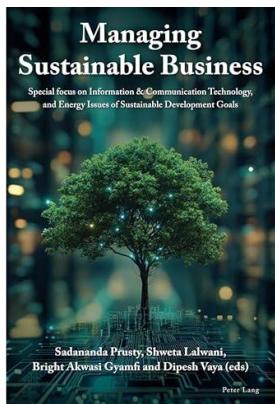


NEW ARRIVAL LIST OF PRINT BOOKS NOVEMBER 2025



Sr. No. 01

Title: Managing sustainable business: special focus on information and communication technology, and energy issues of sustainable development goals by Prusty, Sadananda

New York Peter Lang Publishing 2025

Acc. No. 009209 **Call No.** 338.927 PRU

Summary: This book stands out for its unique exploration of the intricate relationship between SDGs and contemporary business strategies. It offers a wealth of information on how challenges related to energy and ICT are poised to reshape the landscape of responsible business practices. The book provides practical advice on harnessing green energy sources and mitigating environmental risks. this book is an essential reading for policymakers, business-leaders, and sustainability professionals.



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MONETARY ECONOMICS AND POLICY

A FOUNDATION FOR MODERN CURRENCY SYSTEMS



PIERPAOLO BENIGNO



Mere Economics



Art Carden & Caleb S. Fuller

Sr. No. 02

Title: Monetary economics and policy: a foundation for modern currency systems by Benigno, Pierpaolo

New York Routledge 2024

Acc. No. 009210 **Call No.** 362.102341 SIM

Summary: In Monetary Economics and Policy, Pierpaolo Benigno offers a new way to understand the potency and effectiveness of monetary policy, presenting a unified modeling framework to analyze policy challenges posed by both paper and digital currency systems. He investigates current theoretical and policy controversies, drawing connections with historical themes in monetary economics. Benigno's novel framework also allows the study of monetary policy normalization through quantitative tightening toward what has become the "new normal."



[Scan here for more details](#)

Sr. No. 03

Title: Mere economics: lessons for and from the ordinary business of life by Carden, Art

Brentwood B&H Publishing Group 2025

Acc. No. 009211 **Call No.** 330 CAR

Summary: In this book, Mere Economics, these professors do more than simply discuss the realities of economic theory. They highlight the reality that there is a Christian case for one's involvement in the economy. Mere Economics points to the basic principles of economic theory with a tone that is conversational and inviting, with the hope that the everyday Christian will not only discover helpful insight into the world of economics, but will find within it the call for responsibility and stewardship.



[Scan here for more details](#)

Sr. No. 04

Title: The real economy: history and theory by Levy, Jonathan

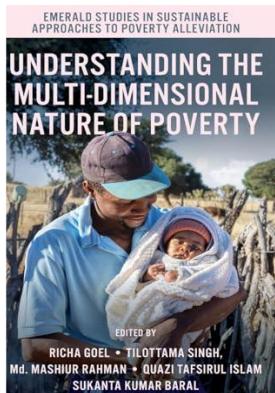
Princeton Princeton University Press 2025

Acc. No. 009212 **Call No.** 330.09 LEV

Summary: In The Real Economy, Jonathan Levy returns to the spirit of this earlier era, which, in all its contentiousness, gave birth to the discipline of economics. What is the economy, really? Is it a "market sector," a "general equilibrium," or the "gross domestic product"? Economics today has become so preoccupied with methods that economists risk losing sight of the economy itself.



[Scan here for more details](#)



Sr. No. 05

Title: Understanding the multi-dimensional nature of poverty by Goel, Richa

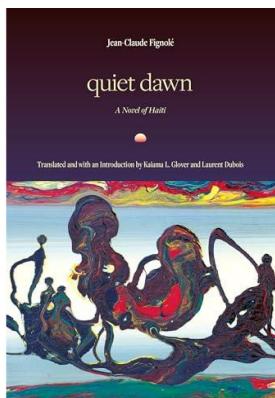
Wellington Emerald Publishing Limited 2025

Acc. No. 009213 **Call No.** 339.46 GOE

Summary: Understanding the Multi-Dimensional Nature of Poverty take a holistic approach to poverty, recognizing interconnected factors. By viewing poverty beyond income alone, the authors in this collection aid in developing more effective strategies for combating poverty and fostering a fairer, more prosperous future. This book is designed for a diverse audience interested in gaining a comprehensive understanding of poverty and exploring effective strategies for poverty alleviation



[Scan here for more details](#)



Sr. No. 06

Title: Quiet dawn by Fignolé, Jean Claude

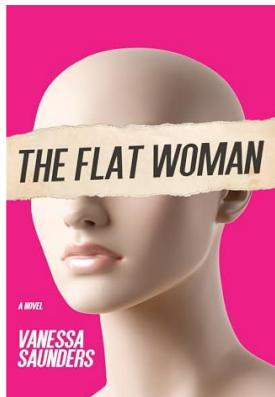
London Duke University Press 2025

Acc. No. 009214 **Call No.** 843.914 FIG

Summary: Quiet Dawn foregrounds issues of race, power, the continuing legacy of historical trauma, and the unresolved tensions between the past and present. Published in French in 1990 and appearing here in English for the first time, Quiet Dawn forcefully pushes against the silencing of Haiti's past, belying its title to depict a clamorous Atlantic world that comprises Europe, Africa, and the vast expanse of the Americas.



[Scan here for more details](#)



Sr. No. 07

Title: The flat woman: a novel by Saunders, Vanessa

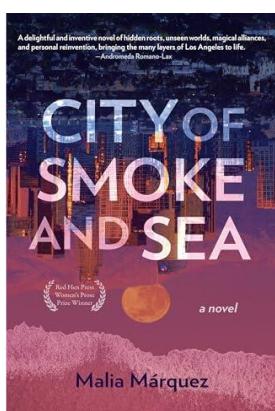
Tuscaloosa The University of Alabama Press 2025

Acc. No. 009215 **Call No.** 823 SAU

Summary: In The Flat Woman, women exclusively are blamed for the climate crisis. Seagulls drop dead from the sky, and the government, instead of taking responsibility, scapegoats a group of female eco-terrorists. When a girl's mother is incarcerated for climate crimes, she is forced to raise herself alone. As a young woman, she begins a romance with an environmental activist whose passion makes her question her own role in the world. By turns hilarious, deadly serious, and completely absurd, The Flat Woman asks who gets the right to call themselves a good person in a world ripe with disaster.



[Scan here for more details](#)



Sr. No. 08

Title: City of smoke and sea: a novel by Marquez, Malia

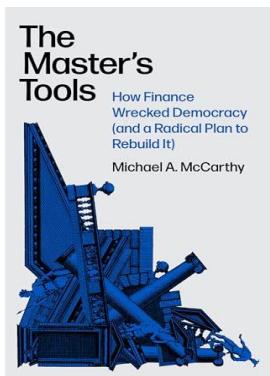
Red Hen Press Pasadena 2025

Acc. No. 009216 **Call No.** 813.6 MAR

Summary: Queenie Rivers was raised by her grandparents in coastal Los Angeles. As she approaches thirty, her erratic lifestyle is forced back on course by a car accident and her grandmother's intervention. But her recovery is interrupted by a break-in and Gran's death. Gran's last act was to set Queenie up with a job at an upscale seaside bistro with a shady reputation—the owner of which, it turns out, was once a close friend.



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Sr. No. 09

Title: The master's tools: how finance wrecked democracy (and a radical plan to rebuild it) by McCarthy, Michael A

New York Verso 2025

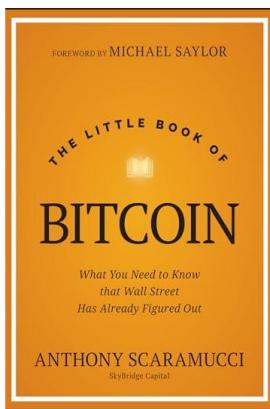
Acc. No. 009217

Call No. 332 MCC

Summary: In this groundbreaking book, McCarthy develops a political and social theory of institutional transformation rooted in the interconnectedness of finance and democracy. In The Master's Tools, award-winning author Michael A. McCarthy argues the answer can be found in the flows of credit and investment bound up with finance capital.



[Scan here for more details](#)



Sr. No. 10

Title: The little book of bitcoin: what you need to know that Wall Street has already figured out by Scaramucci, Anthony

New Jersey John Wiley & Sons, Inc., 2025

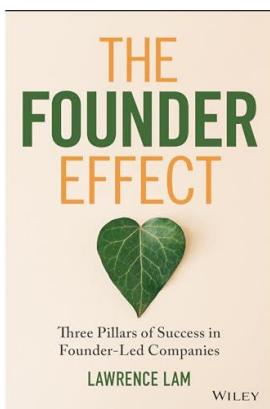
Acc. No. 009218

Call No. 332.4 SCA

Summary: In The Little Book of Bitcoin, founder and co-managing partner of SkyBridge Capital Anthony Scaramucci delivers a comprehensive guide to understand disruption in the financial industry as a result of the emergence and increasing prominence of digital asset technology. This book runs the gambit from basic concepts all the way to implications of decentralized finance on the financial industry and society as a whole.



[Scan here for more details](#)



Sr. No. 11

Title: The founder effect: three pillars of success in founder-led companies by Lam, Lawrence

Australia John Wiley & Sons 2025

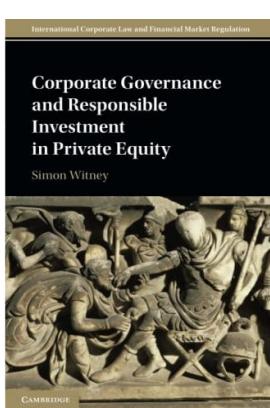
Acc. No. 009219

Call No. 658.4092 LAM

Summary: In The Founder Effect: Three Pillars of Success in Founder-Led Companies, investment funds manager Lawrence Lam identifies the intangible elements that drive the success behind outstanding global companies. The Founder Effect shows you how to uncover a business's potential for profit. This handbook presents a compelling three-pillar framework, giving you the tools you need to evaluate track record, assess motivation, and go beyond marketing spin to uncover actual progress.



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Sr. No. 12

Title: Corporate governance and responsible investment in private equity by Witney, Simon

Cambridge University Press United Kingdom 2022

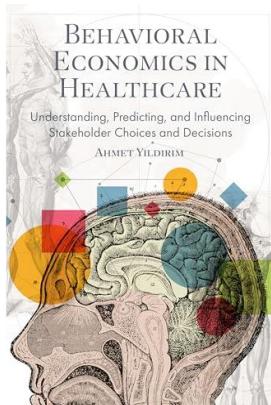
Acc. No. 009220

Call No. 346.0922 WIT

Summary: Private equity-backed companies are ubiquitous and economically significant. Consequently, the corporate governance of these companies matters to all of us, and – not surprisingly – is coming under increasing scrutiny. This book not only explains why these governance mechanisms are established, but also what they are expected to achieve. Witney suggests that private equity owners have both the incentives and the capability to focus on responsible investment practices. Good governance, he argues, is a critical success factor for the private equity industry.



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Sr. No. 13

Title: Behavioral economics in healthcare: understanding, predicting, and influencing stakeholder choices and decisions by Yildirim, Ahmet

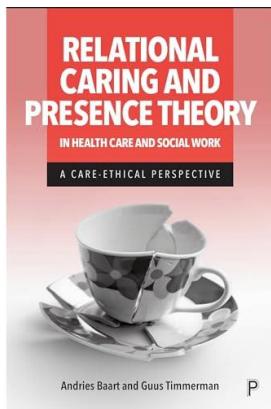
Wellington Emerald Publishing Limited 2025

Acc. No. 009221

Call No. 330.019 YIL



[Scan here for more details](#)



Sr. No. 14

Title: Relational caring and presence theory in health care and social work: a care-ethical perspective by Baart, Andries

Old Park Hill Bristol Policy Press 2025

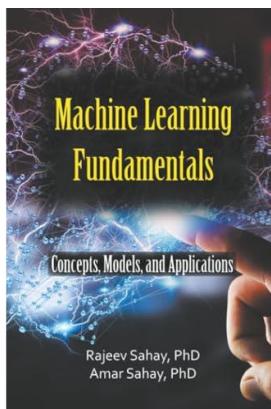
Acc. No. 009222

Call No. 610.7301 BAA

Summary: This book provides an extensive and critical introduction to relational working in care, education and welfare. It explains what relational work is and proposes a new, human-orientated theory beyond the simple needs provision model. Demonstrating the kind of professionalism required for such work, it explores why it is as important to be present with and for people, especially those in precarious conditions, as it is to give care. These support services extend beyond the giving of care and support to include the development of relationships between caregivers and their care recipients in their socio-institutional contexts.



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Sr. No. 15

Title: Machine learning fundamentals: concepts, models, and applications by Sahay, Rajeev

New York Business Expert Press 2025

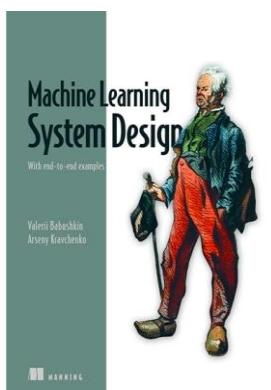
Acc. No. 009223

Call No. 006.31 SAH

Summary: This book covers ML fundamentals, processes, and applications, that are used as industry standards. Both supervised and unsupervised learning ML models are discussed. Topics include data collection and feature engineering techniques as well as regression, classification, neural networks (deep learning), and clustering. This book is designed for a wide audience coming from various disciplines such as engineering, IT, or business and is suitable for those getting started with ML for the first time.



[Scan here for more details](#)



Sr. No. 16

Title: Machine learning system design: with end-to-end examples by Babushkin, Valerii

Shelter Island Manning Publications 2025

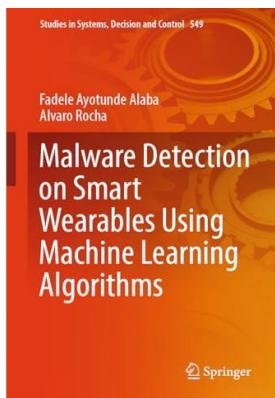
Acc. No. 009224

Call No. 006.31 BAB

Summary: Machine Learning System Design guides you step-by-step through every stage of the machine learning process. Inside, you'll find a reliable framework for building, maintaining, and improving machine learning systems at any scale or complexity. In Machine Learning System Design: With end-to-end examples you will learn: The big picture of machine learning system design, analyzing a problem space to identify the optimal ML solution and selecting appropriate metrics and evaluation criteria.



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Sr. No. 17

Title: Malware detection on smart wearables using machine learning algorithms by Alaba, Fadele Ayotunde

Cham Springer 2025

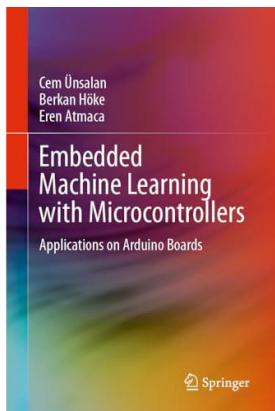
Acc. No. 009225

Call No. 005.8 ALA

Summary: This book digs into the important confluence of cybersecurity and big data, providing insights into the ever-changing environment of cyber threats and solutions to protect these enormous databases. Cyberattacks pose a persistent danger to this important resource since they can result in data breaches, financial losses, and harm to an organization's brand.



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Sr. No. 18

Title: Embedded machine learning with microcontrollers: applications on arduino boards by Ünsalan, Cem

Cham Springer 2025

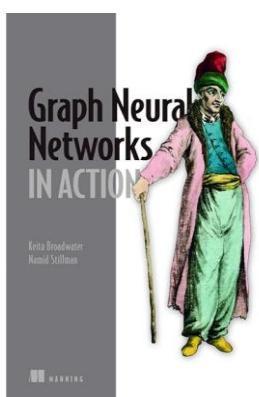
Acc. No. 009226

Call No. 006.31 UNS

Summary: This textbook introduces basic and advanced embedded machine learning methods by exploring practical applications on Arduino boards. By covering traditional and neural network-based machine learning methods implemented on microcontrollers, the text is designed for use in courses on microcontrollers and embedded machine learning systems. Students are guided in implementing machine learning methods to be deployed and tested on microcontrollers throughout the book, with the theory behind the implemented methods also emphasized.



[Scan here for more details](#)



Sr. No. 19

Title: Graph neural networks in action by Broadwater, Keita

Shelter Island Manning Publications 2025

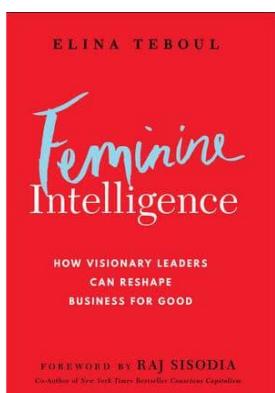
Acc. No. 009227

Call No. 006.32 BRO

Summary: Graph Neural Networks in Action teaches you to build cutting-edge graph neural networks for recommendation engines, molecular modeling, and more. This comprehensive guide contains coverage of the essential GNN libraries, including PyTorch Geometric, DeepGraph Library, and Alibaba's GraphScope for training at scale. In Graph Neural Networks in Action you'll learn how to both design and train your models, and how to develop them into practical applications you can deploy to production.



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Sr. No. 20

Title: Feminine Intelligence: how visionary leaders can reshape business for good by Teboul, Elina

Hoboken John Wiley & Sons Inc. 2025

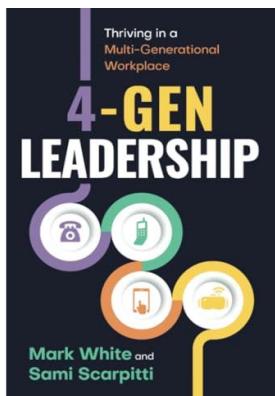
Acc. No. 009228

Call No. 658.4092 TEB

Summary: Feminine Intelligence uncovers the most powerful, often-overlooked traits that are driving the future of business. Through vivid storytelling and insightful research, Teboul shows that the future of leadership lies in embracing feminine strengths. It includes Feminine Intelligence uncovers the most powerful, often-overlooked traits that are driving the future of business. Through vivid storytelling and insightful research, Teboul shows that the future of leadership lies in embracing feminine strengths.



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Sr. No. 21

Title: 4-Gen leadership: thriving in a multi-generational workplace by White, Mark

New York Business Expert Press 2024

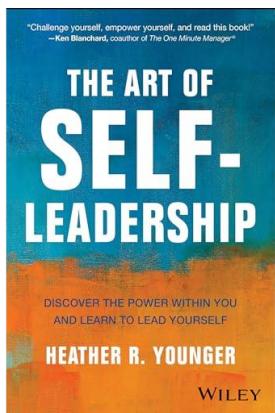
Acc. No. 009229

Call No. 658.4092 WHI

Summary: This book helps established and emerging leaders understand the generations in their workforce and how to bridge the new generation gaps in their organizations. The book's concepts to their work environment; a section titled Voices from the Generations, which shares insightful views from one of the many successful leaders interviewed for the project; a Real-World Connection segment, which is a scenario in which the readers see how a hypothetical problem might be solved by using a multi-gen leadership lens.



[Scan here for more details](#)



Sr. No. 22

Title: The art of self-leadership: discover the power within you and learn to lead yourself by Younger, Heather R

New Jersey John Wiley & Sons, Inc 2025

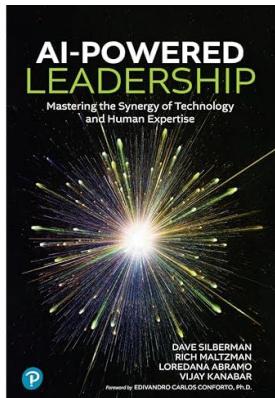
Acc. No. 009230

Call No. 658.4092 YOU

Summary: In The Art of Self-Leadership: Discover the Power Within You and Learn to Lead Yourself, celebrated workplace culture and employee engagement expert Heather R. Younger delivers an exciting and practical discussion of how to develop an entirely new mindset around personal advocacy and self-leadership. Younger explains how you can exercise your sphere of control and influence and manage your anxiety and stress with effective techniques.



