biases.

[Click for more details](#)



Sr. No. 263

Title: Money diary: end your money worries now and take control of your financial future by Irvine, Jessica

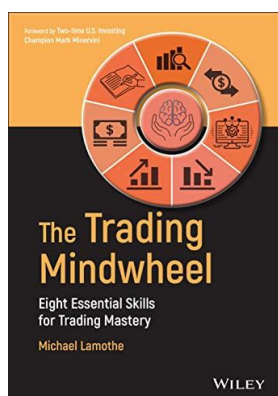
Melbourne John Wiley and Sons 2024

Acc. No. 006626

Call No. 332.024 IRV

Summary: The Money Diary is an opportunity to get a complete picture of your personal finances and plan for your future with confidence. It is, of course, a calendar you can use to organise your life and see where your money goes. But it's more than that: you can use this book — starting at any time — as a tool to reboot your spending so that it better aligns with your true goals and values.

[Click for more details](#)



Sr. No. 264

Title: Trading mindwheel: eight essential skills for trading mastery by Lamothe, Michael

New Jersey John Wiley & Sons, Inc., 2023

Acc. No. 006627

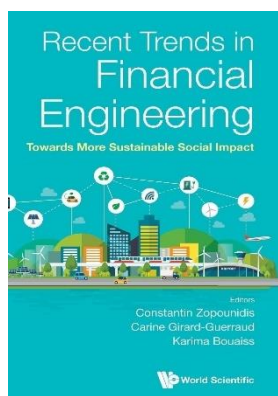
Call No. 332.6322 LAM

Summary: In The Trading Mindwheel: Eight Essential Skills for Trading Mastery, Michael Lamothe delivers a hands-on and practical roadmap to personal investing success. In the book, you'll explore the belief systems, mindsets, and market psychology you need to master to maximize your investment returns. This book belongs on the bookshelves of people seeking to build wealth. You'll also learn to analyze trades, markets, and risk as you manage your portfolio and continuously improve and validate your own skills.

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Sr. No. 265

Title: Recent trends in financial engineering: towards more sustainable social impact by Zopounidis, Constantin

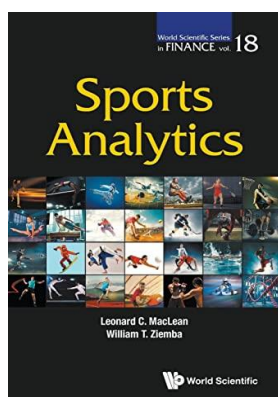
Hackensack World Scientific Publishing 2023

Acc. No. 006628

Call No. 658.15 ZOP

Summary: This book is a good collection of state-of-the-art approaches to financial engineering. It will be especially useful to new researchers and practitioners working in this field and will help them to quickly grasp the current state of financial engineering. The book equips the readers with comprehensive understanding of technological issues and financial innovations in environmental and social matters.

[Click for more details](#)



Sr. No. 266

Title: Sports analytics Vol. XVIII by Maclean, Leonard C

Hackensack World Scientific Publishing Co. Pte. Ltd, 2022

Acc. No. 006629

Call No. 796.021 MAC

Sr. No. 267

Title: Building a body of knowledge in project management in developing countries by Ofori, George

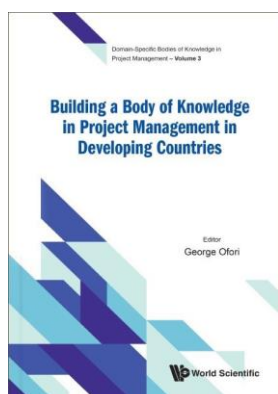
Hackensack World Scientific Publishing 2023

Acc. No. 006630

Call No. 658.404 OFO

Summary: This book presents a state-of-the-art account of the recent developments and needs for project management in developing countries. It adds to the current state of knowledge on project management in general by capturing current trends, how they widen the content and scope of the field, and why there is a need for a specialist body of knowledge for developing countries.

[Click for more details](#)



Sr. No. 268

Title: Supply chain management for dummies by Stanton, Daniel

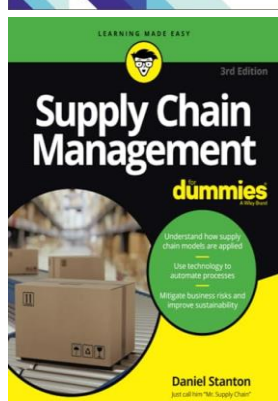
Hoboken John Wiley & Sons, Inc. 2023

Acc. No. 006631

Call No. 658.7 STA

Summary: This book is fully updated for changes to the supply chain in a post-Covid world. You'll learn about the latest supply chain technologies, analytics and data-based optimization, and new strategies for delivering on your organization's promises. This approachable resource can take your supply chain management skills to the next level with step-by-step explanations, expert tips, and real-life examples.

[Click for more details](#)

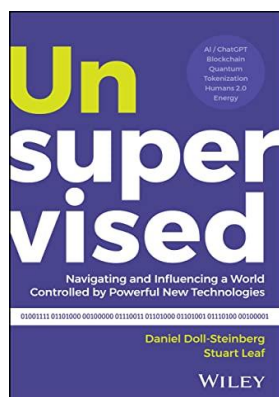


Sr. No. 269

New Arrival of Books November – 2024



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Title: Unsupervised: navigating and influencing a world controlled by powerful new technologies by Doll-Steinberg, Daniel

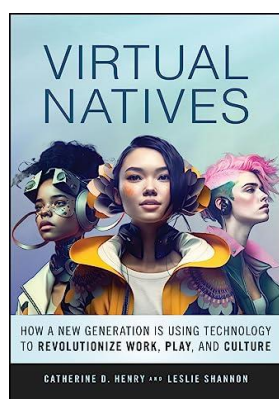
New Jersey John Wiley & Sons, Inc. 2023

Acc. No. 006632

Call No. 303.48 DOL

Summary: This book takes an in-depth look at how we have arrived at this dizzying point in our history, who holds the reins of these formidable technologies, mostly without any supervision. It explains why we as business leaders, entrepreneurs, academics, educators, lawmakers, investors or users and all responsible citizens must act now to influence and help oversee the future of a technological world.

