



**प्रज्ञता: शिक्षण संसाधन केंद्र**  
**Pragyata: Learning Resource Center**

# NEW ARRIVAL LIST OF PRINT BOOKS OCTOBER 2025



2121

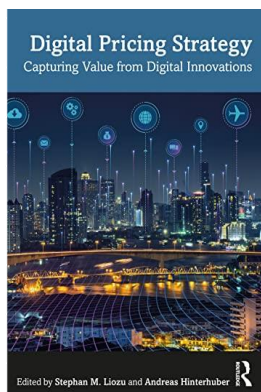


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**Sr. No. 01**

**Title:** Digital pricing strategy: capturing value from digital innovations by Liozu, Stephan M.

London Routledge 2023

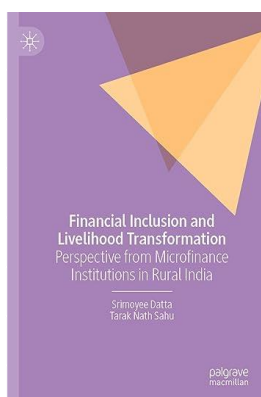
**Acc. No.** 008987

**Call No.**

**Summary:** Digital Pricing Strategy provides a best-practice overview of how companies design, analyze, and execute digital pricing strategies. Bringing together insights from academic and professional experts globally, the text covers essential areas of the value and pricing of data, platform pricing, pricing of subscriptions and monetization of the global environment. Case studies, examples and interviews from leading organizations, including Zuora, Honeywell, Relayr, Alcatel Lucent, ABB, Thales, and General Electric, illustrate key concepts in practice.



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**Sr. No. 02**

**Title:** Financial inclusion and livelihood transformation: perspective from microfinance institutions in rural India by Datta, Srimoyee

Singapore Palgrave Macmillan 2023

**Acc. No.** 008988

**Call No.** 332.024 DAT

**Summary:** This book explores the role and effect of Microfinance Institutions (MFIs) with different dimensions. It is being supported with strong empirical evidence into various parameters of MFIs directed towards inclusive finance and the transformation journey of livelihoods of its beneficiaries. It also incorporates empirical evidence with the perception of both beneficiaries and non-beneficiaries. As financial stability helps to break out the vicious cycle of poverty, this book emphasises the self-dependent element for the beneficiaries and their households.



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**Sr. No. 03**

**Title:** Future of e-commerce: innovations and developments by Chodak, Grzegorz

Cham Springer 2024

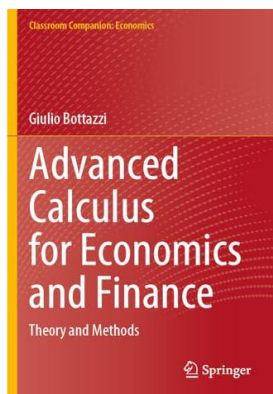
**Acc. No.** 008989

**Call No.** 658.872 CHO

**Summary:** The e-commerce industry is growing year by year, with the COVID-19 pandemic having greatly accelerated this process. In response to the massive growth, this book analyses future trends in e-commerce, focusing on its importance in some parts of the economy as well key innovations, which include future logistics solutions such as automated delivery robots. The book is dedicated to exploring virtual reality in e-commerce, where the author presents research on the usage of VR goggles in online stores and discusses the potential advantages and threats.



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**Sr. No. 04**

**Title:** Advanced calculus for economics and finance: theory and methods by Bottazzi, Giulio

Cham Springer 2023

**Acc. No.** 008990

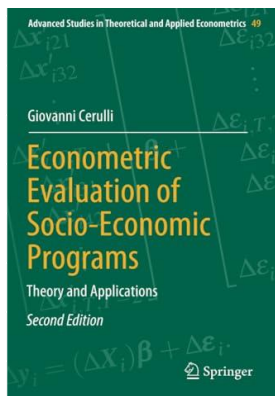
**Call No.** 330.0151 BOT

**Summary:** This textbook provides a comprehensive introduction to mathematical calculus. It teaches the fundamental mathematical concepts, methods and tools required for various areas of economics and the social sciences, such as optimization and measure theory. The book follows a theorem-proving approach, stressing the limitations of applying the different theorems, while providing thought-provoking counterexamples.



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**Sr. No. 05**

**Title:** Econometric evaluation of socio-economic programs: theory and application by Cerulli, Giovanni

Cham Springer 2023

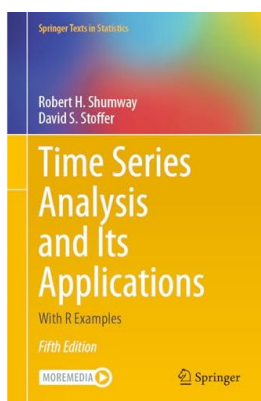
**Acc. No.** 008991

**Call No.** 330.015195 CER

**Summary:** This book provides advanced theoretical and applied tools for the implementation of modern micro-econometric techniques in evidence-based program evaluation for the social sciences. The author presents a comprehensive toolbox for designing rigorous and effective ex-post program evaluation using the statistical software package Stata. For each method, a statistical presentation is developed, followed by a practical estimation of the treatment effects.



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**Sr. No. 06**

**Title:** Time series analysis and its applications: with R examples by Shumway, Robert H

Cham Springer 2025

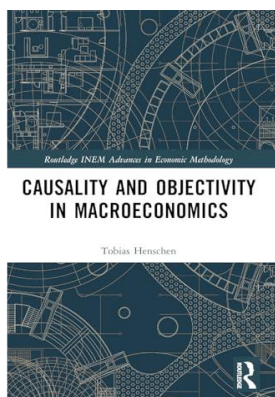
**Acc. No.** 008992

**Call No.** 519.55 SHU

**Summary:** The book is designed as a textbook for graduate level students in the physical, biological, and social sciences and as a graduate level text in statistics. Some parts may also serve as an undergraduate introductory course. Theory and methodology are separated to allow presentations on different levels. In addition to coverage of classical methods of time series regression, ARIMA models, spectral analysis and state-space models, the text includes modern developments including categorical time series analysis, multivariate spectral methods, long memory series, nonlinear models,



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**Sr. No. 07**

**Title:** Causality and objectivity in macroeconomics by Henschen, Tobias

London Routledge 2024

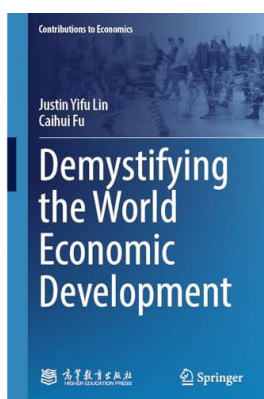
**Acc. No.** 008993

**Call No.** 339.3 HEN

**Summary:** The book analyzes the accounts of causality that have been or can be proposed to capture the type of causality that underlies macroeconomic policy analysis, the empirical methods of causal inference that contemporary macroeconomists have at their disposal, and the conceptions of scientific objectivity that traditionally play a role in economics. The book also considers a number of steps that might have to be taken in order for macroeconomic policy analysis to become more objective.



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**Sr. No. 08**

**Title:** Demystifying the world economic development by Lin, Justin Yifu

Singapore Springer 2024

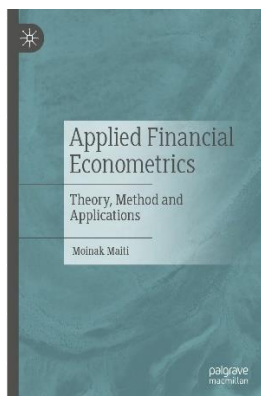
**Acc. No.** 008994

**Call No.** 338.9 LIN

**Summary:** This book obtains the maximum understanding of the history, development, current situation, and trend of the change of world economic structure, as well as China's role in its development and its underlying laws and policies, analyzes the polarization between the rich and poor for countries worldwide, and provides a way for them to achieve common prosperity. This book profoundly and systematically explains the underlying economic transition logic of world development and the general trend of China's relationship with the world and presents the entire process of world economic development.



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**Sr. No. 09**

**Title:** Applied financial econometrics: theory, method and applications by Moinak Maiti

Singapore Palgrave Macmillan 2021

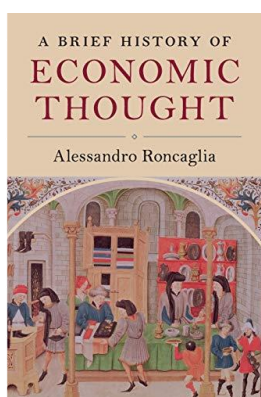
**Acc. No.** 008995

**Call No.** 332.015195 MAI

**Summary:** This textbook gives students an approachable, down to earth resource for the study of financial econometrics. While the subject can be intimidating, primarily due to the mathematics and modelling involved, it is rewarding for students of finance and can be taught and learned in a straightforward way. This book, going from basics to high level concepts, offers knowledge of econometrics that is intended to be used with confidence in the real world.



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**Sr. No. 10**

**Title:** A brief history of economic thought by Roncaglia, Alessandro

New York Cambridge University Press 2017

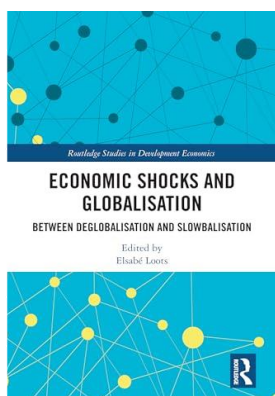
**Acc. No.** 008996

**Call No.** 330.1509 RON

**Summary:** This book is a comprehensive guide to the history of economic thought; this book will be of value not only to undergraduate and postgraduate students studying economic thought. As a shortened and updated version of The Wealth of Ideas, it offers an accessible, clear and concise introduction to the history of economic thought, without complex mathematics, ideal for both the specialist and general reader, Clarifies the basic differences between the various approaches to economics, making it ideal as an introduction to the field



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**Sr. No. 11**

**Title:** Economic shocks and globalisation: between deglobalisation and slowbalisation by Loots, Elsabe

London Routledge 2024

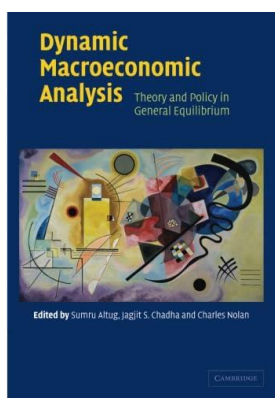
**Acc. No.** 008997

**Call No.** 337 LOO

**Summary:** This book aims to analyse most of these global events and shocks and attempted to gather a deeper understanding of the present drivers of globalisation and what the major trends and shifts are geo-economically, socio-economically, and geopolitically. The conclusions drawn include that globalisation remains, despite the current slowbalisation, an integrated process that is globally entrenched, yet complex, cyclical, multifaceted and multiplex.



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**Sr. No. 12**

**Title:** Dynamic macroeconomic analysis: theory and policy in general equilibrium by Altug, Sumru

New York Cambridge University Press 2003

**Acc. No.** 008998

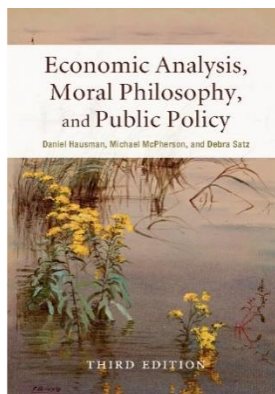
**Call No.** 339.5 ALT

**Summary:** This book will promote research using optimising models and inform researchers, post-graduate students and economists in policy-oriented organisations of some of the key findings and policy implications. The book summarises major research breakthroughs and provides a road map to the future of macroeconomics, each chapter has a bearing on current policy questions, it reflects the disparate viewpoints of leading researchers who have written specially commissioned chapters



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**Sr. No. 13**

**Title:** *Economic analysis, moral philosophy, and public policy* by Hausman, Daniel

New York Cambridge University Press 2017

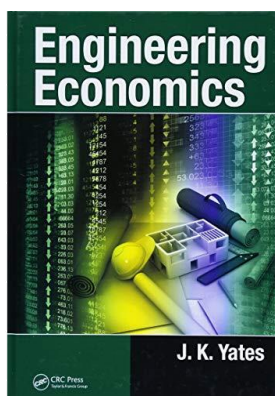
**Acc. No.** 008999

**Call No.** 174.4 HAU

**Summary:** This book shows through argument and numerous policy-related examples how understanding moral philosophy can improve economic analysis, how moral philosophy can benefit from economists' analytical tools, and how economic analysis and moral philosophy together can inform public policy. Extensive examples show application to policy problems, giving readers practical knowledge of the ethical and economic dimensions of important issues like unemployment, income equality, and climate change



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**Sr. No. 14**

**Title:** *Engineering economics* by Yates, J. K

Boca Raton CRC Press 2017

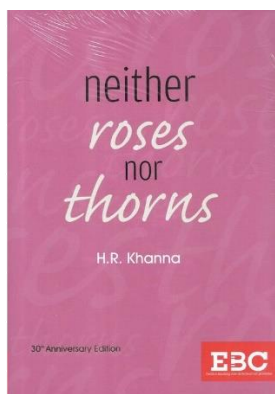
**Acc. No.** 009000

**Call No.** 330 YAT

**Summary:** This book provides a straightforward approach to explaining engineering economics that is appropriate for members of all of the major engineering disciplines. It includes real world engineering economic analysis examples, and provides the basic knowledge required for engineers to be able to perform engineering economic analyses for different potential alternative equipment, products, services, and projects in both the public and private sectors.



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**Sr. No. 15**

**Title:** *Neither roses nor thorns* by Khanna, H. R

Lucknow EBC Publishing Ltd. 2025

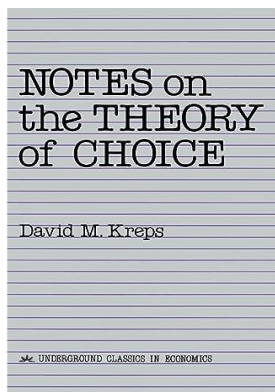
**Acc. No.** 009001

**Call No.** 347.5403534 KHA

**Summary:** Neither Roses Nor Thorns is the compelling autobiography of Justice H.R. Khanna, renowned for his historic dissent in the Habeas Corpus case during India's Emergency. Justice Khanna's life story reflects a steadfast commitment to constitutional values, human rights, and judicial independence. This landmark work offers readers a glimpse into the making of a jurist whose moral courage remains unmatched in Indian legal history.



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**Sr. No. 16**

**Title:** *Notes on the theory of choice* by Kreps, David M

New York Routledge 2018

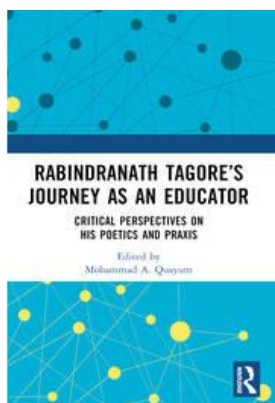
**Acc. No.** 009002

**Call No.** 338.5212 KRE

**Summary:** In this book, Professor Kreps presents a first course on the basic models of choice theory that underlie much of economic theory. This course, taught for several years at the Graduate School of Business, Stanford University, gives the student an introduction to the axiomatic method of economic analysis, without placing too heavy a demand on mathematical sophistication.



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**Sr. No. 17**

**Title:** Rabindranath Tagore's journey as an educator: critical perspectives on his poetics and praxis by Quayum, Mohammad A.

London Routledge 2023

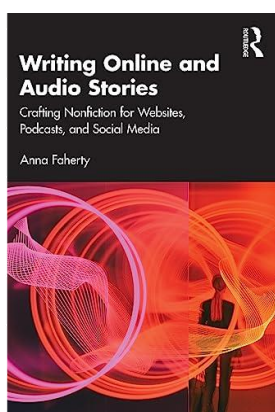
**Acc. No.** 009003

**Call No.** 370.92 QUA

**Summary:** This book looks at Rabindranath Tagore's, experiments and journey as an educator and the influence of humanistic worldviews, nationalism and cosmopolitanism in his philosophy of education. The essays in this volume analyse the relevance of his theories and practice in encouraging greater cultural exchange and the dissolution of the walls between classrooms and communities.



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**Sr. No. 18**

**Title:** Writing online and audio stories: crafting nonfiction for websites, podcasts, and social media by Faherty, Anna

New York Routledge 2024

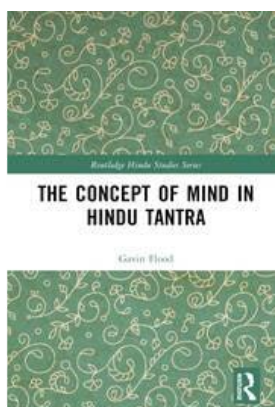
**Acc. No.** 009004

**Call No.** 808.042 FAH

**Summary:** this book provides a practical set of tools to help students, creatives, and content professionals craft emotionally engaging nonfiction stories for online readers and listeners. Readers will come away with a straightforward framework for planning and crafting storytelling projects and an understanding of text and script development, copyright, and editing. Writing Online and Audio Stories is a valuable entry-point for creative writers, podcasters, and professionals in PR and marketing.



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**Sr. No. 19**

**Title:** Concept of mind in Hindu tantra by Flood, Gavin D

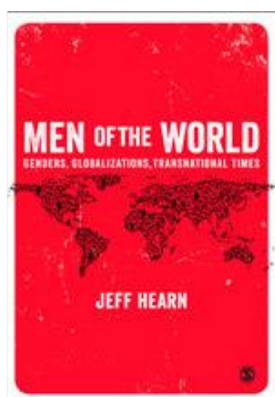
**Acc. No.** 009005

**Call No.** 294.595 FLO

**Summary:** This book presents an account of the concept of mind in Hindu Tantra through a study of religious and philosophical texts in the medieval period. This book examines mostly previously untranslated sources. It shows how there are different understandings of the mind that relate to different ideas of redemption. The book traces a history of the concept of mind from early sources, especially Buddhism, through to the tantric medieval period, and ending with the eighteenth century.



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**Sr. No. 20**

**Title:** Men Of The World by Hearn

New Delhi Sage Publications India Pvt Ltd 2015

**Acc. No.** 009006

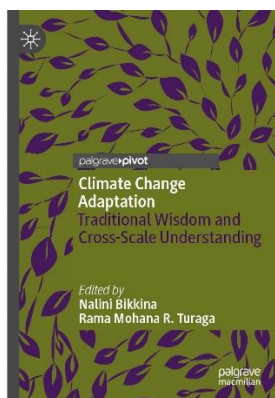
**Call No.** 305.31 HEA

**Summary:** What have men and globalization got to do with each other? How are men shaping and being shaped by globalization? How is globalization gendered? Why do many books on globalization fail to discuss gender relations? And why do many of those that do omit an explicit and developed analysis of men and gender relations?



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**Sr. No. 21**

**Title:** Climate change adaptation: traditional wisdom and cross-scale understanding by Bikkina, Nalini

Singapore Palgrave Macmillan 2024

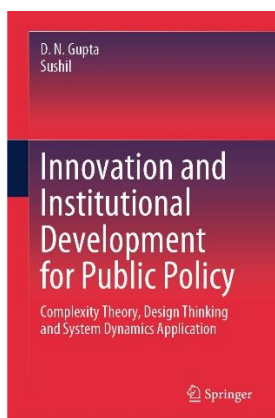
**Acc. No.** 009007

**Call No.** 333.7 BIK

**Summary:** This book discusses how climate change needs to be anchored in indigenous knowledge with reference to resource management, infrastructure, livelihoods, and social institutions, with a unique focus on risks and provenances of resilience available to the local communities. It discusses several insights and novel practices and is purported to provide significant research and policy implications in the spirit of thinking globally but acting locally.



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**Sr. No. 22**

**Title:** Innovation and institutional development for public policy: complexity theory, design thinking and system dynamics application by Gupta, D. N

Singapore Springer 2024

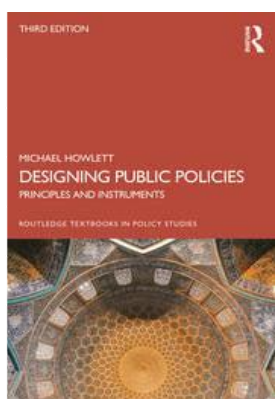
**Acc. No.** 009008

**Call No.** 320.6 SUS

**Summary:** This book offers a comprehensive perspective on policy theories, policy formulation and implementation, and alternative paradigm for dealing with complex social and economic systems. the book contains a policy design framework covering the science of policymaking, innovative approaches, and methodology for policy design. It emphasizes the primacy of policy process to discern deep understanding from the ground and to integrate micro-level realities and macro-level requirements.



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**Sr. No. 23**

**Title:** Designing Public Policies: Principles and Instruments by Howlett, Michael

Singapore Springer 2024

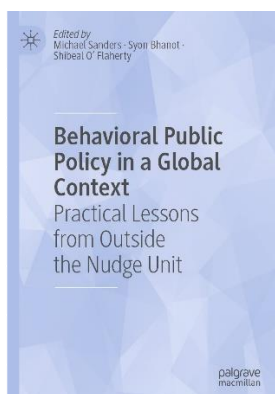
**Acc. No.** 009009

**Call No.** 320.6 HOW

**Summary:** This book provides a concise and accessible introduction to the principles and elements of policy design in contemporary governance. It examines in detail the range of substantive and procedural policy instruments that together comprise the toolbox from which governments choose tools to resolve policy problems and the principles and practices that lead to their use. Evaluates in detail the merits, demerits, and rationales for the use of specific organization, regulatory, financial and information-based tools and the trends visible in their use



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**Sr. No. 24**

**Title:** Behavioral public policy in a global context: practical lessons from outside the nudge unit by Sanders, Michael

Cham Palgrave Macmillan 2024

**Acc. No.** 009010

**Call No.** 320.6 SAN

**Summary:** This book unearths some of the stories and insights from pioneers in applied behavioral science, in their own words. How did their teams come about, and how did they grow? What projects have worked, and which have not? What have they learned, and what would they recommend to others seeking to build behavioural science teams of their own? Policymakers and practitioners now regularly use behavioral science to rethink how they develop programs and solve social problems.



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**Sr. No. 25**

**Title:** Frugal innovation: models, means, methods by Bhatti, Yasser

New York Cambridge University Press 2018

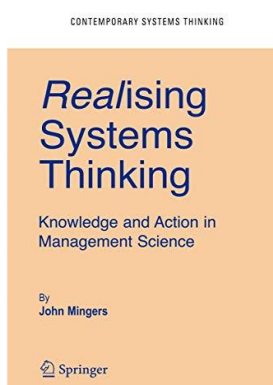
**Acc. No.** 009011

**Call No.** 658.4063 BHA

**Summary:** This book offers novel approaches to innovation based on extensive empirical research. The study complements a decade of scholarly attention on frugal innovation by taking a research-based approach to innovation in resource-scarce and complex institutional contexts. The design framework offers models, metrics and competencies for practitioners and policymakers to identify, evaluate and design frugal innovations. The comprehensive view of frugal innovation demonstrates how firms can implement globally competitive strategies by pursuing innovation for humanity to improve lives for everyone, everywhere.



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**Sr. No. 26**

**Title:** Realising systems thinking: knowledge and action in management science by Mingers, John

Canterbury Springer 2006

**Acc. No.** 009012

**Call No.** 658 MIN

**Summary:** This book provides a thorough evaluation of the philosophy of systems, ending up with an introduction to multimethodology and its application in real situations. ... The style of the book is uncompromisingly academic with full referencing ... and relevant quotations. ... is targeted at the academic community and will serve this audience well, most especially those undertaking research degrees with a heavy bias towards non-physical science areas of interest. ... It does provide a good academic foundation for multimethodology applications.



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**Sr. No. 27**

**Title:** Projects government and public policy by Gasik, Stanislaw

Boco Raton Routledge 2023

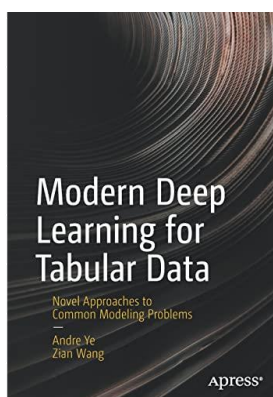
**Acc. No.** 009013

**Call No.** 320.6 GAS

**Summary:** This book uses its own rigorous model to present this review systematically. This book's practical purpose is to give a structured overview of government-level project management practices. This knowledge can be used in the work of governments to improve the management of public projects and the implementation of public policies. This book is written for governments and government administrators, including the most influential decision-makers, who craft policies to guide a country's development as well as how to implement projects.



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**Sr. No. 28**

**Title:** Modern deep learning for tabular data: novel approaches to common modeling problems by Ye, Andre

New York Apress 2023

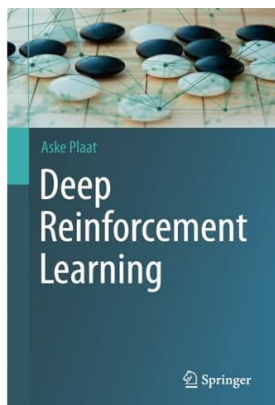
**Acc. No.** 009014

**Call No.** 006.31 YE

**Summary:** Modern Deep Learning for Tabular Data is one of the first of its kind – a wide exploration of deep learning theory and applications to tabular data, integrating and documenting novel methods and techniques in the field. This book provides a strong conceptual and theoretical toolkit to approach challenging tabular data problems.