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Sr. No. 23

Title: AI-powered leadership: mastering the synergy of technology and human expertise by Silberman, Dave

New Jersey Pearson Education Inc. 2025

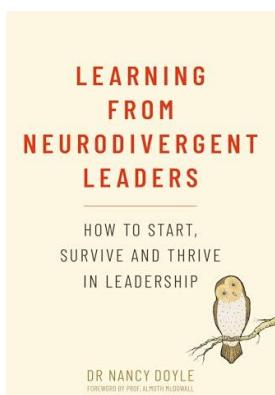
Acc. No. 009231

Call No. 658.0563 SIL

Summary: AI-Powered Leadership aims to empower leaders to navigate the complexities of the AI-driven world by developing human competencies and integrating them with AI capabilities, fostering a balanced, innovative, and ethically sound leadership approach that drives sustainable success. It aims to provide a comprehensive framework for leaders to understand and apply the "Both/And" strategy in leadership, where leaders don't have to choose between traditional methods and AI-driven innovation but can leverage the strengths of both.



[Scan here for more details](#)



Sr. No. 24

Title: Learning from neurodivergent leaders: how to start, survive and thrive in leadership by Doyle, Nancy

London Jessica Kingsley Publishers 2025

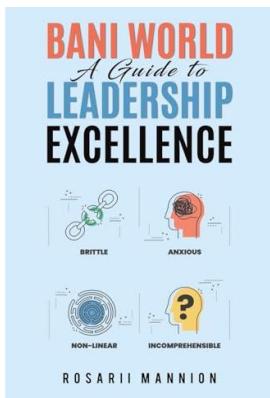
Acc. No. 009232

Call No. 658.4092 DOY

Summary: This book is full of essential advice on the core principles of leadership - and how to capitalise on neurodivergent strengths whilst navigating common pitfalls. Whether you're already a leader - or just starting out on your leadership journey, this is your bible for self-care, self-evaluation and self-advocacy. Neurodivergent people are often thwarted in academic and corporate careers because we don't know the unwritten social codes of large organisations, even though we excel at strategic thinking.



[Scan here for more details](#)



Sr. No. 25

Title: Bani world: a guide to leadership excellence by Mannion, Rosarrii

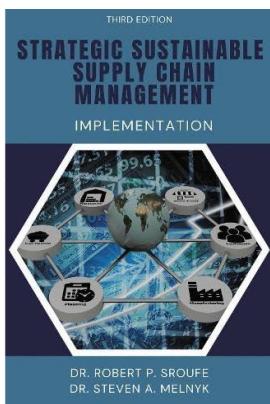
London Austin Macauley Publishers Ltd 2025

Acc. No. 009233 **Call No.** 658.4 MAN

Summary: BANI World is a must-read for leaders navigating these challenging times. This book will be the foundation for your success and the success of your team. In today's workplace, traditional leadership models offer little guidance. Rosarrii explores what can lead us to excellence in a BANI world: Brittle, Anxious, Non-linear, and Incomprehensible. This invaluable guide equips leaders, managers, and staff with the tools they need to navigate the complexities of the modern work environment.



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Sr. No. 26

Title: Strategic sustainable supply chain management: implementation by Sroufe, Robert

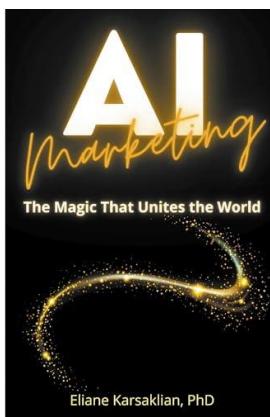
New York Business Expert Press 2025

Acc. No. 009234 **Call No.** 658.7 SRO

Summary: This book provides a multi-perspective approach to strategic sustainability and value chains to allow understanding from various disciplines and professional backgrounds. Short vignettes of important trends along with relevant management issue, evidence-based management examples from leading multinational companies, as well as small and medium enterprises spanning supply chains, an action-learning approach to applying concepts and tools so readers from any functional perspective can implement and manage sustainability projects.



[Scan here for more details](#)



Sr. No. 27

Title: AI marketing: the magic that unites the world by Karsakian, Eliane

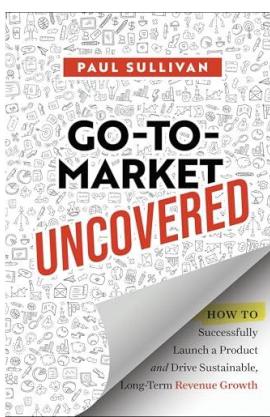
New York Business Expert Press 2025

Acc. No. 009235 **Call No.** 658.800285 KAR

Summary: This book demonstrates how brands use AI to entice customers and discusses the use of AI as a competitive advantage for marketers. Consumers just like you are looking for an effortless life and technology is making it possible with self-driving and self-parking cars, smart houses, beds automatically adjusting to one's sleeping needs, and robot vacuuming homes all without human intervention while we share our personal QRCodes.



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Sr. No. 28

Title: Go-to-market uncovered: how to successfully launch a product and drive sustainable, long-term revenue growth by Sullivan, Paul

New Jersey John Wiley Sons, Inc. 2025

Acc. No. 009236 **Call No.** 658.8 SUL

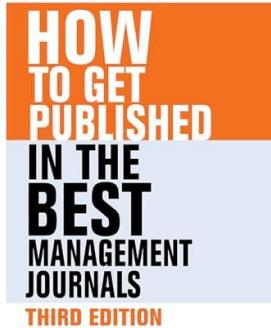
Summary: In Go-To-Market Uncovered: How to Successfully Launch a Product and Drive Sustainable, Long-Term Revenue Growth, celebrated entrepreneur and go-to-market strategist Paul Sullivan delivers a hands-on discussion of the ARISE framework for bringing B2B SaaS, fintech, and tech-enabled businesses to market. Go-To-Market Uncovered demonstrates how to anticipate potential market forces, position your firm relative to the competition, and overcome performance challenges with startling effectiveness.



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Edited by
David J. Ketchen Jr.,
Timothy Clark & Mike Wright

EE
Elgar



Sr. No. 29

Title: How to get published in the best management journals by Ketchen, David J.

Cheltenham Edward Elgar Publishing 2025

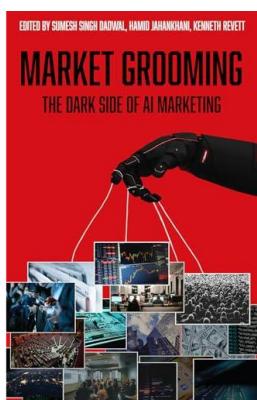
Acc. No. 009237

Call No. 658.45 KET

Summary: This book explain how to attract and retain co-authors and provide guidance for positioning research papers for publication within journals of various disciplines within the management field. They also delve into the intersection of management journal publishing and psychology, the ethics and integrity in the industry, and explore the nuances of special issues and open access publications.



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Sr. No. 30

Title: Market grooming: the dark side of AI marketing by Dadwal, Sumesh Singh

Wellington Emerald Publishing 2025

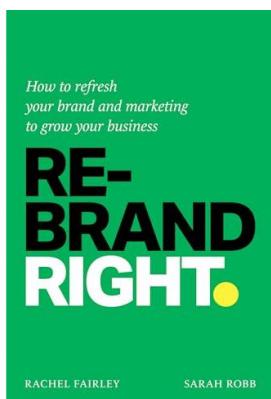
Acc. No. 009238

Call No. 658.8 DAD

Summary: Market Grooming: The Dark Side of AI Marketing marks a paradigm shift in the field of marketing. This comprehensive collection of research articles covers various aspects of AI and its impact on marketing, consumer behavior, and market grooming. It delves into the views and attitudes of consumers in the AI era, as well as the negotiation tactics and misbehaviors observed in digital AI marketing. This book offers valuable insights for regulators, marketers, governments, and communities in navigating the ever-evolving landscape of AI-driven marketing and market grooming.



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Sr. No. 31

Title: Rebrand right: how to refresh your brand and marketing to grow your business by Fairley, Rachel

France Practical Inspiration Publishing 2025

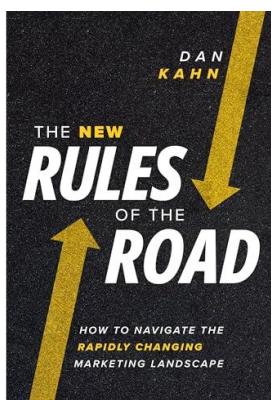
Acc. No. 009239

Call No. 658.827 FAI

Summary: Rebrand Right is a practical guide to help you diagnose, then define and deliver changes to your brand, marketing and experience to grow your business. Start by understanding the four brand factors that drive growth and diagnose where your problem really lies. Then work your way through step by step, from brand strategy and identity, to marketing, implementation and experience.



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Sr. No. 32

Title: The new rules of the road: how to navigate the rapidly changing marketing landscape by Kahn, Dan

Charleston Advantage Media Group 2025

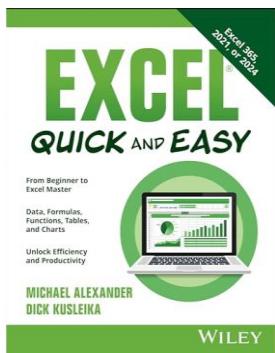
Acc. No. 009240

Call No. 658.8 KAH

Summary: The New Rules of the Road delivers cutting-edge insights into today's rapidly evolving marketing and PR landscape. Industry veteran Dan Kahn provides a comprehensive blueprint for navigating digital transformation, social media dominance, and emerging technologies in communication. This comprehensive guide equips you with the tools, strategies, and insights needed to excel in modern digital communication.



[Scan here for more details](#)



Sr. No. 33

Title: Excel quick and easy by Alexander, Michael

New Jersey John Wiley Sons, Inc. 2025

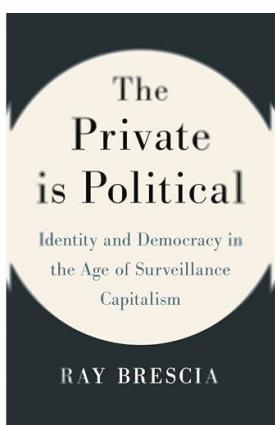
Acc. No. 009241

Call No. 005.54 ALE

Summary: Excel Bible, Excel Quick and Easy is your ticket to data mastery. Excel veterans Michael Alexander and Dick Kusleika distil the most essential and useful tasks you need to understand about the world's most popular spreadsheet program, from functions to charts, graphs, formulas and more. This book shows you how to create new spreadsheets and workbooks by entering and editing worksheet data, simplify working with large amounts of data by naming and moving ranges.



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Sr. No. 34

Title: The private is political: identity and democracy in the age of surveillance capitalism by Brescia, Ray

New York University Press 2025

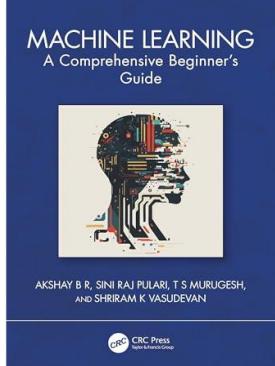
Acc. No. 009242

Call No. 343.0999 BRE

Summary: The Private is Political explores the failure of existing legal systems and institutions to protect our online presence and identities. Examining the ways in which the digital space is under threat from both governments and private actors, Ray Brescia reveals how the rise of private surveillance prevents individuals from organizing with others who might help to catalyze change in their lives. Brescia argues that we are not far from a world where surveillance chills not just our speech, but our very identities.



[Scan here for more details](#)



Sr. No. 35

Title: Machine learning: a comprehensive beginner's guide by B R, Akshay

Boca Raton Routledge 2025

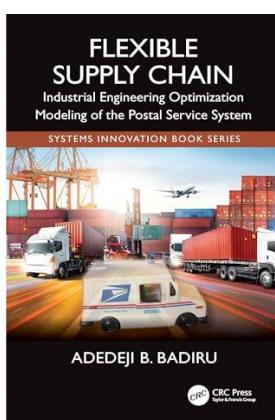
Acc. No. 009243

Call No. 006.31 AKS

Summary: Machine learning is a dynamic and rapidly expanding field focused on creating algorithms that empower computers to recognize patterns, make predictions and continually enhance performance. It enables computers to learn from data and experiences, making decisions without explicit programming. For learners, mastering the fundamentals of machine learning opens doors to a world of possibilities to build robust and accurate models.



[Scan here for more details](#)



Sr. No. 36

Title: Flexible supply chain: industrial engineering optimization modeling of the postal service system by Badiru, Adedeji B

Boca Raton Routledge 2025

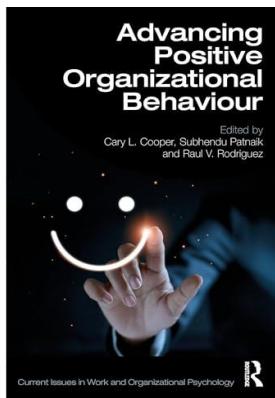
Acc. No. 009244

Call No. 658.72 BAD

Summary: Flexible Supply Chain: Industrial Engineering Optimization Modeling of the Postal Service System provides an understanding of the techniques of using flexibility to improve operations. The book uses the DEJI Systems Model and the Triple C Model as a structure of system productivity and creates a template through which other supply chains can be improved. The global supply chain is presently stressed and in need of new ideas and operational strategies.



[Scan here for more details](#)



Sr. No. 37

Title: Advancing positive organizational behaviour by Cooper, Cary L

New York Routledge 2025

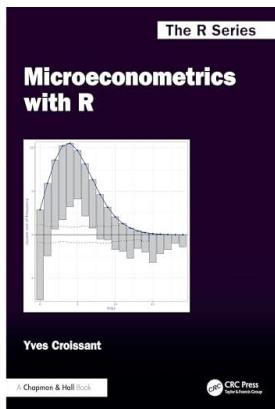
Acc. No. 009245

Call No. 658.4 COO

Summary: This comprehensive book provides an overview on the present status of positive organizational behaviour, offering insights on the growing body of research and scholarship, as well as suggestions for future directions in the field. It covers such topics as: psychological capital, work engagement interventions, self-efficacy, emotions and positive work behaviour, free will, resilience, work wellbeing, evolutionary psychology and positive workplace, cross-cultural positive organizational behaviour, common-good HRM practices.



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Sr. No. 38

Title: Microeconomics with R by Croissant, Yves

Boca Raton CRC Press 2025

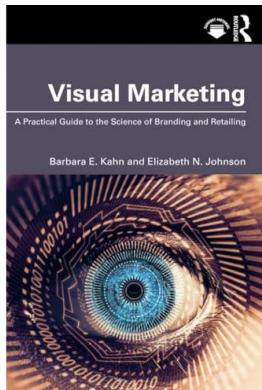
Acc. No. 009246

Call No. 338.5015195 CRO

Summary: This book is about doing microeconomics, defined by Cameron and Trivedi as "the analysis of individual-level data on the economic behavior of individuals or firms using regression methods applied to cross-section and panel data" with R. Microeconomics became increasingly popular in the last decades, thanks to the availability of many individual data sets and to the development of computer performance. The book uses extensively specialized econometrics packages and the tidyverse, and it seeks to demonstrate that the adoption of R as the primary software for an econometrician is a relevant choice.



[Scan here for more details](#)



Sr. No. 39

Title: Visual marketing: a practical guide to the science of branding and retailing by Kahn, Barbara E

London Routledge 2025

Acc. No. 009247

Call No. 658.872 KAH

Summary: Visual Marketing analyses the post-pandemic digital transformation, including AI, taking place across an increasingly competitive marketing landscape. The book utilises proven principles in consumer psychology, marketing, and neuroscience to propose creative and useful visual strategies to increase the effectiveness of marketing efforts, illustrating this with many contemporary real-world examples. The book also highlights the significant influence of visual and physiological principles on how human observers see and interpret visual.



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Sr. No. 40

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

Palm Bay Apple Academic Press 2025

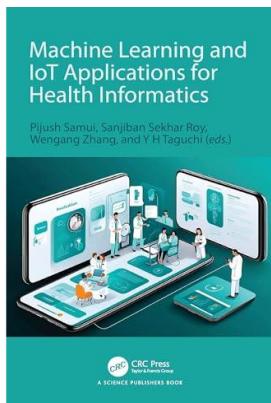
Acc. No. 009248

Call No. 610.285 KUM

Summary: The book discusses the current state of healthcare systems, focusing on how IoT can make healthcare smarter and more beneficial for people. It details a range of technologies developed for improving healthcare. It proposes such technologies as medical blockchain, safety and security straps for soldiers, biosensing for bioanalyses, pesticide monitoring in humans, and more. It also discusses how the cloud platform can be used for health monitoring systems and the applications of IoT for cancer.



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Sr. No. 41

Title: Machine learning and IoT applications for health informatics by Samui, Pijush
Boca Raton CRC Press 2025

Acc. No. 009249

Call No. 610.285 SAM

Summary: This book brings together leading experts from around the world to explore the transformative potential of Machine Learning (ML) and the Internet of Things (IoT) in healthcare. The book covers recent advancements that will shape the future of healthcare and how artificial intelligence is revolutionizing disease detection, from analyzing chest X-rays for pneumonia to solving the secrets of our genes.



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Sr. No. 42

Title: IoT and machine learning for smart applications by Selvi, Vennira G.
Boca Raton Chapman & Hall Book 2025

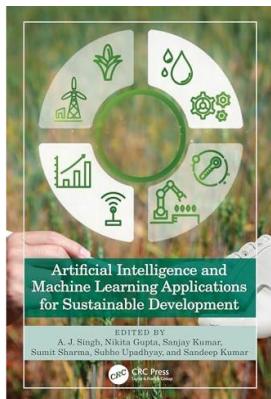
Acc. No. 009250

Call No. 610.285 SEL

Summary: This book provides an illustration of the various methods and structures that are utilized in machine learning to make use of data that is generated by IoT devices. Numerous industries utilize machine learning, specifically machine learning-as-a-service (MLaaS), to realize IoT to its full potential. It covers machine- learning approaches that address the difficulties posed by IoT- generated data for smart applications and explains the current methods and algorithms used in machine learning and IoT knowledge discovery for smart applications



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Sr. No. 43

Title: Artificial intelligence and machine learning applications for sustainable development by Singh, A. J.

Boca Raton Routledge 2025

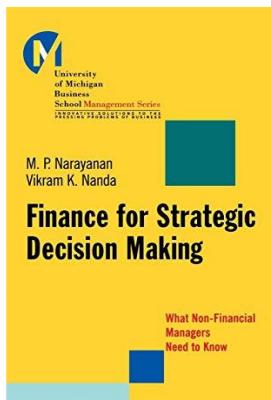
Acc. No. 009251

Call No. 006.3 SIN

Summary: The book highlights how technologies including artificial intelligence and machine learning are transforming renewable energy technologies and enabling the development of new solutions. This book discusses artificial intelligence-based techniques, namely, neural networks, fuzzy expert systems, optimization techniques, and operational research, showcases the importance of artificial intelligence and machine learning in the energy market, demand analysis, and forecasting of renewable energy applications



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Sr. No. 44

Title: Finance for strategic decision-making: what non-financial managers by Narayanan, M. P.

San Francisco John Wiley & Sons, 2004

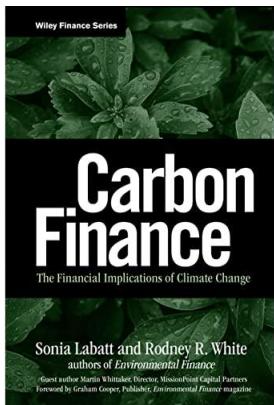
Acc. No. 009252

Call No. 658.15 NAR

Summary: Finance for Strategic Decision Making demystifies and clarifies for non-financial executives the basics of financial analysis. It shows how they can make important financial decisions that can critically enhance their institution's ability to respond to competitive challenges, undertake new projects, overcome financial setbacks, and most importantly, create shareholder value. The book includes a coherent framework that outlines practical and intellectually sound guidance for executives who must make strategic decisions.