[Click for more details](#)



Sr. No. 270

Title: Virtual natives: how a new generation is using technology to revolutionize work, play, and culture by Henry, Catherine D

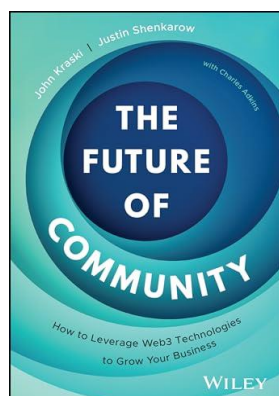
New Jersey John Wiley & Sons, Inc. 2023

Acc. No. 006633

Call No. 006.8 HEN

Summary: This book will introduce you to the Virtual Native cohort and mindset, decipher their socio-cultural and economic experiences, and unpack their expectations of companies looking to engage, market, or employ them. This shift is being driven by technology, and the people who are leading it are the ones who know it best: the Virtual Natives, made up of Gen Alpha and Z.

[Click for more details](#)



Sr. No. 271

Title: The future of community: how to leverage Web3 technologies to grow your business by Kraski, John

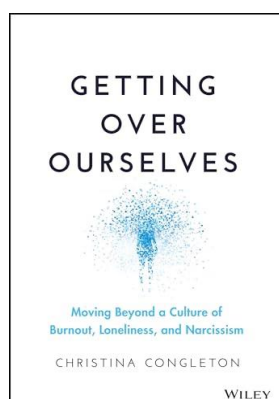
New Jersey John Wiley & Sons, Inc. 2024

Acc. No. 006634

Call No. 338.064 KRA

Summary: In The Future of Community: How to Leverage Web3 Technologies to Grow Your Business, a team of web3 visionaries and tech-savvy executives delivers a groundbreaking new take on the seismic impact web3 is having—and will continue to have—on our technological and social landscapes. The authors discuss why web3 really is the “next big thing” to shape our digital and offline futures and how it will transform the world.

[Click for more details](#)



Sr. No. 272

Title: Getting over ourselves: moving beyond a culture of burnout, loneliness, and narcissism by Congleton, Christina

New Jersey John Wiley & Sons, Inc. 2024

Acc. No. 006635

Call No. 158.1 CON

Summary: In Getting Over Ourselves: Moving Beyond a Culture of Burnout, Loneliness, and Narcissism, human development specialist and leadership coach Christina Congleton delivers an insightful and urgently needed discussion of how people can break out of the tired cliches of the self-help genre, and move toward new levels of connection, engagement, and capacity in navigating an uncertain world.

[Click for more details](#)



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Sr. No. 273

Title: Research handbook on corporate governance and ethics by Tsaloukar, Till

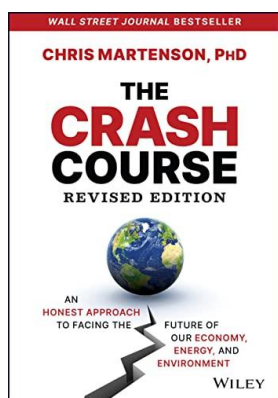
Cheltenham Edward Elgar Publishing Limited 2023

Acc. No. 006636

Call No. 174.4 TAL

Summary: This essential Research Handbook provides an in-depth analysis of the link between corporate governance and ethics. By bringing together internationally renowned scholars, it reflects upon pertinent trends and challenges within the field. Significantly, it illuminates the ethical foundations of corporate governance. It will additionally be beneficial for policymakers and practitioners seeking further information on the diversity of research perspectives within this field.

[Click for more details](#)



Sr. No. 274

Title: The crash course: an honest approach to facing the future of our economy, energy, and environment by Martenson, Chris

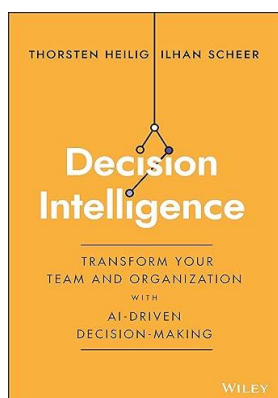
New Jersey John Wiley & Sons, Inc. 2023

Acc. No. 006637

Call No. 338.9 MAR

Summary: In this book, you'll find effective solutions for living with unpredictability and change, as well as: A workable framework for understanding the "how" and "why" of dramatic societal, environmental, and economic transformation, a rich set of solutions, complete with examples, you can use to draw inspiration and motivation to act in your own life and an expansive amount of new material, fully updated since the last edition.

[Click for more details](#)



Sr. No. 275

Title: Decision intelligence: transform your team and organization with AI - driven decision – making by Heilig, Thorsten

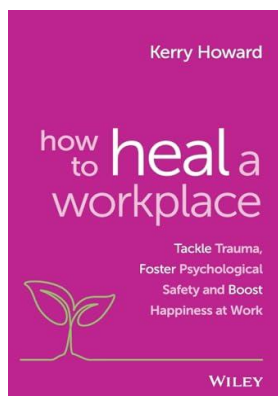
New Jersey John Wiley & Sons, Inc. 2024

Acc. No. 006638

Call No. 658.403 HEI

Summary: In Decision Intelligence: Transform Your Team and Organization with AI-Driven Decision-Making, a team of pioneering decision and AI strategists delivers a digestible and hands-on resource for professionals at every part of the decision-making journey. The book discusses the latest technology and approaches that bridge the gap between behavioral science, data science, and technological innovation.

[Click for more details](#)



Sr. No. 276

Title: How to heal a workplace: tackle trauma, foster psychological safety and boost happiness at work by Howard, Kerry

Victoria John Wiley & Sons Ltd 2023

Acc. No. 006639

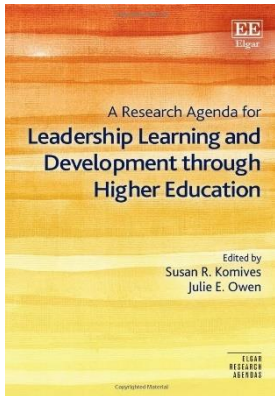
Call No. 158.70 HOW

Summary: How to Heal a Workplace shares the insights and hands-on advice that you need to better understand how your culture impacts your team. You'll learn how to manage interpersonal challenges—and anticipate the impact of policies and procedures—to create a healthier, happier and more productive environment.

