

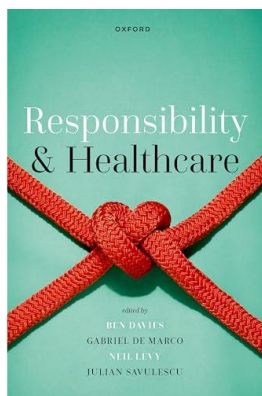


प्रज्ञता: शिक्षण संसाधन केंद्र
Pragyata: Learning Resource Center



**NEW ARRIVAL LIST OF
PRINT BOOKS
SEPTEMBER 2025**

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www.library.iimb主.ac.in



Sr. No. 01

Title: Responsibility and healthcare by Davies, Ben

Oxford Oxford University Press 2024

Acc. No. 008910

Call No. 362.1 DAV

Summary: Provides entirely new articles from leading experts in the field. Provides entirely new articles from leading experts in the field. Takes a broader view than solely focusing on the question of patient responsibility and its implications for provision of care, looking also at the responsibilities of healthcare providers and institutions. An open access title available under the terms of a CC BY-NC-ND 4.0 International licence.



[Scan here for more details](#)



Sr. No. 02

Title: Essentials of machine learning in finance and accounting Abedin, Mohammad Zoynul

New York Routledge 2025

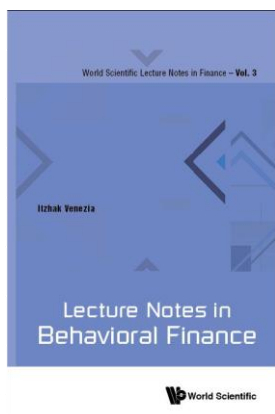
Acc. No. 008911

Call No. 332.0285631 ABE

Summary: This book introduces machine learning in finance and illustrates how we can use computational tools in numerical finance in real-world context. These computational techniques are particularly useful in financial risk management, corporate bankruptcy prediction, stock price prediction, and portfolio management. This book will be a useful guide to the use of machine learning in forecasting, modeling, trading, risk management, economics, credit risk, and portfolio management. The book also offers practical and managerial implications of financial and managerial decision support systems and how these systems capture vast amount of financial data.



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Sr. No. 03

Title: Lecture notes in behavioral finance by Venezia, Itzhak

New Jersey World Scientific Publishing 2024

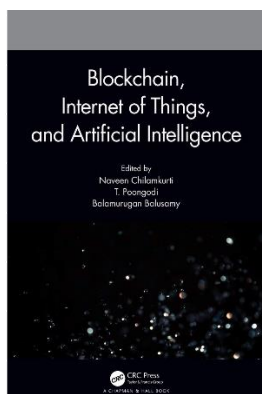
Acc. No. 008912

Call No. 332.6019 VEN

Summary: This book presents lecture notes for a course in behavioral finance, most suitable for MBA students, but also adaptable for a PhD class. These lecture notes are based on the author's experience in teaching behavioral finance classes at Bocconi University (at the PhD level) and at the Academic College of Tel Aviv-Yaffo (MBA). Behavioral finance is put in a context relative to the other disciplines of finance, its history is outlined and the way it evolved.



[Scan here for more details](#)



Sr. No. 04

Title: Blockchain, internet of things, and artificial intelligence by Chilamkurti, Naveen

CRC Press Boca Raton 2021

Acc. No. 008913

Call No. 005.74 CHI

Summary: This book offers an integrated overview, detailing how these powerful technologies enhance data integrity and smart contracts. It's essential for Indian graduates, academics, researchers, and IT professionals looking to leverage blockchain's potential in IoT and AI. Understand practical case studies and avoid common pitfalls in data sharing strategies, empowering you to build intelligent systems for the future.



[Scan here for more details](#)



Sr. No. 05

Title: Blockchain technology: exploring opportunities, challenges, and applications
by Vyas, Sonali

Routledge New York 2025

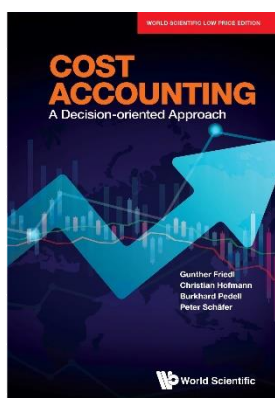
Acc. No. 008914

Call No. 005.74 VYA

Summary: Blockchain Technology: Exploring Opportunities, Challenges, and Applications covers the core concepts related to Blockchain technology starting from scratch. The algorithms, concepts, and application areas are discussed according to current market trends and industry needs. It presents different application areas of industry and academia and discusses the characteristics and features of this technology. It also explores the challenges and future trends and provides an understanding of new opportunities.



[Scan here for more details](#)



Sr. No. 06

Title: Cost accounting: a decision-oriented approach by Friedl, Gunther

London World Scientific Publishing 2025

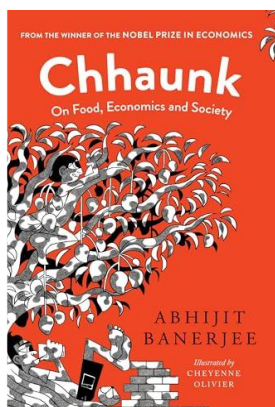
Acc. No. 008915

Call No. 657.42 FRI

Summary: This textbook introduces the basic concepts and current developments in cost accounting. The book features numerous anecdotal examples from a wide range of industries, case studies, Microsoft Excel examples, and exercises to ensure a sustainable learning success. Analyzing and managing costs is crucial for business success. Industrial, service, and non-profit companies will not be successful in the long-term if they do not understand their costs.