[Scan here for more details](#)



Sr. No. 45

Title: Carbon finance: the financial implications of climate change by Labatt, Sonia

New Jersey John Wiley & Sons 2007

Acc. No. 009253

Call No. 363.738746 LAB

Summary: Carbon Finance will help you understand the metrics of carbon, carbon dioxide, and equivalents. It develops some of the themes presented in the authors' previous book Environmental Finance, and features the latest information on risk transfer measures, the Kyoto Protocol, and the role that carbon finance will play in the analysis of corporate climate risks and opportunities--as well as in company valuations.



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Sr. No. 46

Title: The lost library by McGeachin, Jess

New York Penguin 2022

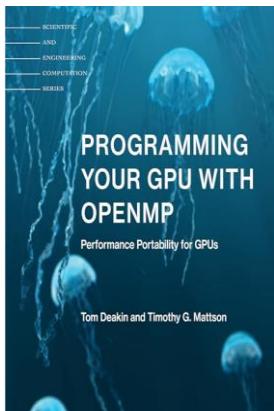
Acc. No. 009254

Call No. 823.4 MCG

Summary: When Oliver finds a lost library book fluttering behind a secret door in his bedroom, he knows he must return it. But when he does, a mysterious world opens up beneath his feet, taking Oliver, his new friend Rosie, and the book in tow. What—or who—will they find waiting in this strange new place? And how will they escape? A beautiful, lyrical take on the imaginative power of books and the transformative power of friendship.



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Sr. No. 47

Title: Programming your GPU with openmp: performance portability for GPUs by Deakin, Tom

Cambridge The MIT Press 2023

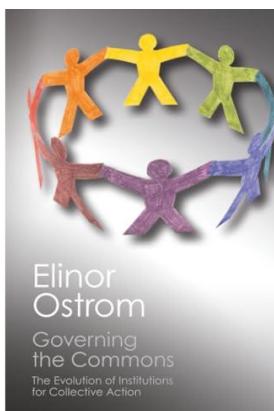
Acc. No. 009255

Call No. 006.68 DEA

Summary: Programming Your GPU with OpenMP shares best practices for writing performance portable programs. Key features include: The most up-to-date APIs for programming GPUs with OpenMP with concepts that transfer to other approaches for GPU programming, written in a tutorial style that embraces active learning, so that readers can make immediate use of what they learn via provided source code and builds the OpenMP GPU Common Core to get programmers to serious production-level GPU programming as fast as possible.



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Sr. No. 48

Title: Governing the commons: the evolution of institutions for collective action by Ostrom, Elinor

New Delhi Cambridge University Press 2025

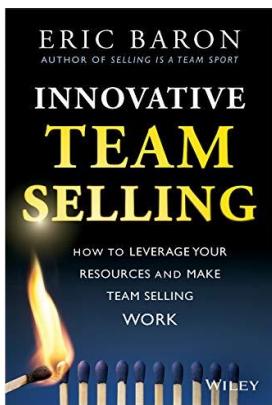
Acc. No. 009256

Call No. 330.1 OST

Summary: Elinor Ostrom here provides a unique body of empirical data to explore conditions under which common pool resource problems have been satisfactorily or unsatisfactorily solved. Dr Ostrom first describes three models most frequently used as the foundation for recommending state or market solutions. She then outlines theoretical and empirical alternatives to these models in order to illustrate the diversity of possible solutions.



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Sr. No. 49

Title: Innovative team selling how to leverage your resource and make team selling work by Baron, Eric

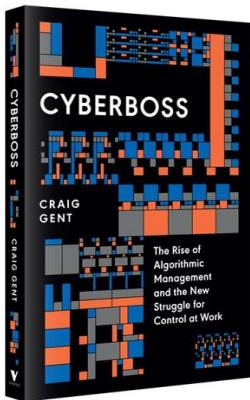
New Jersey John Wiley & Sons, Inc. 2013

Acc. No. 009257 **Call No.** 658.85 BAR

Summary: Innovative Team Selling places the focus squarely on what will actually make team selling work within organizations large and small. It outlines how to help your teams master new skills in five specific categories: interpersonal, communication, presentation, problem solving, and facilitation. Innovative Team Selling shows you how to lead and participate in teams that work together effectively; strategize prior to the client meetings; make successful team sales calls; and debrief honestly to determine how to learn and grow from the experience.



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Sr. No. 50

Title: Cyberboss: the rise of algorithmic management and the new struggle for control at work by Gent, Craig

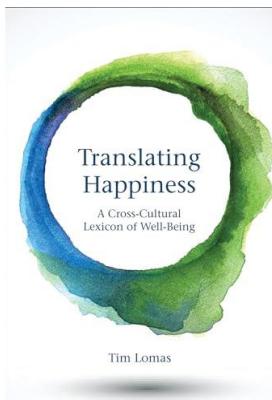
New York Verso 2024

Acc. No. 009258 **Call No.** 658.05 GEN

Summary: In Cyberboss, Craig Gent takes us into workplaces where algorithms rule to excavate the politics behind the newest form of managerial power. Combining worker testimony and original research on companies such as Amazon, Uber, and Deliveroo, the cutting edge of algorithmic management technology, this book reveals the sometimes-unexpected effects these new techniques have on work, workers and managers.



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Sr. No. 51

Title: Translating happiness: a cross-cultural lexicon of well-being by Lomas, Tim

London MIT Press 2018

Acc. No. 009259 **Call No.** 158 LOM

Summary: In this book, Tim Lomas argues that engaging with “untranslatable” terms related to well-being can enrich not only our understanding but also our experience. We can use these words, Lomas suggests, to understand and express feelings and experiences that were previously inexpressible. Expanding the lexicon of well-being in this way showcases the richness of cultural diversity while reminding us powerfully of our common humanity.



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Sr. No. 52

Title: Confirmatory factor analysis by Roos, Micah. J

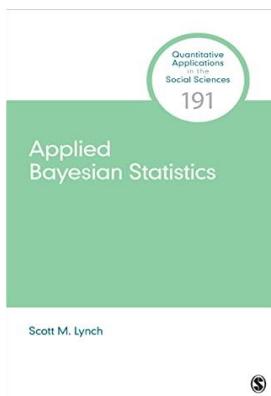
London Sage Publication 2022

Acc. No. 009260 **Call No.** 361.0072 ROO

Summary: This book focuses on measures that approximate continuous variables, but the authors also devote a chapter to categorical indicators. Each chapter develops a different example (sometimes two) covering topics as diverse as racist attitudes, theological conservatism, leadership qualities, psychological distress, self-efficacy, beliefs about democracy, and Christian nationalism drawn mainly from national surveys. Data to replicate the examples are available on a companion website, along with code in R, Stata, and Mplus.



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Sr. No. 53

Title: Applied Bayesian statistics by Lynch, Scott M

California Sage Publications, Inc. 2023

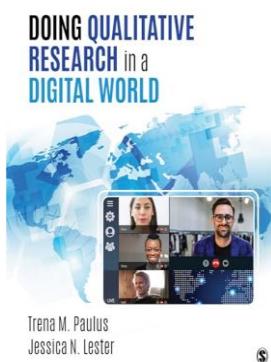
Acc. No. 009261

Call No. 519.542 LYN

Summary: Applied Bayesian Statistics is an introduction to these methods that is geared toward social scientists. Author Scott M. Lynch makes the material accessible by emphasizing application more than theory, explaining the math in a step-by-step fashion, and demonstrating the Bayesian approach in analyses of U.S. political trends drawing on data from the General Social Survey.



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Sr. No. 54

Title: Doing qualitative research In a digital world by Paulus, Trena M

New Delhi Sage Publications India Pvt Ltd. 2022

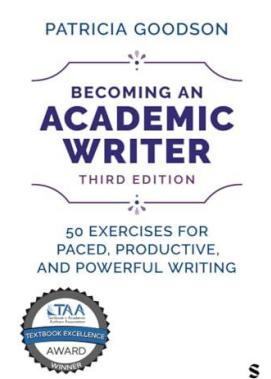
Acc. No. 009262

Call No. 300.72 PAU

Summary: The book provides a deep exploration of the relationship between theories of technology, substantive theories, and methodological theory, and shows how together these inform the development of a quality research design. The authors include vignettes—narratives written by qualitative researchers describing cutting-edge use of digital tools and spaces—and also give examples of published studies, which together provide practical illustration of the content. Woven throughout is explicit attention to ethical challenges that are likely to be faced by researchers when adopting digital tools.



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Sr. No. 55

Title: Becoming an academic writer: 50 exercises for paced, productive, and powerful writing by Goodson, Patricia

New Delhi Sage 2024

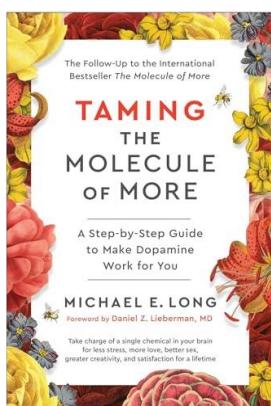
Acc. No. 009263

Call No. 001.42 GOO

Summary: Becoming an Academic Writer helps readers improve their writing by engaging in deep, deliberate, and daily practice. Author Patricia Goodson designed this book for anyone in an academic setting who must write to survive, from new graduate students to senior faculty. Featuring 50 exercises, this practical and flexible self-paced guide is organized so readers can either work through the exercises in order or focus on the specific areas where they need additional practice.



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Sr. No. 56

Title: Taming the molecule of more: a step-by-step guide to make dopamine work for you by Long, Michael E

Dallas Benbella Books, Inc 2025

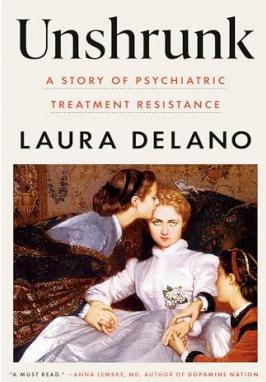
Acc. No. 009264

Call No. 158 LON

Summary: The Molecule of More comes a practical solution to the problem. This thoroughly researched and encouraging guide is based on the latest neuroscience. It can teach you to overcome the most troubling aspect of our biological programming. You'll learn to tame your brain to stop being held captive to the lure of social media, reject an unhealthy obsession with work, avoid the pitfalls that plague the dating life—and refresh interest in the romance you already have and stop compulsive shopping, online and otherwise.



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Sr. No. 57

Title: Unshrunk: a story of psychiatric treatment resistance by Delano, Laura

New York Penguin Random House 2025

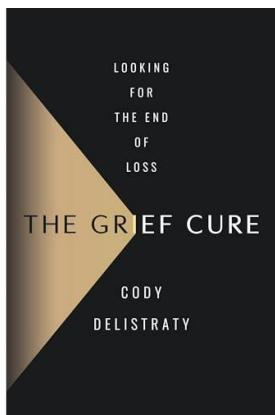
Acc. No. 009265

Call No. 616.8950092 DEL

Summary: Delano's story is compelling, important and even haunting. Her memoir evokes Girl, Interrupted for the age of the prescription pill. In Unshrunk, she tells her own story, and she tells it powerfully." —Casey Schwartz, The New York Times Book Review An unsparing account. What makes Unshrunk so valuable is not that Ms. Delano's mental-health struggles are unusual. Just the opposite: Her experience is depressingly commonplace in 21st-century America, as are the 'solutions' she was offered.



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Sr. No. 58

Title: The grief cure: looking for the end of loss by Delistraty, Cody

New York HarperCollins Publisher 2024

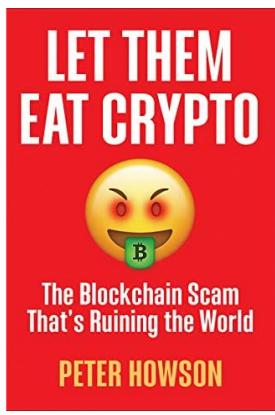
Acc. No. 009266

Call No. 808.42 DEL

Summary: In this book lyrical and moving story of the world of Prolonged Grief, journalist Cody Delistraty reflects on his experience with loss and explores what modern science, history, and literature reveal about the nature of our relationship to grief and our changing attitudes toward its cure. Delistraty places his own experience in dialogue with great writers and thinkers throughout history who have puzzled over this eternal question: how might we best face loss?



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Sr. No. 59

Title: Let them eat crypto: the blockchain scam that's ruining the world by Howson, Peter

London Pluto Press 2023

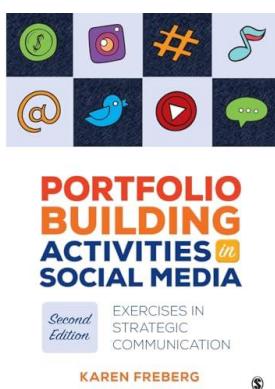
Acc. No. 009267

Call No. 332.49 HOW

Summary: Let Them Eat Crypto reveals the alarming truth: far from 'banking the unbanked', saving the gorillas, or freeing people from oppressive governments, blockchain offers only false solutions, surveillance and hi-tech snake oil. Peter Howson cuts through the jargon and bluster to tell an alarming story of how right-wing libertarian crypto entrepreneurs – often aided by charities, politicians and philanthropists – seek out and exploit conditions of poverty, oppression, corruption and conflict. Their goal? A new front of 'crypto-colonial' extractivism.



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Sr. No. 60

Title: Portfolio building activities in social media: exercises in strategic communication by Freberg, Karen

New Delhi Sage Publications Ltd 2022

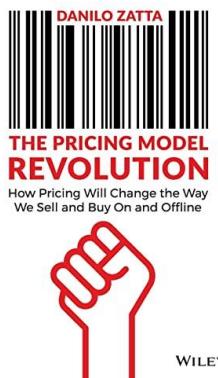
Acc. No. 009268

Call No. 659.20285 FRE

Summary: Portfolio Building Activities in Social Media shows students how to communicate on social media professionally and strategically by giving them hands-on experiences with real-world challenges. From brand analyses to budget assignments to pitch activities, this practical exercise guide offers students multiple opportunities to create and build their portfolio of work.



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Sr. No. 61

Title: The pricing model revolution: how pricing will change the way we sell and buy on and offline by Zatta, Danilo

Hoboken John Wiley & Sons, Inc. 2022

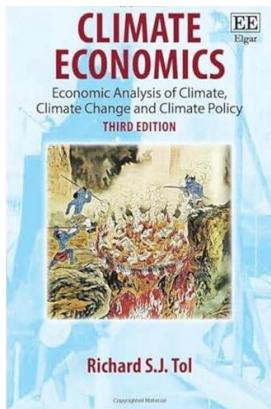
Acc. No. 009269

Call No. 658.816 ZAT

Summary: In The Pricing Model Revolution: How Pricing Will Change the Way We Sell and Buy On and Offline, world renowned pricing expert Danilo Zatta delivers an essential and engaging blueprint to building an enduring competitive advantage with insightful pricing models. In the book, you'll learn to identify the best monetization approaches for your products and how to execute the one that makes the most sense for your business.



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Sr. No. 62

Title: Climate economics: economic analysis of climate, climate change and climate policy by Tol, Richard S.J

Cheltenham Edward Elgar Publishing, Inc. 2023

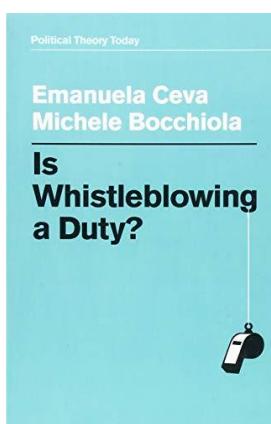
Acc. No. 009270

Call No. 338.7 TOL

Summary: This book offers comprehensive coverage of the economics of climate change and climate policy, and is a suitable guide for advanced undergraduate, postgraduate, and doctoral students. Topics discussed include the costs and benefits of adaptation and mitigation, discounting, uncertainty, equity, policy instruments, the second best, and international agreements. In-depth treatment of the economics of climate change, careful explanation of concepts and their application to climate policy.



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Sr. No. 63

Title: Is whistleblowing a duty by Ceva, Emanuela

Cambridge Polity Press 2019

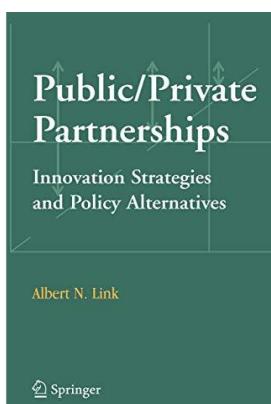
Acc. No. 009271

Call No. 174.4 CEV

Summary: In this book, leading political philosophers Emanuela Ceva and Michele Bocchiola draw on well-known cases, such as those of Edward Snowden and Chelsea Manning, to probe the difference between permissible and dutiful whistleblowing. Whistleblowing should, they contend, be seen as an institutional duty, embedded within the organizational practices of public accountability.



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Sr. No. 64

Title: Public private partnerships: innovation strategies and policy alternatives by Link, Albert N

New York Springer 2006

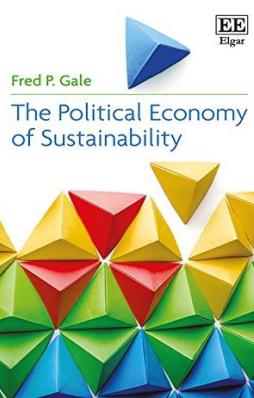
Acc. No. 009272

Call No.

Summary: This text is intended for upper-level undergraduate and MBA courses such as Economics and Technology, Economics of Innovation, and Economics of Science and Technology, among others. The first chapter introduces the concept of public/private research partnerships along with other concepts fundamental to an understanding of innovation and technology policy. The framework chapters (2-5) set forth an argument for the public's role – government's role – in innovation in general and in public/private partnership in particular. The remaining chapters (6-14) describe a number of public/private partnerships and, to the extent possible, evaluate their social impact.



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Sr. No. 65

Title: Political economy of sustainability by Gale, Fred P

Cheltenham Edward Elgar 2018

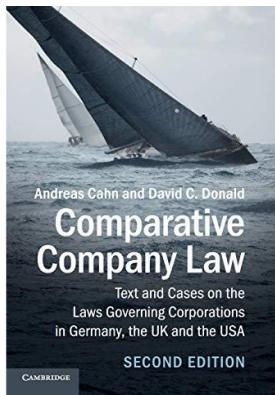
Acc. No. 009273

Call No. 338.6 LIN

Summary: The book reformulates our understanding of key political economy topics such as trade, investment, preference formation, corporate governance and the role of the state. The book illustrates how SV is being realised via multi-stakeholder networks which, forming at the community, national and global levels, enable the required cross-value deliberation. This book builds on the knowledge that sustainability's value pluralism cannot be reconciled with the value monism of classical, neoclassical, nationalist or socialist political economy.



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Sr. No. 66

Title: Comparative company law: text and cases on the laws governing corporations in Germany, the UK and the USA by Cahn, Andreas

Cambridge Cambridge University Press 2018

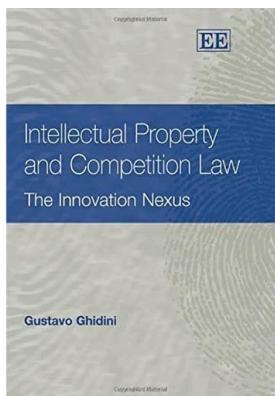
Acc. No. 009274

Call No. 338.284 GAL

Summary: This text's structure, now in its second edition, solves that dilemma. Chapters open with discursive analyses of the law in each of Germany, the UK and the US (Delaware, the ABA Model Business Corporation Act, and federal securities laws) and set out the high-level governing framework, particularly for the EU and its member states. This analysis is succinct and pointed, with numerous references to both the law and leading scholarship. The whole text is arranged to highlight comparative aspects. Diagrams are used where helpful.



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Sr. No. 67

Title: Intellectual property and competition law by Ghidini, Gustavo

Cheltenham Edward Elgar Publishing Limited 2006

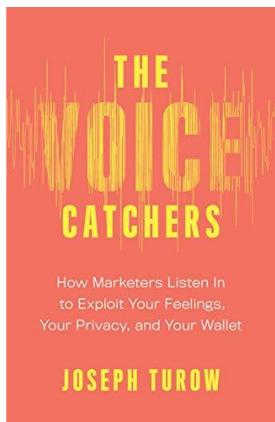
Acc. No. 009275

Call No. 346.24048 GHI

Summary: This rich and challenging book offers a critical appraisal of the relationship between intellectual property law and competition law, from a particularly European perspective. Gustavo Ghidini highlights the deficiencies in studying each of these areas of law independently and argues for a more holistic approach, insisting that it is more useful, and indeed essential, to consider them as interdependent.