**Sr. No. 29**

**Title:** Deep reinforcement learning by Plaat, Aske

Singapore Springer 2022

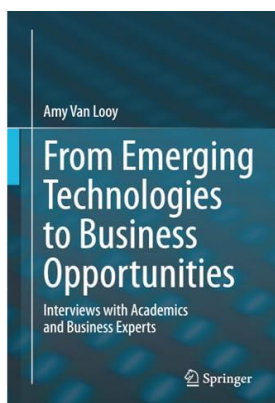
**Acc. No.** 009015

**Call No.** 006.31 PLA

**Summary:** Deep reinforcement learning has attracted considerable attention recently. Impressive results have been achieved in such diverse fields as autonomous driving, game playing, molecular recombination, and robotics. In all these fields, computer programs have taught themselves to understand problems that were previously considered to be very difficult. The aim of this book is to provide an overview of the field, at the proper level of detail for a graduate course in artificial intelligence. It covers the complete field, from the basic algorithms of Deep Q-learning to advanced topics such as multi-agent reinforcement learning and meta learning.



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**Sr. No. 30**

**Title:** From emerging technologies to business opportunities: interviews with academics and business experts by Van Looy, Amy

Singapore Springer 2024

**Acc. No.** 009016

**Call No.** 005.3 VAN

**Summary:** This book provides an up-to-date overview and critical discussion of technologies that shape and influence the digital economy, and especially covers artificial intelligence, Internet of Things, virtual and augmented reality, digital twins, blockchain technology, 3D printing, and biochip technology. Students will get an overview of the most important technologies which may also help them in selecting the most promising topics in their further education.



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**Sr. No. 31**

**Title:** Machine learning for managers by Geertsema, Paul

New York Routledge 2023

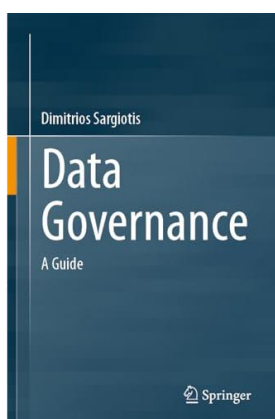
**Acc. No.** 009017

**Call No.** 006.31 GEE

**Summary:** Machine learning can help managers make better predictions, automate complex tasks and improve business operations. Managers who are familiar with machine learning are better placed to navigate the increasingly digital world we live in. Machine learning can help managers make better predictions, automate complex tasks and improve business operations. Managers who are familiar with machine learning are better placed to navigate the increasingly digital world we live in.



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**Sr. No. 32**

**Title:** Data governance: a guide by Sargiotis, Dimitrios

Cham Springer 2024

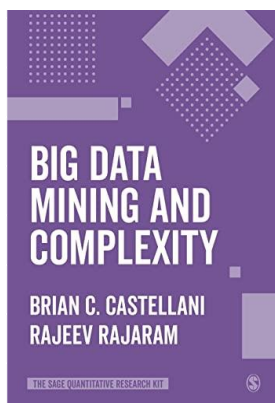
**Acc. No.** 009018

**Call No.** 658.478 SAR

**Summary:** This book is a comprehensive resource designed to demystify the complex world of data governance for professionals across various sectors. This guide provides in-depth insights, methodologies, and best practices to help organizations manage their data effectively and securely. It covers essential topics such as data quality, privacy, security, and management ensuring that readers gain a holistic understanding of how to establish and maintain a robust data governance framework.



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**Sr. No. 33**

**Title:** Big data mining and complexity by Castellani, Brian C

New Delhi Sage Publications India Pvt Ltd 2021

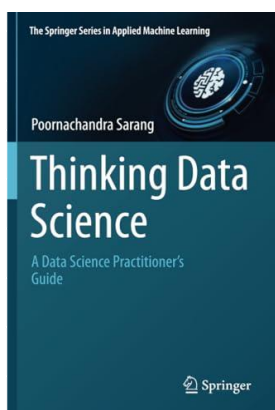
Acc. No. 009019

Call No. 006.312 CAS

**Summary:** This book offers a much-needed critical introduction to data mining and 'big data'. Supported by multiple case studies and examples, the authors provide: • Digestible overviews of key terms and concepts relevant to using social media data in quantitative research. • A critical review of data mining and 'big data' from a complexity science perspective, including its future potential and limitation • A practical exploration of the challenges of putting together and managing a 'big data' database. An evaluation of the core mathematical and conceptual framework.



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**Sr. No. 34**

**Title:** Thinking data science: a data science practitioner's guide by Sarang, Poornachandra

Cham Springer 2024

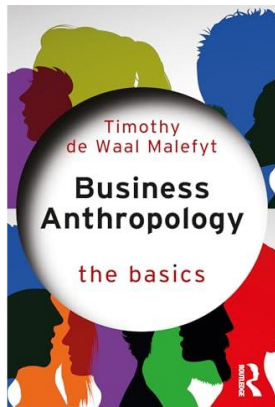
Acc. No. 009020

Call No. 006.31 SAR

**Summary:** This book describes the various ML algorithms conceptually and defines/discusses a process in the selection of ML/DL models. The consolidation of available algorithms and techniques for designing efficient ML models is the key aspect of this book. Thinking Data Science will help practising data scientists, academicians, researchers, and students who want to build ML models using the appropriate algorithms and architectures, whether the data be small or big.



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**Sr. No. 35**

**Title:** Business anthropology: the basics by Malefyt, Timothy de Waal

New York Routledge 2024

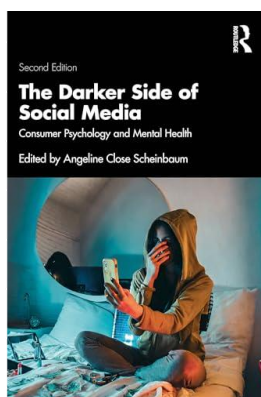
Acc. No. 009021

Call No. 338.5 MAL

**Summary:** Business Anthropology: The Basics is an accessible and engaging introductory text organized around key issues in the field. It introduces readers to the application of anthropological theory and practice to real world examples in industry and will assist students in developing awareness, skill, and perspectives to help address real life situations they encounter in the world. Covering topics like marketing communications, user experience, product development and entrepreneurship.



[Scan here for more details](#)



**Sr. No. 36**

**Title:** Data-driven customer engagement: mastering MarTech strategies for success by Strauss, Ralf

Cham Springer 2024

Acc. No. 009022

Call No. 658.812 STR

**Summary:** The Darker Side of social media: Consumer Psychology and Mental Health takes a research-based, scientific approach to examining problematic issues and outcomes that are related to social media use by consumers. The book grapples with mental health disorders such as anxiety, depression, self-harm, and eating disorders that can be intensified by, or correlated with, too much social media use.



[Scan here for more details](#)





**Sr. No. 37**

**Title:** Darker side of social media: consumer psychology and mental health by Scheinbaum, Angeline Close

New York Routledge 2024

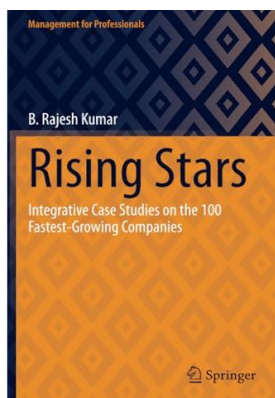
**Acc. No.** 009023

**Call No.** 302.231 SCH

**Summary:** The Darker Side of social media: Consumer Psychology and Mental Health takes a research-based, scientific approach to examining problematic issues and outcomes that are related to social media use by consumers. It relies on psychological theories to help explain or predict problematic online behavior within the social media landscape through the lens of mental health. The book grapples with mental health disorders such as anxiety, depression, self-harm, and eating disorders that can be intensified by, or correlated with, too much social media use.



[Scan here for more details](#)



**Sr. No. 38**

**Title:** Rising stars: integrative case studies on the 100 fastest-growing companies by Rajesh Kumar, B

New Jersey Wiley 2024

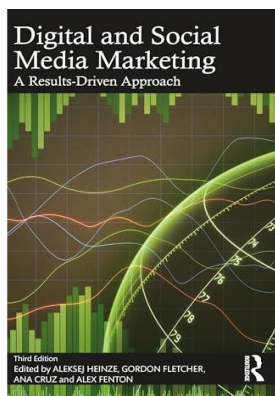
**Acc. No.** 009024

**Call No.** 658.4012 KUM

**Summary:** The growth strategies of companies are determined by the industry sector and target market influence. Successful companies utilize multiple growth strategies like market development, disruption, product and channel expansion, strategic alliances, Mergers and Acquisitions and organic growth stimulus. This book discusses and analyses the strategies of growth of the fastest 100 companies as ranked by the Fortune Survey.



[Scan here for more details](#)



**Sr. No. 39**

**Title:** Digital and social media marketing: a results-driven approach by Aleksej, Heinze

London Routledge 2025

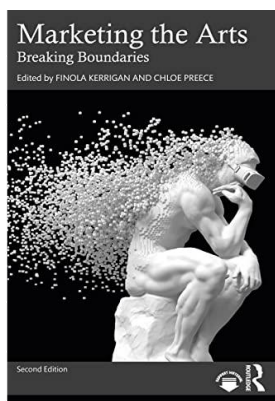
**Acc. No.** 009025

**Call No.** 658.872 HEI

**Summary:** Digital and Social Media Marketing provides a practice-led approach to digital marketing. This highly regarded textbook combines academic theory with practical examples from a range of different organisations worldwide to highlight techniques for the development and maintenance of a successful digital presence. The book's customisable models offer organisations a way to decipher their current situation and plan a clear road map for developing a marketing strategy appropriate for the digital era.



[Scan here for more details](#)



**Sr. No. 40**

**Title:** Marketing the arts: breaking boundaries by Kerrigan, Finola

London Routledge 2023

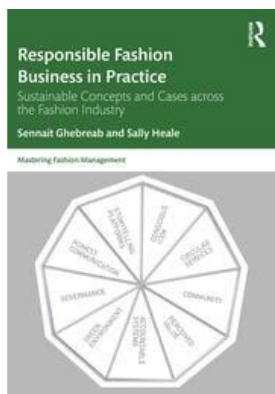
**Acc. No.** 009026

**Call No.** 658.8 KER

**Summary:** This fully updated new edition covers digital trends in the arts and emerging technologies, including virtual reality, streaming services, and branded entertainment. It also broadens the scope of investigation beyond the West looking to film in emerging markets such as China, music in Sub-Saharan Africa, and indigenous art in Australia.



[Scan here for more details](#)



**Sr. No. 41**

**Title:** Responsible fashion business in practice: sustainable concepts and cases across the fashion industry by Ghebreab, Sennait

London Routledge 2023

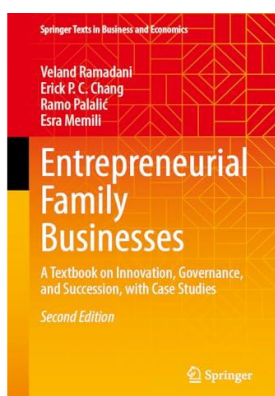
**Acc. No.** 009027

**Call No.** 338.47 GHE

**Summary:** The book takes the reader logically through each part of the authors' new Responsible 9 Framework™, providing a clear perspective and examples for each component. The framework thoroughly explains the move away from a singular product commercial focus to a Conscious Item approach and Circular Services business mindset. The section on Governance looks at the different global organisations available to fashion brands and customers alike, which support their transition into a responsible and sustainable future existence.



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**Sr. No. 42**

**Title:** Entrepreneurial family businesses: a textbook on innovation, governance, and succession, with case studies by Ramadani, Veland

Cham Springer 2024

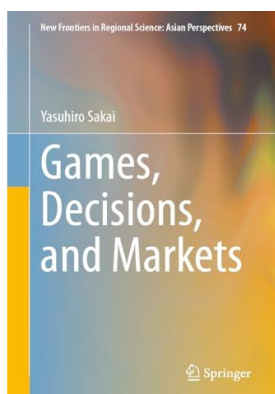
**Acc. No.** 009028

**Call No.** 658.02 RAM

**Summary:** This book provides an extensive overview of family business-related topics such as context and uniqueness, lifecycle and ownership configurations, conflict management, corporate governance, succession challenges, internationalization, innovation, and socioemotional wealth. Each chapter features clear learning objectives, key concepts and terminology, and dedicated case studies to demonstrate the main messages. This new edition includes new topics, such as open innovation, sustainable and green family entrepreneurship, digital aspects in the family business, estate planning, and strategic HR.



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**Sr. No. 43**

**Title:** Games, decisions, and markets by Sakai, Yasuhiro

Singapore Springer 2024

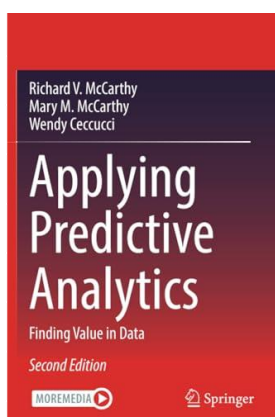
**Acc. No.** 009029

**Call No.** 330.0724 SAK

**Summary:** This book critically discusses the historical backgrounds and new developments of the theories of games, decisions, and markets, with many possible applications to social and economic problems. Consisting of three connected parts, the book sheds new light on the role of merchants in the market economy under conditions of risk and uncertainty. It begins with the question of why and how John von Neumann and Oskar Morgenstern did joint work in game theory, namely, the theoretical study of strategic interactions among several decision makers.



[Scan here for more details](#)



**Sr. No. 44**

**Title:** Applying predictive analytics: finding value in data by McCarthy, Richard V

Cham Springer 2022

**Acc. No.** 009030

**Call No.** 658.83 MCC

**Summary:** This book presents a practical, updated approach to predictive analytics for classroom learning. The authors focus on using analytics to solve business problems and compares several different modeling techniques, all explained from examples using the SAS Enterprise Miner software. The authors demystify complex algorithms to show how they can be utilized and explained within the context of enhancing business opportunities.



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**Sr. No. 45**

**Title:** Business skills for the 21st century by Baaij, Marc G

New Delhi Sage 2024

**Acc. No.** 009031

**Call No.** 658.45 BAA

**Summary:** This book draws authoritatively on a wide range of actionable, conceptual, practical, case and visual material to help develop vital business skills for the 21st century within the organizational and societal contexts of problem-solving, identifying opportunities and finding solutions. Skills and competencies covered include: communication; co-operation; creative/critical thinking; and data-driven decision-making.



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**Sr. No. 46**

**Title:** Marketing luxury services: concepts, strategy, and practice by Hemzo, Miguel Angelo

Cham Springer 2023

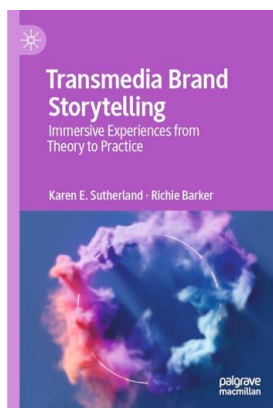
**Acc. No.** 009032

**Call No.** 658.8 HEM

**Summary:** This book opens with an exploration the history and evolution of the concept and definition of luxury and the effect upon the practice of luxury marketing today, concluding with an overview of the contemporary luxury market, description of the main players, and relevant industry trends. It then discusses marketing strategies as applied to the luxury market, including market identification, brand communication, product positioning, pricing, flow of goods, foreign market entry, and more.



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**Sr. No. 47**

**Title:** Transmedia brand storytelling: immersive experiences from theory to practice by Sutherland, Karen E

Singapore Springer 2023

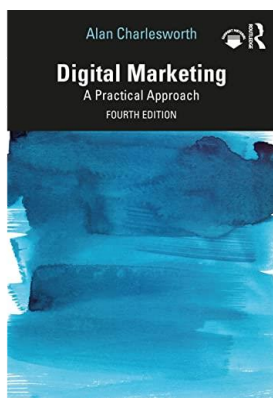
**Acc. No.** 009033

**Call No.** 658.827 SUT

**Summary:** This book presents new global research on transmedia storytelling as a form of brand communication. It explores the theoretical underpinnings of transmedia storytelling and its practical application through survey and interview data from creatives, marketing, advertising and public relations practitioners. The final section analyzes contemporary campaigns from various countries and proposes a Transmedia Brand Storytelling Model for Practice, based on primary and secondary research data.



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**Sr. No. 48**

**Title:** Digital marketing: a practical approach by Charlesworth, Alan

New York Routledge 2023

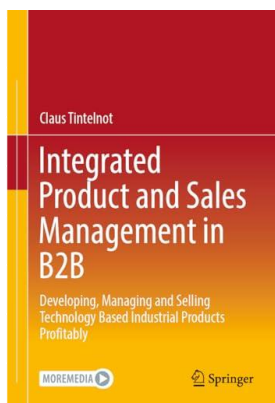
**Acc. No.** 009034

**Call No.** 658.827 CHA

**Summary:** Digital Marketing: A Practical Approach provides a step-by-step and comprehensive guide to implementing the key aspects of digital marketing. As well as topic-based exercises, the text also includes practical case-study exercises – based on theory and recognized good practice – which will ensure that readers will be able to analyse situations within the work place, identify the most appropriate course of action and implement the strategies and tactics that will help the organization meet its online objectives.



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**Sr. No. 49**

**Title:** Integrated product and sales management in B2B: developing, managing and selling technology based industrial products profitably by Tintelnot, Claus

Germany Springer 2023

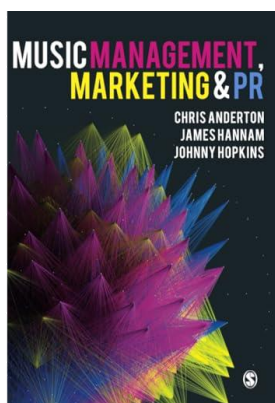
**Acc. No.** 009035

**Call No.** 658.81 TIN

**Summary:** This book describes the advantages of a high level of integration between product and sales management. It explains how highly integrated product and sales management can be achieved. Claus Tintelnot depicts the classic organizational models and provides examples of how these can be supplemented, fundamentally adapted and supported by digitalization. The book is aimed at practitioners in the fields of corporate management, strategy, product management, sales and interested readers from other areas of the supply chain.



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**Sr. No. 50**

**Title:** Music management marketing and pr by Anderton, Chris

New Delhi Sage Publication Indian Pvt Ltd 2022

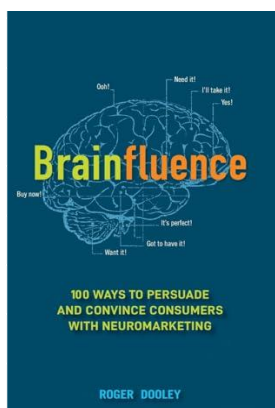
**Acc. No.** 009036

**Call No.** 780.68 AND

**Summary:** This book is your guide to the study and practice of music management and the fast-moving music business of the 21st century. Covering a range of careers, organisations, and practices, this expert introduction will help aspiring artists, managers, and executives to understand and succeed in this exciting sector. Balancing the creative and the commercial, it is essential reading for students of music management, music business, and music promotion – and anybody looking to build their career in the music industries.



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**Sr. No. 51**

**Title:** Brainfluence: 100 ways to persuade and convince consumers by Dooley, Roger

New Jersey John Wiley & Sons, Inc. 2022

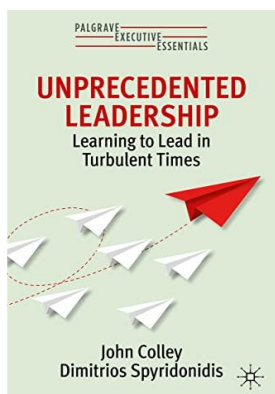
**Acc. No.** 009037

**Call No.** 658.80019 DOO

**Summary:** Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. This book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.



[Scan here for more details](#)



**Sr. No. 52**

**Title:** Unprecedented leadership: learning to lead in turbulent times by Colley, John

Cham Palgrave Macmillan 2022

**Acc. No.** 009038

**Call No.** 658.4092 COL

**Summary:** The book will be able to look directly into the heart of the storm and re-imagine their organizations to ultimately foster new growth. Taking a step-by-step approach, this book guides readers in identifying the severity and potential implications of a crisis situation tackling core topics such as: Crisis leadership, decision making, ethical responsibility, change management initiatives, Communication and Leadership development.



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**Performance through Diversity and Inclusion**  
Leveraging Organizational Practices for Equity and Results



Ruth Sessler Bernstein,  
Paul F. Salipante, and  
Judith Y. Weisinger

R

**Sr. No. 53**

**Title:** Performance through diversity and inclusion: leveraging organizational practices for equity and results by Bernstein, Ruth Sessler

New York Routledge 2022

**Acc. No.** 009039

**Call No.** 658.3008 BER

**Summary:** This book provides practical guidance for managers, leaders, diversity officers, educators, and students to achieve the benefits of diversity by focusing on creating meaningful, inclusive interactions. Implementing inclusive interaction practices, along with accountability practices, enhances performance outcomes for the organization and improves equity for members of historically underrepresented and marginalized groups. The book highlights the need to challenge existing approaches that have overemphasized representational—that is, numerical—diversity.



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**Sr. No. 54**

**Title:** Social media in society by Hutchinson, Jonathon

Cham Springer 2024

**Acc. No.** 009040

**Call No.** 302.30285 HUT

**Summary:** This book is about the role that social media plays in the lives of individuals, societies, economies and politics. It therefore takes in a wide view of the emergent and changing impacts of social media platforms, and social media practices. It frames its analysis of social media impacts using media studies concepts and terminology, and places media texts, forms, industries and agents (producers, audiences and other users) at the centre of each thematic chapter.



[Scan here for more details](#)

**Sr. No. 55**

**Title:** Neuroscience for organizational communication: a guide for communicators and leaders by McHale, Laura

Singapore Palgrave Macmillan 20222

**Acc. No.** 009041

**Call No.** 658.406 MCH

**Summary:** In this book, leadership psychologist Dr. Laura McHale shows how neuroscience can help, surveying the field to reveal the science that is most applicable to organizations and providing an evidence-based approach to dramatically boost the effectiveness and impact of communications. In this book author takes the reader on a fascinating journey of how neuroscience can help unlock the potential of communicators and the organizations they work for.



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**Sr. No. 56**

**Title:** Contemporary human resource management: text and cases by Wilkinson, Adrian

New Delhi Sage 2025

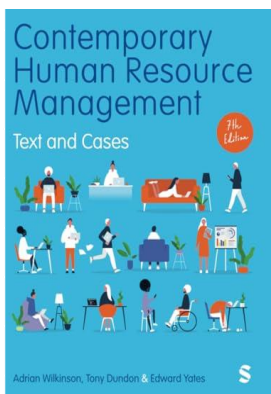
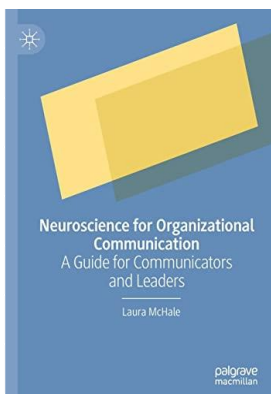
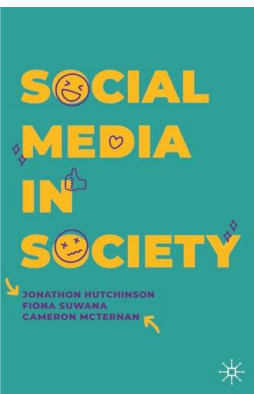
**Acc. No.** 009042

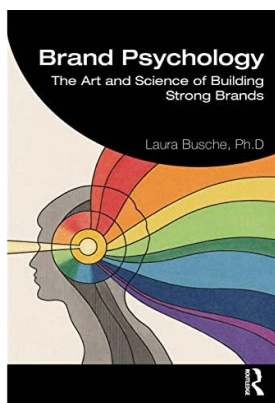
**Call No.**

**Summary:** Contemporary Human Resource Management covers fundamental HRM practices while the second half examines contemporary themes and issues such as technology and climate change. The book contains over 50 thought-provoking case studies, showing you how theory relates to real-world examples. This substantially revised seventh edition includes three completely new chapters and case studies on: remote working, new technologies and social media



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**Sr. No. 57**

**Title:** Brand psychology: the art and science of building strong brands by Busche, Laura

New York Routledge 2024

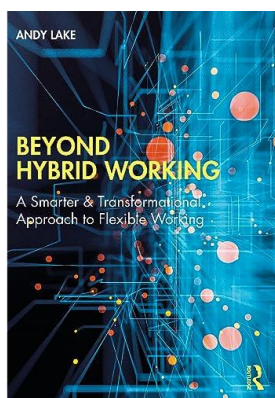
**Acc. No.** 009043

**Call No.** 658.827 BUS

**Summary:** Brand Psychology brings together theory and practice from the fields of psychology, design, and marketing to demystify the brand development process. It explores the behavioral science behind brand building, looking at the psychological principles at play whenever a brand is built and communicated. The book presents practical insights for developing memorable brands through its interdisciplinary character, and emphasis on digital channels.