[Scan here for more details](#)



Sr. No. 07

Title: Chhaunk: on food, economics and society by Banerjee, Abhijit

New Delhi Juggernaut 2024

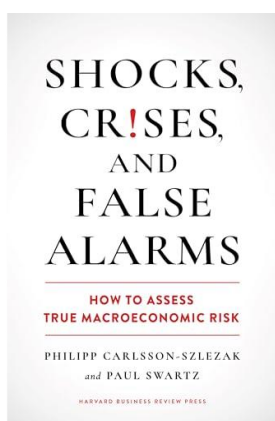
Acc. No. 008916

Call No. 641.5 BAN

Summary: Chhaunk, oil infused with different spices, lies at the heart of Indian cooking. It is just a few teaspoons, but it finishes a dish and gives it its particular piquancy. The pieces in this delightful book can be seen as a literary chhaunk – a sprinkling of ideas and arguments around the social sciences, which imparts its own distinct flavour. Chhaunk playfully uses food to talk about economics, society and India, and makes unexpected connections, say, between savings and shami kebab or between women's liberation and the Bengali vegetable dish of ghanto.



[Scan here for more details](#)



Sr. No. 08

Title: Shocks, crises, and false alarms: how to assess true macroeconomic risk by Carlsson-Szlezak, Philipp

Boston Harvard Business Review Press 2024

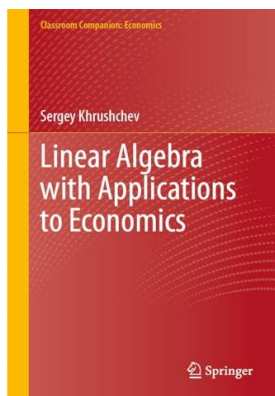
Acc. No. 008917

Call No. 339 CAR

Summary: Shocks, Crises, and False Alarms speaks to the key financial and macroeconomic controversies that define our times- and provides a compass for navigating the global economy. Rather than relying on blinking dashboards or flashy headlines, leaders can and should judge macroeconomic risks for themselves. The book empowers readers with the durable skills to assess continuously evolving risks in the real economy, the financial system, and the geopolitical arena.



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Sr. No. 09

Title: Linear algebra with applications to economic by Khrushchev, Sergey

Springer Switzerland 2024

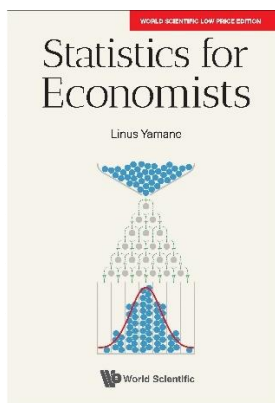
Acc. No. 008918

Call No. 512.5 KHR

Summary: The textbook extensively utilizes the concept of Gauss-Jordan elimination. Every subspace of the standard coordinate space possesses a unique Gauss basis. This observation significantly clarifies many aspects of Linear Algebra. The covered topics are outlined in the table of contents. This textbook is intended for students of Mathematical Economics and is based on lectures on Linear Algebra delivered at Satbayev University in Almaty, Kazakhstan. The program closely aligns with that of the London School of Economics.



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Sr. No. 10

Title: Statistics for economist by Linus, Yamane

London World Scientific Publishing 2024

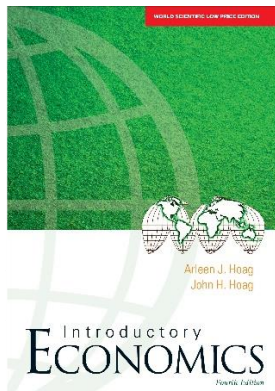
Acc. No. 008919

Call No. 330.181 YAM

Summary: This textbook focuses on deriving everything from first principles without using calculus or linear algebra. It is important for students to understand why they are doing what they are doing. Otherwise, students cannot distinguish meaningless results from significant results. This textbook gets to the major points quickly and is thus relatively short and very accessible.



[Scan here for more details](#)



Sr. No. 11

Title: Introductory economics by Hoag, Arleen J

New Jersey World Scientific Publishing 2024

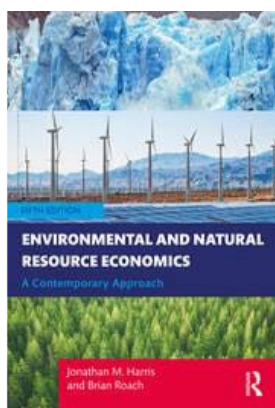
Acc. No. 008920

Call No. 330 HOA

Summary: This book is well integrated to show the relationship among the basic concepts and to offer a comprehensive overview of economics. The one-concept chapters provide organizational flexibility for the instructor. There are eight modules: The Economic Problem; Price Determination; Behind the Supply Curve; Measuring the Economy, The Level of Income; Money; Trade; Conclusion.



[Scan here for more details](#)



Sr. No. 12

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

New York Routledge 2023

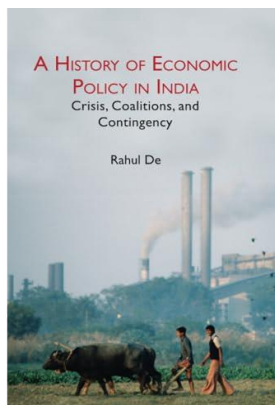
Acc. No. 008921

Call No. 333.7 HAR

Summary: This textbook includes enhanced and updated material on energy, climate change, greening the economy, population, agriculture, forests and water—reflecting the greater urgency required to solve the big environmental problems in these areas. It introduces students to both standard environmental economics and the broader perspective of ecological economics, balancing analytical techniques of environmental economics topics with a global perspective on current ecological issues such as population growth, global climate change and "green" national income accounting.