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Sr. No. 68

Title: The voice catchers: how marketers listen in to exploit your feelings, your privacy, and your wallet by Turow, Joseph

London Yale University Press 2021

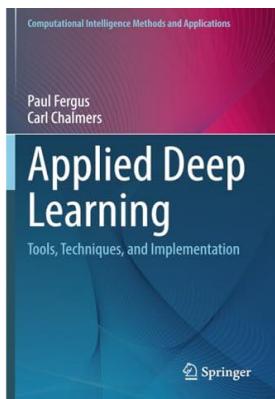
Acc. No. 009276

Call No. 658.800285 TUR

Summary: The Voice Catchers exposes how artificial intelligence is enabling personalized marketing and discrimination through voice analysis. Amazon and Google have numerous patents pertaining to voice profiling, and even now their smart speakers are extracting and using voiceprints for identification and more. Customer service centers are already approaching every caller based on what they conclude a caller's voice reveals about that person's emotions, sentiments, and personality, often in real time.



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Sr. No. 69

Title: *Applied deep learning: tools, techniques, and implementation* by Fergus, Paul

Cham Springer 2022

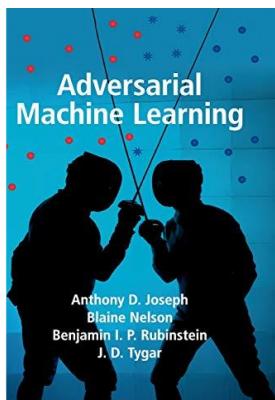
Acc. No. 009277

Call No. 006.31 FER

Summary: This book focuses on the applied aspects of artificial intelligence using enterprise frameworks and technologies. The book is applied in nature and will equip the reader with the necessary skills and understanding for delivering enterprise ML technologies. The book covers all of the key conceptual aspects of the field and provides a foundation for all interested parties to develop their own artificial intelligence applications.



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Sr. No. 70

Title: *Adversarial machine learning* by Joseph, Anthony D

New York Cambridge University Press 2019

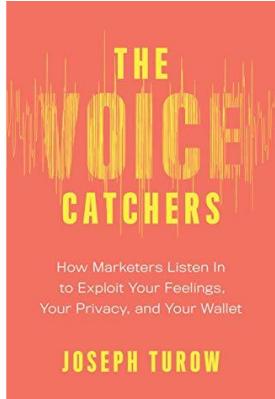
Acc. No. 009278

Call No. 006.31 JOS

Summary: This book brings together all the theory and tools needed for building robust machine learning in adversarial environments. Discover how machine learning systems can adapt when an adversary actively poisons data to manipulate statistical inference, learn the latest practical techniques for investigating system security and performing robust data analysis, and gain insight into new approaches for designing effective countermeasures against the latest wave of cyber-attacks.



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Sr. No. 71

Title: *The voice catchers: how marketers listen in to exploit your feelings, your privacy, and your wallet* by Turow, Joseph

London Yale University Press 2021

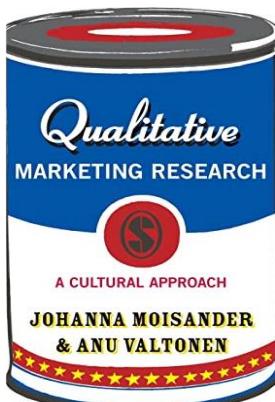
Acc. No. 009279

Call No. 658.800285 TUR

Summary: The Voice Catchers exposes how artificial intelligence is enabling personalized marketing and discrimination through voice analysis. Amazon and Google have numerous patents pertaining to voice profiling, and even now their smart speakers are extracting and using voiceprints for identification and more. Customer service centers are already approaching every caller based on what they conclude a caller's voice reveals about that person's emotions, sentiments, and personality, often in real time.



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Sr. No. 72

Title: *Qualitative marketing research: a cultural approach* by Moisander, Johanna

London Sage Publications Ltd 2006

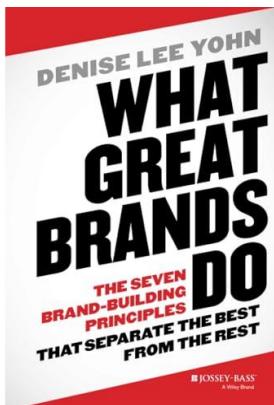
Acc. No. 009280

Call No. 658.83 MOI

Summary: Qualitative Marketing Research unpacks the emerging cultural approach in the field of marketing and consumer research and provides an interesting and informed study for anyone interested in cultural approaches to economic and social theory. The book also provides insights for MBA students and other business professionals who work in the field of marketing, advertising, media planning and qualitative market research, offering methodological resources for keeping professional skills up to date



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Sr. No. 73

Title: What great brands do: The seven brand-building principles that separate the best from the rest by Yohn, Denise lee

Hoboken Jossey-Bass 2014

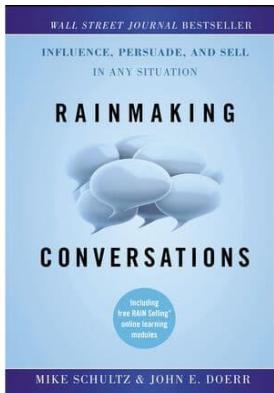
Acc. No. 009281

Call No. 658.827 YOH

Summary: What Great Brands Do teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships. Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and Burger King, Yohn explains key principles of her brand-as-business strategy. Reveals the seven key principles that the world's best brands consistently implement, provides tools and strategies that organizations can start using right away



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Sr. No. 74

Title: Rainmaking conversations: influence, persuade, and sell in any situation by Schultz, Mike

Hoboken John Wiley & Sons, Inc. 2011

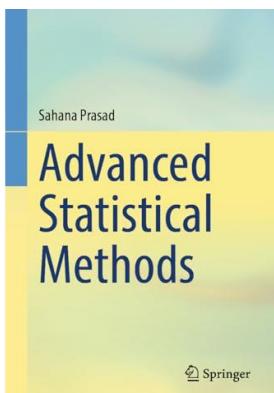
Acc. No. 009282

Call No. 658.85 SCH

Summary: Rainmaking Conversations provides a proven system for leading masterful conversations that fill the pipeline, secure new deals, and maximize the potential of your account. This proven system revolves around the acronym RAIN, which stands for Rapport, Aspirations and Afflictions, Impact, and New Reality. You'll learn how to ask your prospects and clients the right questions, and help them set the agenda for success.



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Sr. No. 75

Title: Advanced statistical methods by Prasad, Sahana

Singapore Springer 2024

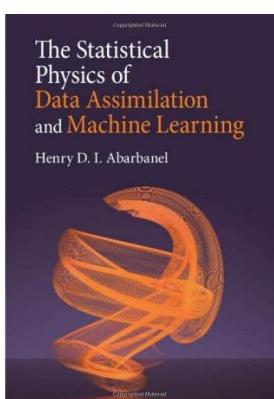
Acc. No. 009283

Call No. 519.5 PRA

Summary: The book includes useful examples and exercises as well as relevant case studies for proper implementation of the discussed tools. This book will be a valuable text for advanced undergraduate students of statistics, management, economics, and psychology, wanting to gain advanced understanding of statistics and the usage of its various concepts. This is the second book of the two volumes covering the advanced statistical methods and analysis. Significant topics include advanced concepts in regression, index numbers, time series, and vital statistics.



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Sr. No. 76

Title: The statistical physics of data assimilation and machine learning by Abarbanel, Henry D. I

New York Cambridge University Press 2022

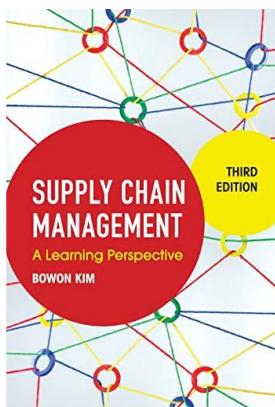
Acc. No. 009284

Call No. 530.13 ABA

Summary: Data assimilation is a hugely important mathematical technique, relevant in fields as diverse as geophysics, data science, and neuroscience. This modern book provides an authoritative treatment of the field as it relates to several scientific disciplines, with a particular emphasis on recent developments from machine learning and its role in the optimisation of data assimilation.



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Sr. No. 77

Title: Supply chain management: a learning perspective by Kim, Bowon

Cambridge Cambridge University Press 2018

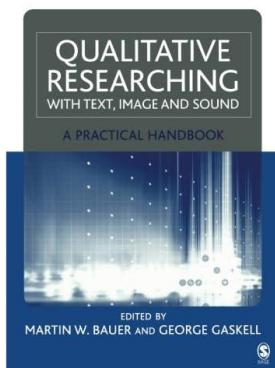
Acc. No. 009285

Call No. 658.7 KIM

Summary: This edition of Supply Chain Management (SCM) was revised to appeal to a wider readership besides students taking SCM courses. Global supply chain managers and researchers in the fields of SCM and operations strategy would find it a useful reference. The book also presents real-world managerial problems and incorporates case studies for connecting theories with practices. By exploring the fundamental issues of SCM, managers acquire a new learning perspective that enables them to solve problems in a more sustainable and innovative manner rather than use short-term, ad hoc solutions.



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Sr. No. 78

Title: Qualitative researching with text, image and sound: a practical handbook by Bauer, Martin W.

London Sage Publications Ltd 2006

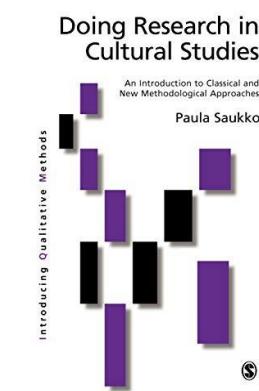
Acc. No. 009286

Call No. 300.72 BAU

Summary: This text shows students which methods are most suitable for particular research problems and what is good practice for each method. Focusing on the pursuit of quality in social research, the authors: explore different ways of collecting and analyzing data; introduce the main analytical approaches for text, image and sound; cover computer-based analysis; and address problems in interpretation and quality criteria for qualitative research. The book has been extensively tested with postgraduate research methods students at the London School of Economics.



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Sr. No. 79

Title: Doing research in culture studies: an introduction to classical and new methodological approaches by Saukko, Paula

London Sage Publications Ltd 2003

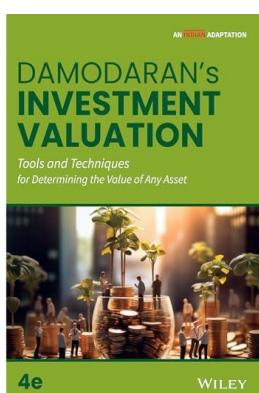
Acc. No. 009287

Call No. 306.072 SAU

Summary: Doing Research in Cultural Studies outlines the key methodological approaches to the study of lived experience, texts and social contexts within the field of cultural studies. It offers a comprehensive discussion of classical methodologies and introduces the reader to more contemporary debates that have argued for new ethnographic, poststructuralist and multi-scape research methods. The book include an innovative framework - combining different methodologies and approaches and a variety of 'real-life' examples and case studies - enriches the book for the reader



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Sr. No. 80

Title: Damodaran's investment valuation: tools and techniques for determining the value of any asset by Damodaran, Aswath

New Delhi Wiley 2025

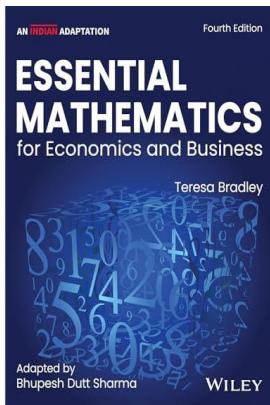
Acc. No. 009288

Call No.

Summary: Investment Valuation: Tools and Techniques for Determining the Value of Any Asset delves into valuation techniques for a variety of different asset classes, including real options, start-up firms, unconventional assets, distressed companies and private equity, real estate, and many more, and explains how to choose the right model for any given asset valuation scenario.



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Sr. No. 81

Title: Essential mathematics for economics and business by Bradley, Teresa

New Delhi Wiley 2025

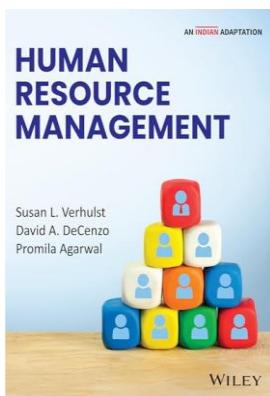
Acc. No. 009289

Call No. 510.2433 BRA

Summary: This book adopts a metacognitive approach to learning, empowering students and faculty to set clear objectives, develop structured plans, and assess progress effectively. The text covers essential topics such as financial mathematics, calculus, and more, ensuring a well-rounded foundation for economics students. To enhance understanding, it features visual aids like graphs and charts, often created using Excel, making complex concepts accessible and engaging.



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Sr. No. 82

Title: Human resource management by Verhulst, Susan L

New Delhi Wiley 2025

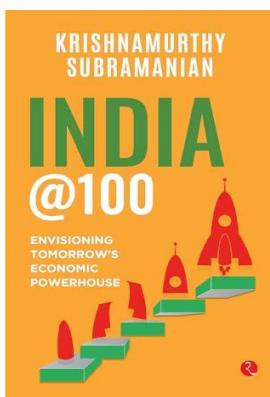
Acc. No. 009290

Call No. 658.3 VER

Summary: Human Resource Management, offers a focused, systematic, and practical approach to HRM. With an engaging narrative style, it guides students through essential topics including HR functions, employee relations, talent acquisition, training, health and safety, performance management, legal considerations, and the impacts of COVID-19 on employment. The book also covers compliance for startups and digital enterprises, offering practical insights for modern HR practices, and includes examples and activities on current HR issues, making it ideal for undergraduate courses.



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Sr. No. 83

Title: India@100: envisioning tomorrow's economic powerhouse by Subramanian, Krishnamurthy

New Delhi Rupa Publications India 2024

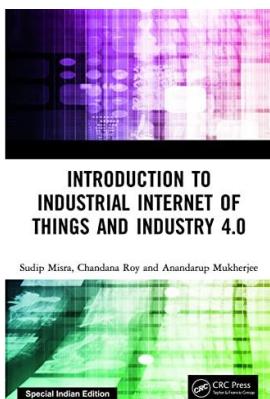
Acc. No. 009291- 009293

Call No. 330.954 SUB

Summary: In India@100: Envisioning Tomorrow's Economic Powerhouse, Krishnamurthy Subramanian explores this once-in-several-centuries opportunity knocking on India's doors. With a bold vision grounded in Indian realities, India@100 argues compellingly that India is at an inflection point that cannot be ignored. The country can grow at 8 per cent annually by reforming the economy zealously and doubling down on the sound policies implemented post 2014. Since 2007, when its GDP per capita.



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Sr. No. 84

Title: Introduction to industrial internet of things and industry 4.0 by Misra, Sudip

Boca Raton CRC Press 2025

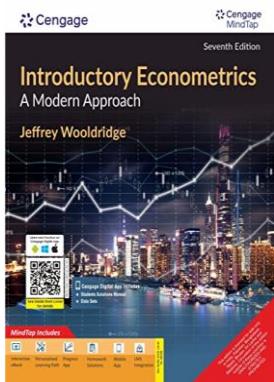
Acc. No. 009294

Call No. 004.678 MIS

Summary: Introduction to Industrial Internet of Things and Industry 4.0 is written to serve a diverse readership from the domains of computer science and engineering, mechanical engineering, information technology, industrial engineering, electronics engineering, and other related branches of engineering. This book can be used as a textbook on the emerging paradigm of Industry 4.0 and IIoT, as well as a reference for professionals working in sectors of IIoT.



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Sr. No. 85

Title: *Introductory econometrics by Wooldridge, Jeffery*

Delhi South-Western College Publishing 2020

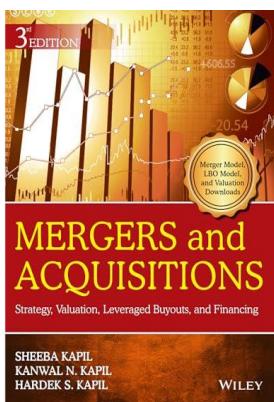
Acc. No. 009295

Call No. 330.015195 WOO

Summary: The author has organized the book's presentation around the type of data being analyzed with a systematic approach that only introduces assumptions as they are needed. This makes the material easier to understand and, ultimately, leads to better econometric practices. Packed with relevant applications, the text incorporates more than 100 data sets in different formats. The text incorporates more than 100 data sets in different formats.



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Sr. No. 86

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

New Delhi Wiley 2025

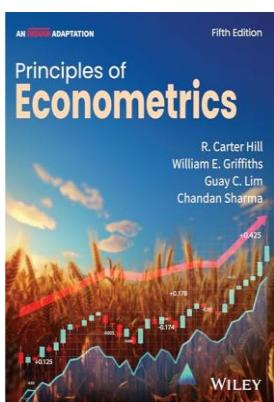
Acc. No. 009296

Call No. 658.16 KAP

Summary: 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. 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.



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Sr. No. 87

Title: *Principles of Econometrics* by Hill, Carter R

New Delhi Wiley 2025

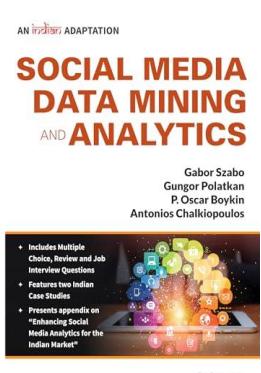
Acc. No. 009297

Call No. 330.015195 HIL

Summary: This is an introductory book for undergraduate students in economics and finance, as well as first-year graduate students in a variety of fields that include economics, finance, accounting, marketing, public policy, sociology, law, and political science. Students will gain a working knowledge of basic econometrics so they can apply modeling, estimation, inference, and forecasting techniques when working with real-world economic problems.



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Sr. No. 88

Title: *Social media data mining and analytics* by Szabo, Gabor

New Delhi Wiley 2025

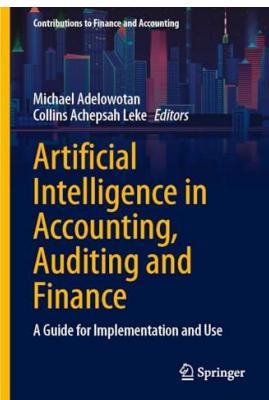
Acc. No. 009298

Call No. 006.312 SZA

Summary: This book explores social media's history, evolution, and impact, providing valuable insights for enthusiasts, professionals, and businesses. Enhance your understanding and leverage social media for growth. Optimize your social media strategy with our actionable tips. Whether you're a content creator, marketer, or business owner, this guide will help you navigate the ever-evolving social media landscape.



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Sr. No. 89

Title: Artificial intelligence in accounting, auditing and finance: a guide for implementation and use by Adelowotan, Michael

Cham Springer 2025

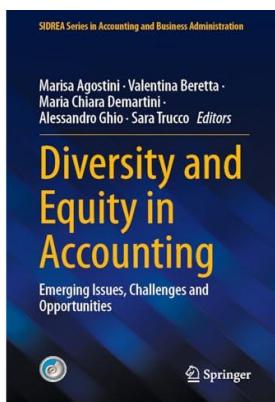
Acc. No. 009299

Call No. 657.028563 ADE

Summary: This book focuses on the use of Artificial Intelligence (AI) for accounting, auditing, and finance. It explores how AI can be leveraged to perform various tasks within these fields and offers real life examples to illustrate its features and facilitate implementation. The book provides a basic guide of these emerging technologies to help practitioners in the field to better understand how they can be implemented in their companies.