[Click for more details](#)



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Sr. No. 277

Title: Research agenda for leadership learning and development through higher education by Komives, Susan R

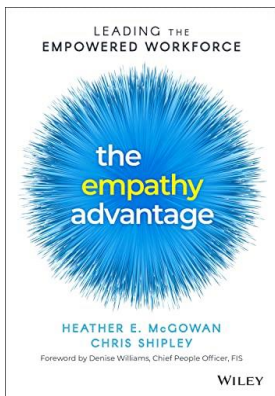
Cheltenham Edward Elgar Publishing Limited 2023

Acc. No. 006640

Call No. 658.4092 KOM

Summary: This innovative Research Agenda offers a comprehensive and critical overview of research on all aspects of contemporary leadership education. Bringing together enlightening contributions from experienced scholars of leadership education along with a team of early career critical scholars, it examines essential dimensions of leadership education processes and outcomes and interrogates the knowledge bases that shape these dimensions.

[Click for more details](#)



Sr. No. 278

Title: The empathy advantage: leading the empowered workforce by McGowan, Heather E

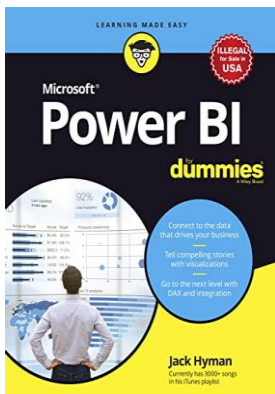
New Jersey John Wiley & Sons, Inc. 2023

Acc. No. 006641

Call No. 658.8700683 MCG

Summary: In this book, you will learn about the five interlocking trends that brought us the empowered workforce: The Great Resignation, the Great Refusal, the Great Reshuffle, the Great Retirement, and the Great Relocation collectively delivered the Great Reset. These trends, building for a decade prior to the pandemic, saw employees leading jobs; restructuring where and how they work, accelerating retirement, and reordering the role of work in their lives.

[Click for more details](#)



Sr. No. 279

Title: Microsoft power BI for dummies by Hyman, Jack

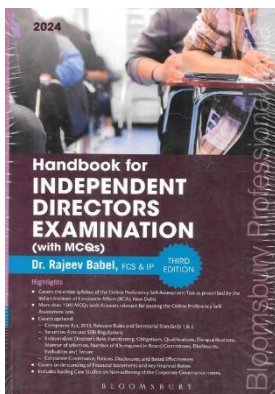
New Delhi Wiley India Pvt. Ltd. 2022

Acc. No. 006642, 006643

Call No. 005.54 HYM

Summary: In Microsoft Power BI For Dummies, expert lecturer, consultant, and author Jack Hyman delivers a start-to-finish guide to applying the Power BI platform to your own firm's data. You'll discover how to start exploring your data sources, build data models, visualize your results, and create compelling reports that motivate decisive action.

[Click for more details](#)



Sr. No. 280

Title: Handbook for independent director's examination (with MCQs) by Babel, Rajeev

New Delhi Bloomsbury Publishing India Pvt. Ltd 2024

Acc. No. 006644

Call No. 658.422 BAB

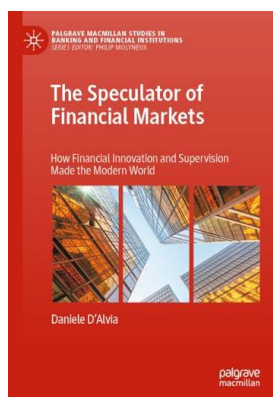
Summary: This book has been designed keeping in view the needs of professionals who are preparing for the Online Proficiency Self-Assessment Test to be a Certified Independent Director. The book would be immensely useful for the Chartered Accountants, Company Secretaries, Lawyers and Management Professionals while undertaking the Independent Director's examination as it gives the updated provisions of different statutes and MCQs relevant for it.

[Click for more details](#)

Sr. No. 281



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Title: The speculator of financial markets: how financial innovation and supervision made the modern world by D'Alvia, Daniele

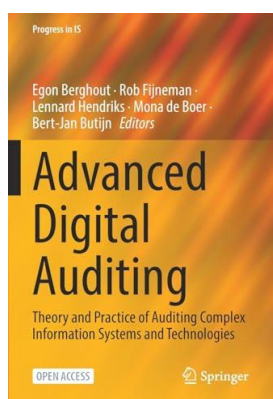
Cham Palgrave Macmillan 2023

Acc. No. 006645

Call No. 332.6 DAL

Summary: The book illustrates financial markets from the point of view of their subjectivity, namely by analysing one of the most prominent figures among market operators: the speculator. Whereas many textbooks or monographs are strictly devoted to the analysis of financial law or history, this book tells a remarkable story based on markets' boom-bust, expectations, banks' fragilities, market sentiment, desires, and dreams.

[Click for more details](#)



Sr. No. 282

Title: Advanced digital auditing: theory and practice of auditing complex information systems and technologies by Berghout, Egon

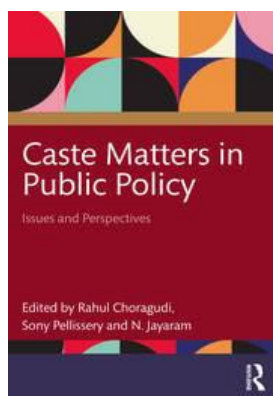
Cham Springer Nature 2023

Acc. No. 006646

Call No. 658.05 BER

Summary: This open access book discusses the most modern approach to auditing complex digital systems and technologies. It combines proven auditing approaches, advanced programming techniques and complex application areas, and covers the latest findings on theory and practice in this rapidly developing field. Especially for those who want to learn more about novel approaches to testing complex information systems and related technologies, such as blockchain and self-learning systems, the book will be a valuable resource.

[Click for more details](#)



Sr. No. 283

Title: Caste matters in public policy: issues and perspectives by Choragudi, Rahul

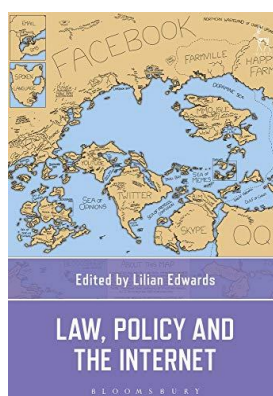
New York Routledge 2023

Acc. No. 006647

Call No. 305.51220954 CHO

Summary: This book critically engages with the changing notions of caste and its intersection with public policy in India. It discusses key issues such as social security, internal reservation, the idea of Most Backward Classes, caste issues among non-Hindu religious communities, caste in census, caste in market, and service castes and urban planning. It will also be of interest to public policy and development practitioners.