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Sr. No. 13

Title: History of economic policy In India: Crisis, coalitions, and contingency by De, Rahul

New York Cambridge University Press 2023

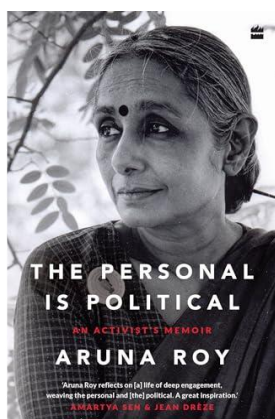
Acc. No. 008922

Call No. 338.954 DE

Summary: This book evaluates how well a government executed its policies based on the economic and political constraints it faced, rather than economic outcomes. Using theories to make sense of the economy, political ideology, historical conditions, and international context, the book's framework provides multiple perspectives and analyses economic policies as an outcome of interactions between dynamics in the economy. Each chapter focuses on specific political regimes: Colonial Rule, Jawahar Lal Nehru, Indira Gandhi, liberalisation under coalition governments, the UPA Government, and the NDA Government.



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Sr. No. 14

Title: The personal is political: an activist's memoir by Roy, Aruna

Gurugram HarperCollins Publishers India 2024

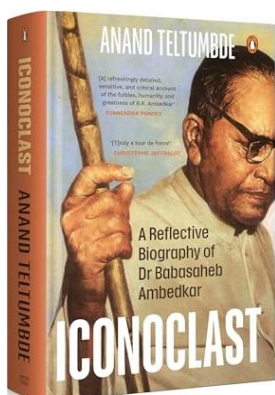
Acc. No. 008923

Call No. 823 ROY

Summary: Magsaysay Award-winning social activist Aruna Roy's remarkably forthright memoir is the story of two parallel journeys—a fifty-year-long engagement with public action in India, and a personal narrative that traces how the author has striven to convert her ideological convictions into practice. Aruna Roy has lived with and worked for the benefit of marginalized communities in rural India, fighting for the right to survive in a hostile environment.



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Sr. No. 15

Title: Iconoclast: a reflective biography of Dr Babasaheb Ambedkar by Teltumbde, Anand

Gurugram Penguin Random House 2024

Acc. No. 008924

Call No. 920.054 TEL

Summary: This biography paints a vivid picture of Ambedkar as a visionary and as a human, and above all as an iconoclast driven by a relentless pursuit of social justice and equality. From his tireless advocacy for the Dalit community to his visionary ideals of liberty, equality and fraternity, Ambedkar's legacy reverberates through the ages, inspiring generations to strive for a more just society. Iconoclast is a masterful tribute to a towering figure in modern history, offering profound insights into the epic struggle for social emancipation and the quest for a truly inclusive society.



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Sr. No. 16

Title: Right kind of wrong: how the best teams use failure to succeed by Edmondson, Amy

Gurugram Penguin Random House India 2023

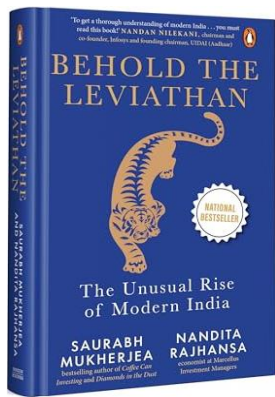
Acc. No. 008925

Call No. 158.1 EDM

Summary: Author Amy Edmondson – the world's most influential organisational psychologist – reveals how we get failure wrong, and how to get it right. Drawing on four decades of research into the world's most effective teams, she unveils the three archetypes of failure – basic, complex and intelligent - and explains how to harness the revolutionary potential of the good ones (and eliminate the bad).



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Sr. No. 17

Title: Behold the leviathan: the unusual rise of modern India: Mukherjea, Saurabh

Gurugram Penguin Random House India Pvt Ltd 2024

Acc. No. 008926

Call No. 320.1 MUK

Summary: in Behold the Leviathan: The Unusual Rise of Modern India, Saurabh Mukherjea and Nandita Rajhansa provide a gripping picture of how 1.5 billion Indians are combining to spectacular effect to create a range of social and economic outcomes which have no precedent in any emerging economy. the authors have also explored, through pathbreaking research, why the vast majority of India's companies are struggling to grow their profits even as a small minority of these companies have gone on to build globe-girdling franchises worth tens of billions of dollars.



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Sr. No. 18

Title: Purpose by Setia, Pankaj

Gurugram Penguin Random House India 2024

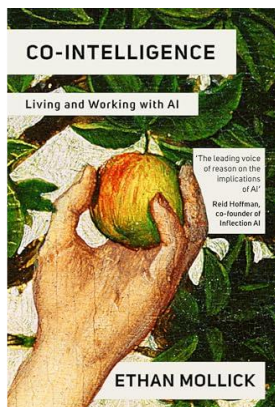
Acc. No. 008927

Call No. 658.4062 SET

Summary: The book is based on over twenty years of the author's research, thinking, discussions, publications, and observations about how technology influences us. He also builds upon his understanding of sciences—physics, chemistry, neuroscience, and others—to bring out the notion of purpose—the purpose of digital transformation. The book is a scientific endeavor to define and address the paradox surrounding digital technologies, framing it as a problem underlined due to unclarity in purpose



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Sr. No. 19

Title: Co-intelligence: living and working with AI by Mollick, Ethan

London Penguin Random House 2024

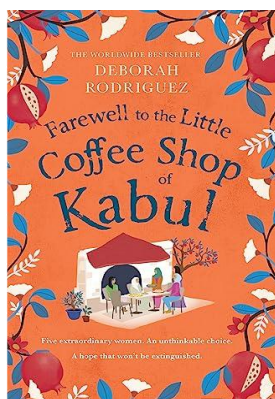
Acc. No. 008928

Call No. 006.3 MOL

Summary: In Co-Intelligence, Mollick urges us to engage with AI as co-worker, co-teacher, and coach. He assesses its profound impact on business and education, using dozens of real-time examples of AI in action. Co-Intelligence shows what it means to think and work together with smart machines, and why it's imperative that we master that skill. Author Mollick has become one of the most prominent and provocative explainers of AI, focusing on the practical aspects of how these new tools for thought can transform our world.