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Sr. No. 90

Title: Diversity and equity in accounting: emerging issues, challenges and opportunities by Agostini, Marisa

Cham Springer 2025

Acc. No. 009300

Call No. 657.3008 AGO

Summary: This book discusses the role of diversity and equity in accounting, management control, governance, and auditing. These issues are increasingly relevant in both national and international debates. The volume analyzes recent literature and examines the role of diversity and equity as fundamental elements of corporate culture, determinants of the corporate growth model, and social justice. The book provides an in-depth understanding and offers practical insights into the best (practices in diversity and equity within these fields.



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Sr. No. 91

Title: Fintech for sustainable finance and a well-blue economy by Sharma, Vikas

Cham Springer 2025

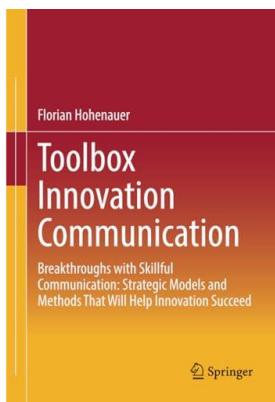
Acc. No. 009301

Call No. 332.1 SHA

Summary: This book explores how financial technology (FinTech) can drive sustainable practices within the blue economy, which revolves around the responsible use of ocean and water-based resources. It highlights how innovations such as blockchain, artificial intelligence (AI), and digital finance can promote environmental sustainability, economic growth, and social equity. The book emphasizes how green financing, supported by FinTech platforms, can mobilize capital for sustainable initiatives such as marine conservation and renewable energy production.



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Sr. No. 92

Title: Toolbox innovation communication: breakthroughs with skillful communication: strategic models and methods that will help innovation succeed by Hohenauer, Florian

Wiesbaden Springer 2025

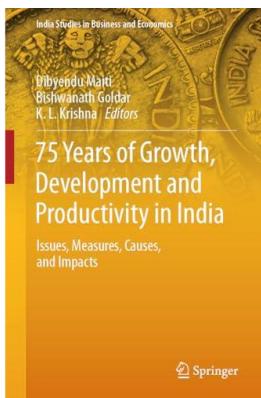
Acc. No. 009302

Call No. 658.403 HOH

Summary: This book offers a toolbox of models and methods that make innovative ideas successful. Innovation brings progress, competitive advantages, and increases profits. However, innovation also always entails uncertainty and provokes defensive reactions, which is why strong communication skills are needed to overcome internal and external hurdles.



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Sr. No. 93

Title: 75 years of growth, development and productivity in India: issues, measures, causes, and impacts by Maiti, Dibyendu

Singapore Springer 2025

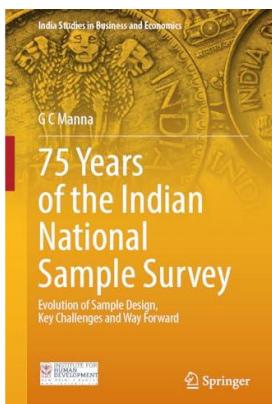
Acc. No. 009303

Call No. 338.954 MAI

Summary: This edited volume documents through its 75 years post-independence, the developmental complexities, economic achievements and challenges unique to India, given its vast population and regional, cultural, and climatic diversities, with simple illustrations, making them accessible to readers with varying levels of expertise. The book contains 24 chapters divided into ten sections, covering issues related to growth strategies, productivity growth, agricultural transition, growth heterogeneity, labour, rural non-farm sector and migration, social sectors including education and environment



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Sr. No. 94

Title: 75 years of the Indian national sample survey: evolution of sample design, key challenges and way forward by Manna, G C

Singapore Springer 2025

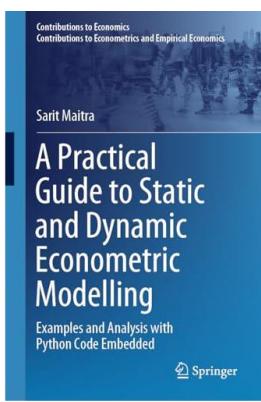
Acc. No. 009304

Call No. 330.954 MAN

Summary: This book gives an overview of the Indian National Sample Survey (NSS) with a summarization of the salient features of the survey methodology adopted in the surveys, experiences gathered on the strengths and limitations of the data collected through the NSS and way forward to address some critical data gaps for further strengthening the NSS database. The book also highlights the lessons gathered through some important pilot surveys that the NSS had conducted apart from containing a chapter on some global.



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Sr. No. 95

Title: A practical guide to static and dynamic econometric modelling: examples and analysis with Python code embedded by Maitra, Sarit

Cham Springer 2025

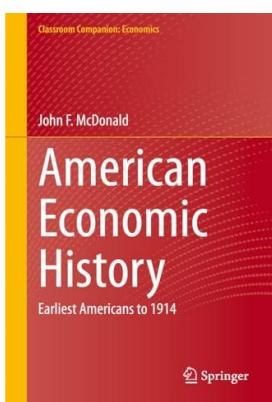
Acc. No. 009305

Call No. 330.015195 MAI

Summary: This book provides a comprehensive guide to econometric modeling, combining theory with practical implementation using Python. It covers key econometric concepts, from data collection and model specification to estimation, inference, and prediction. Readers will explore linear regression, data transformations, and hypothesis testing, along with advanced topics like the Capital Asset Pricing Model and dynamic modeling techniques.



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Sr. No. 96

Title: American economic history: earliest Americans to 1914 by McDonald, John F

Cham Springer 2025

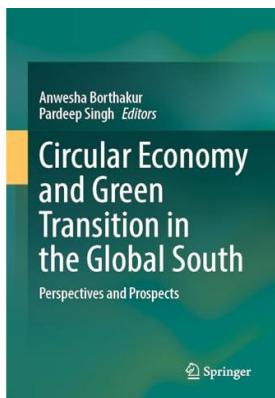
Acc. No. 009306

Call No. 330.973 MCD

Summary: The book presents the details of the controversy between the English colonists and the English Parliament. It further features the impact of slavery, the Revolutionary and Civil War eras, and it includes extensive economic analysis of the post Civil War nation up to 1914. The book allows an easy understanding of the economic evolution from the earliest Americans to World War I. Instructors can customize their curriculum by supplementing this fundamental text with additional readings.



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Sr. No. 97

Title: Circular economy and green transition in the global South: perspectives and prospects by Borthakur, Anwesha

Cham Springer 2025

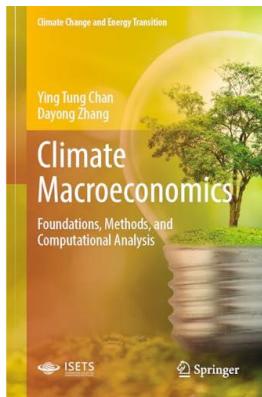
Acc. No. 009307

Call No. 338.93 BOR

Summary: Circular economy and green transition have been central themes of environmental policymaking during the recent decades—both in the Global North and the Global South. However, the focus and attention on the topics among the research community have been relatively recent in the emerging economies and developing countries in the Global South. refers to an economic model that aims to minimize waste, make the most of resources and promote sustainability throughout the entire lifecycle of products and materials.



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Sr. No. 98

Title: Climate macroeconomics: foundations, methods, and computational analysis by Chan, Ying Tun

Singapore Springer 2025

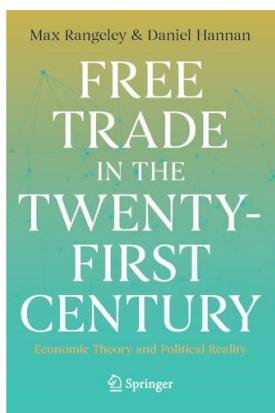
Acc. No. 009308

Call No. 338.9 CHA

Summary: This book provides a unique bridge between theoretical foundations and practical implementation of environmental economics modeling. Through a progressive approach, it guides readers from basic analytical frameworks to advanced computational techniques for analyzing climate change policies. The book's distinctive two-part structure serves multiple audiences: Part I develops fundamental concepts through analytically solvable models ideal for advanced undergraduates, while Part II explores sophisticated modeling approaches suitable for graduate students and researchers.



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Sr. No. 99

Title: Free trade in the twenty-first century: economic theory and political reality by Rangeley, Max

Cham Springer 2025

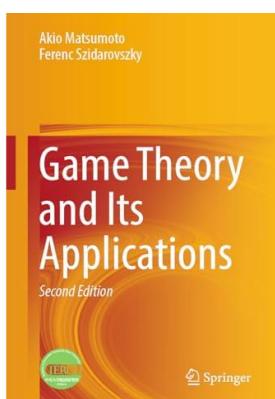
Acc. No. 009309

Call No. 337.1 RAN

Summary: This book offers an assessment of the benefits and contemporary relevance of free trade. This book brings together the key approaches to free trade in the modern world, including the practical realities of negotiating trade agreements, how we can move towards a system of genuine free trade and the moral case for free trade. this book takes trade beyond abstruse economic theory and brings it into political reality so that the reader can understand how we can use trade to create global peace and prosperity.



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Sr. No. 100

Title: Game theory and its applications by Matsumoto, Akio

Singapore Springer 2025

Acc. No. 009310

Call No. 519.3 MAT

Summary: This book integrates the fundamentals, methodology, and major application fields of noncooperative and cooperative games including conflict resolution. The topics addressed in the book are discrete and continuous games including games represented by finite trees; matrix and bimatrix games as well as oligopolies; cooperative solution concepts; games under uncertainty; dynamic games and conflict resolution.



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Sr. No. 101

Title: Green economy and sustainable development by Gupta, Vijay Prakash

Cham Springer 2025

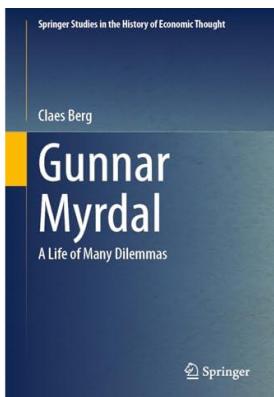
Acc. No. 009311

Call No. 338.927 GUP

Summary: This proposed book explores the intricate world of green and sustainable economy practices within today's business landscape. It offers a comprehensive exploration of the latest developments and applications in areas such as Responsible Consumption and Production, Sustainable Cities and Communities, and Renewable Energy. This book bridges theory with practical implementation, emphasizing the importance of quality decision-making to foster a conducive business ecosystem and advance sustainability goals.



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Sr. No. 102

Title: Gunnar myrdal: a life of many dilemmas by Berg, Claes

Cham Springer 2025

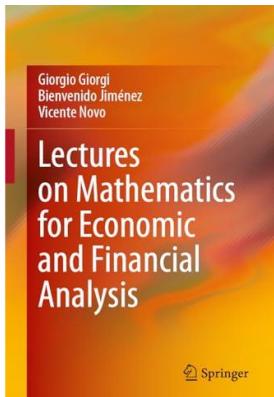
Acc. No. 009312

Call No. 330.092 BER

Summary: This book traces Gunnar Myrdal's journey from his childhood to the Nobel Memorial Prize, detailing his intense collaboration with Alva and her eventual professional independence. It compellingly illustrates how he, with clear-eyed pragmatism and a steadfast commitment to his values, addressed both Swedish and global social challenges. This book offers a comprehensive exploration of Gunnar Myrdal's life, as well as his significant scientific, political and international contributions.



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Sr. No. 103

Title: Lectures on mathematics for economic and financial analysis by:Giorgi, Giorgio

Cham Springer 2025

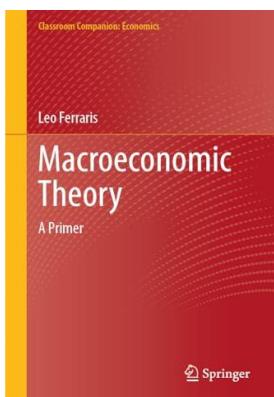
Acc. No. 009313

Call No. 510.24339 GIO

Summary: This book offers a comprehensive yet approachable introduction to essential mathematical concepts, tailored specifically for undergraduate and first-year graduate students in Economics and Social Sciences. this book presents basic mathematical principles and methods that are immediately relevant to students. With a clear, accessible approach, it includes numerous examples, some with economic applications, to illustrate key concepts and make them easier to grasp.



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Sr. No. 104

Title: Macroeconomic theory: a primer by Ferraris, Leo

Cham Springer 2025

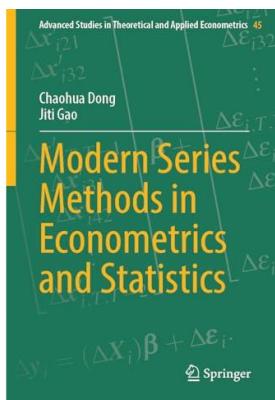
Acc. No. 009314

Call No. 339 FER

Summary: This book offers a comprehensive introduction to modern macroeconomic theory, bridging foundational concepts with contemporary applications. It begins by exploring the core macroeconomic model featuring rational agents and competitive markets—the cornerstone for analyzing business cycles, economic growth, and asset pricing. this text explains the theoretical foundations of modern macroeconomics in an accessible way, without relying on advanced recursive techniques.



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Sr. No. 105

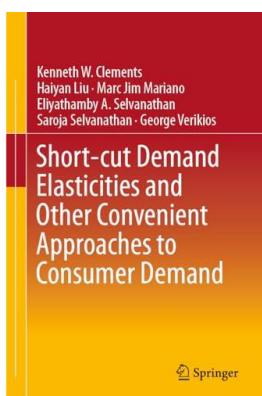
Title: Modern series methods in econometrics and statistics by Dong, Chaohua
Cham Springer 2025

Acc. No. 009315 **Call No.** 519.5 DON

Summary: This book introduces modern series methods with a focus on applications in econometrics and statistics. It explores how new orthogonal series techniques can address challenges in model building and estimation, particularly for variables with unbounded support, nonparametric nonstationary data, and high-dimensional models. This book is ideal for researchers, practitioners, and students looking to deepen their understanding of series methods and their applications in econometrics, statistics, and related fields.



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Sr. No. 106

Title: Short-cut demand elasticities and other convenient approaches to consumer demand by Clements, Kenneth W

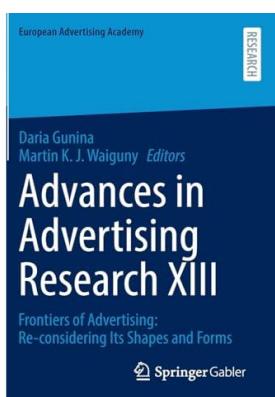
Singapore Springer 2025

Acc. No. 009316 **Call No.** 338.5212 CLE

Summary: This book provides answers to analysts' need to know about elasticities of demand, with a unique two-track approach. The first gives a self-contained, non-technical rendition, accessible to those with limited background. The second track contains the underlying theory, derivations, and some more advanced material. Subsequent chapters deal with the demand for food and other groups of goods, the system-wide approach, and the demand side of EDM and CGE models.



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Sr. No. 107

Title: Advances in advertising research XIII: frontiers of advertising re-considering Its shapes and forms by Gunina, Daria

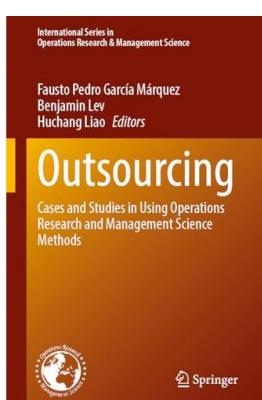
Cham Springer 2025

Acc. No. 009317 **Call No.** 658.85 GUN

Summary: This book provides insights into modern advertising's evolving landscape, revealing how digital innovation and social media have transformed communication strategies and consumer engagement. It addresses the crucial need to understand advertising's multifaceted nature in an era where digital platforms continually redefine brand-consumer interactions. This volume is a selective collection of research presented at the 20th International Conference in Advertising (ICORIA), held in Prague (Czech Republic) in June 2022.



[Scan here for more details](#)



Sr. No. 108

Title: Outsourcing: cases and studies in using operations research and management science methods by Márquez, Fausto Pedro García

Cham Springer 2025

Acc. No. 009318 **Call No.** 658.5 MAR

Summary: This book provides relevant theoretical frameworks and presents the latest empirical findings on outsourcing in Management Science (MS) and Operations Research (OR). This book is intended for professionals in the fields of energy, engineering, information science, mathematics, economics, etc., and for researchers who wish to develop new outsourcing skills, or who employ outsourcing as part of their work. As the first of a two-volume series, it focuses on bridging theory with practical applications.



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Sr. No. 109

Title: Gen z's fashion revolution: understanding the influence of gen Z on fashion brands by Cattaneo, Eleonora

Cham Springer 2025

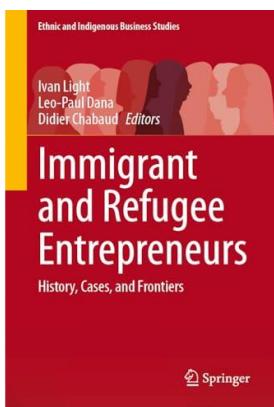
Acc. No. 009319

Call No. 658.827 CAT

Summary: This book explores the significant changes that the fashion industry is undergoing as a result of the powerful influence of Gen Z - a demographic that demands authenticity, diversity, and sustainability from the brands they interact with. Understanding and catering to the interests of Gen Z is vital for fashion brands who want to remain competitive, build brand loyalty, and secure future success. The chapters capture the unique spirit and influence of Gen Z, showcasing their role as trendsetters who are revolutionizing traditional fashion norms and shaping the future of style.



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Sr. No. 110

Title: Immigrant and refugee entrepreneurs: history, cases, and frontiers by Light, Ivan

Cham Springer 2025

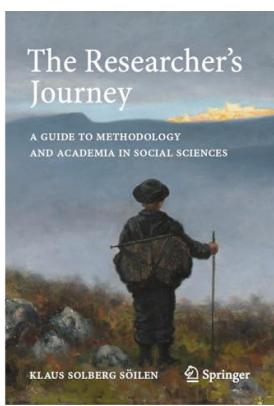
Acc. No. 009320

Call No. 362.1 SIC

Summary: This book holds significant academic merit and also serves as an essential tool for policymakers, scholars, and anyone keen on understanding the deep influence of immigrant entrepreneurship on global society. The history section offers a depth of understanding that literature reviews cannot match. The cases assemble all the evidence now available regarding immigrant and refugee entrepreneurship in Europe, and the frontiers section takes readers to the boundary of theoretically informed current research.



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Sr. No. 111

Title: Researcher's journey: a guide to methodology and academia in social sciences by Söilen, Klaus Solberg

Cham Springer 2025

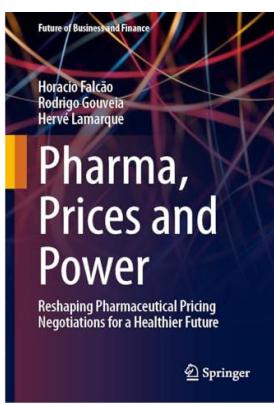
Acc. No. 009321

Call No. 300.72 SOI

Summary: The book is divided into three parts. The first gives a brief history of the scientific method and social science research processes, the second critically addresses the current state of research methods in the social sciences, and the third discusses implications for ethics in light of scientific and technological advances. This book guides advanced- and early-career researchers through the real-world challenges that face academics in the social sciences.



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Sr. No. 112

Title: Pharma, prices and power: reshaping pharmaceutical pricing negotiations for a healthier future by Falcão, Horacio

Cham Springer 2025

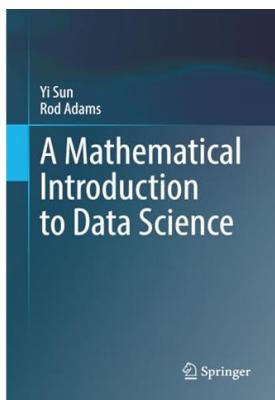
Acc. No. 009322

Call No. 658.4012 FAL

Summary: This book brings a negotiation perspective to healthcare. It opens the hidden box of pricing and reimbursement (P&R) negotiations, showing their huge impact on global healthcare systems and how they could be drastically improved. The authors offer a comprehensive and unique negotiation-based analysis of healthcare systems worldwide, highlighting the historical, structural, and ethical challenges that shape P&R negotiations. From the role of governments and health insurers to the intricate dynamics between healthcare providers and users, the authors examine the forces driving healthcare costs and access.