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**Sr. No. 58**

**Title:** Beyond hybrid working: a smarter & transformational approach to flexible working by Lake, Andy

New York Routledge 2024

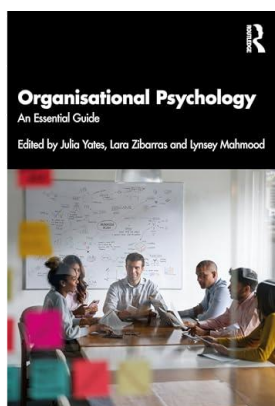
**Acc. No.** 009044

**Call No.** 331.2572 LAK

**Summary:** Beyond Hybrid Working is an engaging and practical management book to help organisations rethink all aspects of traditional work in the emerging post-pandemic landscape and reap the benefits from working smarter. Many organisations that had rapidly improvised and implemented Hybrid Working now want to take a more strategic approach. The book takes a pragmatic and evidence-based approach covering different sectors and types of work and presents practical techniques for implementing change.



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**Sr. No. 59**

**Title:** Organisational psychology: an essential guide by Yates, Julia

New York Routledge 2024

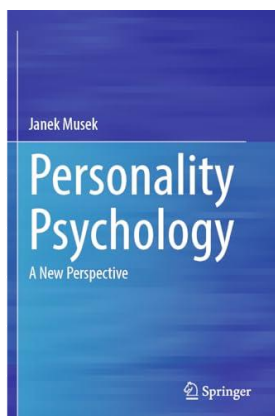
**Acc. No.** 009045

**Call No.** 158.7 YAT

**Summary:** Organisational Psychology offers an accessible, engaging and practical introduction to this fascinating discipline. It explores the latest thinking, reveals surprising truths about the way we work, and explains how to craft a successful and fulfilling career in the field. Organisational psychology is a complex and dynamic field that focuses on human behaviour in the workplace, and explores how individuals, groups and organisation's function.



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**Sr. No. 60**

**Title:** Personality psychology: a new perspective by Musek, Janek

Cham Springer 2024

**Acc. No.** 009046

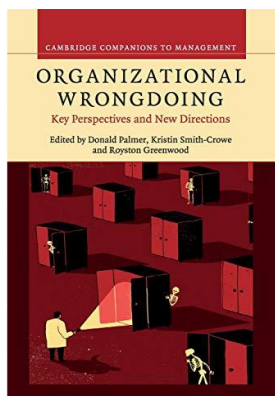
**Call No.** 155.2 MUS

**Summary:** This book starts from a coherent scientific theoretical framework, rather than presenting diverse theories of personality — phenomenological empirical, psychoanalytic behavioral, humanistic and cognitive perspectives — without enough critical examination. In this book, all theories, models and perspectives are reviewed and discussed within a unified theoretical framework of psychology. Thus, historically and conceptually different models can be considered by scientific standards.



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**Sr. No. 61**

**Title:** Organizational wrongdoing: key perspectives and new directions by Palmer, Donald

New York Cambridge University Press 2019

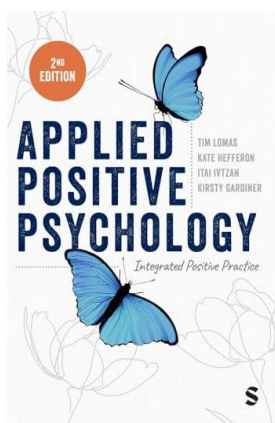
**Acc. No.** 009047

**Call No.** 302.35 PAL

**Summary:** Organizational Wrongdoing is an essential companion to understanding the causes, processes and consequences of misconduct at work. With contributions from some of the world's leading management theorists, past theories on misconduct are critically evaluated, and the latest research is introduced, expanding the boundaries of our knowledge and filling in gaps highlighted in previous studies. This book provides solid and accessible foundations for established researchers and advanced students in the fields of behavioral ethics and organizational behavior.



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**Sr. No. 62**

**Title:** Applied positive psychology: integrated positive practice by Lomas, Tim

New Delhi Sage 2025

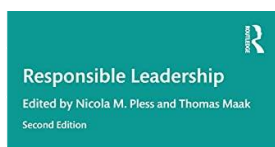
**Acc. No.** 009048

**Call No.** 150.19 LOM

**Summary:** This book equips you with the knowledge and tools to apply positive psychology to many areas of life updated with the latest theory and research and structured around a pioneering multidimensional model of wellbeing. This includes interventions aimed at developing mental and physical functioning, as well as recommendations for enhancing relationships and reshaping organisational structures. A wealth of case studies show you how these practices can be successfully deployed in diverse real-world contexts, such as society, religion, the classroom and the workplace.



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**Sr. No. 63**

**Title:** Responsible leadership by Pless, Nicola

New York Routledge 2022

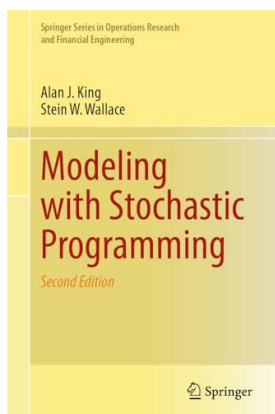
**Acc. No.** 009049

**Call No.** 658.4092 PLE

**Summary:** Responsible Leadership offers orienting knowledge on how to lead in a world of contested values—a world where leadership work extends beyond leaders and direct reports to a whole range of stakeholders inside and outside an organization. This offers rich and functional insights into the concept and practice of responsible leadership. It will appeal to academics and practitioners alike with a wide array of perspectives grounded in pioneering scholarship and best practice.



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**Sr. No. 64**

**Title:** Modeling with stochastic programming by King, Alan J

Cham Springer 2024

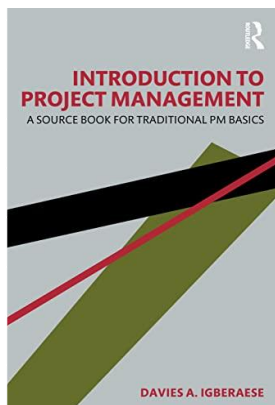
**Acc. No.** 009050

**Call No.** 519.7 KIN

**Summary:** This book would be suitable as a stand-alone or supplement for a second course in OR/MS or in optimization-oriented engineering disciplines where the instructor wants to explain where models come from and what the fundamental modeling issues are. The book is easy-to-read, highly illustrated with lots of examples and discussions. It will be suitable for graduate students and researchers working in operations research, mathematics, engineering and related departments where there is interest in learning how to model uncertainty.



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**Sr. No. 65**

**Title:** Introduction to project management: a source book for traditional PM basics by Igberaese, Davies A

New York Routledge 2023

**Acc. No.** 009051

**Call No.** 658.404 IGB

**Summary:** This book presents the fundamentals of project management in simple language and an easy-to-understand format. It is targeted principally at those who are learning or desiring to learn project management as well as those who are already taking project management as a course of study or as a profession. The sections of the book are arranged in order of Project Management Processes as they fall within the respective Project Management Knowledge Areas.



[Scan here for more details](#)



**Sr. No. 66**

**Title:** Essential guide to operations management: concepts and case notes by Bamford, David R

New York Routledge 2023

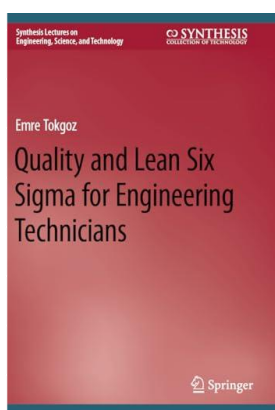
**Acc. No.** 009052

**Call No.** 658.5 BAM

**Summary:** The Essential Guide to Operations Management explores fundamental operations management principles and shows how they are applied in real-life situations in both the services and manufacturing sectors. It adapts a strategic stance by providing a framework for effective decision-making: determining operations strategies; designing processes, products and work organisations. The Essential Guide to Operations Management: Concepts and Case Notes, is supported by updated case studies throughout and online support materials for lecturers.



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**Sr. No. 67**

**Title:** Quality and lean six sigma for engineering technicians by Tokgoz, Emre

Cham Springer 2024

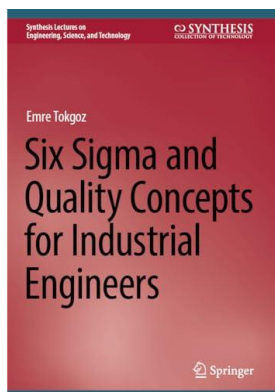
**Acc. No.** 009053

**Call No.** 658.4013 TOK

**Summary:** This textbook is the first of its kind, designed exclusively for the training and professional development of engineering technicians and technologists on the quality concepts, tools, and skills necessary for today's industrial environment. The book provides learners and working professionals with numerous examples, exercises, and case studies to prepare them to apply concepts including total quality management (TQM), six sigma, and lean methodology in analyzing.



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**Sr. No. 68**

**Title:** Six sigma and quality concepts for industrial engineers by Tokgoz, Emre

Cham Springer 2024

**Acc. No.** 009054

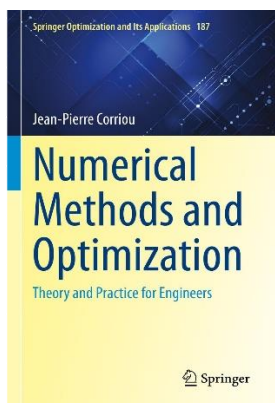
**Call No.** 658.4013 TOK

**Summary:** Industrial engineers need to have a good foundation in the Six Sigma process to define needs, collect data, measure performance, analyze results, and improve operations in the workplace. This textbook covers the associated Six Sigma, lean, and technology-related concepts that an industrial engineer needs to understand to adopt the changes necessary to remove waste and increase productivity. The book introduces essential basic measurement tools and various process improvement methodologies, including total quality management (TQM), Six Sigma and the DMAIC approach, lean methodology, and Kaizen.



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**Sr. No. 69**

**Title:** Numerical methods and optimization: theory and practice for engineers by Corriou, Jean-Pierre

Cham Springer 2021

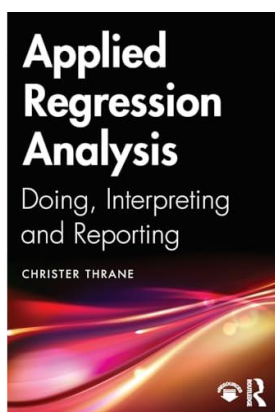
**Acc. No.** 009055

**Call No.** 519.6 COR

**Summary:** This text, covering a very large span of numerical methods and optimization, is primarily aimed at advanced undergraduate and graduate students. A background in calculus and linear algebra are the only mathematical requirements. The abundance of advanced methods and practical applications will be attractive to scientists and researchers working in different branches of engineering.



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**Sr. No. 70**

**Title:** Applied regression analysis: doing, interpreting and reporting by Thrane, Christer

New York Routledge 2020

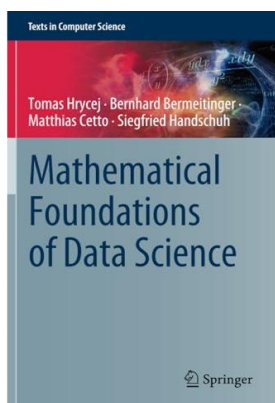
**Acc. No.** 009056

**Call No.** 519.536 THR

**Summary:** This book is an introduction to regression analysis, focusing on the practicalities of doing regression analysis on real-life data. This book is based on the idea that you do not necessarily need to know much about statistics and mathematics to get a firm grip on regression and perform it to perfection. The book covers the basics, such as simple linear regression, multiple linear regression, how to interpret the output from statistics programs, significance testing and the key regression assumptions.



[Scan here for more details](#)



**Sr. No. 71**

**Title:** Mathematical foundations of data science by Hrycej, Tomas

Cham Springer 2023

**Acc. No.** 009057

**Call No.** 006.312 HRY

**Summary:** This textbook aims to point out the most important principles of data analysis from the mathematical point of view. Specifically, it selected these questions for exploring: Which are the principles necessary to understand the implications of an application, and which are necessary to understand the conditions for the success of methods used? Theory is presented only to the degree necessary to apply it properly, striving for the balance between excessive complexity and oversimplification. Its primary focus is on principles crucial for application success.



[Scan here for more details](#)



**Sr. No. 72**

**Title:** Research methods in luxury management by Parnwell, Michael J. G

New York Routledge 2023

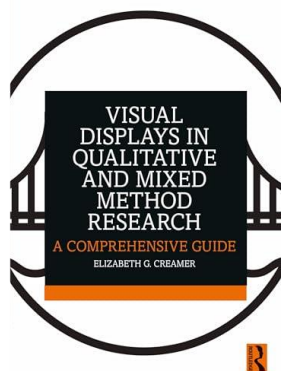
**Acc. No.** 009058

**Call No.** 658.827 PAR

**Summary:** This textbook to explore the research process within the specific context of luxury brand management. It adopts a case-rich approach, informed by original research, to guide the reader through the various stages of the research process from conception to completion and application. The book then outlines the fundamental principles of research, paying particular attention to representativeness and contextualisation, before guiding readers through the intricacies of research design.



[Scan here for more details](#)



**Sr. No. 73**

**Title:** Visual displays in qualitative and mixed method research: a comprehensive guide by Creamer, Elizabeth G

New York Routledge 2025

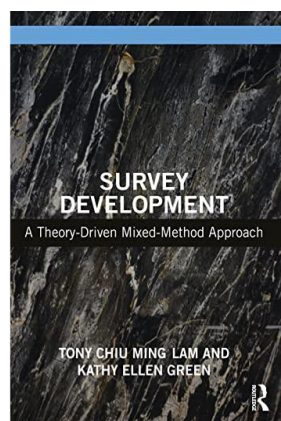
**Acc. No.** 009059

**Call No.** 001.42 CRE

**Summary:** This textbook explores diverse ways that visual display can advance understanding of complex social phenomenon in applied fields in the social and human sciences. It provides a window into the latest advances in mixed methods research (MMR) by investigating how integrative tables and figures have been creatively adapted in diverse contemporary contexts where qualitative methods are prominent. It is an invaluable textbook for a new generation of hybrid research methods courses that combine qualitative and mixed methods in the social sciences, education, and healthcare.



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**Sr. No. 74**

**Title:** Survey development: a theory-driven mixed-method approach by Lam, Tony Chiu Ming

New York Routledge 2023

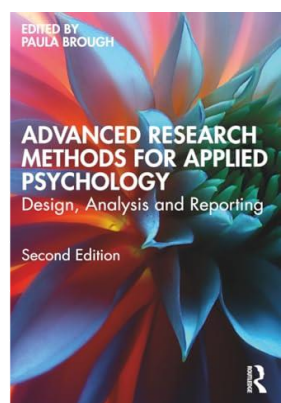
**Acc. No.** 009060

**Call No.** 001.42 LAM

**Summary:** Survey Development: A Theory-Driven Mixed-Method Approach provides both an overview of standard methods and tools for developing and validating surveys and a conceptual basis for survey development that advocates establishing and testing of hypotheses pertaining to presumptions and score-interpretation and use inferences and mixing quantitative and qualitative methods. This provides a full process for survey development intended to yield results that can support valid interpretation and use of scores.



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**Sr. No. 75**

**Title:** Advanced research methods for applied psychology: design, analysis and reporting by Brough, Paula

New York Routledge 2025

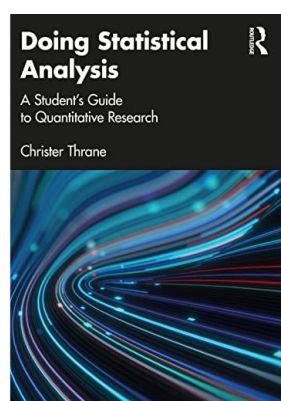
**Acc. No.** 009061

**Call No.** 150.723 BRO

**Summary:** Advanced Research Methods for Applied Psychology provides a comprehensive discussion of 21 key topics for the completion of an applied psychology (or similar) research thesis/project. The book provides a one-stop shop for the current issues and discussions of key research methods and common statistical analysis techniques but avoids being a step-by-step instruction guide. This book is an important reference text for applied psychology research thesis/project students and researchers, including both undergraduate and postgraduate students.



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**Sr. No. 76**

**Title:** Doing statistical analysis: a student's guide to quantitative research by Thrane, Christer

New York Routledge 2023

**Acc. No.** 009062

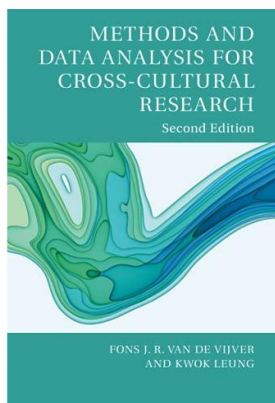
**Call No.** 519.5 THR

**Summary:** Doing Statistical Analysis looks at three kinds of statistical research questions – descriptive, associational, and inferential – and shows students how to conduct statistical analyses and interpret the results. Keeping equations to a minimum, it uses a conversational style and relatable examples such as football, COVID-19, and tourism, to aid understanding.



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**Sr. No. 77**

**Title:** Methods and data analysis for cross-cultural research by Van, De Vijver, Fons J.R

New York Cambridge University Press 2021

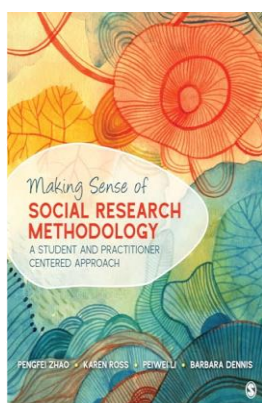
**Acc. No.** 009063

**Call No.** 155.82 VAN

**Summary:** This book gives an up-to-date overview of methodological and data-analytical issues of cross-cultural studies. Written by leading experts in the field, it presents the most important tools for doing cross-cultural research and outlines design considerations, methods, and analytical techniques that can improve ecological validity and help researchers to avoid pitfalls in cross-cultural psychology. By focusing on the relevant research questions that can be tackled with particular methods,



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**Sr. No. 78**

**Title:** Making sense of social research methodology by Zhao, Pengfei

New Delhi Sage 2022

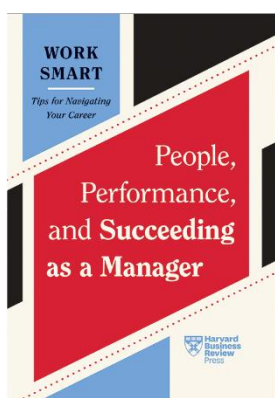
**Acc. No.** 009064

**Call No.** 300.721 ZHA

**Summary:** Making Sense of Social Research Methodology: A Student and Practitioner Centered Approach introduces students to research methods by illuminating the underlying assumptions of social science inquiry. Authors Pengfei Zhao, Karen Ross, Peiwei Li, and Barbara Dennis show how research concepts are often an integral part of everyday life through illustrative common scenarios, like looking for a recipe or going on a job interview.



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**Sr. No. 79**

**Title:** People, performance, and succeeding as a manager by Harvard Business Review Press

Boston Harvard Business Review Press 2025

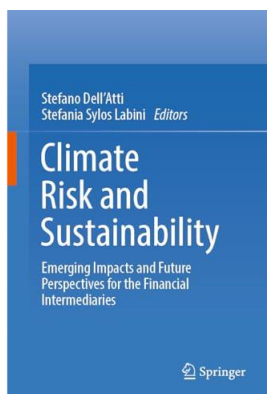
**Acc. No.** 009065

**Call No.** 658.4 HAR

**Summary:** This book will help you figure out what kind of manager you want to be so that you can feel comfortable in your role, encourage the success of your people, and grow in your own career. Rise faster with quick reads, real stories, and expert advice. How do you translate your interests, skills, and education into building a career you love? The HBR Work Smart series features the topics that matter to you most in your early career, including being yourself at work, collaborating with colleagues and bosses, managing your mental health, and weighing major job decisions.



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**Sr. No. 80**

**Title:** Climate risk and sustainability: emerging impacts and future perspectives for the financial intermediaries by Dell'Atti, Stefano

Cham Springer 2025

**Acc. No.** 009066

**Call No.** 333.79 DEL

**Summary:** This book analyzes recent trends and upcoming challenges in corporate governance and risk management in financial institutions with a particular focus on their role in promoting a sustainable economic growth model. This relevant impact has been affirmed several times by financial regulators and supervisors and has led to set objectives and encourage practices in line with Environmental, Social and Governance (ESG) issues in order to push both financial and nonfinancial firms towards a sustainable and circular economic model



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**Sr. No. 81**

**Title:** Green economic development and transition to low-carbon economy in the east and southeast Asia by Nam Pham Khanh

Singapore Springer 2025

Acc. No. 009067

Call No. 338.9 NAM

**Summary:** This book introduces the themes of green economic development and the transition to a low-carbon economy in East and Southeast Asia. It provides a summary of the book's contributions that cover carbon emissions, sustainable finance, governance, and the role of households in environmental protection. The focus is on exploring practical applications, laws, and policies that enable a shift from a fossil fuel-based economy to a sustainable, low-carbon model.



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**Sr. No. 82**

**Title:** The political economy of contemporary human civilisation, volume II: From quantum computing and nuclear fusion to war and conflict by Ramesh, Sangaralingam

Cham Springer 2025

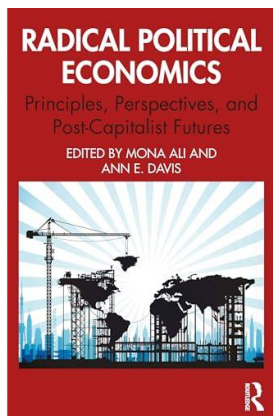
Acc. No. 009068

Call No. 338.9 RAM

**Summary:** This book examines the evolution of humanity and development global economic systems to provide insight into the advances and challenges they have created. By placing modern technology and global crises within the context of long-term human development, it evaluates the threat of climate change on future generations by showing how past civilizations have survived and succumbed to climate events. This book highlights the consequences of human cognition and the constant desire for economic growth and evaluates whether they have been a net positive for human society.



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**Sr. No. 83**

**Title:** Radical political economics: principles, perspectives, and post-capitalist futures by Ali, Mona

New York Routledge 2025

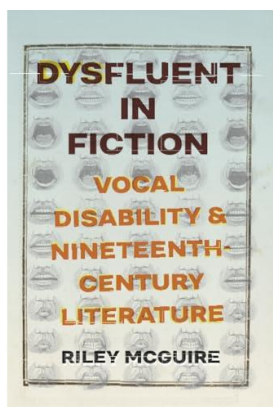
Acc. No. 009069

Call No. 335 ALI

**Summary:** In this book encompass a variety of issues from racial discrimination, gender inequality, to economic development and imperialism. Capitalism is an economic system based on the exploitation of workers to generate surplus value (profit) which is then appropriated by the owners of capital. Under global capitalism, profit maximization precedes other social concerns such as protection of the environment. Political economy understands that social relations are shaped by class, race, geography, and gender.



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**Sr. No. 84**

**Title:** Dysfluent in fiction: vocal disability and nineteenth-century literature by McGuire, Riley

Columbus The Ohio State University Press 2025

Acc. No. 009070

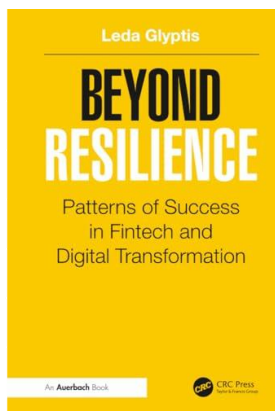
Call No. 823.8093 MCG

**Summary:** In Dysfluent in Fiction, Riley McGuire unspools a literary history of vocal disability in the nineteenth century, arguing that this underexamined literary trope helps us to understand vocal hierarchies that still structure our present. Adopting the term "dysfluency" to show departure from normative expectations of pace, pitch, and fluency, McGuire reveals how dysfluent speech populates an enormous number of nineteenth-century texts and played a formative role in the lives of some of the period's most influential writers.



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**Sr. No. 85**

**Title:** Beyond resilience: patterns of success in fintech and digital transformation by Glyptis, Leda

Boca Raton CRC Press 2025

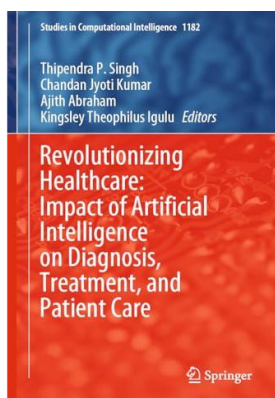
**Acc. No.** 009071

**Call No.** 338.064 GLY

**Summary:** Beyond Resilience: Patterns of Success in Fintech and Digital Transformation asks these questions and seeks answers among the people who have first-hand experience of building new things and who live to tell the tale. This book is not a hagiographic founder story that elevates the founder's own narrative to a montage of challenge and resilience, grit, perseverance and a soaring successful crowning at the end: a narrative that, figuratively speaking, can play out while 'Eye of the Tiger' is blaring in the background.