[Click for more details](#)



Sr. No. 284

Title: Law, policy and the internet by Edwards, Lilian

Oxford Hart Publishing 2019

Acc. No. 006648

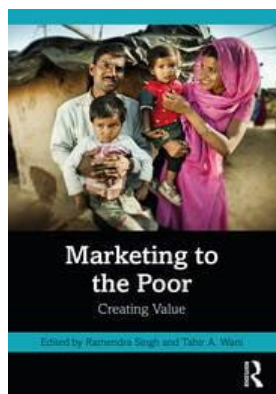
Call No. 343.09 EDW

Summary: This book addresses the fact that internet regulation is not just a matter of law but increasingly intermixed with technology, economics and politics. Policy developments are closely analysed as an intrinsic part of modern governance. Law, Policy and the Internet focuses on two key areas: e-commerce, including the role and responsibilities of online intermediaries such as Google, Facebook and Uber; and privacy, data protection and online crime.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 285

Title: Marketing to the poor: creating value by Singh, Ramendra

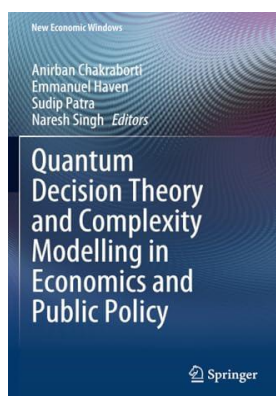
New York Routledge 2023

Acc. No. 006649

Call No. 658.8 SIN

Summary: This book provides an understanding of these marketplaces, including the consumer's wants and aspirations, the relationship of the individual within the social milieu, and their unique cultural contexts. It provides strategies for businesses to develop a bottom-up knowledge of global markets and incorporates practices which are inclusive and sustainable.

[Click for more details](#)



Sr. No. 286

Title: Quantum decision theory and complexity modelling in economics and public policy by Chakraborti, Anirban

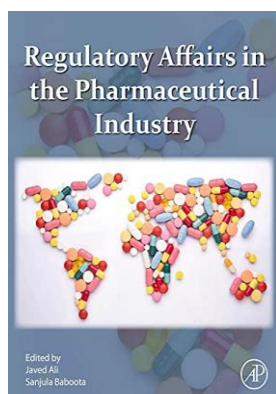
Cham Springer 2023

Acc. No. 006650

Call No. 530.12 CHA

Summary: The book builds upon the emerging fields of Econophysics, Complexity theory and Quantum like modelling in cognition and social sciences, and their plausible applications in economics and public policy. There can be deep linkages between the micro, meso and macro scales at which these paradigms operate.

[Click for more details](#)



Sr. No. 287

Title: Regulatory affairs in the pharmaceutical industry by Ali, Javed

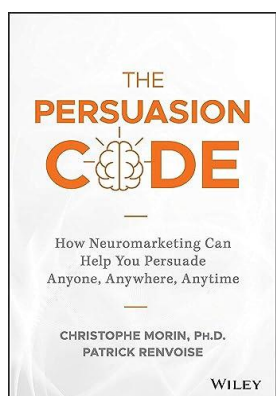
London Academic Press 2022

Acc. No. 006651

Call No. 615.19 ALI

Summary: Regulatory Affairs in the Pharmaceutical Industry is a comprehensive reference that compiles all the information available pertaining to regulatory procedures currently followed by the pharmaceutical industry. Designed to impart advanced knowledge and skills required to learn the various concepts of regulatory affairs, the content covers new drugs, generic drugs and their development, regulatory filings in different countries, different phases of clinical trials, and the submission of regulatory documents.

[Click for more details](#)



Sr. No. 288

Title: The persuasion code: how neuromarketing can help you persuade anyone, anywhere, anytime by Morin, Christophe

New Jersey John Wiley & Sons, Inc. 2018

Acc. No. 006652

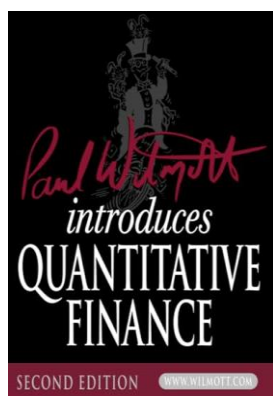
Call No. 658.80019 MOR

Summary: The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime will make your personal and business lives more successful by unveiling a credible and practical approach towards creating a breakthrough persuasion strategy. This book makes the complex science of persuasion simple. Learn to develop better marketing and sales messages based on a scientific model; NeuroMap.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 289

Title: Paul Wilmott introduces quantitative finance by Wilmott, Paul

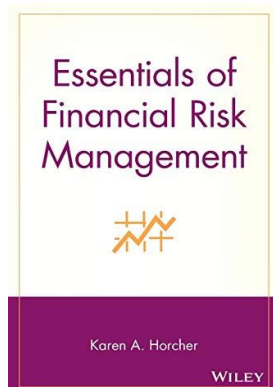
Hoboken John Wiley & Sons, Inc. 2007

Acc. No. 006653

Call No. 332 WIL

Summary: Paul Wilmott Introduces Quantitative Finance, Second Edition is an accessible introduction to the classical side of quantitative finance specifically for university students. Adapted from the comprehensive, even epic, works Derivatives and Paul Wilmott on Quantitative Finance. It includes carefully selected chapters to give the student a thorough understanding of futures, options and numerical methods. Software is included to help visualize the most important ideas and to show how techniques are implemented in practice.