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Sr. No. 20

Title: Farewell to the little coffee shop of Kabul by Rodriguez, Deborah

Sphere London 2023

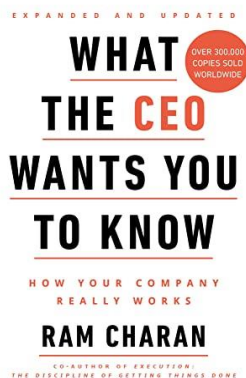
Acc. No. 008929

Call No. 813.6 ROD

Summary: A brilliant story of strength and appreciation of difference that, surprisingly, restores belief in humanity. KABUL, AUGUST 2021 Sunny Tedder is back in her beloved coffee shop. After eight years away, she's thrilled to reunite with her Kabul 'family'. Yazmina now runs a pair of women's shelters from the old cafe, and dreams of a bright future for her two young daughters. Then the US troops begin to withdraw – and the women watch in horror as the Taliban advance on the capital at ferocious speed.



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Sr. No. 21

Title: What the CEO wants you to know: how your company really works by Charan, Ram

London Penguin Random House 2017

Acc. No. 008930

Call No. 658.4 CHA

Summary: In What the CEO Wants You to Know, Ram Charan explains in clear, simple language how to do what great CEOs do instinctively and persistently – understand the basic building blocks of a company and use them to figure out how to make it work as a total business. Being able to decide what to do when, despite the clutter of day-to-day to-do lists and the complexity of the real world, takes the mystery out of business and offers a clear road map of organisational success. This business classic has been completely rewritten and updated with new stories from today's market leaders and companies, and the latest insights from the cutting edge of management research.

Sr. No. 22

Title: Idols: unearthing the power of Murti Puja by Amish

Gurugram HarperCollins Publishers 2023

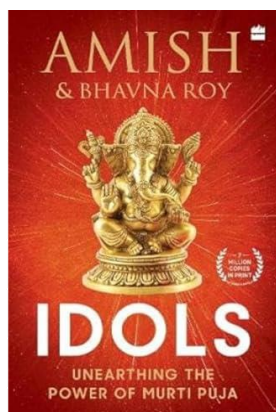
Acc. No. 008931

Call No. 291.4 AMI

Summary: In Idols, a companion volume to the bestselling Dharma, your favourite fictional characters are back, along with some new ones, to explore the essence and true meaning of idolatry. Amish and Bhavna tackle burning questions about idol worship through simple, varied and astute interpretations of myths and religious texts. They unearth the symbolic essence of Ishta Devata, dive into the benefits of bhakti and tackle the importance of religion for people and society.



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Sr. No. 23

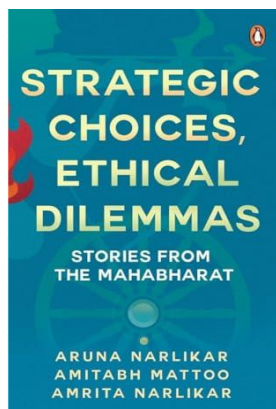
Title: Strategic choices, ethical dilemmas: stories from Mahabharat by Narlikar, Aruna

Gurugram Penguin Random House India 2023

Acc. No. 008932

Call No. 174.4 NAR

Summary: Strategic Choices, Ethical Dilemmas will be useful for all those seeking to put the world to rights and provide some tasty food for thought for those who enjoy paradoxes and squared circles. The text also does not shy away from pragmatic and strategic issues of negotiation, alliances, training and education, leadership, and more. Its unflinching look at bleak realities makes the Mahabharat a text uniquely applicable to our current times. this book applies its practical wisdom to questions of our personal lives.



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Sr. No. 24

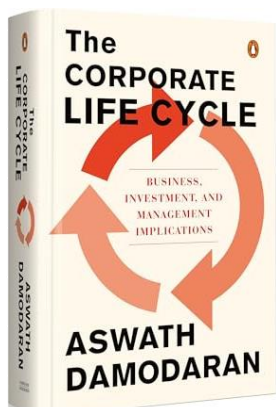
Title: Corporate life cycle: business, investment, and management implications by Damodaran, Aswath

Gurugram Penguin Random House India Pvt Ltd. 2024

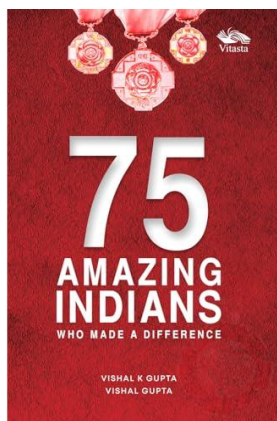
Acc. No. 008933

Call No. 658.15 DAM

Summary: In this book readers will learn What markers tell where a company falls on its corporate lifecycle, and crucial insights for managers as they navigate the different stages, Why the shape and timing of life cycles varies across different industries, When transition points pose special challenges to companies—and strategies to conquer them, How differences in investment philosophies, in particular the divide between growth and value investing, should lead investors towards companies at different lifecycle stages