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**Sr. No. 86**

**Title:** Revolutionizing healthcare: impact of artificial intelligence on diagnosis, treatment, and patient care by Singh, Thipendra P

Cham Springer 2025

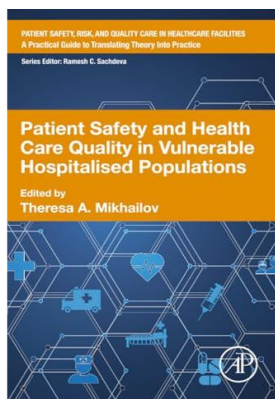
**Acc. No.** 009072

**Call No.** 610.285 SIN

**Summary:** This book serves as a critical resource that bridges the gap between burgeoning technology and its practical implementation. The book starts with an in-depth exploration of healthcare 5.0 principles, laying the foundation for the reader to understand the current shifts in healthcare paradigms. The book concludes with a robust discussion on the security and privacy concerns that accompany the deployment of GAI in real healthcare settings.



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**Sr. No. 87**

**Title:** Patient Safety and Health Care Quality in Vulnerable Hospitalised Populations by Theresa A. Mikhailov

London Elsevier 2025

**Acc. No.** 009073

**Call No.** 362.1068 MIK

**Summary:** Patient Safety and Health Care Quality in Vulnerable Hospitalised Populations consolidates existing knowledge and research on patient safety and healthcare quality within vulnerable populations. It provides a comprehensive reference work, offering invaluable insights into this critical area. While information on related topics is scattered across various medical journals, this book bridges the accessibility gap by bringing this knowledge together in one authoritative volume.



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**Sr. No. 88**

**Title:** Digital health: telemedicine and beyond by Patel, Dipu

London Academic Press 2025

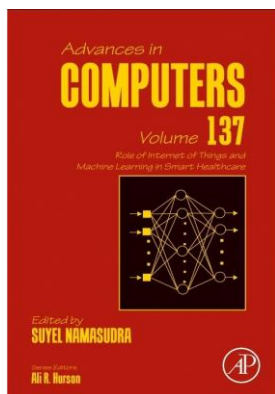
**Acc. No.** 009074

**Call No.** 362.1028 PAL

**Summary:** Digital Health: Telemedicine and Beyond describes practical ways to use digital health tools in clinical practice. With a strong focus on case studies and patient outcomes, this title provides an overview of digital medicine, terms, concepts, and applications for the multidisciplinary clinical practitioner. The book gives insights on risks and benefits associated with storing and transmitting patient information via digital tools and educates clinicians in the correct questions to ask for advocacy regarding state laws, scope of practice, and medicolegal implications.



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**Sr. No. 89**

**Title:** Role of internet of things and machine learning in smart healthcare by Namasudra, Suyel

London Elsevier 2025

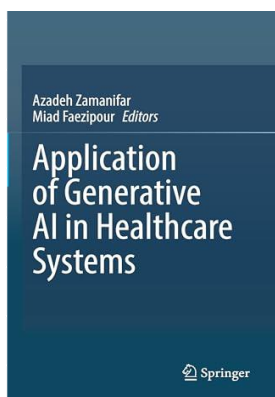
**Acc. No.** 009075

**Call No.** 610.285 NAM

**Summary:** Role of Internet of Things and Machine Learning in Smart Healthcare, Volume 137 of the Advances in Computers series, presents detailed coverage of innovations in computer hardware, software, theory, design, and applications. The book discusses the basic concepts of the Internet of Things (IoT) and Machine Learning (ML), along with their various applications in smart healthcare. It proposes novel techniques by integrating IoT, cloud computing, and ML algorithms to efficiently manage e-healthcare data and improve security.



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**Sr. No. 90**

**Title:** Application of generative AI in healthcare systems by Zamanifar, Azadeh

Cham Springer 2025

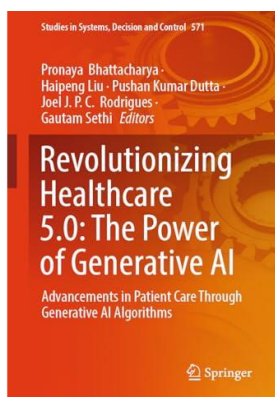
**Acc. No.** 009076

**Call No.** 610.285 ZAM

**Summary:** This book introduces several practical GenAI healthcare applications, especially in medical imaging, pandemic prediction, synthetic data generation, clinical administration support, professional education, patient engagement, and clinical decision support, providing a review of efficient GenAI tools and frameworks in this area. It even goes further by helping medical professionals with diagnosis and decision-making, suggesting possible treatment plans according to the patient symptoms.



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**Sr. No. 91**

**Title:** Revolutionizing healthcare 5.0: the power of generative AI: advancements in patient care through generative AI algorithms by Bhattacharya, Pronaya

Cham Springer 2024

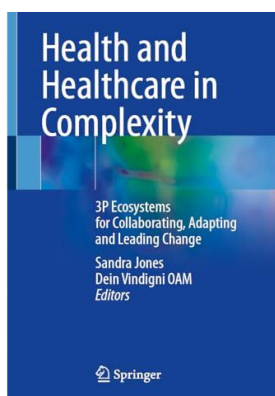
**Acc. No.** 009077

**Call No.** 610.285 BHA

**Summary:** This book serves as a critical resource that bridges the gap between burgeoning technology and its practical implementation. The book starts with an in-depth exploration of healthcare 5.0 principles, laying the foundation for the reader to understand the current shifts in healthcare paradigms. The book ensures that the reader is left with a nuanced understanding of how GAI can be both a boon and a challenge in healthcare. As such, the proposed book serves as an indispensable resource for healthcare professionals, data scientists, researchers, and anyone invested in the future of healthcare and AI.



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**Sr. No. 92**

**Title:** Health and healthcare in complexity: 3P ecosystems for collaborating, adapting and leading change by Jones, Sandra

Cham Springer 2025

**Acc. No.** 009078

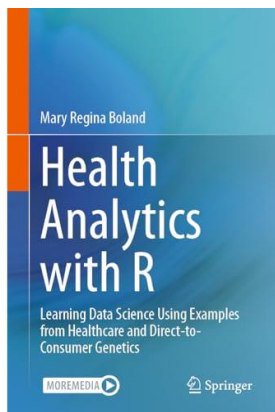
**Call No.** 610.9 JON

**Summary:** This book unveils the transformative potential of the 3P Ecosystem Framework for Collaborative Health Partnerships, offering a comprehensive guide to designing and implementing sustainable health solutions for complexity. This book is an essential resource for understanding and navigating the complexities of modern health ecosystems. Readers will discover how to foster collaboration that builds capacity and promotes self-determination in various health contexts.



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**Sr. No. 93**

**Title:** Health analytics with R: learning data science using examples from healthcare and direct-to-consumer genetics by Boland, Mary Regina

Cham Springer 2024

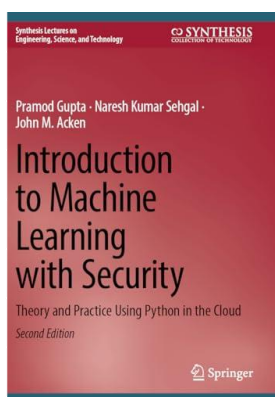
**Acc. No.** 009079

**Call No.** 610.21 BOL

**Summary:** This book teaches health analytics using examples from the statistical programming language R. It utilizes real-world examples with publicly available datasets from healthcare and direct-to-consumer genetics to provide learners with real-world examples and enable them to get their hands on actual data. The book is comprehensive in both aspects of genetics, and health analytics. It covers any type of information a healthcare data scientist should be familiar with, whether they are novice or experienced.



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**Sr. No. 94**

**Title:** Introduction to machine learning with security: theory and practice using python in the cloud by Gupta, Pramod

Cham Springer 2025

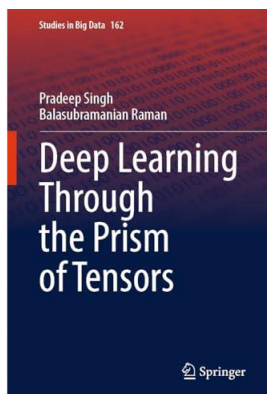
**Acc. No.** 009080

**Call No.** 006.31 GUP

**Summary:** This book provides an introduction to machine learning, security and cloud computing, from a conceptual level, along with their usage with underlying infrastructure. The authors emphasize fundamentals and best practices for using AI and ML in a dynamic infrastructure with cloud computing and high security, preparing readers to select and make use of appropriate techniques. Important topics are demonstrated using real applications and case studies.



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**Sr. No. 95**

**Title:** Deep learning through the prism of tensors by Singh, Pradeep

Cham Springer 2024

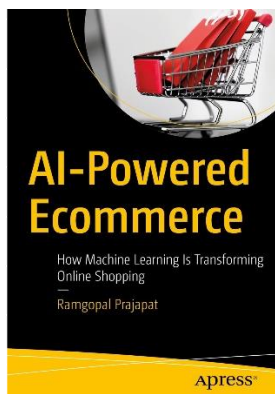
**Acc. No.** 009081

**Call No.** 006.31 SIN

**Summary:** this book serves as a crucial resource for understanding the mathematical foundations of AI. It explores the intricate world of tensors, the fundamental elements powering today's advanced deep learning models. This book provides a comprehensive examination of the mechanisms driving modern AI innovations. It delves into the specifics of autoencoders, generative models, and geometric interpretations, offering a fresh perspective on the complex, high-dimensional spaces traversed by deep learning technologies.



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**Sr. No. 96**

**Title:** AI-powered ecommerce: how machine learning is transforming online Shopping by Prajapat, Ramgopal

Apress 2024

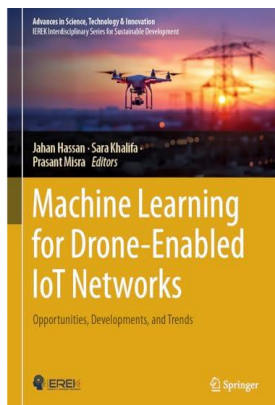
**Acc. No.** 009082

**Call No.** 658.827 PRA

**Summary:** This book helps you explore the fusion of artificial intelligence with the world of online retail, providing an in-depth understanding of how AI technologies are revolutionizing ecommerce. The book illuminates the inner workings of each model, exploring revenue drivers, cost considerations, and the components of profitability. this book equips you with the knowledge and actionable use cases needed to stay ahead of the curve in an increasingly competitive landscape.



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**Sr. No. 97**

**Title:** Machine learning for drone-enabled IoT networks: opportunities, developments, and trends by Jahan, Hassan

Cham Springer 2025

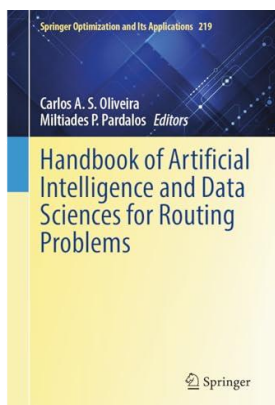
Acc. No. 009083

Call No. 006.31 HAS

**Summary:** This book aims to explore the latest developments, challenges, and opportunities in the application of machine learning techniques to enhance the performance and efficiency of IoT networks assisted by aerial unmanned vehicles (UAVs), commonly known as drones. The book aims to include cutting edge research and development on a number of areas within the topic including but not limited to: •Machine learning algorithms for drone-enabled IoT networks •Sensing and data collection with drones for IoT applications •Data analysis and processing for IoT networks assisted by drones.



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**Sr. No. 98**

**Title:** Handbook of artificial intelligence and data sciences for routing problems by Oliveira, Carlos A. S.

Cham Springer 2025

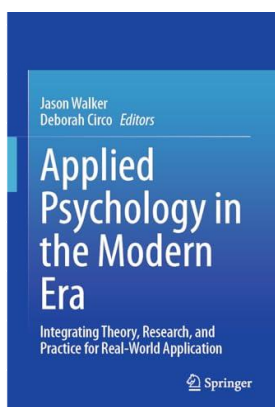
Acc. No. 009084

Call No. 006.31 OLI

**Summary:** This book delves into the rapidly evolving field of artificial intelligence and optimization, focusing on the intersection of machine learning, combinatorial optimization, and real-world applications in transportation and network design. This comprehensive guide is essential for researchers, practitioners, and students interested in AI and optimization. Whether you are a researcher seeking standard approaches or a professional looking for practical solutions to industry challenges, this book offers valuable insights into modern AI algorithms.



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**Sr. No. 99**

**Title:** Applied psychology in the modern era: integrating theory, research, and practice for real-world application by Walker, Jas

Cham Springer 2024

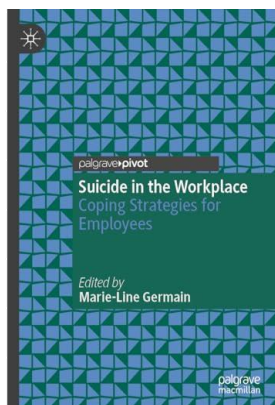
Acc. No. 009085

Call No. 158.2 WAL

**Summary:** This book provides an in-depth examination of the application of applied psychology within and contemporary context offering readers critical insights into understanding human behaviour. This includes specialty areas such as clinical and counselling psychology, education, health, sport, leadership, and industrial-organizational psychology. this book is a must-read resource for students, educators and practitioners who are seeking to practice in the field of psychology.



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**Sr. No. 100**

**Title:** Suicide in the workplace: coping strategies for employees by Germain, Marie-Line

Cham Springer 2025

Acc. No. 009086

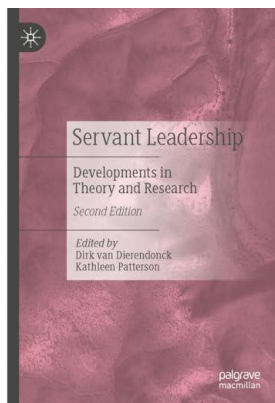
Call No. 362.28 GER

**Summary:** This volume explores occupational suicide, its characteristics, and the circumstances associated with workplace suicide in various occupations. The book is divided into three sections: defining work-related suicide, exploring its relationship to specific high-stress jobs (such as law enforcement), and the role of leadership and human resources professionals in suicide prevention and postvention.



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**Sr. No. 101**

**Title:** *Servant leadership: developments in theory and research by Dierendonck, Dirk van*

Cham Springer 2025

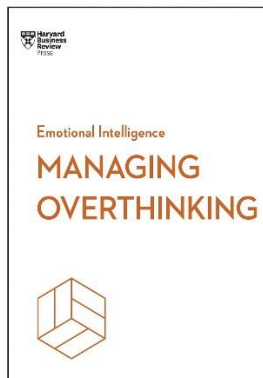
**Acc. No.** 009087

**Call No.** 658.4092 DIE

**Summary:** This book in the field provides a completely up-to-date overview of current thinking and empirical research on the determinants, underlying processes, and consequences of servant leadership. Updated throughout to reflect the current context, it includes new chapters covering the gender perspective on servant leadership, inner development goals, the servant-follower, and how to study servant leadership.



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**Sr. No. 102**

**Title:** *Managing overthinking by Harvard Business Review Press*

Boston Harvard Business Review Press 2025

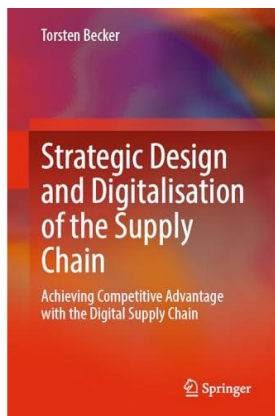
**Acc. No.** 009088

**Call No.** 158.13 HAR

**Summary:** This book will teach you how to understand what type of overthinking you are experiencing, realize when you're cycling in a mental loop, and break free so that you can trust your gut, make a decision, and move forward with confidence. This volume includes the work of: Alice Boyes, Melody Wilding, Thomas H. Davenport, Sian Beilock.



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**Sr. No. 103**

**Title:** *Strategic design and digitalisation of the supply chain: achieving competitive advantage with the digital supply chain by Becker, Torsten*

Berlin Springer 2025

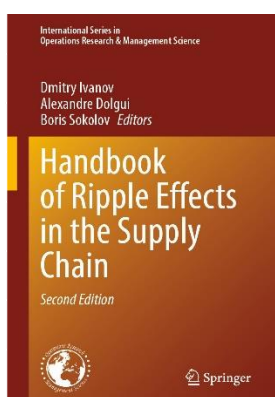
**Acc. No.** 009089

**Call No.**

**Summary:** Digital supply chains increase companies' competitiveness. A systematic approach describes the development of strategies to achieve challenging corporate goals with the supply chain and its digitalisation. These include better fulfilling customer requirements, increasing sales, and simultaneously reducing costs. Strategy patterns are presented, and their implementation in companies is described. Entrepreneurs, supply chain, and operations managers receive a practice-oriented guide on how to align their company for the future.



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**Sr. No. 104**

**Title:** *Handbook of ripple effects in the supply chain by Ivanov, Dmitry*

Cham Springer 2025

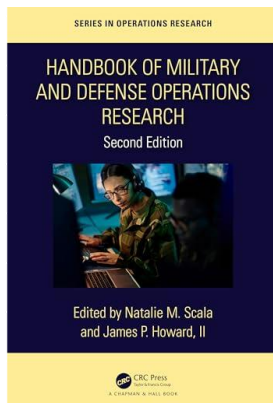
**Acc. No.** 009090

**Call No.** 658.7 BEC

**Summary:** This book highlights the major features of the ripple effect and introduces methodologies to mitigate its adverse impact on supply chain resilience and to recover from severe disruptions. It brings fresh insights into the fields of supply chain management and engineering, addressing three fundamental questions: "In what circumstance does one failure trigger others?" "Which supply chain structures are especially susceptible to the ripple effect?" "What are the typical ripple effect scenarios and the most efficient ways to respond to them?"



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**Sr. No. 105**

**Title:** Handbook of military and defense operations research by Scala, Natalie M.

Cham Springer 2025

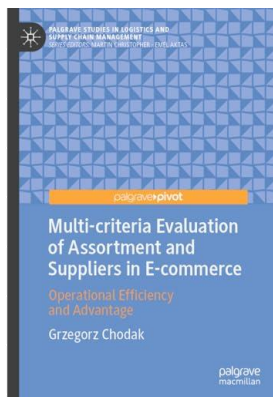
**Acc. No.** 009091

**Call No.** 355.4072073 SCA

**Summary:** This book is more than a historical account; it is a practical guide. The volume features expert voices and offers insights into OR applications in modern security challenges. Readers will discover a blend of theory and real-world case studies, making it an essential resource for both newcomers and seasoned defense analysis professionals. This handbook to explore the rich, dynamic field of military and defense operations research, a discipline at the heart of global security and strategic decision-making.



[Scan here for more details](#)



**Sr. No. 106**

**Title:** Multi-Criteria evaluation of assortment and suppliers in e-commerce: operational efficiency and advantage by Chodak, Grzegorz

Cham Palgrave Macmillan 2024

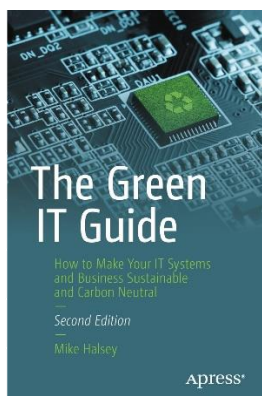
**Acc. No.** 009092

**Call No.** 658.827 CHO

**Summary:** This book introduces innovative multi-criteria decision-making models (MCDMs) and improved inventory classification systems tailored specifically for online retail environments. The book highlights the importance of comprehensive criteria in supplier and assortment evaluation and the application of artificial intelligence in optimising decision models. It provides valuable insights and practical solutions for improving supply chain performance and inventory management in the e-commerce sector.



[Scan here for more details](#)



**Sr. No. 107**

**Title:** The green IT guide: how to make your IT systems and business sustainable and carbon neutral by Halsey, Mike

New York Apress 2025

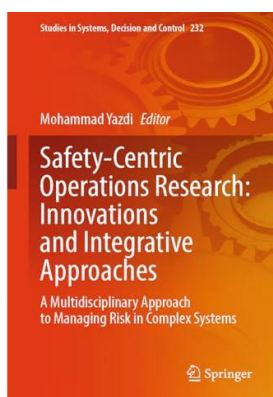
**Acc. No.** 009093

**Call No.** 004.6782 HAL

**Summary:** This book includes how regulation, both nationally and internationally, affects you, and how your business can become compliant and maintain high standards of sustainability into the future. It looks at the current uncertain state of the world, and how this can affect the cloud, IT supply chains, security, regulation, compliance, and business sustainability. This book discusses the impact of the latest technologies, including SoC (System on a Chip) PCs, and artificial intelligence (AI).



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**Sr. No. 108**

**Title:** Safety-centric operations research: innovations and integrative approaches: a multidisciplinary approach to managing risk in complex systems by Yazdi, Mohammad

Cham Springer 2025

**Acc. No.** 009094

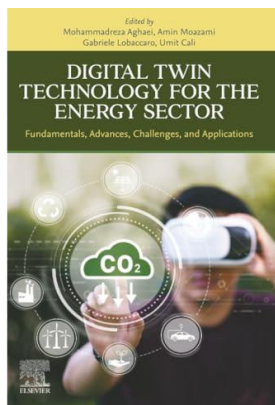
**Call No.** 658.4034 YAZ

**Summary:** This book offers a pioneering exploration into the integration of safety considerations with operations research, providing a vital toolkit for enhancing decision-making processes in hazardous industries. It delivers comprehensive insights and innovative methodologies to foster safety-centric planning and operations across various sectors. This book addresses this challenge by merging rigorous safety analysis with the quantitative sophistication of operations research. This book aims to create safer working environments and more resilient operational frameworks.



[Scan here for more details](#)





**Sr. No. 109**

**Title:** Digital twin technology for the energy sector: fundamentals, advances, challenges, and applications by Aghaei, Mohammadreza

London Elsevier 2025

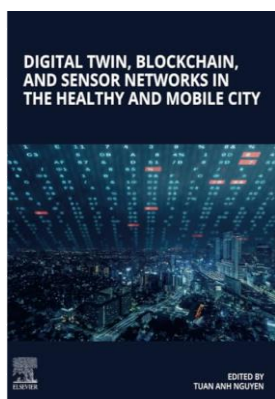
**Acc. No.** 009095

**Call No.** 621.042 AGH

**Summary:** The book outlines the fundamentals of digital twin technology (DTT), giving readers a thorough grounding in its theory and use. Additional chapters provide practical, real-world options for applying the technology in a variety of energy sectors, from wind, solar, and hydropower, to the electrical industry and mobility. This book will guide readers from their first steps in DTT to developing innovative applications for the energy sector of the future.



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**Sr. No. 110**

**Title:** Digital twin, blockchain, and sensor networks in the healthy and mobile city by Nguyen, Tuan Anh

London Elsevier 2025

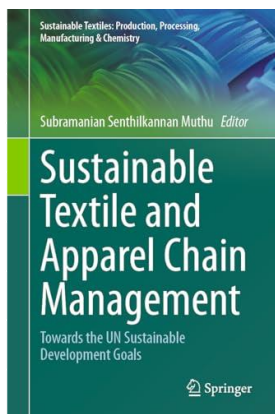
**Acc. No.** 009096

**Call No.** 610.285 NGU

**Summary:** Digital Twin, Blockchain, and Sensor Networks in the Healthy and Mobile City explores how digital twins and blockchain can be used in smart cities. Part 1 deals with their promising applications for healthy cities. Part 2 covers other promising applications and current perspectives of blockchain and digital twins for future smart society and smart city mobility.



[Scan here for more details](#)



**Sr. No. 111**

**Title:** Sustainable textile and apparel chain management: towards the UN sustainable development goal by Senthilkannan Muthu, Subramanian

Cham Springer 2025

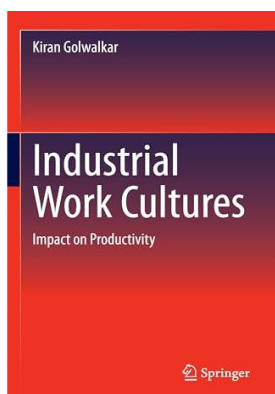
**Acc. No.** 009097

**Call No.** 338.927 SEN

**Summary:** This book provides a variety of cases at the intersection of the United Nations 17 Sustainable Development Goals (SDGs) and sustainable textile and apparel supply chain management. The cases presented detail the relationship between apparel production and consumption and the SDGs and explore and how the textile and apparel industry can contribute to achieving these goals along the supply chain.