[Click for more details](#)



Sr. No. 290

Title: Essentials of financial risk management by Horcher, Karen A

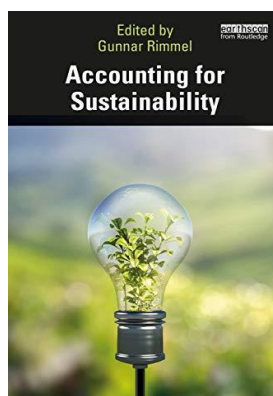
Hoboken John Wiley & Sons, Inc. 2005

Acc. No. 006654

Call No. 658.155 HOR

Summary: This ideal book guide for business professionals focuses on strategic and management issues associated with financial risk. Essentials of Financial Risk Management identifies risk-mitigation policies and strategies; suggestions for determining an organization's risk tolerance; and sources of risk associated with currency exchange rates, interest rates, credit exposure, commodity prices, and other related events.

[Click for more details](#)



Sr. No. 291

Title: Accounting for sustainability by Rimmel, Gunnar

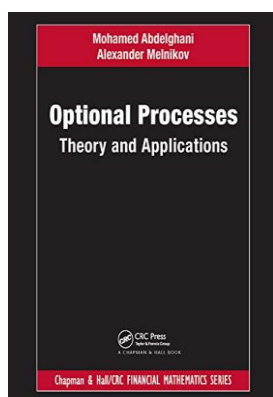
New York Routledge 2020

Acc. No. 006655

Call No. 657.32 RIM

Summary: Accounting for Sustainability decodes this terminology by providing an accessible introduction to the topic that explores sustainability reporting from an internal and external perspective. It begins with an overview of how sustainability reporting has emerged and why it is important, before moving on to cover definitions of key terms and specific theories and frameworks.

[Click for more details](#)



Sr. No. 292

Title: Optional processes: theory and applications by Abdelghani, Mohamed

Boca Raton CRC Press 2020

Acc. No. 006656

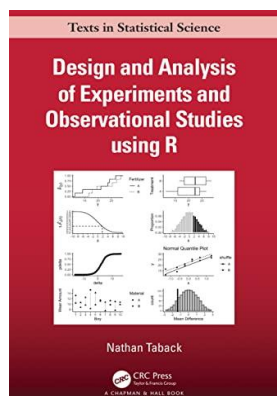
Call No. 519.23 ABD

Summary: This book aims to provide an accessible, comprehensive and up-to-date exposition of optional processes and their numerous properties. Furthermore, the book presents not only current theory of optional processes, but it also contains a spectrum of applications to stochastic differential equations, filtering theory and mathematical finance. It is well-known that modern stochastic calculus has been exhaustively developed under usual conditions.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 293

Title: Design and analysis of experiments and observational studies using R by Taback, Nathan

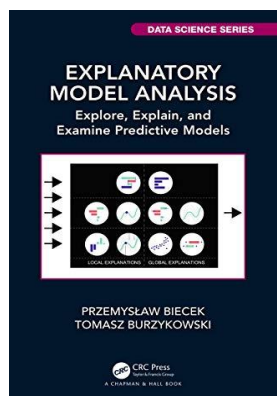
Boca Raton CRC Press 2022

Acc. No. 006657

Call No. 519.57 TAB

Summary: The proposed book will emphasize ethics, communication and decision making as part of design, data analysis, and statistical thinking. A causal inference framework is important in design, data collection and analysis since it provides a framework for investigators to readily evaluate study limitations and draw appropriate conclusions. R is used to implement designs and analyse the data collected.

[Click for more details](#)



Sr. No. 294

Title: Explanatory model analysis: explore, explain, and examine predictive models by Biecek, Przemyslaw

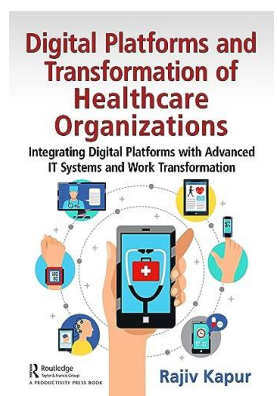
Boca Raton CRC Press 2021

Acc. No. 006658

Call No. 511.8 BIE

Summary: Explanatory Model Analysis Explore, Explain and Examine Predictive Models is a set of methods and tools designed to build better predictive models and to monitor their behaviour in a changing environment. This book presents a collection of model agnostic methods that may be used for any black-box model together with real-world applications to classification and regression problems.

[Click for more details](#)



Sr. No. 295

Title: Digital platforms and transformation of healthcare organizations: integrating digital platforms with advanced it systems and work transformation by Kapur, Rajiv

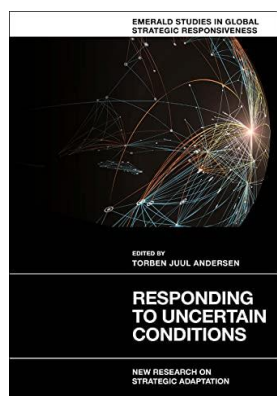
New York Routledge 2024

Acc. No. 006659

Call No. 658.0563 KAP

Summary: The goal of this book is to help HCOs understand, prepare, implement, and leverage digital transformation. The book opines that, to be successful, digital transformation must be led and supported by senior management. Equally important is the cultural transformation of HCOs towards successful change management, which requires an evolutionary approach to continuous process improvements of increasing scope and complexity.

[Click for more details](#)



Sr. No. 296

Title: Responding to uncertain conditions: new research on strategic adaptation by Andersen

Bingley Emerald Publishing Limited 2023

Acc. No. 006660

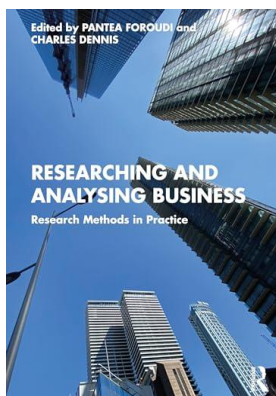
Call No. 658.4012 AND

Summary: This book of articles presents a new set of studies that attempt to better understand and address this very need. The contributions consider the diverse effects of institutional settings and subtle organizational strategy-making contexts gauging ways to gain flexibility and strategic adaptability that can generate sustainable performance outcomes.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 297

Title: Researching and analysing business: research methods in practice by Dennis, Charles

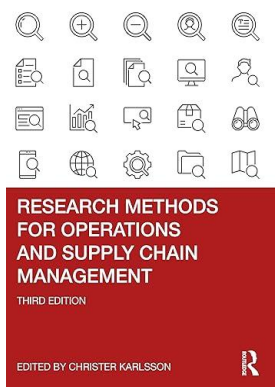
New York Routledge 2024

Acc. No. 006661

Call No. 658.0072 FOR

Summary: This book includes systematic literature review through bibliometric and meta-analysis, secondary vs primary sources, qualitative research vs quantitative research, combining qualitative and quantitative methods, qualitative and quantitative research method approaches, fsQCA, data mining, and sentiment analysis. This book is required and recommended reading for advanced undergraduate and postgraduate students studying research methods as a core module within business and management courses.