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Sr. No. 113

Title: A mathematical introduction to data science by Sun, Yi

Singapore Springer 2025

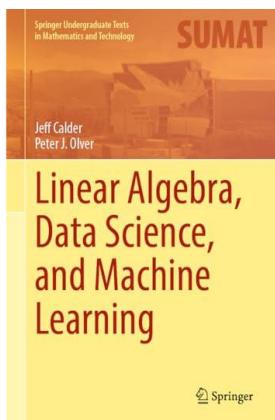
Acc. No. 009323

Call No. 519.5 SUN

Summary: This textbook serves as a companion to "A Mathematical Introduction to Data Science". It uses Python programming to provide a comprehensive foundation in the mathematics needed for data science. The focus of this book is to demonstrate how programming can aid in this understanding and be used in solving mathematical problems. It is written using Python as its programming language, but readers do not need prior knowledge of Python to benefit from it.



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Sr. No. 114

Title: Linear algebra, data science, and machine learning by Calder, Jeff

Cham Springer 2025

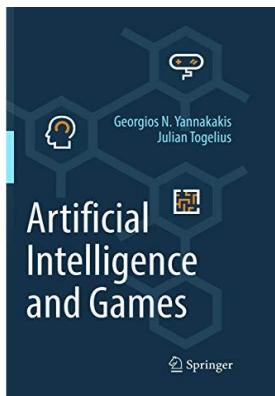
Acc. No. 009324

Call No. 512.5 CAL

Summary: This text provides a mathematically rigorous introduction to modern methods of machine learning and data analysis at the advanced undergraduate/beginning graduate level. The book is self-contained and requires minimal mathematical prerequisites. To introduce the reader to a broad range of machine learning algorithms and how they are used in real world applications, the programming language Python is employed and offers a platform for many of the computational exercises



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Sr. No. 115

Title: Artificial intelligence and games by Yannakakis, Georgios N

Cham Springer 2025

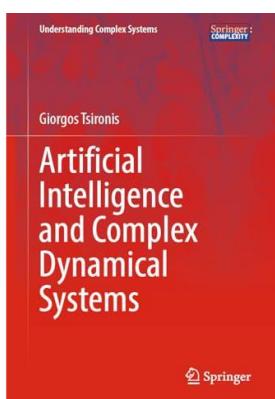
Acc. No. 009325

Call No. 006.31 YAN

Summary: This book dedicated to explaining how artificial intelligence (AI) techniques can be used in and for games. After introductory chapters that explain the background and key techniques in AI and games, the authors explain how to use AI to play games, to generate content for games and to model players. The book will be suitable for undergraduate and graduate courses in games, artificial intelligence, design, human-computer interaction, and computational intelligence, and also for self-study by industrial game developers and practitioners.



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Sr. No. 116

Title: Artificial intelligence and complex dynamical systems by Tsironis, Giorgos

Springer Cham 2025

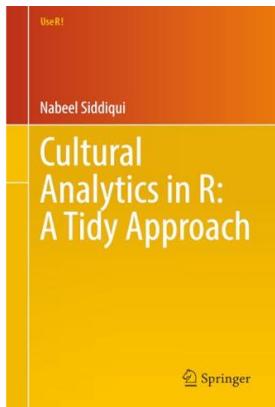
Acc. No. 009326

Call No. 006.33 TSI

Summary: This book serves as a comprehensive introduction to nonlinear complex systems through the application of machine learning methods. Artificial intelligence (AI) has affected the foundations of scientific discovery, and can therefore lend itself to developing a better understanding of the unpredictable nature of complex dynamical systems and to predict their future evolution. this book teaches and applies machine learning to topics such as chaotic dynamics and time-series analysis, biomolecular dynamics, and wave propagation in the heart.



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Sr. No. 117

Title: Cultural analytics in R: a tidy approach by Siddiqui, Nabeel

Cham Springer 2025

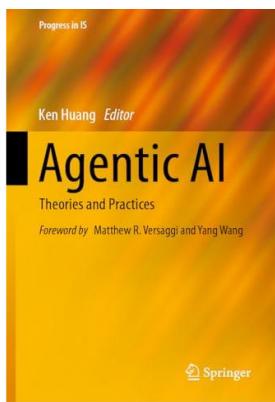
Acc. No. 009327

Call No. 519.5 SID

Summary: This book offers an introduction to computational analysis for humanities scholars and researchers, systematically bridging traditional inquiry with the data-intensive capabilities of the R programming language. Employing diverse cultural datasets about gaming, film, literature, and music, it emphasizes the need to structure data, particularly through the 'tidy data' paradigm, as a foundational practice for efficient analysis.



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Sr. No. 118

Title: Agentic AI: theories and practices by Huang, Ken

Cham Springer 2025

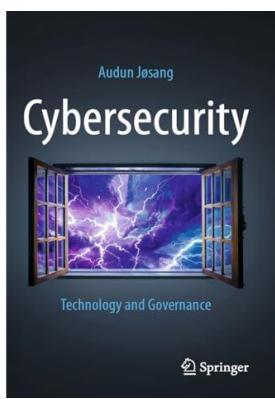
Acc. No. 009328

Call No. 006.31 HUA

Summary: This book analyzes the rise and transformative impact of generative AI agents or Agentic AI across industries, offering a comprehensive exploration of their development, applications, and implications. It highlights how these systems are revolutionizing business processes, enhancing decision-making, and reshaping entire sectors from finance to healthcare. The book provides in-depth analyses of Agentic AI in emerging fields like gene editing, robotics, and business process automation, demonstrating its potential to accelerate scientific research and value creation.



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Sr. No. 119

Title: Cybersecurity: technology and governance by Jøsang, Audun

Cham Springer 2025

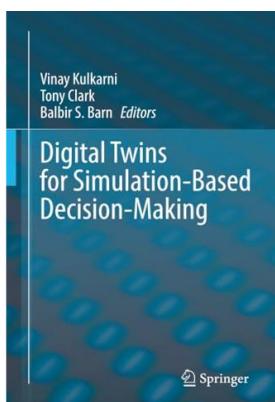
Acc. No. 009329

Call No. 005.8 JOS

Summary: This book gives a complete introduction to cybersecurity and its many subdomains. It's unique by covering both technical and governance aspects of cybersecurity and is easy to read with 150 full color figures. The numerous high-profile cyberattacks being reported in the press clearly show that cyberthreats cause serious business risks. For this reason, cybersecurity has become a critical concern for global politics, national security, organizations as well for individual citizens.



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Sr. No. 120

Title: Digital twins for simulation-based decision-making by Kulkarni, Vinay

Cham Springer 2025

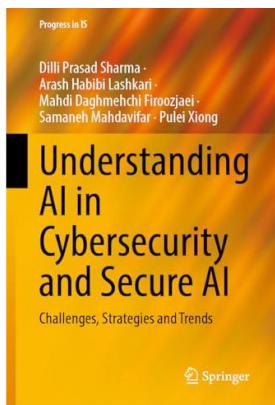
Acc. No. 009330

Call No. 658.404 KUL

Summary: This book introduces the concept of digital twins and their purposive usage, including the technology infrastructure and the method support necessary for their construction. The landscape of digital twins is illustrated through a range of use cases spread across different application domains such as strategy and business assessment in enterprises, logistics networks, manufacturing industries, chemical and refinery systems, sustainable food ecosystems, and public healthcare.



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Sr. No. 121

Title: Understanding AI in cybersecurity and secure AI: challenges, strategies and trends by Sharma, Dilli Prasad

Cham Springer 2025

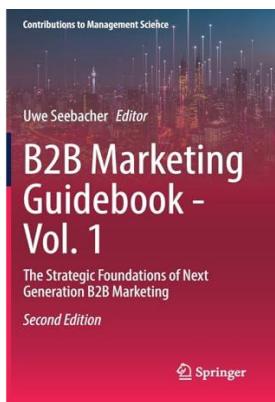
Acc. No. 009331

Call No. 006.31 SHA

Summary: This book presents an overview of the emerging topics in Artificial Intelligence (AI) and cybersecurity and addresses the latest AI models that could be potentially applied to a range of cybersecurity areas. The book presents the cyber threat landscape and explains the various spectrums of AI and the applications and limitations of AI in cybersecurity. The book also includes a comprehensive study of various scopes of application security; categorised into three groups of smartphone, web application, and desktop application and delves into the concepts of cloud security.



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Sr. No. 122

Title: B2B marketing guidebook: the strategic foundations of next generation B2B marketing [Vol.1] by Uwe Seebacher

Cham Springer 2025

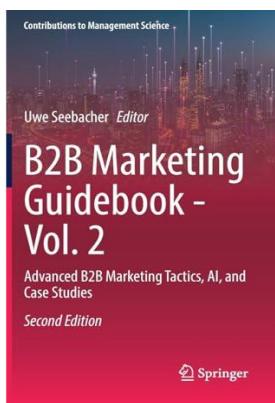
Acc. No. 009332

Call No. 658.804 SEE

Summary: This book brings together over 20 international experts to redefine modern marketing across strategy, systems, and structure. Covering topics such as marketing maturity, MarTech, automation, branding, and agile leadership, this volume offers actionable frameworks, forward-looking insights, and real-world case studies from leading organizations like Fynest, Fujitsu, Hapag-Lloyd, and Predictores. Readers will gain a clear understanding of the B2B Marketing Maturity Model, strategic perspectives on predictive intelligence, and best practices for marketing automation.



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Sr. No. 123

Title: B2B marketing guidebook: advanced B2B marketing tactics, AI, and case studies [Vol. 2] by Uwe Seebacher

Cham Springer 2025

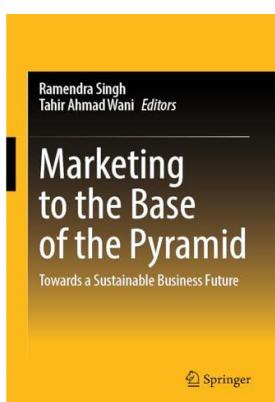
Acc. No. 009333

Call No. 658.804 SEE

Summary: This edition is packed with AI/PI-driven methods, advanced digital tactics, and best-in-class case studies from global leading companies such as Daikin, Mayr, Predictores, SK Laser, Thyssenkrupp and Würth to help B2B professionals scale growth, deepen relevance, and lead in a data-first world. this book provides the frameworks, tools, and insights to turn vision into reality. Readers will learn how to ignite digital growth, master touchpoint performance management, and align content strategy with AI.



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Sr. No. 124

Title: Marketing to the base of the pyramid: towards a sustainable business future by Singh, Ramendra

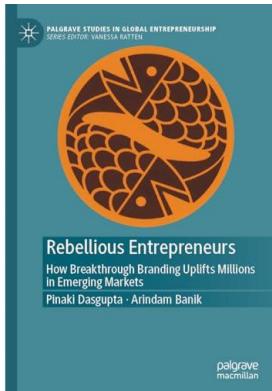
Cham Springer 2025

Acc. No. 009334

Call No.

Summary: This book explores multifaceted dimensions related to sustainable practices such as sustainable consumer behavior, marketplace literacy for low-income and low-literate consumers, innovation and BoP and emerging markets, bridging vulnerability and sustainability, inclusive marketing practices, and how to bridge the economic, social and environmental aspects of sustainability. This book is to reach out to organizations looking for deeper insights on how they can successfully position their products and services.





Sr. No. 125

Title: *Rebellious entrepreneurs: how breakthrough branding uplifts millions in emerging markets* by Dasgupta, Pinaki

Cham Springer 2025

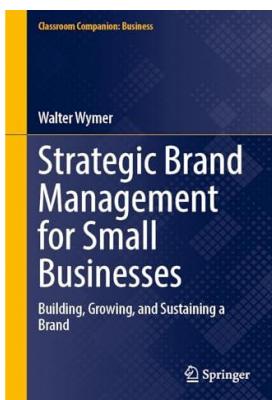
Acc. No. 009335

Call No. 658.421 DAS

Summary: This book focuses on entrepreneurship and brand-building processes of businesses in India. It does so by highlighting seven regional entrepreneurs in the country as case studies, and how they have created an ecosystem around them with regard to efficiency in supply chain, excellence in marketing, creating a sustainable environment of doing business, providing gainful employment, working with limited resources and credit, and finally showcasing resilience in their work.



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Sr. No. 126

Title: *Strategic brand management for small businesses: building, growing, and sustaining a brand* by Wymer, Walter

Cham Springer 2025

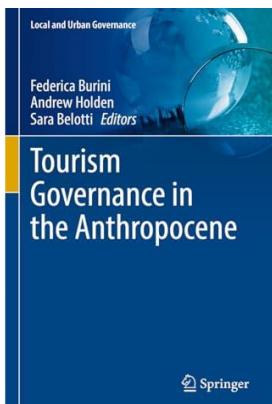
Acc. No. 009336

Call No. 658.827 WYM

Summary: This book helps students to navigate the dynamic world of branding for small and medium sized enterprises. It provides a strong conceptual and analytical foundation to brand management that can be applied to small business. It also addresses the unique challenges and opportunities that small businesses face in establishing, nurturing, and leveraging their brands for long-term success. Written in a direct, accessible style for easy learning and understanding complex concepts and ideas.



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Sr. No. 127

Title: *Tourism governance in the Anthropocene* by Burini, Federica

Cham Springer 2025

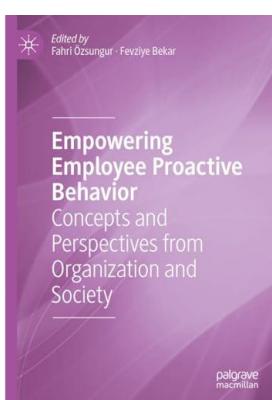
Acc. No. 009337

Call No. 338.4791 BUR

Summary: The book aims to address and reflect on the role of governance of the tourism sector in the era of the Anthropocene, also in light of the challenges of climate change and of the Covid-19 pandemic providing an innovative contribution on the discusses lessons for the Future of Tourism in the Anthropocene. In this book, territories and local institutions must activate new forms of multi-level governance of the tourism sector to make the most of the new opportunities and satisfy the new principles that are emerging



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Sr. No. 128

Title: *Empowering employee proactive behavior: concepts and perspectives from organization and society* by Özsungur, Fahri

Cham Springer 2025

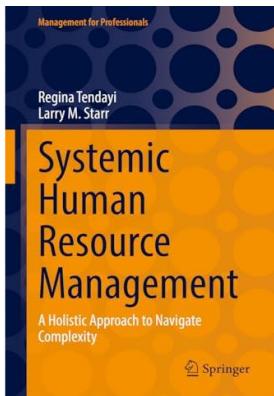
Acc. No. 009338

Call No. 658.409 OZS

Summary: Proactive employee behaviour refers to the attempt to improve existing conditions in the workplace or create new ones, as well as actions to change one's work environment, interpersonal relationships and socialisation behaviour instead of passively adapting to it.



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Sr. No. 129

Title: Systemic human resource management: a holistic approach to navigate complexity by Tendayi, Regina

Cham Springer 2025

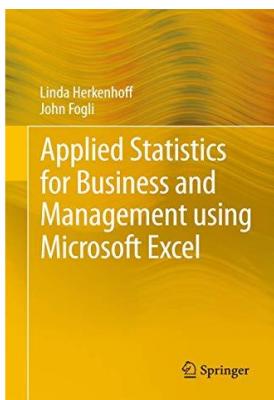
Acc. No. 009339

Call No. 658.3 TEN

Summary: This book introduces Systemic Human Resources Management (Sys HRM) as the much-needed answer to people management in a complex context. It reframes human resource management through the lens of complexity, systems, and design thinking to provide innovative HRM methodologies, approaches, tools, and frameworks that suit the emerging disruptive business environment being experienced worldwide.



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Sr. No. 130

Title: Applied statistics for business and management using microsoft excel by Herkenhoff, Linda

Cham Springer 2025

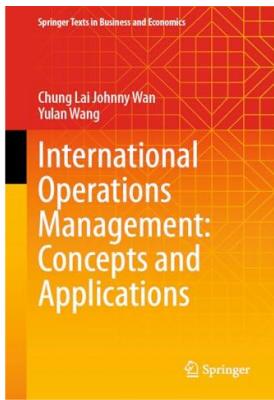
Acc. No. 009340

Call No. 519.5 HER

Summary: This book illustrates the capabilities of Microsoft Excel to teach applied statistics effectively. It is a step-by-step exercise-driven guide for students and practitioners who need to master Excel to solve practical statistical problems in industry. Applied Business Statistics for Business and Management capitalizes on these improvements by teaching students and practitioners how to apply Excel to statistical techniques necessary in their courses and workplace.



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Sr. No. 131

Title: International operations management: concepts and applications by Wan, Chung Lai Johnny

Singapore Springer 2025

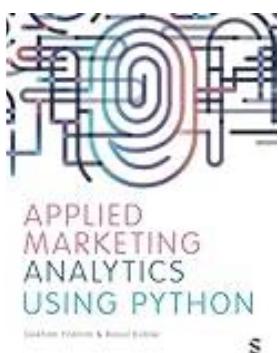
Acc. No. 009341

Call No. 658.5 WAN

Summary: This textbook provides a comprehensive exploration of international operations management, examining its principles, challenges, and strategies. It also introduces essential tools and frameworks that allow professionals to improve their management practices in a global context. International Operations Management: Concepts and Applications is also an ideal book for undergraduate and postgraduate courses in international operations management or global operations management.



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Sr. No. 132

Title: Applied marketing analytics using Python by Yildirim, Gokhan

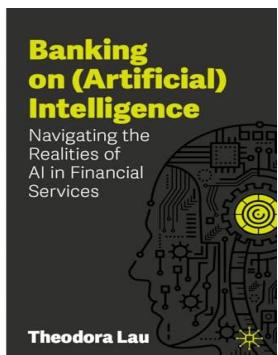
New Delhi Sage 2025

Acc. No. 009342

Call No. 658.83 YIL

Summary: This book supports students and practitioners to explore a range of marketing phenomena using various applied analytics tools, with a balanced mix of technical coverage alongside marketing theory and frameworks. It is vital for marketers today to be comfortable in their use of data and quantitative approaches and have a thorough grounding in understanding and using marketing analytics in order to gain insights, support strategic decision-making, solve marketing problems, maximise value and achieve success.

[Click for more details](#)



Sr. No. 133

Title: Banking on artificial intelligence by Lau, Theodora

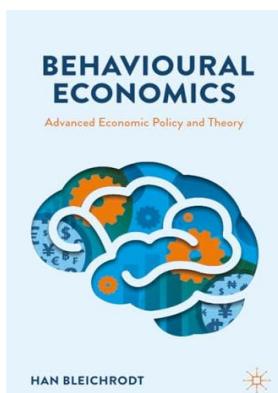
Cham Palgrave Macmillan 2025

Acc. No. 009343

Call No. 332.1 LAU

Summary: This book provides a tailored overview of what AI specifically means for financial services, a highly regulated yet also disrupted industry. It investigates the current state of AI applications in financial services today along with the state of funding and partnerships between tech and banking industries. The book takes a deep dive into the use cases in the financial services industry, the challenges and opportunities, and the fragmented regulatory landscape.

[Click for more details](#)



Sr. No. 134

Title: Behavioural economics: advanced economic policy and theory by Bleichrodt, Han

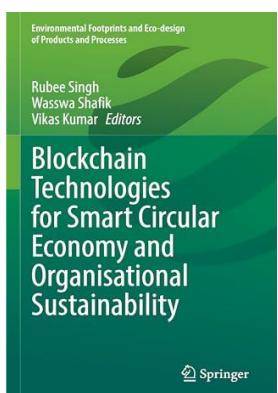
Cham Palgrave Macmillan 2025

Acc. No. 009344

Call No. 330.019 BLE

Summary: Behavioural economics has quickly become popular, both within economics and among policy makers. This book reflects an open-minded approach towards economics, open to insights from other disciplines and new ways of data collection and analysis. It helps economists to build more realistic models of decision making and policy makers to more successfully implement policy. The book pays particular attention to current open questions, thereby developing students' critical faculties.