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**Sr. No. 112**

**Title:** Industrial work cultures: impact on productivity by Golwalkar, Kiran

Cham Springer 2025

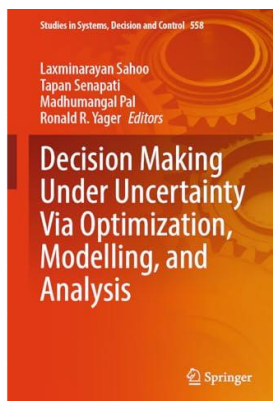
**Acc. No.** 009098

**Call No.** 344.5401 GOL

**Summary:** This book addresses technical issues and human factors mainly from the mechanical, chemical, electrical, metallurgical and civil engineering fields as these make significant contribution to the economy and progress of a nation. It discusses factors that assist development of efficient, ideal work cultures and their influence on the productivity. It addresses undesirable traits in the working personnel which can cause deviations from good working practices.



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**Sr. No. 113**

**Title:** Decision making under uncertainty via optimization, modelling, and analysis by Sahoo, Laxminarayan

Cham Springer 2025

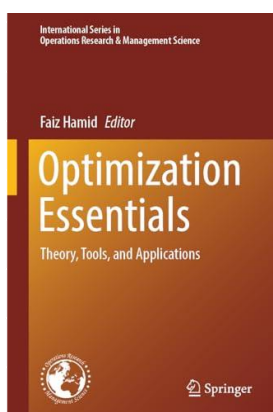
**Acc. No.** 009099

**Call No.**

**Summary:** This book focuses on cutting-edge developments in optimal decision-making incorporating modeling and optimization for determining renewable energy sources, supply chain management, and environmental planning under uncertainty. This book presents the best decision-making practices for solving real-world challenges. This book provides access to an invaluable collection of various decision-making issues that scholars and industry practitioners use as a reference.



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**Sr. No. 114**

**Title:** Optimization essentials: theory, tools, and applications by Hamid, Faiz

Singapore Springer 2024

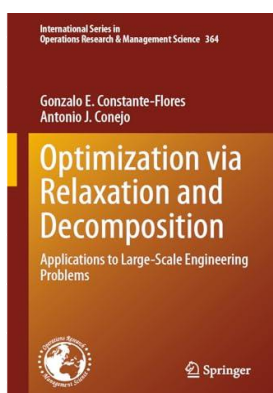
**Acc. No.** 009100

**Call No.** 658.54 HAM

**Summary:** This book explores recent developments and exciting challenges in operations research and mathematical optimization. The book assumes a decent understanding of matrix algebra, linear and integer programming, non-linear programming, computational complexity, and graph theory. This book explores recent developments and exciting challenges in operations research and mathematical optimization.



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**Sr. No. 115**

**Title:** Optimization via relaxation and decomposition: applications to large-scale engineering problems by Constante-Flores, Gonzalo E

Cham Springer 2025

**Acc. No.** 009101

**Call No.** 519.6 CON

**Summary:** This book offers an up-to-date description of relaxation/approximation and decomposition techniques, demonstrating how their combined use efficiently solves large-scale optimization problems relevant to engineering, particularly in electrical, and industrial engineering, with a focus on energy. It presents linear and nonlinear relaxations and approximations that are relevant to optimization problems, introduces complicating constraints and complicating variables decomposition techniques that can take advantage of relaxations and approximations, and examines their applications in the engineering field.



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**Sr. No. 116**

**Title:** Applied statistics with python: volume I: introductory statistics and regression by Kaganovskiy, Leon

Boca Raton CRC Press 2025

**Acc. No.** 009102

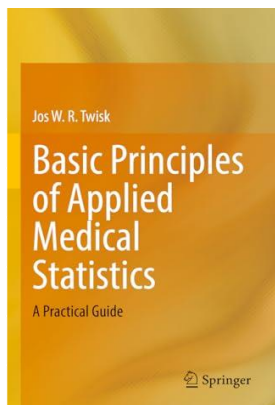
**Call No.** 519.50285 KAG

**Summary:** Applied Statistics with Python: Volume I: Introductory Statistics and Regression concentrates on applied and computational aspects of statistics, focusing on conceptual understanding and Python-based calculations. The book's computational (Python) approach allows us to study Statistics much more effectively. It removes the tedium of hand/calculator computations and enables one to study more advanced topics



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**Sr. No. 117**

**Title:** Basic principles of applied medical statistics: a practical guide by Twisk, Jos W. R

Cham Springer 2025

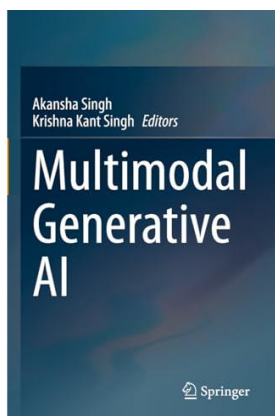
**Acc. No.** 009103

**Call No.** 610.72 TWI

**Summary:** This book describes the basic principles of medical statistics. Although there are many texts on this topic, this one is different in that it limits the mathematics to an absolute minimum. An important feature of the book is that it highlights the common thread throughout the statistical methods. By understanding this common thread, the analyses become much easier to comprehend. Each chapter contains multiple examples, and because the example datasets are available, the readers can reanalyze them and practice how to perform a particular statistical analysis.



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**Sr. No. 118**

**Title:** Multimodal generative AI by Singh, Akansha

Singapore Springer 2025

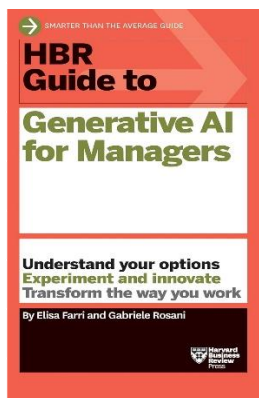
**Acc. No.** 009104

**Call No.** 006.31 SIN

**Summary:** This book stands at the forefront of AI research, offering a comprehensive examination of multimodal generative technologies. A core highlight of this book is its detailed discourse on integrating visual and textual models, laying out state-of-the-art techniques for creating cohesive, multimodal AI systems. "Multimodal Generative AI" is more than a mere academic text; it's a visionary piece that speculates on the future of AI, weaving through case studies in autonomous systems, content creation, and human-computer interaction.



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**Sr. No. 119**

**Title:** HBR guide to generative AI for managers by Farri, Elisa

Boston Harvard Business Review Press 2025

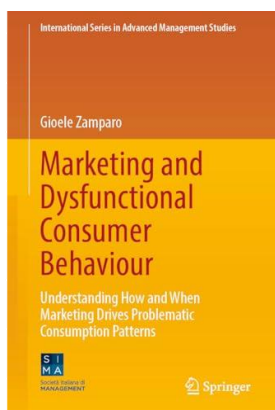
**Acc. No.** 009105

**Call No.** 006.3 FAR

**Summary:** The HBR Guide to Generative AI for Managers is packed with practical tips, prompts, and case studies to accelerate and improve countless aspects of your work. You'll learn how to: run smart experiments, boost your productivity, determine the right collaboration mode: a Co-Pilot or a Co-Thinker, dialogue with AI for better decision-making, be aware of the risks and avoid traps and Capitalize on your gen AI-enabled mindset.



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**Sr. No. 120**

**Title:** Marketing and dysfunctional consumer behaviour: understanding how and when marketing drives problematic consumption patterns by Zamparo, Gioele

Cham Springer 2025

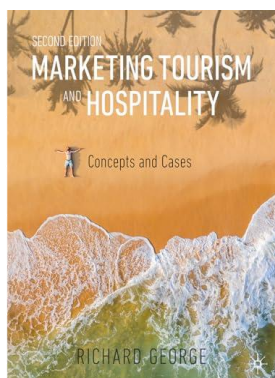
**Acc. No.** 009106

**Call No.** 658.8342 ZAM

**Summary:** This book explores the relationship between marketing practices and dysfunctional consumption behaviors, specifically focusing on two behavioral addictions: compulsive buying and problematic gambling. It offers a comprehensive analysis grounded in marketing theory, examining how marketing strategies and actions can significantly influence these behaviors. The book reviews existing literature and presents empirical findings related to compulsive buying and gambling.



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**Sr. No. 121**

**Title:** Marketing tourism and hospitality: concepts and cases by George, Richard

Cham Palgrave Macmillan 2025

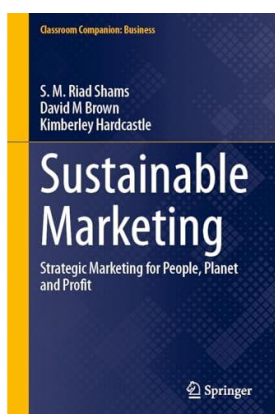
**Acc. No.** 009107

**Call No.** 647.940688 GEO

**Summary:** The book covers the whole spectrum of tourism and hospitality marketing including destination marketing, marketing research, consumer behaviour, responsible tourism marketing, and digital and social media marketing. This comprehensive textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses, placing special emphasis on SMEs in the international tourism industry. It includes examples from a wide range of destinations, from emerging markets to high-income countries.



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**Sr. No. 122**

**Title:** Sustainable marketing: strategic marketing for people, planet and profit by Shams, S. M. Riad

Cham Springer 2025

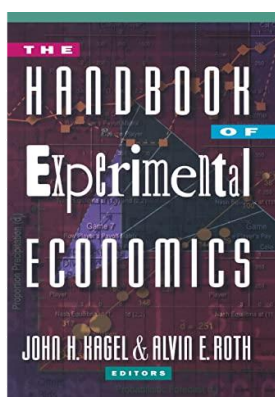
**Acc. No.** 009108

**Call No.** 658.8 SHA

**Summary:** This core textbook empowers and inspires students with sustainable marketing strategies to pursue the triple bottom line; People, Planet and Profit. The purpose is to underpin a brand's commercial competitive advantage through its societal and environmental impact. The authors also demonstrate how the learning outcomes from this book can be applied in pursuit of each of the 17 United Nations (UN) Sustainable Development Goals (SDGs).



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**Sr. No. 123**

**Title:** The handbook of experimental economics by Kagel, John H.

New Jersey Princeton University Press 1995

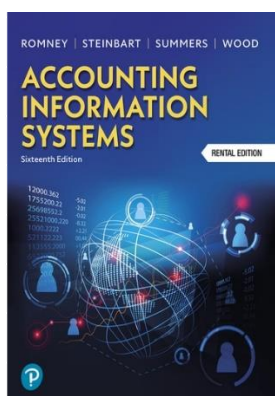
**Acc. No.** 009109

**Call No.** 330.0724 KAG

**Summary:** This book, which comprises eight chapters, presents a comprehensive critical survey of the results and methods of laboratory experiments in economics. The first chapter provides an introduction to experimental economics as a whole, with the remaining chapters providing surveys by leading practitioners in areas of economics that have seen a concentration of experiments: public goods, coordination problems, bargaining, industrial organization, asset markets, auctions, and individual decision making.



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**Sr. No. 124**

**Title:** Accounting information systems by Romney, Marshall B

New York Pearson Education Limited 2025

**Acc. No.** 009110

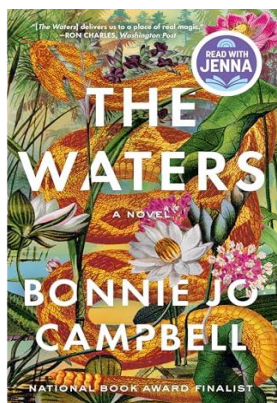
**Call No.** 657.16 ROM

**Summary:** Accounting Information Systems (AISs) delivers unprecedented coverage of these types of financial systems. The text examines how developments in IT affect business processes and controls, the effect of recent regulatory developments on the design and operation of AISs, and how you can use AISs to add value to an organization. It covers important new IT developments in AIS, such as robotic process automation, blockchain and data analytics.



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**Sr. No. 125**

**Title:** The waters: a novel by Campbell, Bonnie Jo

London W.W. Norton and Company 2024

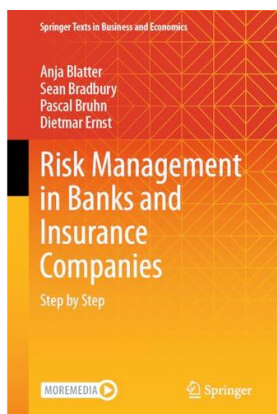
**Acc. No.** 009111

**Call No.** 823 CAM

**Summary:** The Waters” to the residents of nearby Whiteheart, Michigan—herbalist and eccentric Hermine “Herself” Zook has healed the local women of their ailments for generations. As stubborn as her tonics are powerful, Herself inspires reverence and fear in the people of Whiteheart, and even in her own three estranged daughters. The youngest—the beautiful, inscrutable, and lazy Rose Thorn—has left her own daughter, eleven-year-old Dorothy “Donkey” Zook, to grow up wild.



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**Sr. No. 126**

**Title:** Risk management in banks and insurance companies: step by step by Blatter, Anja

Cham Springer 2024

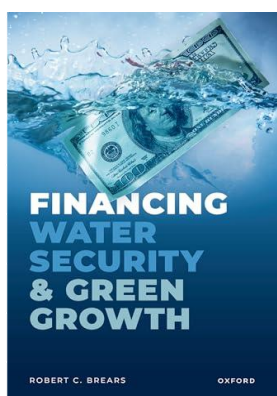
**Acc. No.** 009112

**Call No.** 332.1068 BLA

**Summary:** This book shows how modern risk management in banks and insurance companies can be modeled in Excel and Matlab. Readers are provided with all the necessary knowledge and skills in a systematic and structured step-by-step manner. The book is aimed at students of business administration with a focus on financial services. Accompanying the book, readers receive Excel spreadsheets as digital bonus material for practice and application.



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**Sr. No. 127**

**Title:** Financing water security and green growth by Brears, Robert C

New York Oxford University Press 2023

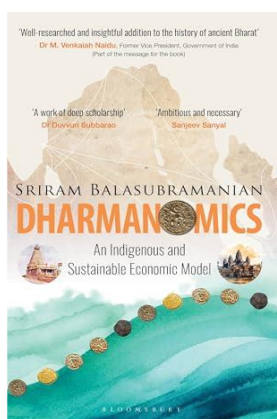
**Acc. No.** 009113

**Call No.** 333.91 BRE

**Summary:** The book provides in-depth case studies of the innovative application of financing tools to achieve water security and green growth in various locations of differing climates, lifestyles, and income levels, and identifies best practices. Financing Water Security and Green Growth offers a comprehensive overview of the innovative financial instruments and approaches available to implement water security and green growth initiatives at various scales and in different contexts.



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**Sr. No. 128**

**Title:** Dharmanomics: an indigenous and sustainable economic model by Balasubramanian, Sriram

New Delhi Bloomsbury Publishing India Pvt. Ltd 2024

**Acc. No.** 009114

**Call No.** 330.954 BAL

**Summary:** Did Rajaraja Chola, who built the world-renowned Brihadisvara temple in Tanjore, and Suryavarman II of Kambuja Desa (Cambodia), who built the world's largest temple complex, Angkor Wat, erect these enduring marvels with a magic wand? Surely not. How did they nurture prosperity? What were the economic models that enabled them to leave the world awestruck?



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The Proceedings of the Manchester  
Conference on Teaching  
Economic Development, April 1964  
Edited by Kurt Martin and John Knapp  
With papers by Dudley Seers,  
H. Myint, Paul Streeten, E. E. Hagen,  
Thomas Balogh, Peter Ady,  
L. J. Zimmerman and Kurt Martin

## The Teaching of Development Economics

**Sr. No. 129**

**Title:** Teaching of development economics: its position in the present state of knowledge by Martin, Kurt

New York Routledge 2021

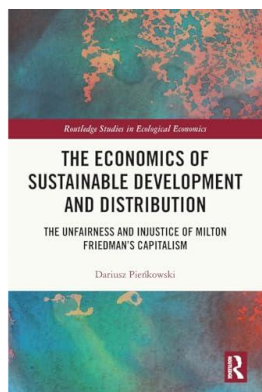
**Acc. No.** 009115

**Call No.** 370.71 MAR

**Summary:** First Published in 1967. This volume includes papers and proceedings presented on the Teaching of development economics (Its Position in the Present State of Knowledge), at the MANCHESTER CONFERENCE ON TEACHING ECONOMIC DEVELOPMENT, APRIL 1964.



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**Sr. No. 130**

**Title:** The economics of sustainable development and distribution: the unfairness and injustice of miltion friedman's capitalism by Pieńkowski, Dariusz

New York Routledge 2024

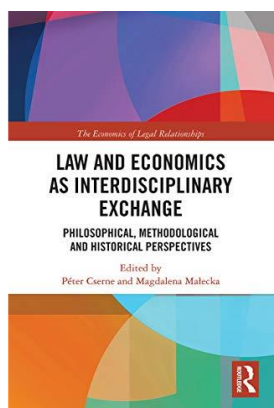
**Acc. No.** 009116

**Call No.** 338.9 PIE

**Summary:** This book compares distributive justice systems and related socioeconomic institutions within the liberal and sustainable development traditions. Confronting the capitalist worldview of prominent Nobel Prize-winning economist Milton Friedman, the book offers a theoretical framework for sustainable development: a new paradigm of economics grounded in environmental and social issues. This book is addressed to scholars and advanced students in ecological economics, environmental economics, economics of sustainable development and political science.



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**Sr. No. 131**

**Title:** Law and economics as interdisciplinary exchange: philosophical, methodological and historical perspectives by Cserne, Péter

New York Routledge 2021

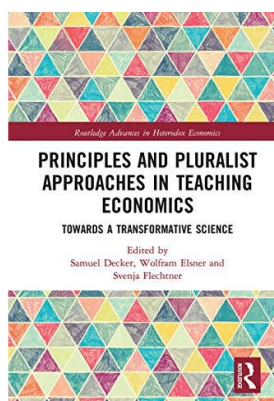
**Acc. No.** 009117

**Call No.** 343.07 CSE

**Summary:** This book explores whether, or to what extent, that interdisciplinarity has indeed been a success. It provides insights on the foundations and methods, achievements and challenges of Law and Economics, at a time when both the continuing criticism of academic economics and the growth of empirical legal studies raise questions about the identity and possible further developments of the project. the book shows how concepts travel between legal scholarship and economics and change meanings when applied elsewhere, how economic theories and models inform, and transform, judicial practice



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**Sr. No. 132**

**Title:** Principles and pluralist approaches in teaching economics: towards a transformative science by Decker, Samuel

New York Routledge 2021

**Acc. No.** 009118

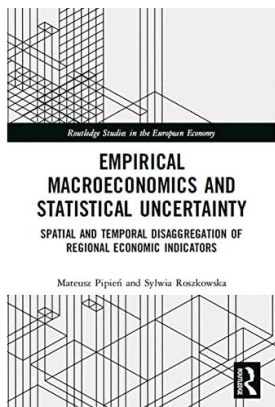
**Call No.** 330.071 DEC

**Summary:** This book is a state-of-the-art compilation of diverse and innovative perspectives, principles, and a number of practiced approaches of fields, courses, and methods of pluralist economics teaching. It fosters constructive controversy aiming to incite authors and commentators to engage in fruitful debate. This volume addresses a number of key questions: Which models could be taught outside the equilibrium and optimality paradigm? Which methods could help to improve our understanding of the complex globalized economy.



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**Sr. No. 133**

**Title:** Empirical macroeconomics and statistical uncertainty: spatial and temporal disaggregation of regional economic indicators by Pipień, Mateusz

New York Routledge 2022

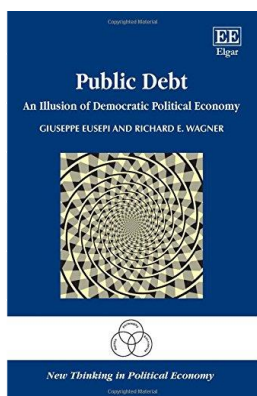
**Acc. No.** 009119

**Call No.** 338.90015118 PIP

**Summary:** This book addresses one of the most important research activities in empirical macroeconomics. It provides a course of advanced but intuitive methods and tools enabling the spatial and temporal disaggregation of basic macroeconomic variables and the assessment of the statistical uncertainty of the outcomes of disaggregation. The book contains model specification, as well as descriptions of stochastic assumptions and resulting procedures of estimation and testing.



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**Sr. No. 134**

**Title:** Public debt: an Illusion of democratic political economy by Eusepi, Giuseppe

Cheltenham Edward Elgar Publishing Limited 2017

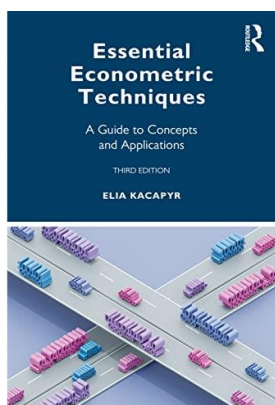
**Acc. No.** 009120

**Call No.** 321.8 EUS

**Summary:** This book provides an alternative orientation that explains why concepts of public debt that are relevant for authoritarian regimes are not relevant for democratic regimes. Using methodological individualism and micro-economics, this book overcomes flaws inherent in the standard macro approach, according to which governments manipulate public debt to promote systemic stability.



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**Sr. No. 135**

**Title:** Essential econometric techniques: a guide to concepts and applications by Kacapyr, Elia

New York Routledge 2022

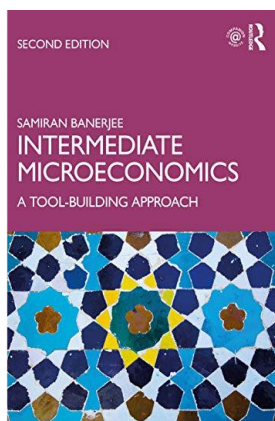
**Acc. No.** 009121

**Call No.** 330.015195 KAC

**Summary:** This book contains more applications, brings in new material including a dedicated chapter on panel data techniques, and moves the theoretical proofs to appendices. Essential Econometric Techniques: A Guide to Concepts and Applications is a concise, student-friendly textbook which provides an introductory grounding in econometrics, with an emphasis on the proper application and interpretation of results.



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**Sr. No. 136**

**Title:** Intermediate microeconomics: a tool building approach by Banerjee, Samiran

New York Routledge 2021

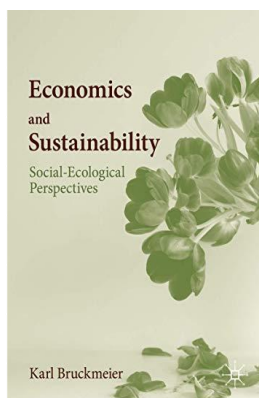
**Acc. No.** 009122

**Call No.** 338.5 BAN

**Summary:** Intermediate Microeconomics: A Tool-Building Approach is a clear and concise calculus-based exposition of current microeconomic theory that is essential for students pursuing degrees in economics or business. This beautifully presented and accessible text covers all the essential topics typically required at the intermediate level, from consumer and producer theory to the market structures of perfect competition, monopoly, duopoly, and oligopoly.



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**Sr. No. 137**

**Title:** Economics and sustainability: social ecological perspectives by Bruckmeier, Karl

Cham Springer 2020

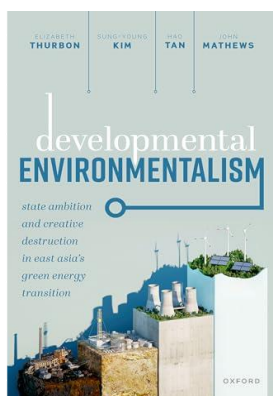
**Acc. No.** 009123

**Call No.** 338.927 BRU

**Summary:** This textbook provides an overview of economic perspectives on sustainability. It synthesises economic, ecological and interdisciplinary sustainability research and by applying an integrated social-ecological and economic framework, demonstrates how this research can be improved and implemented in practice. An innovative resource for a broad range of interdisciplinary programmes on sustainability. The book will be an invaluable reference for master and PhD students, instructors, researchers and practitioners in sustainability governance.



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**Sr. No. 138**

**Title:** Developmental environmentalism: state ambition and creative destruction in east Asia's green energy transition by Thurbon, Elizabeth

New York Oxford University Press 2023

**Acc. No.** 009124

**Call No.** 333.7 THU

**Summary:** Developmental Environmentalism provides the first comprehensive account of East Asia's green energy shift. It highlights the powerful and symbiotic role of state ambition, geostrategic competition, and capitalist market dynamics in driving forward the region's greening efforts. This approach - described as 'Developmental Environmentalism' - is aimed at establishing East Asian economies as leaders in the green industries of the future, while at the same time addressing the pressing environmental, social and political problems associated with the carbon-intensive industries of the past.



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**Sr. No. 139**

**Title:** House of huawei: inside the secret world of China's most powerful company by Dou, Eva

London Abacus 2025

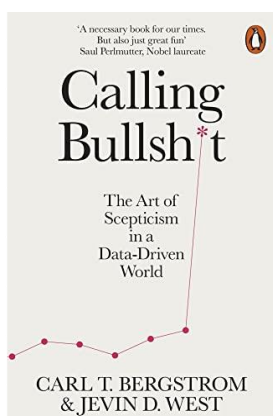
**Acc. No.** 009125

**Call No.** 338.8872 DOU

**Summary:** The book dissects the global web of power, money, influence, surveillance, bloodshed and national glory that Huawei helped to build - and that has also ensnared it. Based on wide-ranging interviews and painstaking archival research, House of Huawei tells an epic story of familial and political intrigue that presents a fresh window on China's rise from third-world country to U.S. rival and shines a clarifying light on the security considerations that keep world leaders up at night. House of Huawei holds a mirror up to one of the world's most mysterious companies as never before.