[Click for more details](#)



Sr. No. 298

Title: Research methods for operations and supply chain management by Karlsson, Christer

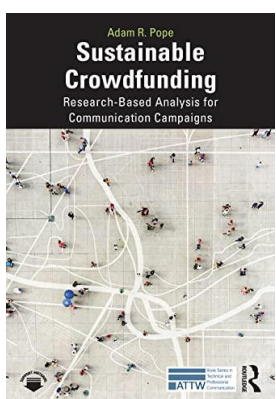
New York Routledge 2024

Acc. No. 006662

Call No. 658.57 KAR

Summary: This book is a toolkit of research approaches primarily for advanced students and beginner researchers, but also a reference book for any researcher in operations and supply chain management (OSCM). This includes expanded literature reviews and analysis to guide students towards the next steps in their reading, and more detailed step-by-step advice to tie theory with the research.

[Click for more details](#)



Sr. No. 299

Title: Sustainable crowdfunding: research-based analysis for communication campaigns by Pope, Adam R

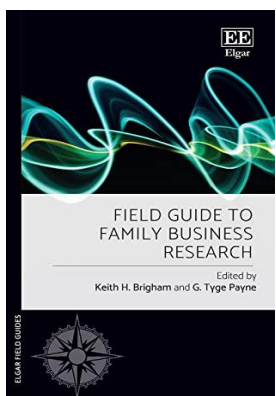
New York Routledge 2023

Acc. No. 006663

Call No. 658.45 POP

Summary: This book analyzes the communication and writing strategies necessary to craft and maintain ongoing crowdfunding campaigns to support businesses, nonprofits, artists, and others. Sustainable Crowdfunding serves as a supplemental text for courses in technical and professional communication, user experience, communication research methods, and digital marketing, and will be of interest to both communication scholars and advanced crowdfunding professionals.

[Click for more details](#)



Sr. No. 300

Title: Field guide to family business research by Brigham Keith H

Cheltenham Edward Elgar Publishing 2023

Acc. No. 006664

Call No. 658.4053 BRI

Summary: The Field Guide to Family Business Research is a concise and accessible guidebook that addresses the unique challenges associated with conducting high-quality family business research. Intended for both new and more experienced scholars, experts provide essential guidelines and insightful best practices for overcoming these challenges.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 301

Title: Sport consumer behaviour: marketing strategies by Funk, Daniel C

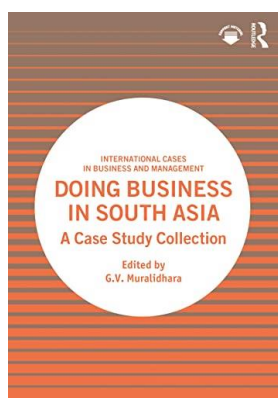
New York Routledge 2022

Acc. No. 006665

Call No. 796.0688 FUN

Summary: This textbook offers a complete introduction to consumer behaviour in sport and recreation. Combining theory and cutting-edge research with practical guidance and advice, it helps students and industry professionals become more effective practitioners. It includes expanded coverage of key emerging topics such as technology e-sports and gamification, consumer research, brand architecture, consumer decision making, and fan attitudes.

[Click for more details](#)



Sr. No. 302

Title: Doing business in South Asia: a case study collection by Muralidhara, G. V

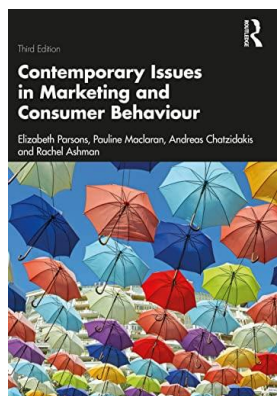
New York Routledge 2023

Acc. No. 006666

Call No. 330.954 MUR

Summary: This textbook comprises selected case studies on the strategic challenges and opportunities faced by real-world organizations operating in South Asia. Each case has corresponding reflective questions, references, and further reading and activities, making this a perfect comprehensive guide to help students understand and apply concepts to real-world situations. Providing a solid understanding of the South Asian business environment, this is ideal recommended reading for advanced undergraduate and postgraduate students

[Click for more details](#)



Sr. No. 303

Title: Contemporary issues in marketing and consumer behaviour by Parsons, Elizabeth

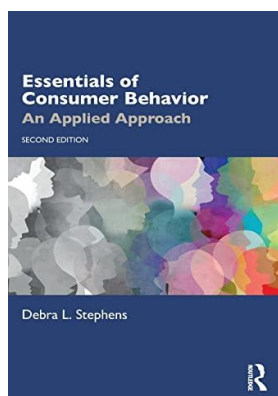
New York Routledge 2023

Acc. No. 006667

Call No. 658.802 PAR

Summary: This text successfully links marketing theory with practice, locating marketing ideas and applications within wider global, social and economic contexts. It provides a complete and thought-provoking overview for postgraduate, MBA and advanced undergraduate modules in marketing and consumer behaviour and a useful resource for dissertation study at both undergraduate and postgraduate levels.