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Sr. No. 25

Title: 75 amazing Indians: who made a difference by Gupta, Vishal K

Vitasta Publishing Pvt Ltd New Delhi 2024

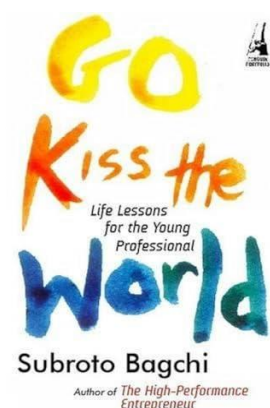
Acc. No. 008934

Call No. 920.0954 GUP

Summary: 75 Amazing Indians Who Made a Difference' invites readers into the captivating lives of 75 diverse Indians, each distinguished with the prestigious Padma awards. The book fills the void of role models for young Indians by providing readers a glimpse into the lives of Indians who have significantly shaped their fields and society. A must-read for those seeking inspiration and a deeper understanding of the diverse tapestry of Indian excellence. -Tarun Kumar Bansal, President Sagacious IP, Times 40Under40, BW 40Under40, CNBC, Young Tur



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Sr. No. 26

Title: Go kiss the world: life lessons for the young professional by Bagchi, Subroto

Gurugram Penguin Books India Pvt Ltd 2024

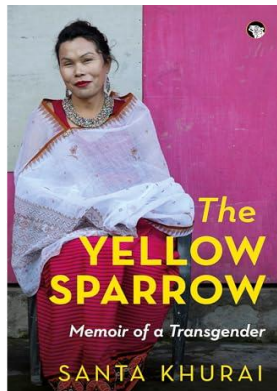
Acc. No. 008935

Call No. 923.3804 BAG

Summary: Go Kiss the World will be an inspiration to 'young India', and to those who come from small-town India, urging them to recognize and develop their inner strengths, thereby helping them realize their own potential. 'Go, kiss the world' were Subroto Bagchi's blind mother's last words to him. These words became the guiding principle of his life. Bagchi grew up amidst what he calls the 'material simplicity' of rural and small-town Orissa, imbibing from his family a sense of contentment, constant wonder, connectedness to a larger whole and learning from unusual sources.



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Sr. No. 27

Title: The yellow sparrow: memoir of a transgender by Khurai, Santa

New Delhi Speaking Tiger Books 2023

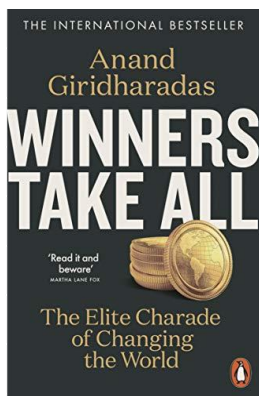
Acc. No. 008936

Call No. 306.768 KHU

Summary: Santa Khurai was seventeen when she decided to start dressing like a woman. Born male, she had always believed herself to be female, and she claimed her feminine identity fiercely and openly. Her bold act of wearing dresses and make-up in public brought down upon her the wrath of her father, insults and ridicule wherever she went, and, frequently, beatings at the hands of the armed forces who are a constant presence in her native Manipur.



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Sr. No. 28

Title: Winners take all: elite charade of changing the world by Giridharadas, Anand

UK Penguin Random House, LLC 2020

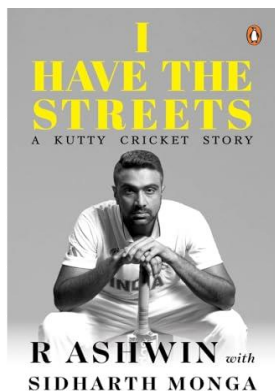
Acc. No. 008937

Call No. 303.40973 GIR

Summary: Anand Giridharadas takes us into the inner sanctums of a new gilded age, where the rich and powerful fight for equality and justice any way they can—except ways that threaten the social order and their position atop it. They rebrand themselves as saviors of the poor; they lavishly reward "thought leaders" who redefine "change" in ways that preserve the status quo; and they constantly seek to do more good, but never less harm.



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Sr. No. 29

Title: I have the streets: a Kutti cricket story by Ashwin, R

Gurugram Penguin Random House India 2024

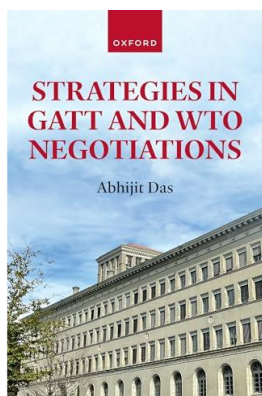
Acc. No. 008938

Call No. 796.358092 ASH

Summary: This book portrait delves deep to paint a candid picture of a cricketer's life before cricket—his struggles with health issues as a child, a middle-class family's unwavering fight and determination to give him the resources he needed for a professional career in the sport, and the little joys of growing up in a cricket-mad gully. How does a champion sportsman view the world? What drives him on and off the field? One of the more articulate and thoughtful cricketers, in this book, R. Ashwin tells his story with Sidharth Monga.



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Sr. No. 30

Title: Strategies in GATT and WTO negotiations by Das, Abhijit

New York Oxford University Press 2025

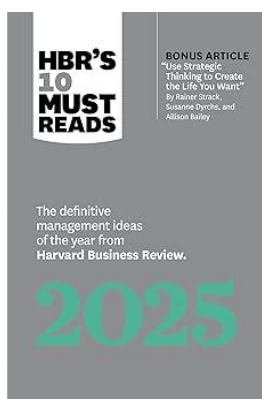
Acc. No. 008939

Call No. 382.92 DAS

Summary: Comprehensively discusses the strategies used by developing countries in countering asymmetric power dynamics at the negotiating table, Presents an incisive analysis of the strategies deployed by the United States, European Union, and other developed countries to frequently prevail in GATT/WTO negotiations and Provides crucial lessons on negotiation and strategy for those working on international trade policy, trade negotiations, foreign policy, diplomacy, and international relations



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Sr. No. 31

Title: HBR's 10 must reads: the definitive management ideas of the year from Harvard Business Review 2025 by Harvard Business Review