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Sr. No. 135

Title: Blockchain technologies for smart circular economy and organisational sustainability by Singh, Rubeen

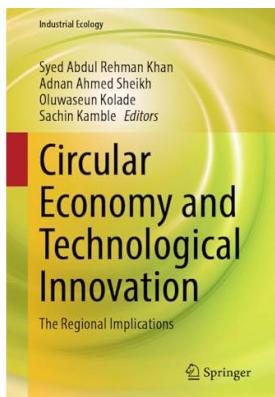
Cham Springer 2025

Acc. No. 009345

Call No. 338.7 SIN

Summary: This book provides a descriptive overview of blockchain technology domain, we observe a transformative influence that has surpassed its initial application in Bitcoin and has permeated nearly all industries. Its impact extends beyond financial transactions and encompasses other domains like supply chain optimization, identity verification, and the development of decentralized apps. The process of transformation has been initiated in various industries, including finance, healthcare, and logistics.

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Sr. No. 136

Title: Circular economy and technological innovation: the regional implications by Khan, Syed Abdul Rehman

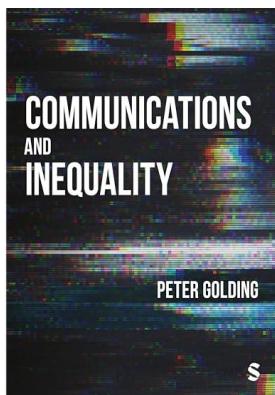
Singapore Springer 2025

Acc. No. 009346

Call No. 338.927 KHA

Summary: This book explores the circular economy, its context, methodology, and commercial strategies, with a focus on waste minimization, recycling, green marketing, and sustainable business practices to facilitate resource recovery. It considers IR 4.0 and 5.0 to show how smart technology innovation extends circular economy through industrial organizational sustainability and investigates circular economy technology innovation in multiple scenarios to exploit product re-usability and technological innovation in Asian, European, and Australian contexts.

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Sr. No. 137

Title: Communications and inequality: the media and citizenship in class societies by Golding, Peter

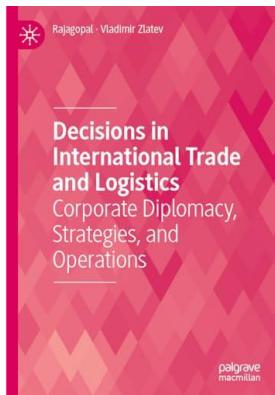
New Delhi Sage 2025

Acc. No. 009347

Call No. 302.2 GOL

Summary: This book examines the evidence comprehensively and argues that the link between communications and inequality has a profound and direct impact on the relationship between citizens and society. Drawing on key concepts in the sociological understanding of modern society, extensive explanation of the 'digital divide', the role and character of the new 'tech giants', and the powerful effects on society of the 'voice' of vested interests, it offers a unique analysis of the dynamics and wider implications of communications inequality.

[Click for more details](#)



Sr. No. 138

Title: Decisions in international trade and logistics: corporate diplomacy, strategies, and operations by Rajagopal

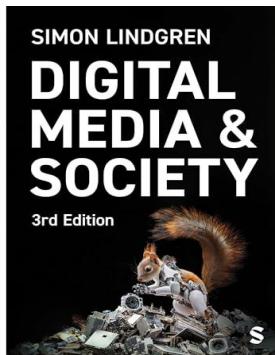
Cham Springer 2025

Acc. No. 009348

Call No. 332.042 RAJ

Summary: This book is a comprehensive exploration of decision-making in the realm of international trade and logistics operations. It covers complex elements of market management analyzing economic, management, and behavioral theories and applications like macro and micro-economic theories, international financial strategies, PESTEL factors. This book blends both global and regional focuses across continents and selected countries.

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Sr. No. 139

Title: Digital media and society by Lindgren, Simon

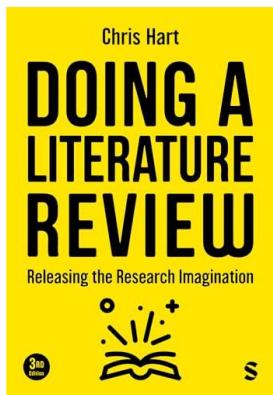
New Delhi Sage 2025

Acc. No. 009349

Call No. 302.231 LIN

Summary: This book introduces a wide range of concepts and approaches that aid in exploring and understanding what it means to live in a digital society. In this new edition you will encounter an exploration of non-progressive forms of digital activism, including radicalization and hate groups, added coverage of post-pandemic, post-truth digital media with topics such as disinformation and computational propaganda and cutting-edge content on algorithms, covering recent developments in generative AI, LLMs, and synthetic media such as deepfakes.

[Click for more details](#)



Sr. No. 140

Title: Doing a literature review: releasing the research imagination by Hart,Chris

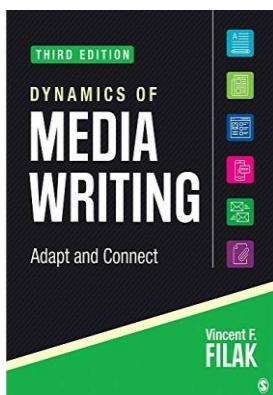
London Sage 2025

Acc. No. 009350

Call No. 808 HAR

Summary: This book helps you streamline the process of searching, managing workflows and structuring different types of literature reviews. This is a totally revised and updated classic text on Literature reviewing for the AI age. It includes: Comprehensive explanation of the different types of review, evidence, and evaluation, new and more contemporary examples illustrating the many ways of conducting a literature review, including how to exploit the latest developments in AI apps.

[Click for more details](#)



Sr. No. 141

Title: Dynamics of media writing: adapt and connect by Filak, Vincent F

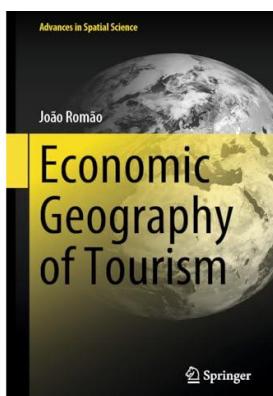
London Sage 2021

Acc. No. 009351

Call No. 808.0663 FIL

Summary: Dynamics of Media Writing helps students learn transferable skills that can be applied across all media platforms—from traditional mass media formats like news, public relations and advertising, to digital and social media platforms. Whether writing a story, press release or a tweet, today's media writers must adapt their message to each specific media format in order to successfully connect with their audience.

[Click for more details](#)



Sr. No. 142

Title: Economic geography of tourism by Romão, João

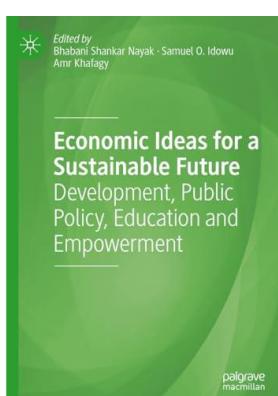
Cham Springer 2025

Acc. No. 009352

Call No. 338.4791 ROM

Summary: This book provides an in-depth exploration of the dynamic intersections between economic geography and tourism, highlighting how spatial, economic, and social processes shape tourism development—and how tourism, in turn, transforms economic spaces. Combining theoretical insights with real-world case studies, it offers a comprehensive understanding of tourism's evolving role within economic geography.

[Click for more details](#)



Sr. No. 143

Title: Economic ideas for a sustainable future: development, public policy, education and empowerment by Nayak Bhabani Shankar

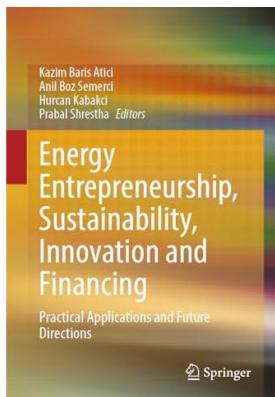
Cham Palgrave Macmillan 2025

Acc. No. 009353

Call No. 338.927 NAY

Summary: This volume examines the concept of economic sustainability through the everyday practices of education, production, distribution, consumption, economic development, and public policy. It explores the economic systems and processes shaped by capitalism and how commodification has led to uneven and unsustainable development. This book advocates for a new paradigm based on socio-ecological transition that places sustainability and equity at the core of economic development and the political economy.

[Click for more details](#)



Sr. No. 144

Title: Energy entrepreneurship, sustainability, innovation and financing: practical applications and future directions by Atici, Kazim Baris

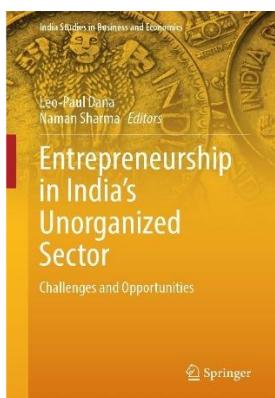
Cham Springer 2025

Acc. No. 009354

Call No. 333.79 ATI

Summary: This book aims to contribute to both academic and practitioner sides of the energy sector by offering entrepreneurial applications followed by various sustainability impacts of the sector. The book appeals to scholars in management, entrepreneurship, economics, finance, and operations research and to practitioners working in the energy sector.

[Click for more details](#)



Sr. No. 145

Title: Entrepreneurship in India's unorganized sector: challenges and opportunities by Dana, Leo-Paul

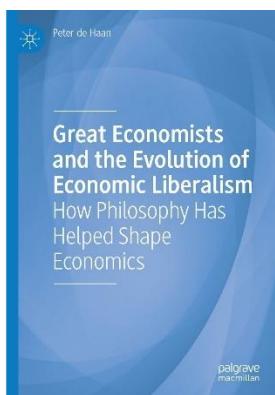
Singapore Springer 2025

Acc. No. 009355

Call No. 338.040954 DAN

Summary: This book offers a comprehensive examination of entrepreneurship in India's unorganized sector, shedding light on the hidden opportunities and challenges that exist within this vibrant and dynamic part of the economy. This book provides a deep understanding of the entrepreneurial landscape in the Indian context and explores strategies for empowering entrepreneurs in the unorganized sector. This book serves as a valuable resource for researchers interested in driving inclusive and sustainable entrepreneurship in India's unorganized sector.

[Click for more details](#)



Sr. No. 146

Title: Great economists and the evolution of economic liberalism: how philosophy has helped shape economics by Haan, Peter de

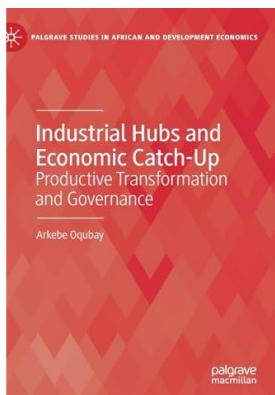
Cham Palgrave Macmillan 2025

Acc. No. 009356

Call No. 330.092 HAA

Summary: This book explores the broad range of intellectual influences, ranging from the history of economic thought to political philosophy, that have shaped economics and its leading thinkers. It examines the relationship between economics and philosophy, in particular how liberalism has helped define economics since the days of Adam Smith.

[Click for more details](#)



Sr. No. 147

Title: Industrial hubs and economic catch-up: productive transformation and governance by Oqubay, Arkebe

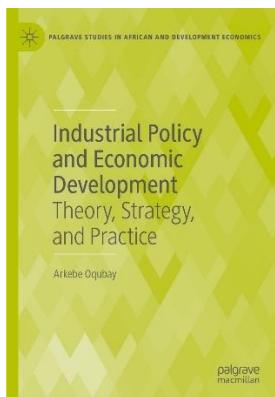
Cham Palgrave Macmillan 2025

Acc. No. 009357

Call No. 338.91 OQU

Summary: This book explores the vital role industrial hubs play in the economic catch-up of developing and emerging economies. It examines the characteristics of newly industrialised economies and the potential for industrial hubs to enable economic transformation, industrial agglomeration, and technological development. This book offers unique insight into the opportunities and challenges presented by industrial hub development within emerging and developing economies.

[Click for more details](#)



Sr. No. 148

Title: Industrial policy and economic development: theory, strategy, and practice by Oqubay, Arkebe

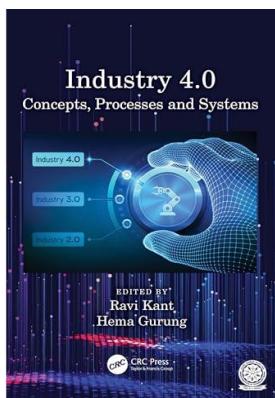
Cham Palgrave Macmillan 2025

Acc. No. 009358

Call No. 338.927 OQU

Summary: This book explores industrial policy and how it can drive economic development within emerging and developing countries. It examines the potential for sustainable economic growth and green industrialisation to deliver economic transformation and catch-up. This book offers a framework for industrial policy and economic development that can be applied within emerging and developing economies, particularly in Africa.

[Click for more details](#)



Sr. No. 149

Title: Industry 4.0: concepts, processes and systems by Kant, Ravi

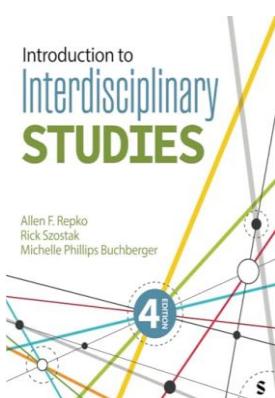
Boca Raton CRC Press 2024

Acc. No. 009359

Call No. 658.403 KAN

Summary: This book presents a comprehensive discussion of the recent advances in Industry 4.0, manufacturing processes, and intelligent techniques. This text introduces Industry 4.0, its evolution, and essential pillars of Industry 4.0 including calibration, metrology, quality control, robotics, artificial intelligence, and the Internet of Things.

[Click for more details](#)



Sr. No. 150

Title: Introduction to interdisciplinary studies by Repko, Allen F

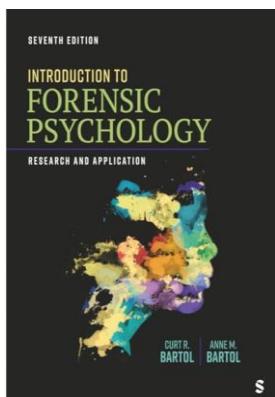
Singapore Sage 2026

Acc. No. 009360

Call No. 300.23 REP

Summary: This book provides instructors and students in entry-level interdisciplinary courses and thematic programs with a comprehensive introduction to interdisciplinary studies. Authors Allen F. Repko, Rick Szostak, and Michelle Phillips Buchberger introduce students to the cognitive process that interdisciplinary scholars use to approach complex problems and eventually arrive at more comprehensive understandings of them. It includes revised content on epistemology and methods, more on integrative strategies, reordering of some chapters, new assignment ideas, and new examples which include student examples and insights from the latest scholarly works.

[Click for more details](#)



Sr. No. 151

Title: Introduction to forensic psychology: research and application by Bartol, Anne M

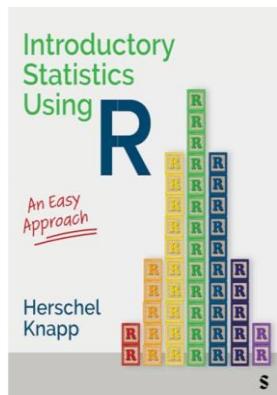
New Delhi Sage 2026

Acc. No. 009361

Call No. 614.15 BAR

Summary: Introduction to Forensic Psychology: Research and Application, Seventh Edition equips students with the skills to analyze psychological knowledge and research findings, applying them effectively to both civil and criminal justice systems. The text is structured to cover five vital areas: law enforcement and investigative psychology, legal psychology, criminal psychology, victimology and victim services, and correctional psychology, while also addressing emerging technologies such as facial recognition and artificial intelligence.

[Click for more details](#)



Sr. No. 152

Title: Introductory statistics using R: an easy approach by Herschel, Knapp

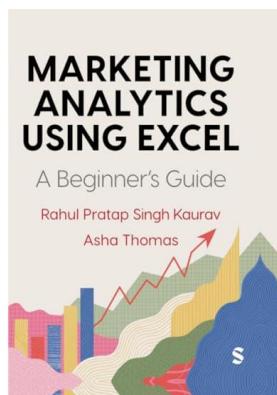
Singapore Sage 2026

Acc. No. 009362

Call No. 519.5 KNA

Summary: Introductory Statistics Using R: An Easy Approach is a jargon-free guide to real-world statistics designed to concisely answer three important questions: Which statistic should I use? How do I run the analysis? How do I document the results? Practical examples presented throughout the text with exercises at the end of each chapter build proficiency through hands-on learning. It includes datasets, prepared R code for each statistic in the R Syntax Guide, and step-by-step step-by-step tutorial videos.

[Click for more details](#)



Sr. No. 153

Title: Marketing analytics using excel: a beginner's guide by Kaurav, Rahul Pratap Singh

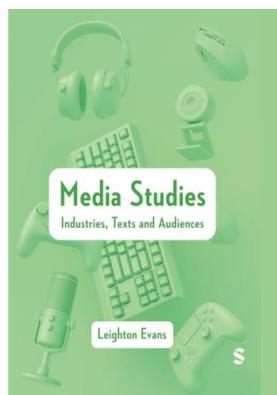
New Delhi Sage 2025

Acc. No. 009363

Call No. 658.80072 KAU

Summary: Marketing Analytics Using Excel is the essential introduction to data-driven marketing, which simplifies complex concepts and offers practical, real-world applications. This comprehensive yet accessible guide encourages an in-depth understanding of marketing analytics, from fundamental topics and basic Excel functions to more advanced topics such as AI and predictive analytics. This book also includes: Industry case studies from leading companies like Zappos, Amazon, Netflix, and Spotify, providing insights into how marketing analytics is applied in various industries.

[Click for more details](#)



Sr. No. 154

Title: Media studies: industries, texts and audiences by Evans, Leighton

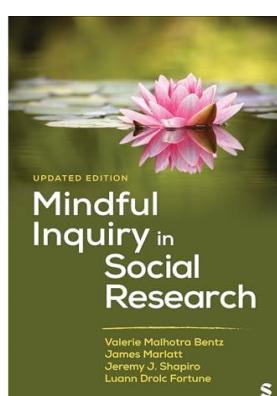
New Delhi Sage 2025

Acc. No. 009364

Call No. 302.23 EVA

Summary: This book will tell you everything you need to know! Beginning with the definition and history of media studies, this book delves into exciting subjects like the political economy of mass media, digitalization, AI, filter bubbles, misinformation and much more. Reading this text, you will encounter: real case studies, from a day in the life of a journalist, to global media conglomerates, an exploration of key themes like race and gender in the 'critical issues' section, accessible content, with 'key material' boxes, a glossary and further reading.

[Click for more details](#)



Sr. No. 155

Title: Mindful inquiry in social research by Bentz, Valerie Malhotra

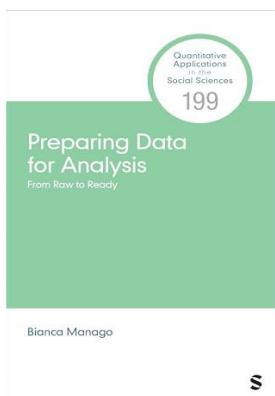
New Delhi Sage 2026

Acc. No. 009365

Call No. 158 BEN

Summary: This book introduces the underlying logic of ten cultures of inquiry: ethnography; quantitative behavioral science; phenomenology; action research; hermeneutics; evaluation research; feminist research; critical social science; historical-comparative research; and theoretical research. It clarifies conceptual and intellectual traditions in research and puts researchers firmly in the investigative saddle - able to choose, justify, and explain the intellectual framework and personal rationale of their research.

[Click for more details](#)



Sr. No. 156

Title: Preparing data for analysis: from raw to ready by Manago, Bianca

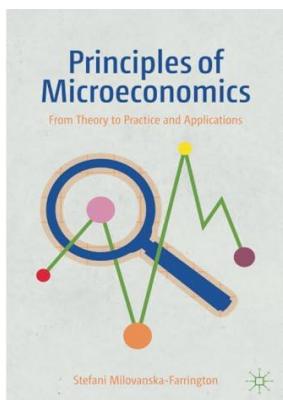
New Delhi Sage 2026

Acc. No. 009366

Call No. 300.23 MAN

Summary: This book focuses on the process of preparing raw data for analysis—commonly known as data cleaning. It covers a range of topics including data compilation, variable naming and labeling, data examination, and variable re-coding and transformations, among others. Two example projects and datasets are used to illustrate the methods in the book, and the datasets, script files, and output files in both R and Stata.