[Scan here for more details](#)



**Sr. No. 140**

**Title:** Calling bullshit: the art of scepticism in a data-driven world by Bergstrom, Carl T

India Penguin Random House 2021

**Acc. No.** 009126

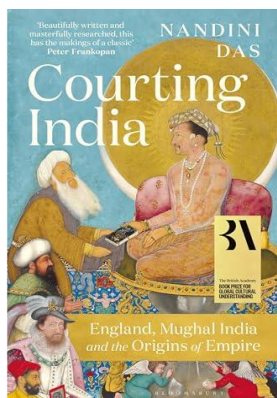
**Call No.** 149.73 BER

**Summary:** In Calling Bullshit, Professors Carl Bergstrom and Jevin West give us a set of powerful tools to cut through the most intimidating data. Misinformation, disinformation, and fake news abound and it's increasingly difficult to know what's true. Our media environment has become hyperpartisan. Science is conducted by press release. Startup culture elevates bullshit to high art. We have always needed people who call bullshit when necessary, whether within a circle of friends, a community of scholars, or the citizenry of a nation. Now that bullshit has evolved, we need to relearn the art of scepticism.



[Scan here for more details](#)





**Sr. No. 141**

**Title:** Courting India: England, mughal India and the origins of empire by Das, Nandini

London Bloomsbury 2023

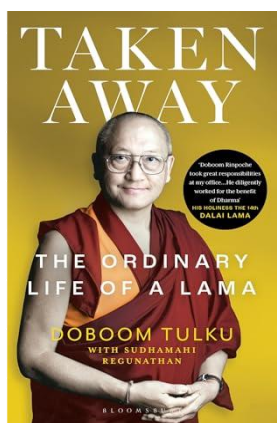
**Acc. No.** 009127

**Call No.** 954.256 DAS

**Summary:** In Nandini Das's fascinating history of Roe's four years in India, she offers an insider's view of a Britain in the making, a country whose imperial seeds were just being sown. It is a story of palace intrigue and scandal, lotteries and wagers that unfolds as global trade begins to stretch from Russia to Virginia, from West Africa to the Spice Islands of Indonesia.



[Scan here for more details](#)



**Sr. No. 142**

**Title:** Taken away: the ordinary life of a lama by Tulku, Doboom

New Delhi Bloomsbury Publishing India Pvt. Ltd 2024

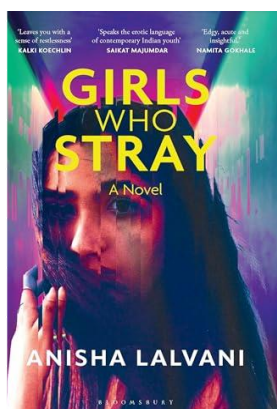
**Acc. No.** 009128

**Call No.** 920 TUL

**Summary:** In 1959 he had to wear his heaviest robes and leave Tibet by night across snow-capped mountains. He describes his entry into India and the camp where he stayed. From having a hermitage at his command with staff to manage his affairs, Doboom Tulku had to live with weekly food supplies in spartan accommodation. With catastrophic change thrust on him, the young monk has to decide on the course of the rest of his life in exile.



[Scan here for more details](#)



**Sr. No. 143**

**Title:** Girls who stray: a novel by Lalvani, Anisha

New Delhi Bloomsbury India Pvt Ltd 2024

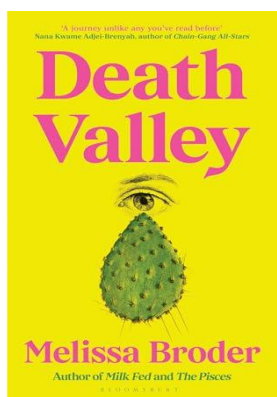
**Acc. No.** 009129

**Call No.** 820 LAV

**Summary:** Girls Who Stray is about the foolish choices you knew you shouldn't have made. Faced with the anxieties of the crime along with precarities of living in a hypermodern city marked by seething inequality, A navigates heartbreak and tiny acts of freedom. A dazzling literary debut, this coming-of-age thriller is a heady mix of real estate dons, crime and the twisted, twisted nature of love.



[Scan here for more details](#)



**Sr. No. 144**

**Title:** Death Valley by Broder, Melissa

London Bloomsbury Publishing 2023

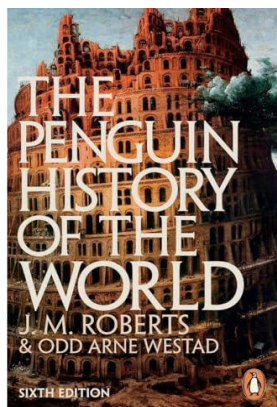
**Acc. No.** 009130

**Call No.** 813.6 BRO

**Summary:** This is Melissa Broder at her most imaginative, most universal, and finest. This is Death Valley. A woman arrives alone at a Best Western seeking respite from an emptiness that plagues her. She has fled to the California high desert to escape a cloud of sorrow - for both her father in the ICU and a husband whose illness is worsening. What the motel provides, however, is not peace but a path, thanks to a receptionist who recommends a nearby hike.



[Scan here for more details](#)



**Sr. No. 145**

**Title:** The Penguin history of the world by Roberts, J. M

London Penguin Books 2013

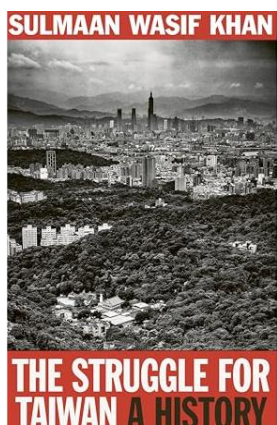
**Acc. No.** 009131

**Call No.** 930 ROB

**Summary:** The Penguin History of the World has been one of the great cultural experiences - the entire story of human endeavour laid out in all its grandeur and folly, drama and pain in a single authoritative book. This book is not just bringing it up to date, but revising it throughout in the light of new research and discoveries, such as the revolution in our understanding of many civilizations in the Ancient World. The closing sections of the book reflect what now seems to be the inexorable rise of Asia and the increasingly troubled situation in the West.



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**Sr. No. 146**

**Title:** The struggle for taiwan: a history by Wasif, Khan, Sulmaan

India Penguin Random House 2024

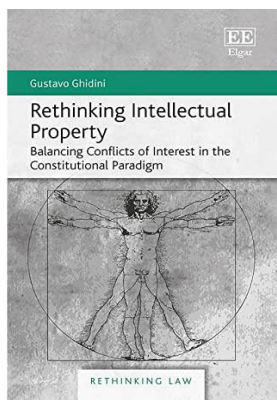
**Acc. No.** 009132

**Call No.** 951.24905 WAS

**Summary:** This book allows readers to understand the complex story of this unique place and its role in international relations. With its striking economic dynamism and commitment to democracy, can Taiwan continue - as Hong Kong once did - to thrive, or will China conquer it? And will the world be able to maintain peace across the Taiwan Strait or will it stumble into war? The Struggle for Taiwan is a balanced and convincing account of the sequence of events that has left Taiwan for generations as a political anomaly, with issues around its status and future continuing to threaten war.



[Scan here for more details](#)



**Sr. No. 147**

**Title:** Rethinking intellectual property: balancing conflicts of interest in the constitutional paradigm by Ghidini, Gustavo

Cheltenham Edward Elgar Publishing Limited 2018

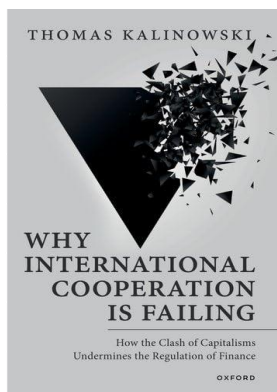
**Acc. No.** 009133

**Call No.** 346.048 GHI

**Summary:** Rethinking Intellectual Property is a deeply reflective conceptualisation of the modern principles of intellectual property law at both a national and an international level. Intellectual property law is built on constitutional foundations and is underpinned by the twin freedoms of freedom of expression and freedom of economic enterprise. In this thoughtful evaluation, Gustavo Ghidini offers up a reconstruction of the core features of each intellectual property paradigm, including patents, copyright, and trademarks.



[Scan here for more details](#)



**Sr. No. 148**

**Title:** Why international cooperation is failing: how the clash of capitalisms undermines the regulation of finance by Kalinowski, Thomas

New York Oxford University Press 2022

**Acc. No.** 009134

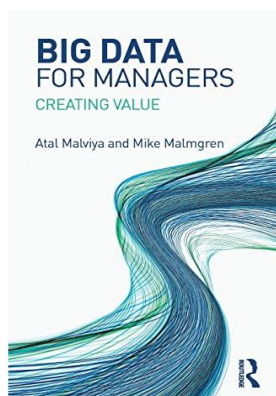
**Call No.** 332.45 KAL

**Summary:** This book offers an alternative to the popular notion that this failure is the result of the 'nature' of the international system, the clash of national egoisms, or lack of leadership. It instead investigates problems of international cooperation by looking at their deeper structural origins in the competition of different models of capitalism. This interdependence of capitalist models is relatively stable but also prone to crises caused by volatile financial flows, global economic imbalances, and 'currency wars'.



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**Sr. No. 149**

**Title:** Big data for managers: creating values by Malviya, Atal

New York Routledge 2019

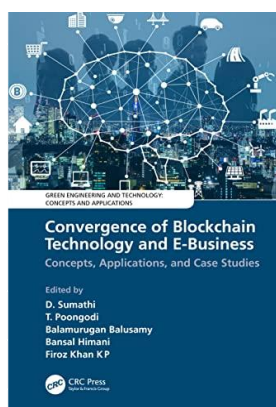
**Acc. No.** 009135

**Call No.** 005.7 MAL

**Summary:** This book develops a simple framework and a non-technical approach to help the reader understand, digest and analyze data, and produce meaningful analytics to make informed decisions. It will support value creation within businesses, from customer care to product innovation, from sales and marketing to operational performance. Big Data for Managers also presents small cases and challenges for the reader to work on – making this a thorough and practical guide for students and managers.



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**Sr. No. 150**

**Title:** Convergence of blockchain technology and e-business: concepts, applications, and case studies by Sumathi, D

Boca Raton Routledge 2021

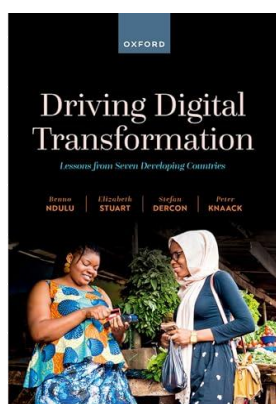
**Acc. No.** 009136

**Call No.** 658.0557 SUM

**Summary:** The purpose of this book is to provide the relevant technologies and case studies in a concise format that will simplify and streamline the processing of blockchain. The goal is for the contents of this book to change the way business transformations are conducting in economic and social systems. The book examines blockchain technology, the transaction attributes, and its footprint in various fields. It offers fundamentals and terminologies used in blockchain, architecture, and various consensus mechanisms that can be deployed in areas such as healthcare, smart cities, and supply chain management.



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**Sr. No. 151**

**Title:** Driving digital transformation: lessons from seven developing countries by Ndulu, Benno

New York Oxford University Press 2023

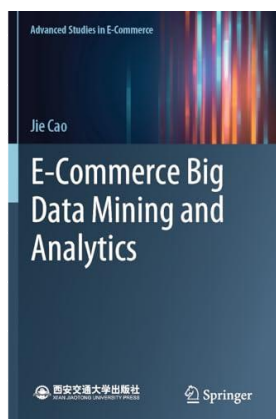
**Acc. No.** 009137

**Call No.** 658.4012 NDU

**Summary:** This book gives a ringside seat on seven developing countries' tumultuous early steps on the path to a reform of the economy and the government using technology. This book documents and critically assesses efforts to assist a set of governments to kick-start digital transformation. It is also an exposition of the process of policymaking more generally in the 2020s and offers broader insight into how outsiders can play a sensible role in other reform processes in developing and emerging countries.



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**Sr. No. 152**

**Title:** E-commerce big data mining and analytics by Cao, Jie

Singapore Springer 2023

**Acc. No.** 009138

**Call No.** 006.31 CAO

**Summary:** This book introduces how to achieve data acquisition and pre-processing. Specifically, this book provides three representative and interesting scenarios to demonstrate the application of e-commerce and big data analysis, i.e., trajectory big data mining technology, e-commerce fraud and anti-fraud, and recommendation system. Also this book provides the basic and illustrative operation steps of python programming language for e-commerce and big data analysis.



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**Performance through Diversity and Inclusion**  
Leveraging Organizational Practices for Equity and Results



Ruth Sessler Bernstein,  
Paul F. Salipante, and  
Judith Y. Weisinger

R

**Sr. No. 153**

**Title:** Performance through diversity and inclusion: leveraging organizational practices for equity and results by Bernstein, Ruth Sessler

New York Routledge 2022

**Acc. No.** 009139

**Call No.** 658.3008 BER

**Summary:** This book provides practical guidance for managers, leaders, diversity officers, educators, and students to achieve the benefits of diversity by focusing on creating meaningful, inclusive interactions. Implementing inclusive interaction practices, along with accountability practices, enhances performance outcomes for the organization and improves equity for members of historically underrepresented and marginalized groups. The book highlights the need to challenge existing approaches that have overemphasized representational—that is, numerical—diversity.



[Scan here for more details](#)

**Sr. No. 154**

**Title:** International marketing management by Berndt, Ralph

Berlin Springer 2023

**Acc. No.** 009140

**Call No.** 658.8 BER

**Summary:** This book deals not only with the "classic" topics of international marketing, such as international market research and the international use of individual marketing instruments, but also with the various management sub-functions of planning, controlling, organization and human resources management in internationally active companies, each with a specific reference to marketing in the sense of market-oriented corporate management.



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Ralph Berndt  
Claudia Fantapié Altobelli  
Matthias Sander

**International Marketing Management**

Springer Gabler

CSR, Sustainability, Ethics & Governance  
Series Editors: Samuel G. Dowse, Bernd Schaltegger

Uwe G. Schulte

**Sustainable Business**

Executive Insights on Shaping Sustainable Corporate Practices

Springer

**Sr. No. 155**

**Title:** Sustainable business: executive insights on shaping sustainable corporate practices by Schulte, Uwe G

Cham Springer 2024

**Acc. No.** 009141

**Call No.** 658.408 SCH

**Summary:** In this book supporting illustrations and graphs together with background references enrich the insights the conversations convey. The reader will learn about the sustainability challenges companies are facing and how they approach them. The book gives examples of sustainable solutions and international collaborations around greenhouse gas reduction, circular economy, restorative tourism as well as reducing plastic pollution and other global sustainability challenges.



[Scan here for more details](#)

**Sr. No. 156**

**Title:** Sales management for startups and SMEs: building an effective scalable sales organisation by Anderson, Hirst

New York Routledge 2025

**Acc. No.** 009142

**Call No.** 658.81 AND

**Summary:** This guide will help readers to create their own unique high-performing sales organisation that fits their product and market environment. Evidence-based and field-tested, it will give answers to critical questions, including: Which sales process should we use? How do we recruit, retain and inspire our sales team? What should we measure, and how should we manage it? What do great sales managers do?



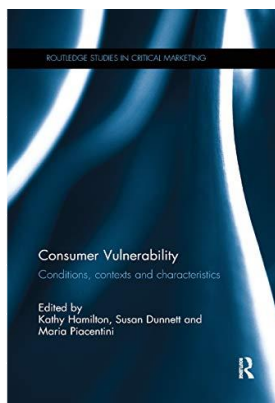
[Scan here for more details](#)

**Sales Management for Start-ups and SMEs**  
Building an Effective Scalable Sales Organisation

Anderson Hirst







**Sr. No. 157**

**Title:** Consumer vulnerability: conditions, contexts and characteristics by Hamilton, Kathy

New York Routledge 2019

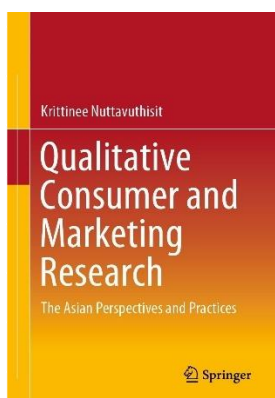
**Acc. No.** 009143

**Call No.** 339.47 HAM

**Summary:** Consumer vulnerability is of growing importance as a research topic for those exploring wellbeing. This book provides space to critically engage with the conditions, contexts and characteristics of consumer vulnerability, which affect how people experience and respond to the marketplace and vice versa. This book brings together key researchers in the field and practitioners who work with vulnerability on a daily basis. This book will be of interest to marketing and consumer research scholars and students and also to researchers in other disciplines including sociology, public policy and anthropology



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**Sr. No. 158**

**Title:** Qualitative consumer and marketing research: the asian perspectives and practices by Nuttavuthisit, krittinee

Singapore Springer 2019

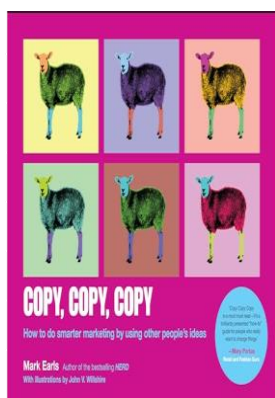
**Acc. No.** 009144

**Call No.** 658.83 NUT

**Summary:** The book goes on to cover various key data-collection techniques, such as interviews, focus groups, observation and ethnography, online observation and netnography, and other alternative tools like projective techniques, autodiving and diaries. The book also addresses data analysis and interpretation as well as presentation, dissemination, and sharing of research results through both academic and practical courses.



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**Sr. No. 159**

**Title:** Copy, copy, copy: how to do smarter marketing by using other people's ideas by Earls, Mark

New Delhi John Wiley and Sons Ltd. 2019

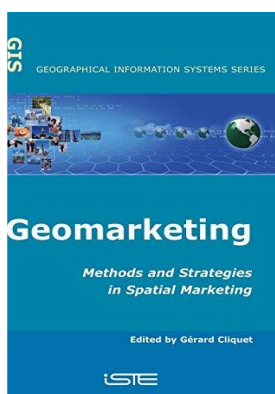
**Acc. No.** 009145

**Call No.** 658.802 EAR

**Summary:** Copy, Copy, Copy provides over 50 strategies that you can use right away to copy, borrow or steal as the basis for better ideas – faster. If it's good enough for Elvis, Newton, Shakespeare, The British Olympic Cycling Team and Great Ormond Street Hospital, isn't it good enough for you? This delightful book argues convincingly that transferring ideas usually produces greater value than cooking them up from scratch.



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**Sr. No. 160**

**Title:** Geomarketing: methods and strategies in spatial marketing by Cliquet, Gerard

Great Britain Wiley 2006

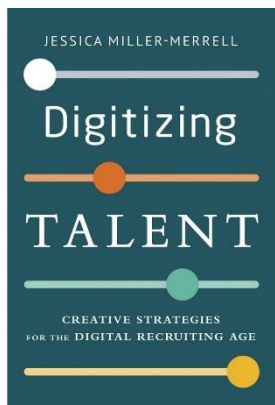
**Acc. No.** 009146

**Call No.** 658.804 CLI

**Summary:** The book covers the way geographic techniques help to solve marketing problems and contains chapters written by contributors with extensive experience in this field; given that it is crucial for companies to direct their marketing correctly at their target audience, this will be indispensable reading for those involved in this area. This book describes the state of the art in all areas of spatial marketing, discussing the various constituents which make up the geography of markets.



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**Sr. No. 161**

**Title:** Digitizing talent: creative strategies for the digital recruiting age by Miller-Merrell, Jessica

Mumbai Society For Human Resource Management 2022

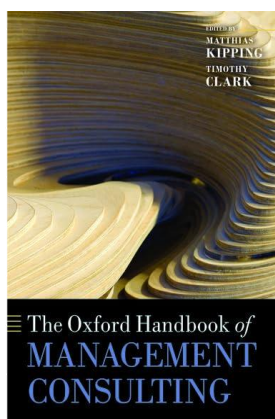
**Acc. No.** 009147

**Call No.** 658.3112 MIL

**Summary:** Digital Recruiting offers a comprehensive, expert-led guide to leveraging digital platforms, tools and strategies to find, attract and engage both active and passive job seekers. this book explores the evolving recruitment landscape and provides actionable tactics that meet the expectations of today's digitally savvy candidates. The book is a practical resource for staying ahead in the hiring game.



[Scan here for more details](#)



**Sr. No. 162**

**Title:** The oxford handbook of management consulting by Kipping, Matthias

New York Oxford University Press 2013

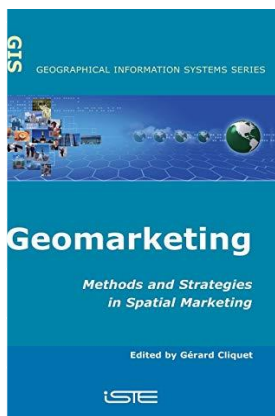
**Acc. No.** 009148

**Call No.** 658.46 KIP

**Summary:** This book is an overview of eminent thinking and research on management consultancy with contributions from leading international scholars. The first section provides an account of the historical developments in management consultancy research, and how current thinking has evolved from prior work. The second section focuses on disciplinary and theoretical perspectives on management consulting, their diversities, areas of synergy, and parallel concerns. This volume provides a comprehensive understanding of both current thinking and future directions for research.



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**Sr. No. 163**

**Title:** Geomarketing: methods and strategies in spatial marketing by Cliquet, Gerard

Great Britain Wiley 2006

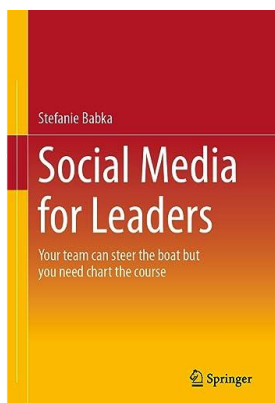
**Acc. No.** 009149

**Call No.** 658.804 CLI

**Summary:** This book describes the state of the art in all areas of spatial marketing, discussing the various constituents which make up the geography of markets. The book covers the way geographic techniques help to solve marketing problems and contains chapters written by contributors with extensive experience in this field; given that it is crucial for companies to direct their marketing correctly at their target audience, this will be indispensable reading for those involved in this area.



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**Sr. No. 164**

**Title:** Social media for leaders: your team can steer the boat but you need chart the course by Babka, Stefanie

Germany Springer 2023

**Acc. No.** 009150

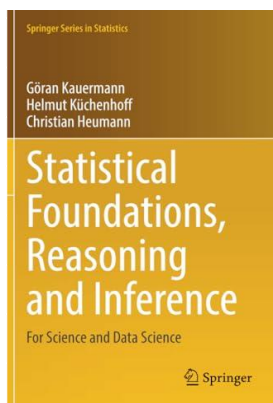
**Call No.** 658.4092 BAB

**Summary:** This book provides you with a concise and accurate overview of the key business challenges, opportunities and risks related to social media. Regardless of the type and size of company or department you manage, whether you offer industrial goods, consumer goods or services - social media is a factor you should monitor and manage. Stefanie Babka helps you ask yourself and your employees the right questions, find answers and thus face the internal challenges. Because social media is a management task.



[Scan here for more details](#)





**Sr. No. 165**

**Title:** Statistical foundations, reasoning and inference: for science and data science by Küchenhoff, Helmut

Cham Springer 2021

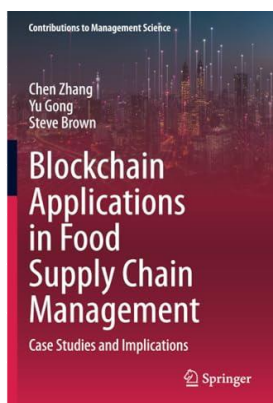
**Acc. No.** 009151

**Call No.** 519.5 KAU

**Summary:** This textbook provides a comprehensive introduction to statistical principles, concepts and methods that are essential in modern statistics and data science. The topics covered include likelihood-based inference, Bayesian statistics, regression, statistical tests and the quantification of uncertainty. The book addresses statistical ideas that are useful in modern data analytics, including bootstrapping, modeling of multivariate distributions, missing data analysis, causality as well as principles of experimental design.