[Click for more details](#)



Sr. No. 304

Title: Essentials of consumer behavior: an applied approach by Stephens, Debra L

New York Routledge 2023

Acc. No. 006668

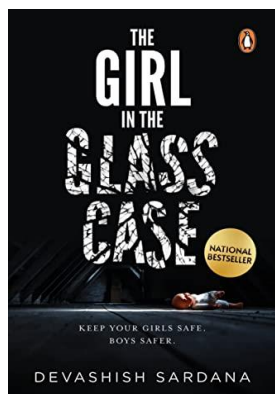
Call No. 658.8342 STE

Summary: This book of this concise guide to the discipline offers comprehensive coverage of issues including technology now integrated into all chapters, consumer vulnerability, expanded beyond young consumers and persons with disabilities to include the economically disadvantaged and those marginalized because of ethnicity and gender and consumers' roles in the lives of nonhuman animals, with extensive discussion of the consumer journey toward acquiring an animal companion and the impact of pet ownership on consumers' non-pet-related purchases

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 305

Title: *The girl in the glass case: keep your girls safe. boys safer by Sardana, Devashish*

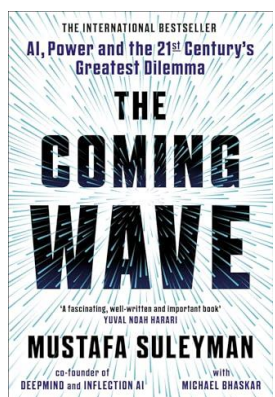
Gurugram Penguin Random House India 2021

Acc. No. 006669

Call No. 823.92 SAR

Summary: *The Girl in the Glass Case* is a jaw-dropping, psychological crime thriller that will keep you guessing till the last page. Simone Singh is a feisty IPS officer who would rather spend her days locking up criminals than apologizing for her lack of social skills. Freshly back from an unjust suspension, Simone is forced to team up with DSP Zoya Bharucha, an empathetic officer who's as loved in the police force as Simone is shunned.

[Click for more details](#)



Sr. No. 306

Title: *The coming wave: AI, power and the twenty first century's greatest dilemma by Suleyman, Mustafa*

USA Penguin Random House 2023

Acc. No. 006670

Call No. 006.3 SUL

Summary: In *The Coming Wave*, Suleyman shows how these forces will create immense prosperity but also threaten the nation-state, the foundation of global order. As our fragile governments sleepwalk into disaster, we face an existential dilemma: unprecedented harms on one side, the threat of overbearing surveillance on the other. This groundbreaking book from the ultimate AI insider establishes “the containment problem”—the task of maintaining control over powerful technologies—as the essential challenge of our age.

[Click for more details](#)



Sr. No. 307

Title: *Stranger in a strange land by Heinlein, Robert A*

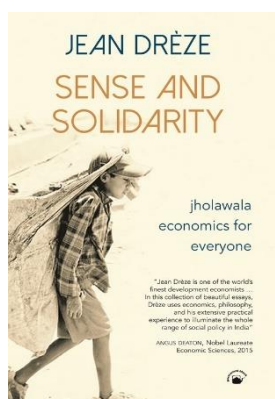
New York Penguin Random House LLC 2016

Acc. No. 006671

Call No. 813.08762 HEI

Summary: *Stranger in a Strange Land* grew from a cult favorite to a bestseller to a classic in a few short years. The story of the man from Mars who taught humankind grokking and water-sharing—and love—it is Robert A. Heinlein’s masterpiece. A human raised on Mars, Valentine Michael Smith has just arrived on planet Earth. Among his people for the first time, he struggles to understand the social mores and prejudices of human nature that are so alien to him, while his own “psi” powers—including telepathy, clairvoyance, telekenesis, and teleportation—make him a type of messiah figure among humans.

[Click for more details](#)



Sr. No. 308

Title: *Sense and Solidarity: Jholawala economics for everyone by Dreze, Jean*

Ranikhet Permanent Black 2017

Acc. No. 006672

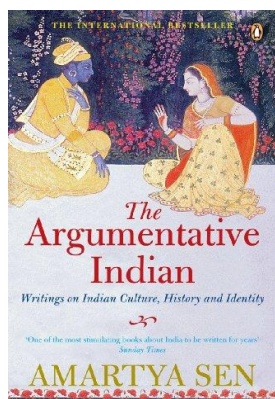
Call No. 330.954 DRE

Summary: “Jholawala” has become a disparaging term for activists in the business media. This book affirms the learning value of collective action combined with sound economic analysis. In his detailed Introduction, Drèze persuasively argues for an approach to development economics where research and action become inseparably interconnected.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 309

Title: The argumentative Indian: writings on Indian history, culture and identity by Sen, Amartya

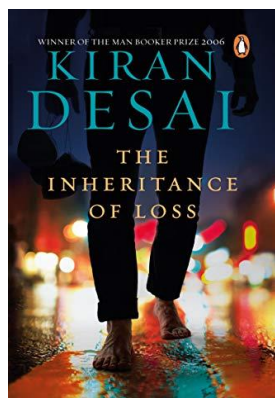
New York Penguin Group 2005

Acc. No. 006673

Call No. 954 SEN

Summary: The Argumentative Indian: Writings on Indian Culture, History and Identity brings together an illuminating selection of writings on contemporary India. 'The winner of the 1998 Nobel prize in economics is a star in India ... he deserves the recognition ... shows that the argumentative gene is not just a part of India's make-up that can easily be wished away'.

[Click for more details](#)



Sr. No. 310

Title: The inheritance of loss by Desai, Kiran

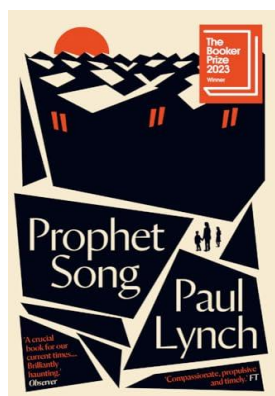
Gurugram Penguin Random House India Pvt, Ltd 2006

Acc. No. 006674

Call No. 813.54 DES

Summary: Kiran Desai's brilliant novel, published to huge acclaim, is a story of joy and despair. Her characters face numerous choices that majestically illuminate the consequences of colonialism as it collides with the modern world. In a crumbling, isolated house at the foot of Mount Kanchenjunga in the Himalayas lives an embittered judge who wants only to retire in peace, when his orphaned granddaughter, Sai, arrives on his doorstep.

[Click for more details](#)



Sr. No. 311

Title: Prophet Song by Lynch, Paul

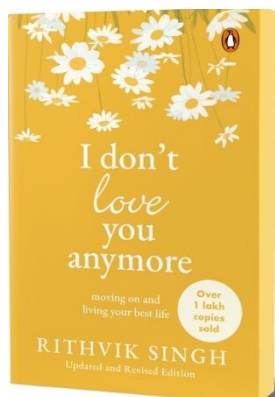
London Oneworld Publications 2023

Acc. No. 006675

Call No. 823.92 LYN

Summary: Paul Lynch's Booker Prize-winning novel is a devastating vision of a country falling apart and a moving portrait of the resilience of the human spirit when faced with the darkest of times.