[Click for more details](#)



Sr. No. 157

Title: Principles of microeconomics: from theory to practice and applications by Milovanska-Farrington, Stefani

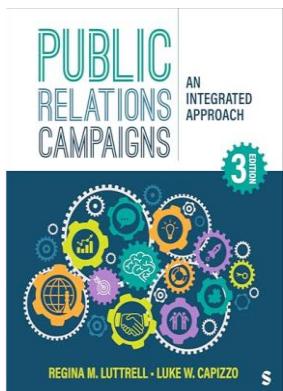
Cham Palgrave Macmillan 2025

Acc. No. 009367

Call No. 338.9 MIL

Summary: This textbook offers a comprehensive overview of microeconomics, featuring teachable and applicable approaches to core concepts. It includes fresh examples and applications to help students understand and apply opportunity cost, choice theory, and more to their own world. In the book, there are practice problems with step-by-step solutions that help students better understand the topics covered. Sections provide scenarios to help students analyze consumer choices as well as the decisions of firms.

[Click for more details](#)



Sr. No. 158

Title: Public relations campaigns: an integrated approach by Luttrell, Regina M

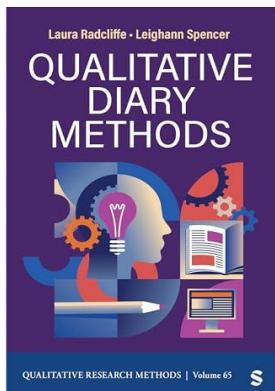
Singapore Sage 2026

Acc. No. 009368

Call No. 302.2244 LUT

Summary: Public Relations Campaigns: An Integrated Approach gives students a hands-on introduction to creating successful, integrated PR campaigns. Authors Regina M. Luttrell and Luke W. Capizzo present the ROSTIR model (research/diagnosis, objectives, strategy, tactics, implementation, and reporting/evaluation) and PESO model (paid, earned, shared/social, and owned media) to show students a framework for practitioners to plan effectively and use all of the resources available to them to create winning campaigns.

[Click for more details](#)



Sr. No. 159

Title: Qualitative diary methods by Radcliffe, Laura

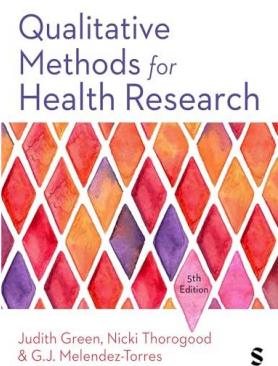
New Delhi Sage 2026

Acc. No. 009369

Call No. 001.42 RAD

Summary: Qualitative diary methods (QDMs) are a versatile range of multi-modal data collection methods that involve participants recording events and experiences, and emotions and reflections, as they happen, on multiple occasions and over a particular time period. The authors consider research design, and ethical considerations for each of the distinct QDM approaches and provide end-of-chapter checklists and activities to help readers apply the methods to their own research.

[Click for more details](#)



Sr. No. 160

Title: Qualitative methods for health research by Green, Judith

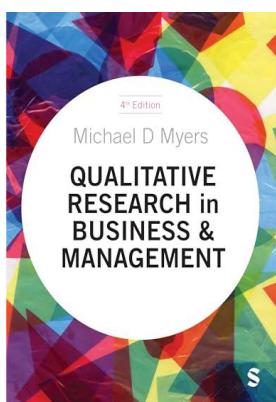
New Delhi Sage 2025

Acc. No. 009370

Call No. 614.5 GRE

Summary: this book discusses every step of the research process, from theory and ethics to data collection, analysis and dissemination. Clear, engaging and drawing on diverse examples from various health disciplines – from public health and nursing to occupational health and nutrition, offers detailed guidance on synthesising and integrating evidence, with a new chapter on systematic reviews, showcases what health research looks like in practice, with 28 case studies from across the globe.

[Click for more details](#)



Sr. No. 161

Title: Qualitative research in business and management by Myers, Michael D

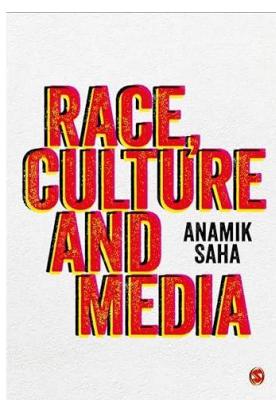
New Delhi Sage 2025

Acc. No. 009371

Call No. 658.0072 MYE

Summary: This book is designed to help students and researchers in business and management with their research project. It covers key qualitative research methods, data collection techniques and explores how to analyse qualitative data, before providing invaluable advice on how to write up your research and get published.

[Click for more details](#)



Sr. No. 162

Title: Race, culture and media by Saha, Anamik

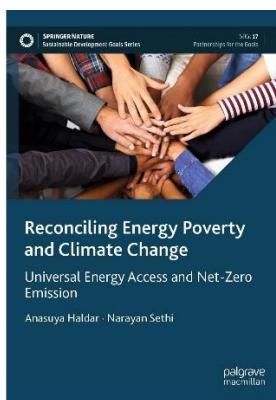
New Delhi Sage 2021

Acc. No. 009372

Call No. 323.1 SAH

Summary: Race, Culture and Media is a critical, impassioned and accessible exploration of this complex relationship. This book moves past conventional discourse on diversity, challenging you to confront the real issues of power and participation. Anamik Saha's approachable writing starts from the ground up, leading you through nuanced topics such as how capitalism and legacies of colonialism shape media content today, and the value and limitations of key concepts like stereotype, representation and racialisation.

[Click for more details](#)



Sr. No. 163

Title: Reconciling energy poverty and climate change: universal energy access and net-zero emission by Haldar, Anasuya

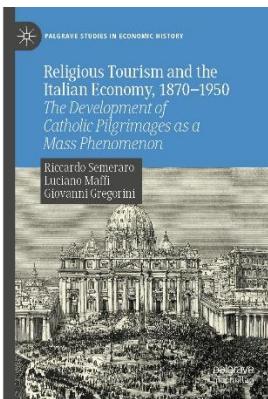
Singapore Palgrave Macmillan 2025

Acc. No. 009373

Call No. 333.79 HAL

Summary: This book highlights innovative solutions that not only combat climate change but also address energy poverty, ensuring a more sustainable and equitable future. It explores common roots, synergies, and trade-offs between energy poverty and climate change. It argues that policies to combat climate change like decarbonization, can negatively impact energy poverty alleviation, whereas policies to reduce energy poverty like increasing energy access, reduction in energy prices, or rise in energy demand, may increase energy-related carbon emission that contributes to climate change.

[Click for more details](#)



Sr. No. 164

Title: Religious tourism and the Italian economy, 1870—1950: the development of catholic pilgrimages as a mass phenomenon by Semeraro, Riccardo

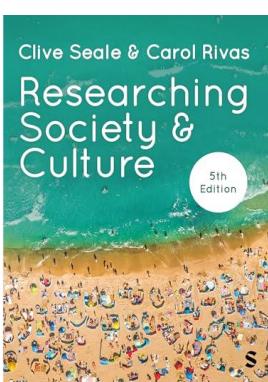
Cham Palgrave Macmillan 2025

Acc. No. 009374

Call No. 338.945 SEM

Summary: This book addresses a little-studied area of the history of tourism, religious tourism, and pilgrimage and introduces a comprehensive economic analysis of their development from elite pursuits to a mass phenomenon. the book showcases religious tourism as a key precursory factor in mass tourism in Italy and Europe. the authors demonstrate that the surge in tourism during the Italian “economic miracle” did not arise ex novo at that time but was part of a longer process of transformation originating prior to the Second World War.

[Click for more details](#)



Sr. No. 165

Title: Researching society and culture by Seale, Clive

New Delhi Sage 2025

Acc. No. 009375

Call No. 300.721 SEA

Summary: This book equips you with the tools for successfully investigating society and culture. It shows you how to prepare for research, generate and analyse data, and present your findings. Balancing theory with practice, it covers foundational concepts in methods and methodology alongside contemporary developments. Includes multiple case studies of real-world research from across the globe in every chapter, Celebrates the dynamic, reflexive nature of research as engagement with the world.

[Click for more details](#)



Sr. No. 166

Title: Self and subjectivity in social research by Thomas, Donna Maria

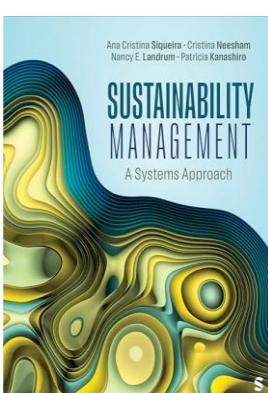
New Delhi Sage 2025

Acc. No. 009376

Call No. 300.72 THO

Summary: This is a book that thinks about what it means to be human and what this could mean for social research. The book reconsiders the nature of self, experience and social reality and their implications for doing research differently. It delves into wide-ranging topics from the self in crisis, through the self and the nature of language, to ethics and the self. Helps you understand epistemology and ontology in practice with case studies of real world research, explores the potential of interdisciplinary approaches to resolve tensions in social research

[Click for more details](#)



Sr. No. 167

Title: Sustainability management: a systems approach by Siqueira, Ana Cristina

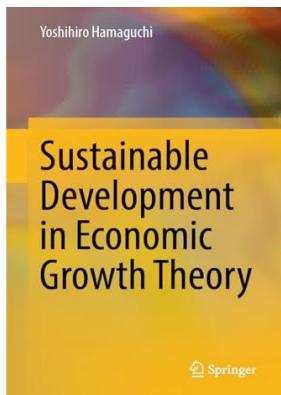
New Delhi Sage 2026

Acc. No. 009377

Call No. 658.408 SIQ

Summary: Sustainability Management uses a systems thinking approach to illustrate the interdependencies among ecosystems, societies, organizations, and individuals. This text examines some of today's most pressing issues including social justice, racial equity, human rights, and climate crisis. Case Studies tied to UN Sustainable Development Goals spotlight innovative sustainable strategies from companies around the world.

[Click for more details](#)



Sr. No. 168

Title: Sustainable development in economic growth theory by Hamaguchi, Yoshihiro

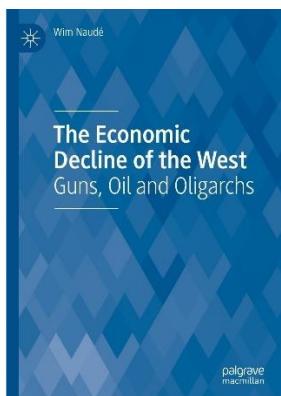
Singapore Springer 2025

Acc. No. 009378

Call No. 338.9 HAM

Summary: This book is made up of five parts and 17 chapters. In each part, the basic R&D-based growth model is explained and the basic model is expanded by incorporating pollution emissions and environmental policy. The book's issues and research agenda based on a concise survey of research trends. The variety expansion model and the mechanism of sustainable development through labour migration from the goods sector to the R&D sector via environmental policy and interest rate manipulation are explained.

[Click for more details](#)



Sr. No. 169

Title: The economic decline of the west: guns, oil and oligarchs by Naudé, Wim

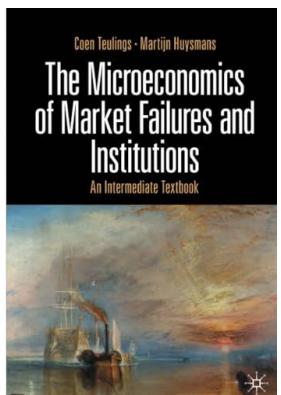
Cham Palgrave Macmillan 2025

Acc. No. 009379

Call No. 330.9 NAU

Summary: This book argues that the West is in economic decline due to three interrelated factors, described as the Guns-Oil-Oligarchy nexus. It explains how the rise of the West as the world's current hegemon has resulted in an ecological overshoot, the rise of neoliberalism and its slash-and-burn model of continuous growth, extraction, expansion and conquest. This book shows why the Guns–Oil–Oligarchy nexus is a simple explanation for the West's economic decline, and how its understanding offers a simple solution to avert further economic decline

[Click for more details](#)



Sr. No. 170

Title: The microeconomics of market failures and institutions: an intermediate textbook by Teulings, Coen

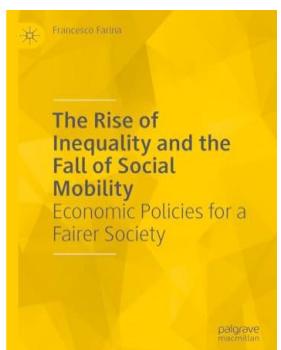
Cham Palgrave Macmillan 2025

Acc. No. 009380

Call No. 338.5 TEU

Summary: This book explores key microeconomic concepts to provide insight into financial markets, comparative economic development, and political institutions. Theoretical concepts are accompanied by historical and real-life case studies to highlight the evolution of institutions and the solutions to market failures. This book aims to provide a real world understanding of microeconomics and game theory, enabling readers to review policy and institutional requirements.

[Click for more details](#)



Sr. No. 171

Title: The rise of inequality and the fall of social mobility: economic policies for a fairer society by Farina, Francesco

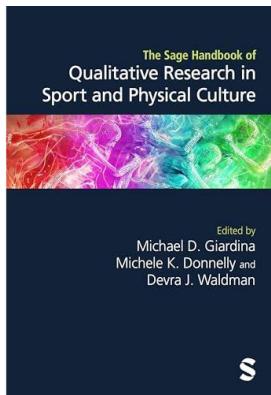
Cham Palgrave Macmillan 2025

Acc. No. 009381

Call No. 339.9 FAR

Summary: This book examines the disappearance of upward mobility and the rise of inequality within Western societies. It explores intergenerational social mobility and charts its evolution over recent decades. This book challenges the neoliberal consensus and sets out economic reforms for a fair society. It will be relevant to students and researchers interested in the political economy, economic systems, and labor economics.

[Click for more details](#)



Sr. No. 172

Title: The sage handbook of qualitative research in sport and physical culture by Giardina, Michael D.

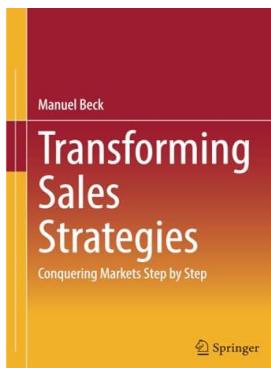
New Delhi Sage 2025

Acc. No. 009382

Call No. 658.827 GIA

Summary: The Sage Handbook of Qualitative Research in Sport & Physical Culture is a pivotal resource that marks the next evolutionary step in the field of qualitative research within sport and physical culture. Building on decades of methodological advancements and scholarly contributions, this handbook addresses the dynamic and expanding nature of the field. They explore a range of traditional and emerging topics and methodologies, from feminist inquiry and Indigenous methodologies to new materialism and political ecologies.

[Click for more details](#)



Sr. No. 173

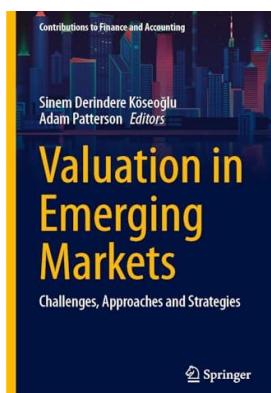
Title: Transforming sales strategies: conquering markets step by step by Beck, Manuel Germany Springer 2025

Acc. No. 009383

Call No. 658.84 BEC

Summary: This book explains how organizations can build new sales structures or evaluate and optimize existing ones. In volatile times with high customer expectations and interchangeable products and services, sales organizations need to be rethought or even completely restructured. The author explains how decision-makers can systematically develop a detailed understanding of the market, customers, and organizational structure to optimize their sales channels and remain competitive.

[Click for more details](#)



Sr. No. 174

Title: Valuation in emerging markets: challenges, approaches and strategies by Koseoglu, Sinem Derindere

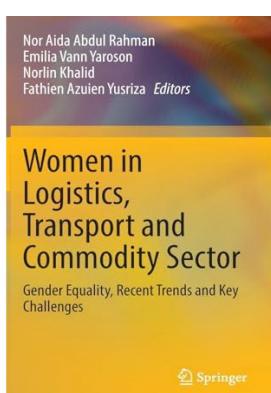
Cham Springer 2025

Acc. No. 009384

Call No. 332.632042 KOS

Summary: This book sheds light on the valuation of assets in emerging economies. It provides essential insights and practical strategies tailored for investors, analysts, and financial professionals and addresses unique challenges such as diverse financial reporting standards, higher volatility, liquidity issues, and distinct regulatory environments. This book offers a holistic and practical perspective and will appeal to academics, practitioners, and policymakers alike, equipping readers with the tools to navigate and understand the complexities of emerging market valuations effectively.

[Click for more details](#)



Sr. No. 175

Title: Women in logistics, transport and commodity sector: gender equality, recent trends and key challenges by Rahman, Nor Aida Abdul

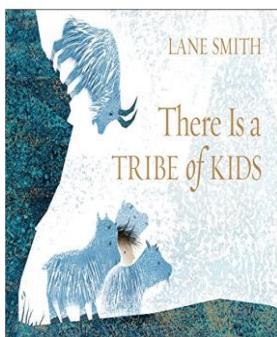
Cham Springer 2025

Acc. No. 009385

Call No. 658.7 RAH

Summary: This book explores the fundamental human right of gender equality as a cornerstone for a peaceful, affluent, and sustainable world. Members of the Asia Pacific Economic Cooperation (APEC) and other countries have formulated strategies to increase the participation of women in business and leadership roles, highlighting its significance. The book offers a comprehensive review and empirical study of women's capacity building, talent management, and leadership in logistics, transportation, and commodity sectors.

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Sr. No. 176

Title: There is a tribe of kids by Smith, Lane

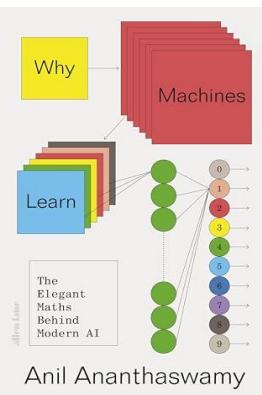
London Pan Macmillan 2006

Acc. No. 009386

Call No. 808 SMI

Summary: There Is a Tribe of Kids is a sumptuously detailed portrayal of wild childhood to be pored over for hours on end. Legendary illustrator Lane Smith takes us on a colourful adventure through the natural world, following a child as he weaves through the jungle, dives under the ocean and soars into the sky. Along the way he makes friends and causes mischief with a dazzling array of creatures both large and small - but can he find his own kind? Full of warmth and humour.

[Click for more details](#)



Sr. No. 177

Title: Why machines learn: the elegant maths behind modern AI by Ananthaswamy, Anil

India Penguin 2024

Acc. No. 009387

Call No. 006.3 ANA

Summary: Machine-learning systems are making life-altering decisions for us: approving mortgage loans, determining whether a tumour is cancerous, or deciding whether someone gets bail. They now influence discoveries in chemistry, biology and physics - the study of genomes, extra-solar planets, even the intricacies of quantum systems. In this enlightening book, Anil Ananthaswamy explains the fundamental maths behind AI, which suggests that the basics of natural and artificial intelligence might follow the same mathematical rules.

[Click for more details](#)

Sr. No. 178

Title: Net-zero trio: synchronizing technology, business and policy for green transition by Jena, Labanya Prakash

New Delhi Bloomsbury Publishing India Pvt Ltd 2024

Acc. No. 009388

Call No. 332.6 JEN

Summary: This comprehensive guide delves into the essential business and financial models for accelerating the adoption of low-carbon technologies, emphasizing the critical role of policy interventions. It provides insights into mobilizing capital for these technologies from banks and financial institutions, highlighting the importance of innovative financial mechanisms. The book addresses the pressing need to mitigate climate-related financial risks, outlining actionable strategies for the private sector, policymakers, and regulators in India.

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