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**Sr. No. 166**

**Title:** Blockchain applications in food supply chain management: case studies and implications by Zhang, Chen

Cham Springer 2023

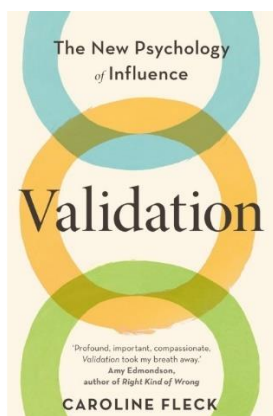
**Acc. No.** 009152

**Call No.** 338.19 ZHA

**Summary:** The book provides empirical evidence to verify academic findings such as critical success factors and barriers. Furthermore, it identifies the implementation process to answer the 'how' question. This book contributes to blockchain applications in food supply chain management from both theoretical and practical perspectives. By using the case study research method, it empirically investigates why and how food companies implement blockchain technology.



[Scan here for more details](#)



**Sr. No. 167**

**Title:** Validation: the new psychology of influence by Fleck, Caroline

London Hachette 2025

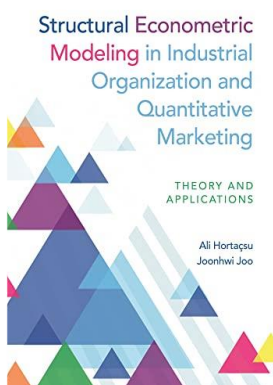
**Acc. No.** 009153

**Call No.** 158.3 FLE

**Summary:** This is known as validation: the act of showing someone that you understand their experience and accept it as valid. As both a means and an end, validation skills are proven to impact five key areas of our life: enhancing our relationships, de-escalating conflict, increasing our ability to drive behaviour change, influencing growth in others, and developing a stronger connection to self. In this groundbreaking book, Stanford University psychologist Caroline Fleck explains why validation is a catalyst for transformation and shares her step-by-step framework to put this powerful skillset into practice.



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**Sr. No. 168**

**Title:** Structural econometric modeling in industrial organization and quantitative marketing: theory and applications by Hortacsu, Ali

Princeton Princeton University Press 2023

**Acc. No.** 009154

**Call No.** 330.015195 HOR

**Summary:** This book offers a primer on recent developments in these modeling techniques, which are used widely in empirical industrial organization, quantitative marketing, and related fields. It covers such topics as discrete choice modeling, demand modes, estimation of the firm entry models with strategic interactions, consumer search, and theory/empirics of auctions. The book makes highly technical material accessible to graduate students, describing key insights succinctly but without sacrificing rigor.



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**Sr. No. 169**

**Title:** Confronting cyber risk: an embedded endurance strategy for cybersecurity by Falco, Gregory

New York Oxford University Press 2022

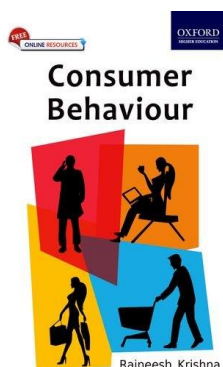
**Acc. No.** 009155

**Call No.** 005.8 FAL

**Summary:** Confronting Cyber Risk: An Embedded Endurance Strategy for Cybersecurity is a practical leadership handbook defining a new strategy for improving cybersecurity and mitigating cyber risk. Written by two leading experts with extensive professional experience in cybersecurity, the book provides CEOs and cyber newcomers alike with novel, concrete guidance on how to implement a cutting-edge strategy to mitigate an organization's overall risk to malicious cyberattacks.



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**Sr. No. 170**

**Title:** Consumer behaviour by Krishna, Rajneesh

New Delhi Oxford University Press 2014

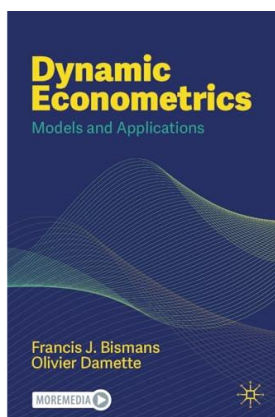
**Acc. No.** 009156

**Call No.** 658.8342 KRI

**Summary:** Consumer Behaviour is a comprehensive textbook designed for students of postgraduate management programmes specializing in marketing. It aims to help readers understand and analyse the behaviour of Indian consumers and develop winning marketing strategies.



[Scan here for more details](#)



**Sr. No. 171**

**Title:** Dynamic econometrics: models and applications by Bismans, Francis J

Switzerland Springer 2025

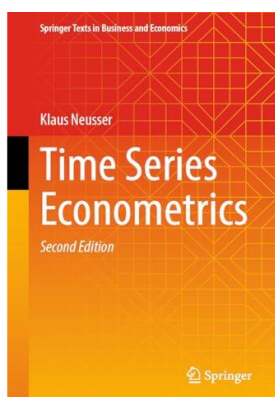
**Acc. No.** 009157

**Call No.** 330.015195 BIS

**Summary:** The book offers a general introduction to dynamic econometrics and covers topics including non-stationary stochastic processes, unit root tests, Monte Carlo simulations, heteroskedasticity, autocorrelation, cointegration and error correction mechanism, models specification, and vector autoregressions. The book also meticulously analyses the classical linear regression model (CLRM) and introduces students to estimation and testing methods for the more advanced auto-regressive distributed lag (ARDL) model.



[Scan here for more details](#)



**Sr. No. 172**

**Title:** Time series econometrics by Neusser, Klaus

Switzerland Springer 2025

**Acc. No.** 009158

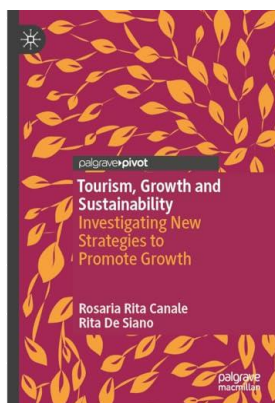
**Call No.** 330.015195 NES

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



[Scan here for more details](#)





**Sr. No. 173**

**Title:** Tourism, growth and sustainability: investigating new strategies to promote growth by Canale, Rosaria Rita

Switzerland Springer 2025

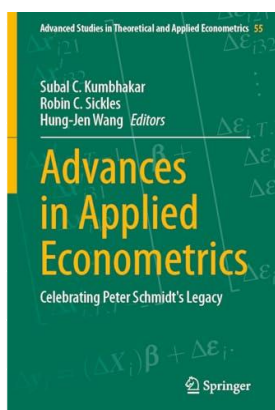
**Acc. No.** 009159

**Call No.** 338.4791 CAN

**Summary:** This book proposes a reconstruction of the relationship between tourism, growth and sustainability. Drawing on theoretical as well as applied perspectives, the authors provide analytical tools to investigate connections at the heart of policy debate, in search of new strategies to promote growth. The book explores what role tourism has in developing and emerging economies, and how advanced economies can rely on tourism to foster growth and reduce inequality.



[Scan here for more details](#)



**Sr. No. 174**

**Title:** Advances in applied econometrics: celebrating peter schmidt's legacy by Kumbhakar, Subal C

Springer Switzerland 2024

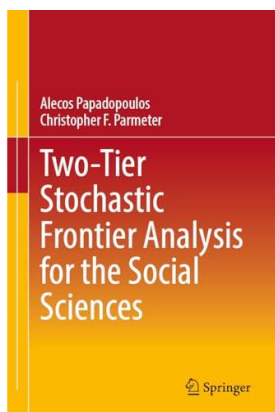
**Acc. No.** 009160

**Call No.** 330.015195 KUM

**Summary:** This edited volume celebrates the profound legacy of Peter Schmidt, an eminent figure in econometric research. This book gathers esteemed econometricians to honor Schmidt's influential work. His distinguished career encompassed pioneering contributions to various realms of econometrics, including time series and panel data econometrics, as well as stochastic frontier analysis. This Festschrift beautifully captures his synergy of theoretical innovation and empirical significance.



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**Sr. No. 175**

**Title:** Two-tier stochastic frontier analysis for the social sciences by Papadopoulos, Alecos

Switzerland Springer 2025

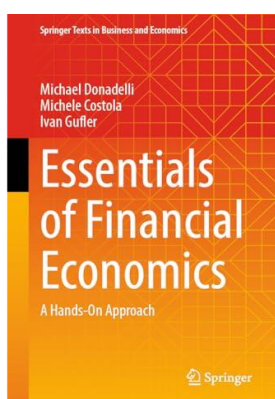
**Acc. No.** 009161

**Call No.** 300.727 PAP

**Summary:** This book provides an up-to-date treatment of the two-tier stochastic frontier model and its applications across the social sciences. It is a cohesive treatise on both the classical methods of estimation and inference and various machinations of the two-tier stochastic frontier model, as well as more recently developed tools that can shed new insight into why these opposing latent forces which affect economic, sociopolitical, and even psychological outcomes, exist, and to what extent.



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**Sr. No. 176**

**Title:** Essentials of financial economics a hands-On approach by Donadelli, Michael

Switzerland Springer 2025

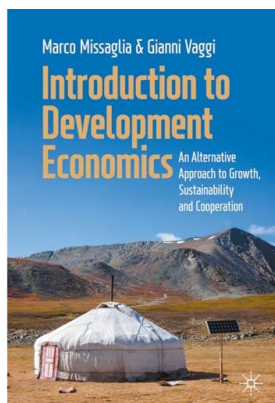
**Acc. No.** 009162

**Call No.** 332.23 DON

**Summary:** This book offers a comprehensive guide to key topics in financial economics, seamlessly blending theoretical insights with practical applications. It covers essential areas such as portfolio allocation, asset pricing, empirical finance, and behavioral finance, providing students with a solid conceptual foundation through a combination of theory and real-world examples.



[Scan here for more details](#)



**Sr. No. 177**

**Title:** Introduction to development economics: an alternative approach to growth, sustainability and cooperation by Missaglia, Marco

Switzerland Springer 2025

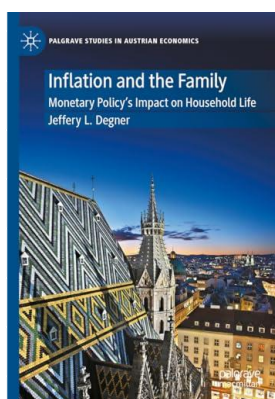
**Acc. No.** 009163

**Call No.** 338.9 MIS

**Summary:** This textbook provides an introduction to development economics that examines both the drivers of economic growth and sustainable development. It initially presents development economics within a historical and political context, before widening its attention to theories of growth and development, the importance of the Sustainable Development Goals, the imbalance of power between the Global North and South, global development policies, and the role of international finance in development.



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**Sr. No. 178**

**Title:** Inflation and the family: monetary policy's impact on household life by Degner, Jeffery L

Switzerland Springer 2025

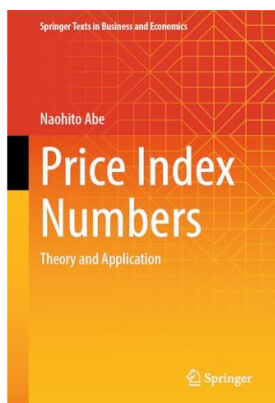
**Acc. No.** 009164

**Call No.** 332.41083 DEG

**Summary:** This book provides unique insight into the relationship between economics and family life. Taking ideas from the Austrian school of economics' understanding of monetary theory, it delves into the drivers of family formation, fertility, and family disintegration, with a particular focus on the role of inflation and inflationary policy. This book offers a nuanced and robust understanding of the economic causes of the deinstitutionalization of traditional family life.



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**Sr. No. 179**

**Title:** Price Index numbers: theory and application by Abe, Naohito

Springer Singapore 2025

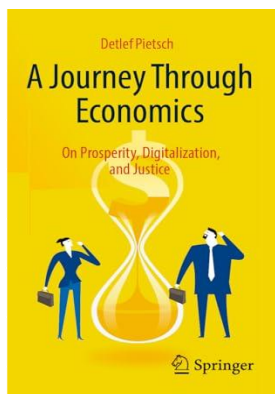
**Acc. No.** 009165

**Call No.** 338.528 ABE

**Summary:** This textbook offers a comprehensive yet concise introduction to the theory behind price indices, covering the basics, historical background, necessary mathematical foundations, and contemporary cutting-edge theories. This book is distinctive in that it (1) places emphasis on the relationship between price indices and economic theory, (2) presents cutting-edge methods and topics, (3) provides explanations of essential mathematical techniques like functional equations.



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**Sr. No. 180**

**Title:** A journey through economics: on prosperity, digitalization, and justice by Pietsch, Detlef

Wiesbaden Springer 2025

**Acc. No.** 009166

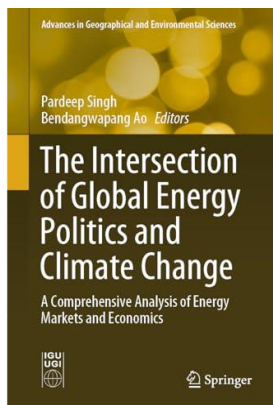
**Call No.** 330.9 PIE

**Summary:** This book offers an introduction to economic history for those looking for more than just dry theory. The author takes you on a journey through the economy, from its beginnings in the Stone Age to the digitalization of modern times. The author takes you on a journey through the economy, from its beginnings in the Stone Age to the digitalization of modern times. In addition to the nature and fundamental principles of economics, the book also introduces great thinkers such as Aquinas, Keynes, and Erhard.



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**Sr. No. 181**

**Title:** The intersection of global energy politics and climate change: a comprehensive analysis of energy markets and economics by Singh, Pardeep

Singapore Springer 2025

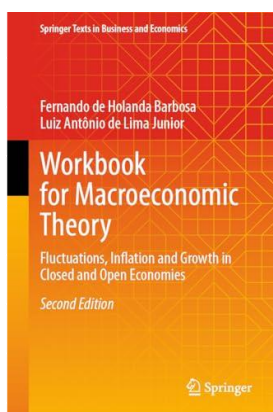
Acc. No. 009167

Call No. 333.79 SIN

**Summary:** This book provides an analysis of the concurrence of energy politics and global climate change. The book starts with an explanation of what roles energy and climate change play in the correlation process and the anthropogenic activities that hamper the smooth functioning of their co-existence. The book is a valuable resource for early career researchers, university teachers, and professionals in think tanks.



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**Sr. No. 182**

**Title:** Workbook for macroeconomic theory: fluctuations, inflation and growth in closed and open economies by Barbosa, Fernando de Holanda

Switzerland Springer 2025

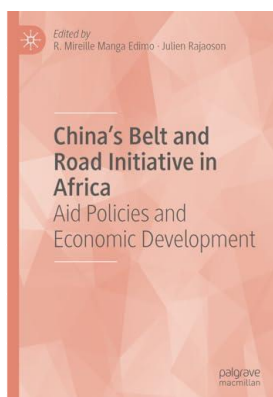
Acc. No. 009168

Call No. 339 BAR

**Summary:** This book presents an abridged survey of the empirical evidence on macroeconomic models. This part has four chapters. Chapter 12 takes care of growth. Chapter 13 analyzes the main characteristics of business cycles. Chapter 14 presents the empirical evidence on Keynesian models, and Chapter 15 deals with several issues related to the budget constraint, such as chronic inflation, the pathologies of hyperinflation, public debt crises, external debt crises and the fiscal theory of the price level.



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**Sr. No. 183**

**Title:** China's belt and road initiative in Africa: aid policies and economic development by Edimo, R. Mireille Manga

Switzerland Springer 2025

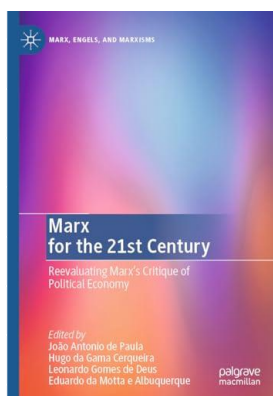
Acc. No. 009169

Call No. 337.5106 MAN

**Summary:** This book provides insight into the economic partnerships between African governments and China offered by the Belt and Road Initiative. It examines the Belt and Road Initiative from a macro and microeconomic perspective to present a detailed understanding of the transformation of African development policies since the initiative began. This book grounds analysis of the Belt and Road Initiative within specific policies and case studies from Africa.



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**Sr. No. 184**

**Title:** Marx for the 21st century: reevaluating Marx's critique of political economy by Paula, João Antonio de

Switzerland Springer 2025

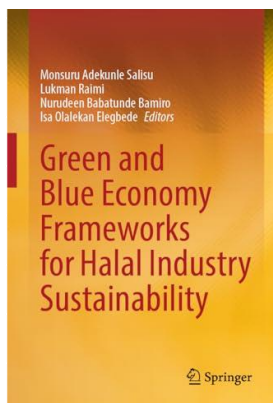
Acc. No. 009170

Call No. 335.4 PAU

**Summary:** This book offers a critical assessment of some of the most contentious topics in the Marxian critique of political economy in the light of the recent publications of the complete manuscripts and editions of Capital in MEGA. This book offers an original intervention into the current debates of the Marxist tradition precisely at a crucial moment for the research of Marx's critique of the capitalist economy, and recovers the true critical, dialectical and open character of Marx's social theory.



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**Sr. No. 185**

**Title:** Green and blue economy frameworks for halal industry sustainability by Salisu, Monsuru Adekunle

Singapore Springer 2025

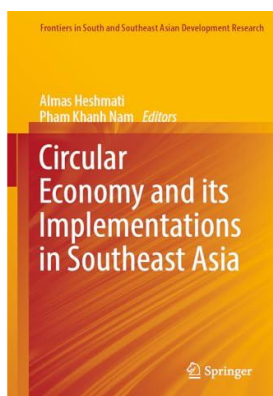
**Acc. No.** 009171

**Call No.** 338.928 SAL

**Summary:** This book serves as a valuable resource for economic policymakers, economic analysts, halal trainers, halal stakeholders, agribusiness advocates, and halal industry consultants in the rapidly changing emerging green and blue economy. The book explores the themes of green and blue economies for halal industry sustainability and business entrepreneurship as well as production and consumption, ethics and impact investments in halal, green and blue entrepreneurship, and principles governing the innovation of production framework through integration of green and blue economy.



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**Sr. No. 186**

**Title:** Circular economy and its implementations in southeast Asia by Heshmati, Almas

Singapore Springer 2025

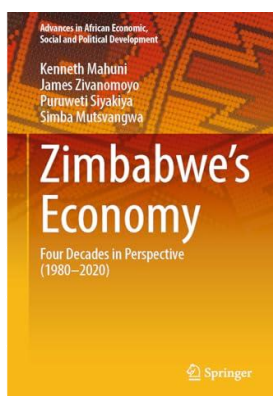
**Acc. No.** 009172

**Call No.** 330.9 HES

**Summary:** This book explores the implementation of the circular economy (CE) in Southeast Asia, a densely populated region with a significant share of global production. This book is essential for sustainability researchers and policymakers in Asia striving to achieve CE and sustainable development goals. It presents an up-to-date picture of Southeast Asia's fast-growing economy, showcasing the region's heavy investment in development infrastructure and cooperative efforts towards environmental sustainability.



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**Sr. No. 187**

**Title:** Zimbabwe's economy: four decades in perspective (1980-2020) by Mahuni, Kenneth

Cham Springer 2025

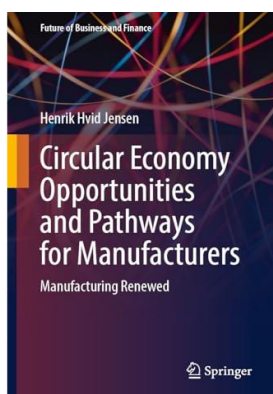
**Acc. No.** 009173

**Call No.** 330.96 MAH

**Summary:** This book traces the economic history of Zimbabwe from independence to the present day. The authors identify crucial flaws in the country's economic policies and highlight several dilemmas in the implementation of policies that exacerbated the country's deep-seated structural problems. The book provides deep insights into the economic and social realities of post-colonial states in Africa and offers important lessons for other African countries.



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**Sr. No. 188**

**Title:** Circular economy opportunities and pathways for manufacturers: manufacturing renewed by Jensen, Henrik Hvid

Cham Springer 2025

**Acc. No.** 009174

**Call No.** 330.978 JEN

**Summary:** This chapter explores the transformative potential of the circular economy, drawing historical parallels to past technological revolutions such as the advent of electricity and railroads. It emphasizes that the circular economy is not just an environmental initiative but a robust business strategy that can enhance competitiveness by reducing resource dependency, cutting costs, and generating new revenue streams. The book also introduces the concept of "born-circular" companies, which, like their digital counterparts, redefine markets through circular business models.



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**Sr. No. 189**

**Title:** Social and behavioural macroeconomics: theoretical and policy perspectives by Christopher, Tsoukis

Cham Springer 2025

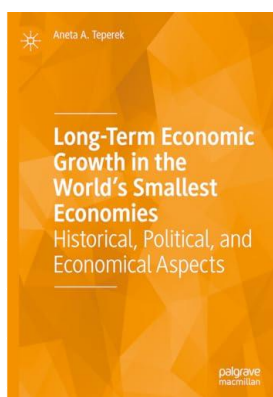
**Acc. No.** 009175

**Call No.** 339.01 CHR

**Summary:** This book reviews, unifies and extends diverse strands of thinking and shows how these theories can be used to improve macroeconomic modelling for policy development in a range of spheres. The book explores how the most empirically relevant socio-behavioural traits can widen the scope of macroeconomics to fruitfully address new issues and challenges, such as rising inequality, the change in the functional distribution of income (labour and capital shares), and a further understanding of the government spending multiplier.



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**Sr. No. 190**

**Title:** Long-term economic growth in the world's smallest economies: historical, political, and economical aspects by Teperek, Aneta A

Cham Palgrave Macmillan 2024

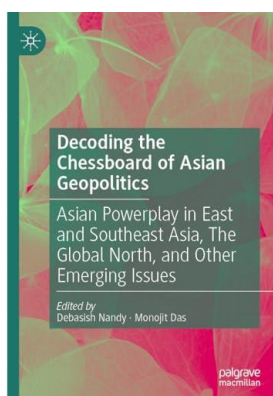
**Acc. No.** 009176

**Call No.** 338.9 TEP

**Summary:** This book investigates the historical, political, and economic circumstances of the world's smallest economies as key determinants influencing their economic growth and development. The majority of the book is dedicated to economic aspects, which have been studied for nearly fifty years. This includes an investigation into the factors influencing GDP and GDP per capita fluctuations across all countries. To assess levels of socio-economic development and quality of life, the Human Development Index was employed as a means of assessment.



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**Sr. No. 191**

**Title:** Decoding the chessboard of Asian geopolitics: Asian powerplay in east and southeast asia, the gobal north, and other emerging issues by Nandy, Debasish

Singapore Springer 2025

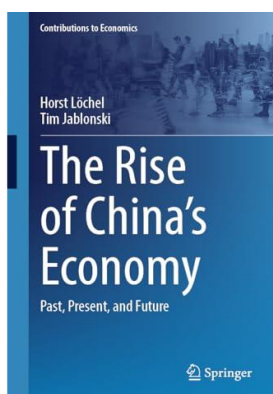
**Acc. No.** 009177

**Call No.** 327.5 NAN

**Summary:** This book presents interconnected discussions on various themes, offering valuable insights for readers. It provides useful insights into the role of the Global North from multiple perspectives. This volume delves into the geopolitical dynamics and power relations in East and Southeast Asia and the Global North. It examines the interactions of regional and extra-regional powers from both military and soft power perspectives. It highlights China's influence in the Indo-Pacific region, Russia's involvement in Myanmar's political economy, and Taiwan's situation.



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**Sr. No. 192**

**Title:** The rise of China's economy: past, present, and future by Löchel, Horst

Cham Springer 2025

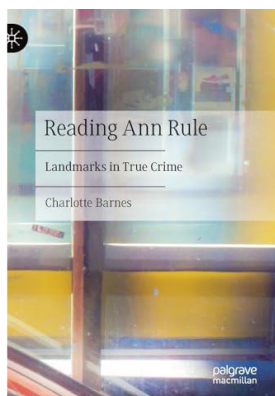
**Acc. No.** 009178

**Call No.** 330.951 LOC

**Summary:** This book gives an in-depth and up-to-date insight into China's economy from a domestic as well an international perspective. The book covers the reform trajectory and performance of China's economy since Deng Xiaoping kicked-off the reform and opening-up policy in 1978 until the current challenges and economic policies under Xi Jinping including the integration in the world economy.



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**Sr. No. 193**

**Title:** Reading ann rule: landmarks in true crime by Barnes, Charlotte

Cham Springer 2025

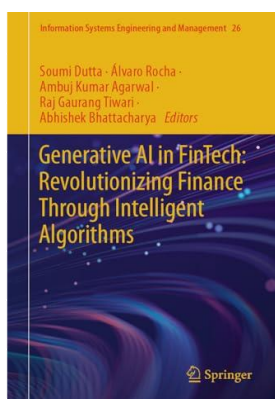
**Acc. No.** 009179

**Call No.** 818.5409 BAR

**Summary:** This book studies the works of Ann Rule, aiming to shed light on her literary career as a largely uncelebrated True Crime writer, in addition to works by other lesser-known female True Crime writers including Alia Trabucco Zerán, Katherine Ellison and Caitlin Rother. Barnes argues that Rule's works should be regarded as landmarks in True Crime fiction. In so doing, she critically considers how Rules blended non-fiction and fiction to produce character- and plot-driven works through reliance on figurative language and varied but impactful narrative methodologies.