Boston Harvard Business Review 2024

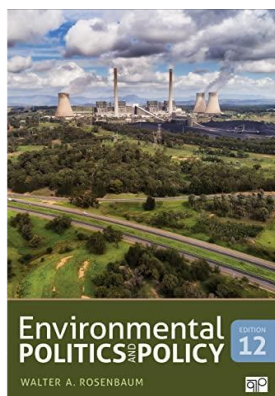
Acc. No. 008940

Call No. 658 HAR

Summary: Harvard Business Review to keep you up to date on the most cutting-edge, influential thinking driving business today. With authors from Ginni Rometty to Robert I. Sutton and company examples from Maersk to Nvidia, this volume brings the most current and important management conversations right to your fingertips. Choose the right sources of demand to grow your company at the right speed, use strategic thinking to create the life you want, Understand what today's rainmakers do differently



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Sr. No. 32

Title: Environmental politics and policy by Rosenbaum, Walter A

New Delhi Sage Publication India Pvt Ltd. 2023

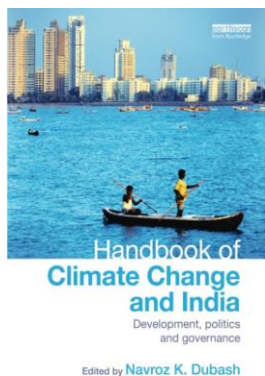
Acc. No. 008941

Call No. 363.700973 ROS

Summary: This book includes updated case studies and a look at the transition in environmental policies between the Trump and Biden administrations, offering students a current and relevant look at the continuing challenge of reconciling sound science with practical politics. provides definitive coverage of environmental politics and policy, lively case material, and a balanced assessment of current environmental issue



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Sr. No. 33

Title: Handbook of climate change and India: development, politics and governance
By Dubash, Navroz K.

New York Routledge 2012

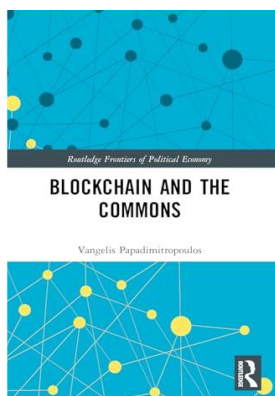
Acc. No. 008942

Call No. 363.738740954 DUB

Summary: This Handbook brings together prominent voices from India, including policymakers, politicians, business leaders, civil society activists and academics, to build a composite picture of contemporary Indian climate politics and policy. One section lays out the range of positions and substantive issues that shape Indian views on global climate negotiations. Another delves into national politics around climate change. This book on the Indian experience with climate change and development is a valuable contribution to both purposes.



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Sr. No. 34

Title: Blockchain and the commons by Papadimitropoulos, Vangelis

Routledge New York 2023

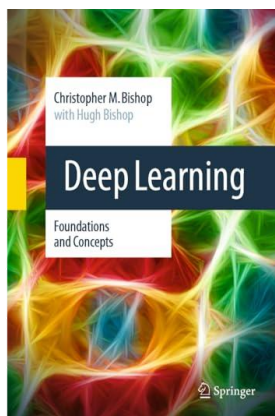
Acc. No. 008943

Call No. 334 PAP

Summary: This book provides a critical examination of the commons with the aim of contributing to their long-term sustainability. In particular, the book examines the relation of Blockchain to the commons by illustrating the case study of the Commons Stack. This book provides vital reading for anyone interested in the commons, from economics, techno-politics and across the social sciences.



[Scan here for more details](#)



Sr. No. 35

Title: Deep learning: foundations and concepts by Bishop, Christopher M

Cham Springer 2024

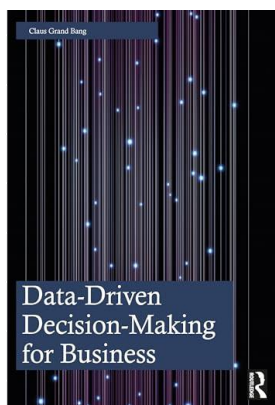
Acc. No. 008944

Call No. 006.31 BIS

Summary: This book offers a comprehensive introduction to the central ideas that underpin deep learning. It is intended both for newcomers to machine learning and for those already experienced in the field. Covering key concepts relating to contemporary architectures and techniques, this essential book equips readers with a robust foundation for potential future specialization. the focus of the book is on conveying a clear understanding of ideas, with emphasis on the real-world practical value of techniques rather than on abstract theory.



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Sr. No. 36

Title: Data-driven decision-making for business by Bang, Claus Grand

London Routledge 2025

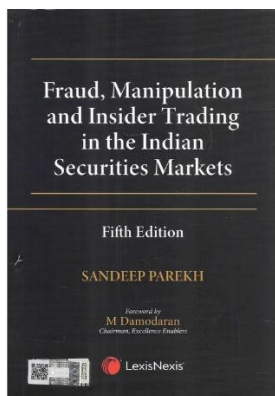
Acc. No. 008945

Call No. 658.4033 BAN

Summary: In this book, the reader will discover the history, theory, and practice of data-driven decision-making, learning how organizations and individual managers alike can utilize its methods to avoid cognitive biases and improve confidence in their decisions. It argues that value does not come from data, but from acting on data.