[Click for more details](#)



Sr. No. 312

Title: I don't love you anymore: moving on and living your best life by Singh, Rithvik

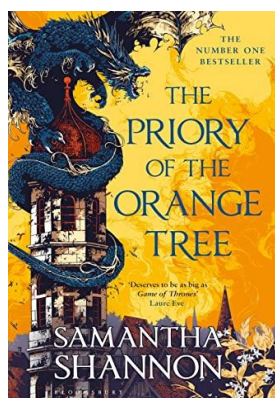
Gurugram Penguin Random House India Pvt. Ltd 2024

Acc. No. 006676

Call No. 823 SIN

Summary: This book was meant to find you if you've ever loved someone who didn't love you back, if you've ever over-invested in the wrong people or if you have a hard time letting go. I Don't Love You Anymore is a book that'll feel like home to you. I promise it'll hold you gently on your worst days.

[Click for more details](#)



Sr. No. 313

Title: Priory of the orange tree by Shannon, Samantha

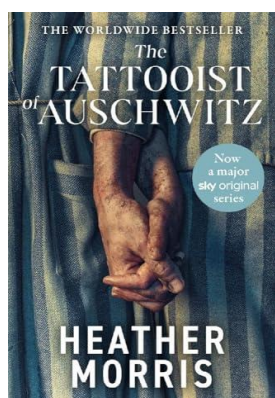
London Bloomsbury Publishing 2021

Acc. No. 006677

Call No. 823.92 SHA

Summary: The House of Berethnet has ruled Inys for a thousand years. Still unwed, Queen Sabran the Ninth must conceive a daughter to protect her realm from destruction – but assassins are getting closer to her door.

[Click for more details](#)



Sr. No. 314

Title: The tattooist of aushwitz by Morris, Heather

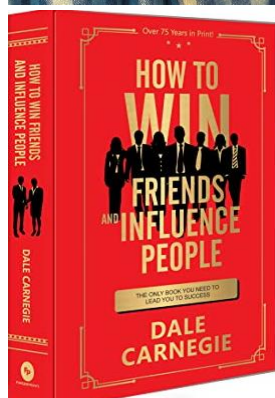
London Zaffre Publishing Group 2018

Acc. No. 006678

Call No. 823 MOR

Summary: In 1942, Lale Sokolov arrived in Auschwitz-Birkenau. He was given the job of tattooing the prisoners marked for survival – scratching numbers into his fellow victims' arms in indelible ink to create what would become one of the most potent symbols of the Holocaust. Waiting in line to be tattooed, terrified and shaking, was a young girl. For Lale – a dandy, a jack-the-lad, a bit of a chancer – it was love at first sight.

[Click for more details](#)



Sr. No. 315

Title: How to win friends and influence people by Carnegie, Dale

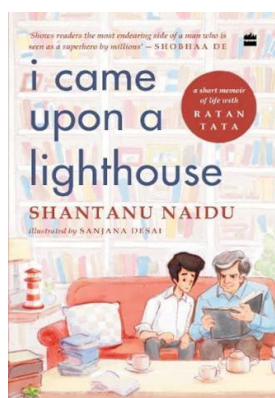
Fingerprint Publishing New Delhi 2024

Acc. No. 006679, 006680, 006681

Call No. 158.1 CAR

Summary: This is a phenomenal book that has been an inspiration for many of those who are now famous and successful. With principles that stand as relevant in modern times as ever before, it continues to help people on their way to success. How to Win Friends & Influence People offers insights on how to win people to your way of thinking; how to increase your ability to get things done; the ways to be a leader and change people without arousing resentment; and how to make friends quickly.

[Click for more details](#)



Sr. No. 316

Title: I came upon a lighthouse: a short memoir of life with Ratan Tata by Naidu, Shantanu

Gurugram HarperCollins Publishers 2022

Acc. No. 006682

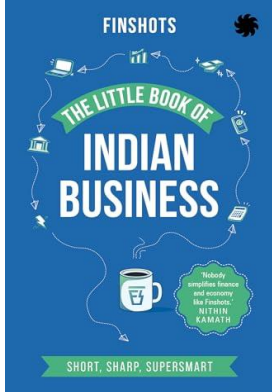
Call No. 920 NAI

Summary: I Came Upon a Lighthouse is an honest, light-hearted telling of this uncommon bond between a millennial and an octogenarian that gives glimpses of a beloved Indian icon in a warm light. Ratan Tata, himself known for his compassion for stray dogs, took note. Impressed, he not only decided to invest in the venture, but over the years became a mentor, boss and an unexpectedly dear friend to Shantanu.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 317

Title: *The little book of Indian business: short, sharp, supersmart by Finshots*

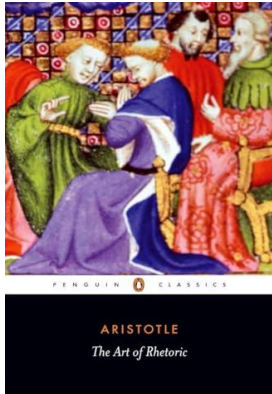
New Delhi Juggernaut Books 2024

Acc. No. 006683

Call No. 332 FIN

Summary: Little Book of Indian Business A fun, smart book about Indian business, finance and the economy What are tax havens and how do they work? How does the RBI make money? What is the economics of missing monuments? Why do the rich keep getting richer? The Little Book of Indian Business answers all kinds of questions about business, finance and the economy with smart, bite-sized and informative insights.

[Click for more details](#)



Sr. No. 318

Title: *The art of rhetoric by Aristotle*

New York Penguin Group 2004

Acc. No. 006684, 006685, 006686, 006687, 006688, 006689, 006690, 006691, 006692, 006693

Call No. 808.5 ARI

Summary: The Art of Rhetoric held a far deeper purpose. Here Aristotle establishes the methods of informal reasoning, provides the first aesthetic evaluation of prose style and offers detailed observations on character and the emotions. Hugely influential upon later Western culture, the Art of Rhetoric is a fascinating consideration of the force of persuasion and sophistry, and a compelling guide to the principles behind oratorical skill.

[Click for more details](#)