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**Sr. No. 194**

**Title:** Generative AI in fintech: revolutionizing finance through intelligent algorithms by Dutta, Soumi

Cham Springer 2025

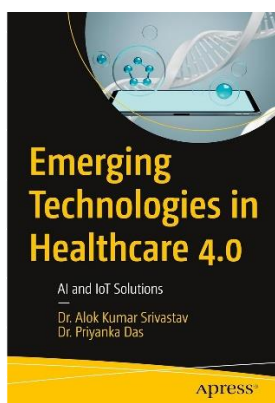
**Acc. No.** 009180

**Call No.** 006.31 DUT

**Summary:** This book delves into the intersection of generative artificial intelligence (AI) and the financial Technology (FinTech) industry. This book provides a comprehensive exploration of how Generative AI, a cutting-edge subset of artificial intelligence, is fundamentally altering the landscape of finance. This book offers insights into ethical considerations and potential challenges associated with the use of generative AI in the FinTech domain, emphasizing the importance of responsible and accountable deployment.



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**Sr. No. 196**

**Title:** Emerging technologies in healthcare 4.0: AI and IoT Solutions by Srivastav, Alok Kumar

New York Apress 2024

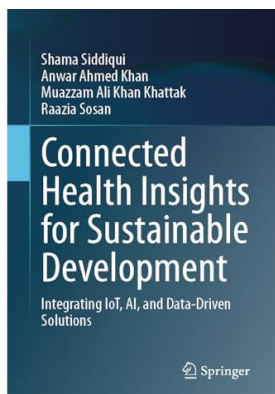
**Acc. No.** 009181

**Call No.** 610.28 SRI

**Summary:** In this book, you'll cover the fundamentals of Artificial Intelligence (AI) in healthcare, including an overview of AI and machine learning, applications in healthcare domains, and challenges and opportunities in AI implementation. It progresses to explore integration of AI and IoT in Healthcare 4.0, discussing synergies, real-time data analysis, and future trends in telemedicine. This book equips healthcare professionals, policymakers, and technology enthusiasts with knowledge to navigate and leverage transformative potential of Healthcare 4.0 technologies effectively.



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**Sr. No. 197**

**Title:** Connected health insights for sustainable development: integrating IoT, AI, and data-driven solutions by Siddiqui, Shama

Cham Springer 2025

**Acc. No.** 009182

**Call No.** 610.285 SID

**Summary:** This book offers a comprehensive look at how emerging technologies like IoT, Data Science, and AI can drive significant advancements in healthcare, particularly in alignment with Sustainable Development Goal 3 (SDG 3) – Good Health and Well-Being. This book explores how these technologies are revolutionizing both personal and population health management.







**Sr. No. 198**

**Title:** Transformation in health care: game-changers in digitalization, technology, AI and longevity by Pape, Pantea

Cham Springer 2025

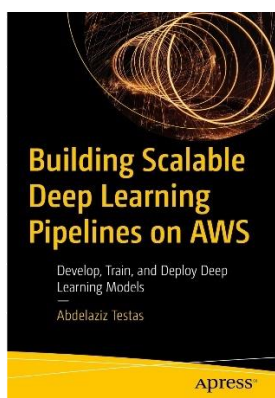
Acc. No. 009183

Call No. 610.285 PAP

**Summary:** This edited book discusses the new technologies and innovations on the horizon. Transformation in healthcare is often focused on technology and digitalization, but it's always a combination of technology and humans, akin to a team play. The book also explains why management skills must be developed to meet the needs of customers and patients in the upcoming decade.



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**Sr. No. 199**

**Title:** Building Scalable deep learning pipelines on AWS: develop, train, and deploy deep learning models by Testas, Abdelaziz

New York Apress 2024

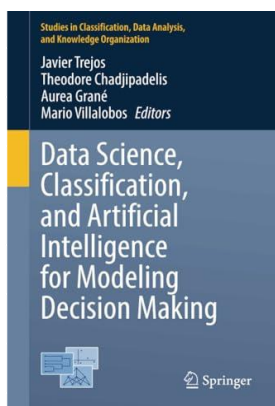
Acc. No. 009184

Call No. 006.31 TES

**Summary:** This book is your comprehensive guide to creating powerful, end-to-end deep learning workflows on Amazon Web Services (AWS). The book explores how to integrate essential big data tools and technologies—such as PySpark, PyTorch, TensorFlow, Airflow, EC2, and S3—to streamline the development, training, and deployment of deep learning models. The book provides insights into setting up an AWS environment, configuring necessary tools, and using PySpark for distributed data processing.



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**Sr. No. 200**

**Title:** Data science, classification, and artificial intelligence for modeling decision making by Trejos, Javier

Cham Springer 2025

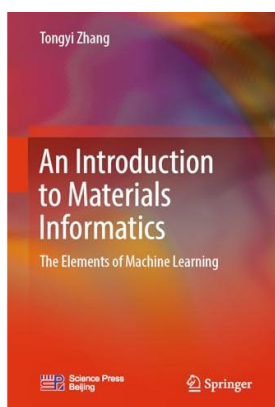
Acc. No. 009185

Call No. 006.312 TRE

**Summary:** This book gathers selected and peer-reviewed contributions presented at the 18th Conference of the International Federation of Classification Societies (IFCS 2024), held in San José, Costa Rica, July 15–19, 2024. Covering a wide range of topics, it describes modern methods and real-world applications in data science, classification, and artificial intelligence related to modeling decision making.



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**Sr. No. 201**

**Title:** An introduction to materials informatics: the elements of machine learning by Zhang, Tongyi

Singapore Springer 2025

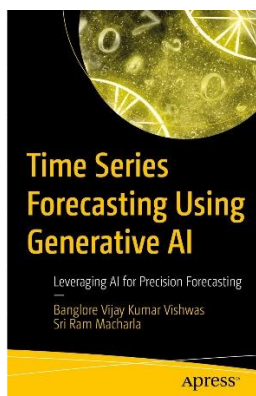
Acc. No. 009186

Call No. 006.31 ZHA

**Summary:** This textbook educates current and future materials workers, engineers, and researchers on Materials Informatics. Volume I serves as an introduction, merging AI, ML, materials science, and engineering. It covers essential topics and algorithms in 11 chapters, including Linear Regression, Neural Networks, and more. Suitable for diverse fields like materials science, physics, and chemistry.



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**Sr. No. 202**

**Title:** Time series forecasting using generative AI: leveraging AI for precision forecasting by Vishwas, Bangalore Vijay Kumar

New York Apress 2025

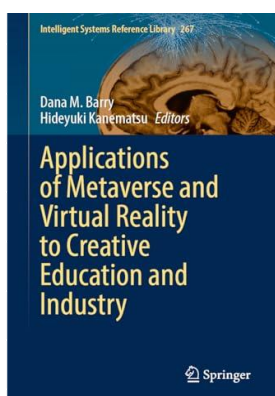
**Acc. No.** 009187

**Call No.** 006.31 VIS

**Summary:** The book covers a wide range of topics, starting with an overview of Generative AI, where readers gain insights into the history and fundamentals of Gen AI with a brief introduction to large language models. This book empowers readers with the knowledge and skills needed to leverage Gen AI for accurate and efficient time series forecasting. By providing a detailed exploration of advanced forecasting models and methodologies, this book enables practitioners to make informed decisions and drive business growth through data-driven insights.



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**Sr. No. 203**

**Title:** Applications of metaverse and virtual reality to creative education and industry by Barry, Dana M

Singapore Springer 2025

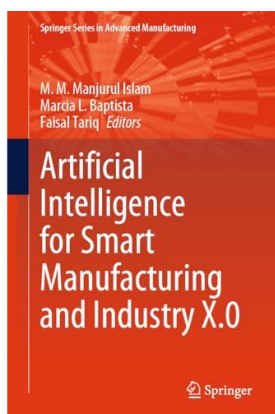
**Acc. No.** 009188

**Call No.** 006.8 BAR

**Summary:** This book provides excellent examples of metaverse and virtual reality and their unlimited possibilities for education and industry. By examining innovative educational activities in both real and virtual worlds, such as Second Life, SL, we get a unique perspective on how these technologies can revolutionize learning and professional practices. It serves as a textbook, reference, and practical guide, making it invaluable for academic audiences and professionals seeking to harness the power of these technologies for innovative solutions.



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**Sr. No. 204**

**Title:** Artificial intelligence for smart manufacturing and industry X.0 by Islam, M. M. Manjurul

Cham Springer 2025

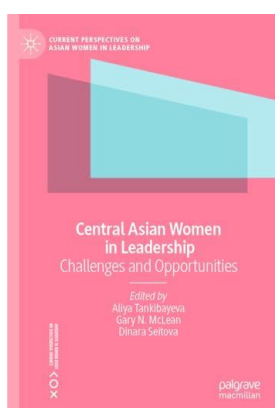
**Acc. No.** 009189

**Call No.** 006.3 ISL

**Summary:** This book offers a foundational understanding of smart manufacturing (SM) and introduces effective AI methods tailored for smart manufacturing, including supervised, unsupervised, and reinforcement learning techniques. It also features real-world industrial case studies that demonstrate the practical applications of smart manufacturing. This book serves as an indispensable guide for navigating this transformation, presenting readers with a multidimensional perspective on the diverse applications, challenges, and opportunities that AI brings to the manufacturing sector.



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**Sr. No. 205**

**Title:** Central asian women in leadership: challenges and opportunities by Tankibayeva, Aliya

Cham Springer 2025

**Acc. No.** 009190

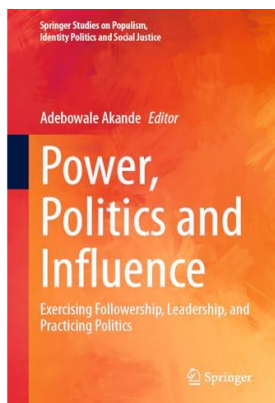
**Call No.** 658.4092 TAN

**Summary:** This volume examines the unique cultural and socioeconomic aspects of Central Asia and the effects of these elements on women leaders in the region, focusing on five countries. The book opens with an overview chapter that covers the historical and socio-cultural background for the region, followed by five chapters devoted to each Central Asian country. The book opens with an overview chapter that covers the historical and socio-cultural background for the region, followed by five chapters devoted to each Central Asian country.



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**Sr. No. 206**

**Title:** Power, politics and influence: exercising followership, leadership, and practicing politics by Akande, Adebowale

Cham Springer 2025

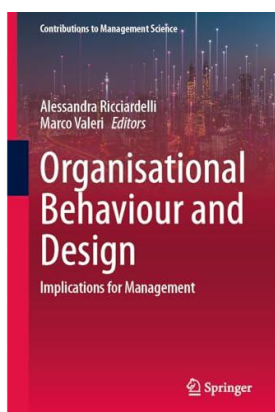
**Acc. No.** 009191

**Call No.** 658.4092 AKA

**Summary:** This book comprehensively explores the foundational principles of power, influence, and organizational politics, presenting actionable approaches for both employees and management to skillfully navigate these intricacies without succumbing to undue incivility, stress, or burnout. This book examines leadership theory and practice, offering a unique perspective on leadership styles, behaviors, and traits. The book presents the challenges modern leaders face and how leadership theory can enrich workplace dynamics and beyond.



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**Sr. No. 207**

**Title:** Organisational behaviour and design: implications for management by Ricciardelli, Alessandra

Cham Springer 2025

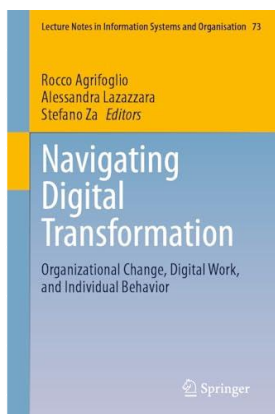
**Acc. No.** 009192

**Call No.** 302.35 RIC

**Summary:** This book focuses on conceptual frameworks, debates, tools and developments in the fields of organizational behaviour and organizational design. It analyses the concepts related to organizational behaviour such as leadership, organizational climate, and motivation, at one side, and focuses on the general framework for organizational design in detail in all its components (strategy, environment, processes, people, leadership, information and knowledge system etc.), at the other side.



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**Sr. No. 208**

**Title:** Navigating digital transformation: organizational change, digital work, and individual behavior by Agrifoglio, Rocco

Cham Springer 2024

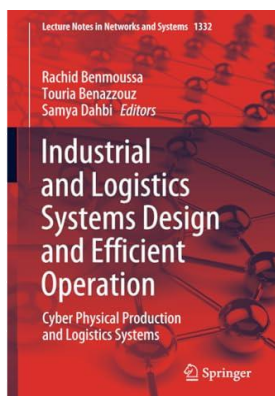
**Acc. No.** 009193

**Call No.** 658.406 AGR

**Summary:** This book presents a collection of research papers that explore how managers, practitioners and policymakers can address the challenges of the Digital Transformation with particular reference to the topics of organizational change, digital work, and individual behaviors. It gathers revised versions of selected papers (original double-blind peer-reviewed contributions) presented at the annual conference of the Italian chapter of AIS, which took place in Turin, Italy, in October 2023.



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**Sr. No. 209**

**Title:** Industrial and logistics systems design and efficient operation: cyber physical production and logistics systems by Benmoussa, Rachid

Cham Springer 2025

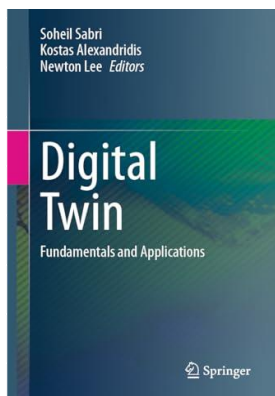
**Acc. No.** 009194

**Call No.** 658.5 BEN

**Summary:** This book aims to provide recent achievements in the efficient design and operation of industrial and logistics systems. To achieve excellence, digital transformation is currently an essential path for systems reengineering. This book reconciles classic methods with modern ones based on digital transformation and Industry 4.0 technologies, which aim to optimize, improve, restructure, and evaluate a broad scope of systems, focusing on their four complementary views: operational, informational, technological, and decisional.



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**Sr. No. 210**

**Title:** Digital twin: fundamentals and applications by Sabri, Soheil

Cham Springer 2024

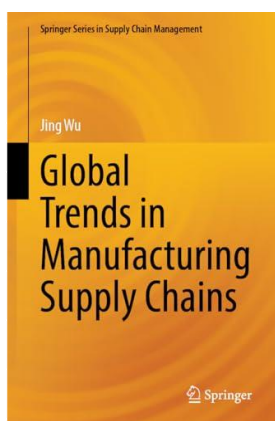
**Acc. No.** 009195

**Call No.** 670.285 SAB

**Summary:** Digital twin technologies, currently at the forefront of development, play a crucial role in integrated systems, industrial design, manufacturing, data analytics, and decision-making processes. This book presents a conceptual framework that examines critical perspectives on digital twins across diverse disciplines. It evaluates the contributions of leading thinkers to the broader discourse about digital twins.



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**Sr. No. 211**

**Title:** Global trends in manufacturing supply chains by Wu, Jing

Cham Springer 2025

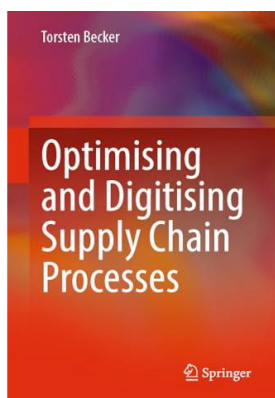
**Acc. No.** 009196

**Call No.** 658.5 WU

**Summary:** This book offers an in-depth and comprehensive analysis of global supply chains through the dual dimensions of time and region, which include their origins, current challenges, and future trajectories. The book serves as a valuable resource for understanding their strategies, the challenges they face, and the impacts of their global activities on both their home economy and the global economic landscape. The book's unique approach combines rigorous analysis with practical advice, making it an indispensable resource



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**Sr. No. 212**

**Title:** Optimising and digitising supply chain processes by Becker, Torsten

Germany Springer 2025

**Acc. No.** 009197

**Call No.** 658.70285 BEC

**Summary:** Production and logistics companies can achieve significant competitive advantage with their supply chain and production processes. This book provides managers, practitioners, consultants and students with a comprehensive understanding of process optimisation. It covers a wide range of tools, methods and tried-and-tested procedures for improving performance in these areas. The book offers recommendations on running supply chain projects efficiently and successfully and which tools effectively support the work in the individual project phases.



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**Sr. No. 213**

**Title:** Fundamentals of managing technology ventures by Sooampon, Sutti

Singapore Springer 2025

**Acc. No.** 009198

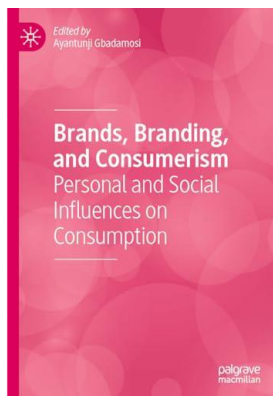
**Call No.** 658.11 SOO

**Summary:** This book presents a foundational guide for business students seeking to understand the fundamentals of managing technology ventures. While typically reserved for more advanced graduate coursework, there is a growing trend towards integrating technology and innovation topics into bachelor's and early-graduate programs across various institutions. The aim of this book is to introduce students to basic management concepts applicable to technology ventures, without delving deeply into technical details.



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**Sr. No. 214**

**Title:** Brands, branding, and consumerism: personal and social influences on consumption by Gbadamosi, Ayantunji

Cham Springer 2025

**Acc. No.** 009199

**Call No.** 658.827 GBA

**Summary:** This book focuses on exploring the dynamics of brands and branding in relation to individual consumers and societal members' behaviour. The term consumerism is often used in two different contexts which are: (1) the dynamics of consumption that delineate consumers and link them, and (2) the notion of consumer movement that advocates the rights of the consumers against the powers of businesses.



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**Sr. No. 215**

**Title:** Social capital in healthcare: how trust and teamwork drive organizational excellence by Lee, Thomas H

New Jersey Wiley 2025

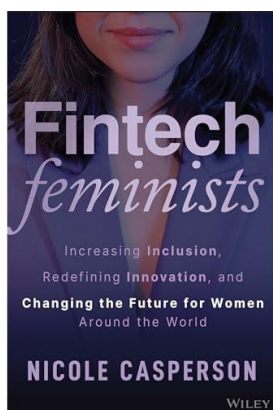
**Acc. No.** 009201

**Call No.** 362.1 LEE

**Summary:** Social Capital in Healthcare describes a new and powerful framework for improving healthcare, arguing that managers should approach the work of building trust, teamwork, and high reliability with the same intensity and discipline as CFOs use when managing the finances of their organizations. Key social capital themes in healthcare, including trust, respect, connectedness, and teamwork, the necessity of social capital in healthcare due to changes in medicine, patients, and society.



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**Sr. No. 216**

**Title:** Fintech feminists: increasing inclusion, redefining innovation, and changing the future for women around the world by Casperson, Nicole

New Jersey John Wiley & Sons, Inc. 2025

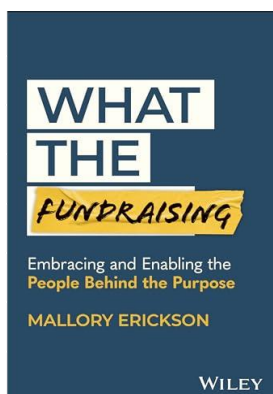
**Acc. No.** 009202

**Call No.** 332.10285 CAS

**Summary:** Fintech Feminists: Increasing Inclusion, Redefining Innovation, and Changing the Future for Women Around the World takes readers on a journey that unveils the profound impact of the fintech industry on our global economy, fueled by the inspiring stories of women leaders who play an integral role in reshaping the financial landscape.



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**Sr. No. 217**

**Title:** What the fundraising: embracing and enabling the people behind the purpose by Erickson, Mallory

New Jersey Wiley 2025

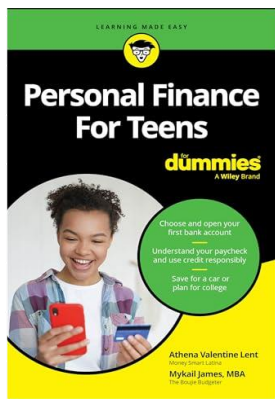
**Acc. No.** 009203

**Call No.** 658.872 ERI

**Summary:** In What the Fundraising: Embracing and Enabling the People Behind the Purpose, executive coach and fundraising consultant Mallory Erickson delivers a practical and insightful discussion of fundraising challenges and best practices that can revolutionize your nonprofit. The book tackles the underlying issues that dominate many nonprofits' fundraising issues, including "shiny object syndrome," perfectionism, discomfort, and burnout.



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**Sr. No. 218**

**Title:** Personal finance for teens for dummies by Lent, Athena Valentine

Hoboken Wiley 2025

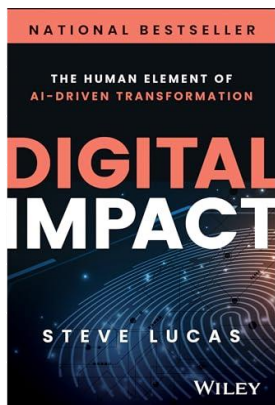
Acc. No. 009204

Call No. 332.024 LEN

**Summary:** In Personal Finance For Teens For Dummies, a team of celebrated financial educators walks you through how to handle your money so you can keep your debt low (or pay it off, if you've already got some), invest intelligently, and build the future you've always dreamed about. This is the go-to guide for any young person who gets anxious whenever they think about how they're going to make ends meet, pay for school, or save for their future.



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**Sr. No. 219**

**Title:** Digital impact: the human element of AI-driven transformation by Lucas, Steve

Wiley New Jersey 2025

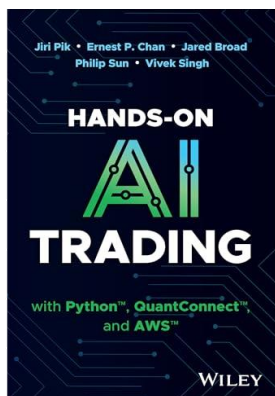
Acc. No. 009205

Call No. 006.3 LUC

**Summary:** In Digital Impact: The Human Element of AI-Driven Transformation, Steve Lucas, a three-time CEO, discusses how organizations can integrate and automate systems to create incredible outcomes that benefit people. Lucas explains how this becomes possible when businesses solve the ubiquitous problems of digital fragmentation and data complexity, which have become even more pressing with the rise of artificial intelligence.



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**Sr. No. 220**

**Title:** Hands-on AI trading with python, quantconnect and AWS by Pik, Jiri

New Jersey Wiley 2025

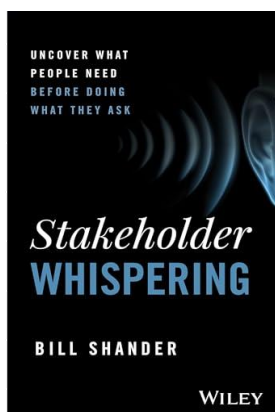
Acc. No. 009206

Call No. 332.6420285 PIC

**Summary:** This book focuses on designing actual trading strategies rather than setting up backtesting infrastructure. It utilizes QuantConnect, providing access to key market data from Algoseek and others. Examples are available on the book's GitHub repository, written in Python, and include performance tearsheets or research Jupyter notebooks. The book starts with an overview of financial trading and QuantConnect's platform, organized by AI technology used.



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**Sr. No. 221**

**Title:** Stakeholder whispering: uncover what people need before doing what they ask by Shander, Bill

New Jersey Wiley 2025

Acc. No. 009207

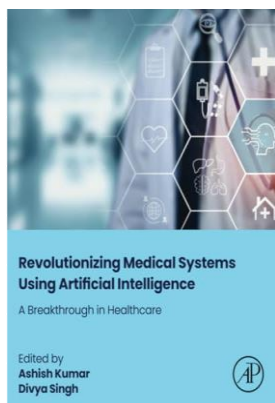
Call No. 658.404 SHA

**Summary:** In Stakeholder Whispering: Uncover What People Need Before Doing What They Ask, author Bill Shander demonstrates how to get from your stakeholders' "order"—what they're asking for—to what they really need. You'll learn how to uncover the needs and desires of your clients, colleagues, bosses, customers, and other stakeholders based on what they ask for and how they ask for it, and how to deliver products and services that meet those needs.



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**Sr. No. 222**

**Title:** Revolutionizing medical systems using artificial intelligence: a breakthrough in healthcare by Kumar, Ashish

Cambridge Academic Press 2025

**Acc. No.** 009208

**Call No.** 610.285 KUM

**Summary:** Revolutionizing Medical Systems using Artificial Intelligence: A Breakthrough in Healthcare provides an overview of various machine learning and deep learning techniques, addressing the needs of patients and the necessity for medical aid at early stages of disease. The book reviews, analyzes, and compares the different methodologies utilized for the prediction and detection of diseases. In addition, it explores the possible deployment of these advancements in medical systems, from paper to practice.



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