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Sr. No. 37

Title: Fraud, manipulation and insider trading in the Indian securities markets by Parekh, Sandeep

Gurgaon LexisNexis 2025

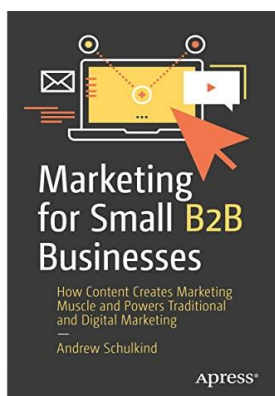
Acc. No. 008946

Call No. 343.99 PAR

Summary: The book aims to strike a balance between academic depth and practical application with its thematic approach. By equipping readers with a clear understanding of securities regulations and their implications it empowers professionals to navigate the complexities of fraud, manipulation, and insider trading with confidence. The book on Fraud, Manipulation and Insider Trading in the Indian Securities Markets is intended to be a valuable resource for seasoned practitioners as well as newcomers and will help them in avoiding the pitfalls of what is clearly a mine laden field even for investors.



[Scan here for more details](#)



Sr. No. 38

Title: Marketing for small B2B businesses: how content creates marketing muscle and powers traditional and digital marketing by Schulkind, Andrew

New York Apress 2022

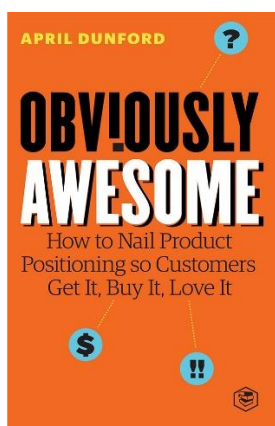
Acc. No. 008947

Call No. 658.8 SCH

Summary: This book provides insight and information about the questions that are critical to their business and that you can help them solve. It is the key to capturing their attention, gaining their trust, and winning their business. Marketing can't work its magic alone. It needs the support of strong branding and must provide support to well-executed sales processes. Marketing for Small B2B Businesses will dive into the relationship between each of these areas.



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Sr. No. 39

Title: Obviously awesome: how to nail product positioning so customers get it, buy it, love it by Dunford, April

Mumbai Sanage Publishing House 2019

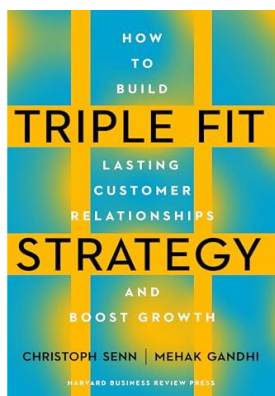
Acc. No. 008948

Call No. 658.827 DUN

Summary: Awesome, shows you how to find your product aspects and then sell that sauce to those who crave it. Having spent years as a startup executive (with 16 product launches under her belt) and a consultant (who worked on dozens more), Dunford speaks with authority about breaking through the noise of a crowded market. Punctuated with witty anecdotes and compelling case studies, Dunford book is at once entertaining and illuminating.



[Scan here for more details](#)



Sr. No. 40

Title: Triple fit strategy: how to build lasting customer relationships and boost growth by Senn, Christoph

Boston, Massachusetts Harvard Business Review Press 2024

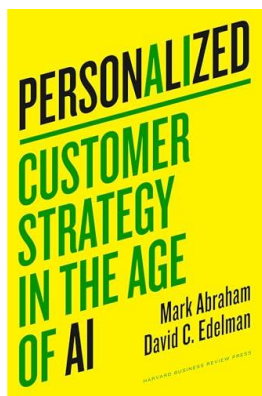
Acc. No. 008949

Call No. 658.804 SEN

Summary: The Triple Fit Strategy helps sales and business leaders better understand the health of their customer relationships and allocate resources for faster breakthroughs. It's a proven approach that Senn and Gandhi have implemented with hundreds of companies over twenty-five years and validated with data from more than ten thousand cases. Triple Fit Strategy is a breakthrough approach to strategy and sales, with the power to transform businesses. Your journey to becoming a value creator starts here.



[Scan here for more details](#)



Sr. No. 41

Title: Personalized: customer strategy in the age of AI by Abraham, Mark

Boston Harvard Business Review Press 2024

Acc. No. 008950

Call No. 658.812 ABR

Summary: Personalized is a playbook for delivering true personalization at scale. In this book, Boston Consulting Group's Mark Abraham and Harvard Business School's David C. Edelman describe Five Promises of Personalization. Understand each customer's needs and how best to meet them. Win customers' trust and permission to use their data to improve their experience. Reach out to the right customer, in the right channel, at the right time. Tailor unique content to be relevant to each customer, enabled by generative AI.



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Sr. No. 42

Title: Branding and disruptive innovation: owning game-changing subcategories by Aaker, David

New Delhi Wiley India Pvt Ltd 2024

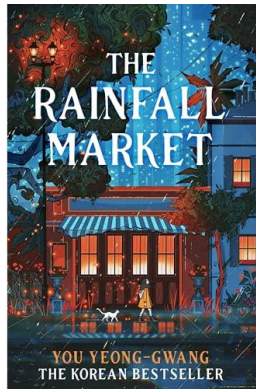
Acc. No. 008951

Call No. 658.827 AAK

Summary: There are four branding jobs – to become the exemplar brand, position new subcategory, scale the customer base, and provide barriers to competitors. Case studies show how to implement this strategy in the fast-moving digital age. The alternative, “my brand is better than your brand” competition, almost never generates growth and is not so fun. Branding, which holds the key to success of this growth strategy, is often underused or neglected.



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Sr. No. 43

Title: Rainfall market by Yeong-Gwang, You

New Delhi Penguin Random House 2024

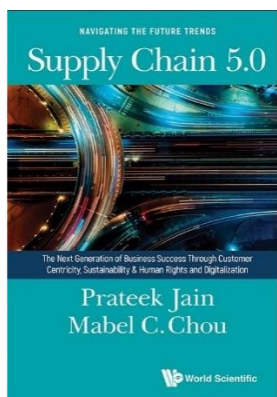
Acc. No. 008952

Call No. 823 YEO

Summary: On the outskirts of Rainbow Town, there is an old, abandoned house. They say that if you send a letter detailing your misfortunes there, you could receive a ticket. If you bring this ticket to the house on the first day of the rainy season, you'll be granted entrance into the mysterious Rainfall Market—where you can choose to completely change your life. No one is more surprised than Serin when she receives a ticket. Lonely and with no real prospects for a future, Serin ventures to the market, determined to create a better life for herself.



[Scan here for more details](#)



Sr. No. 44

Title: Navigating the future trends supply chain 5.0: the next generation of business success through customer centricity, sustainability & human rights and digitalization by Jain, Prateek

London World Scientific Publishing 2024

Acc. No. 008953

Call No. 658.7 JAI

Summary: This book guides businesses through the evolving landscape, showcasing how they can synchronize these elements to revolutionize their operations and unlock unparalleled value, ensuring future success. As consumer expectations shift and the world demands responsible practices, embracing the new generation of Supply Chain isn't just an option — it's the only way for organizations to thrive and shape a profitable and sustainable future.



[Scan here for more details](#)



Sr. No. 45

Title: Essentials of marketing analytics by Hair, Josheph F

Chennai McGraw Hill Education (India) Private Limited 2025

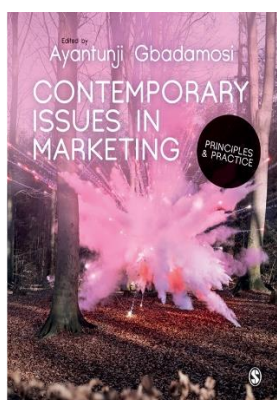
Acc. No. 008954

Call No. 658.8 HAI

Summary: In the era of Big Data, students must grasp not only the right questions but also the tools to answer them. Essentials of Marketing Analytics provides a comprehensive, readable, and flexible guide for undergraduates and graduates. Coverage includes the most popular analytics software tools, such as Tableau and Python, as well as a variety of analytical techniques, including but not limited to social network analysis, automated machine learning, neural networking and more.



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Sr. No. 46

Title: Contemporary issues in marketing Principles and practice by Gbadamosi, Ayantunji

New Delhi Sage Publications India Pvt Ltd 2019

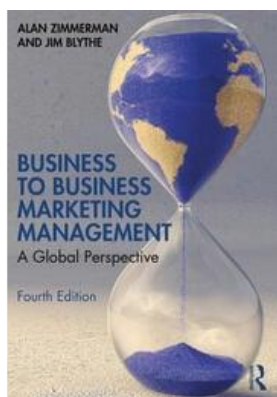
Acc. No. 008955

Call No. 658.8 GAB

Summary: Contemporary Issues in Marketing is a comprehensive, up-to-date, and cutting-edge resource that presents a coherent understanding of topical issues in marketing. Bringing together theory and practitioners' perspectives, it firmly addresses the prevailing challenges in the marketing world. Using vignettes on topics such as technology, ethics and practitioner viewpoints, this book explores the paradigm shift in marketing and developments in thoughts throughout the discipline.



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Sr. No. 47

Title: Business to business marketing management: a global perspective by Zimmerman, Alan

New York Routledge 2022

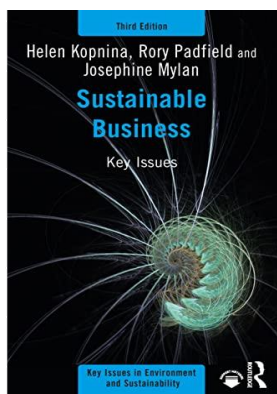
Acc. No. 008956

Call No. 658.8 ZIM

Summary: Business to Business (B2B) markets are considerably more challenging than consumer markets and demand a more specific skillset from marketers. B2B buyers, often dealing with highly complex products, have specialist product knowledge and are far more knowledgeable and demanding than the average consumer. This textbook takes a uniquely international approach to this complex environment, the result of an international team of authors and real-life cases from across the globe.



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Sr. No. 48

Title: Sustainable business by Kopnina, Helen

New York Routledge 2023

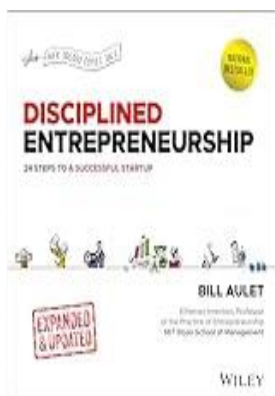
Acc. No. 008957

Call No. 658.408 KOP

Summary: Sustainable Business: Key Issues is the first comprehensive introductory-level textbook to address the interface between environmental challenges and business solutions to provide an overview of the basic concepts of sustainability, sustainable business, and business ethics. This textbook introduces students to the background and key issues of sustainability and suggests ways in which these concepts can be applied in business practice.



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Sr. No. 49

Title: Disciplined entrepreneurship: 24 steps to a successful startup by Aulet, Bill

New Jersey John Wiley & sons, Inc., 2024

Acc. No. 008958

Call No. 658.421 AUL

Summary: This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special – they simply make great products.



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Sr. No. 50

Title: Industry 5.0: the future of the industrial economy: Elangovan, Uthayan

Boca Raton CRC Press 2022

Acc. No. 008959

Call No. 658.4038 ELA

Summary: Industry 5.0: The Future of the Industrial Economy discusses the integration of product, process, machine, software, and industrial robots in realizing Industry 5.0. It covers the dual integration of human intelligence with machine intelligence and reviews the results of making use of Industrial Internet of Things (IIoT) and Artificial Intelligence (AI). This book explores how to reduce waste in product design through the manufacturing process and offers more personalized and customized products for customers.



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Sr. No. 51

Title: Knowledge management: maximizing organizational intelligence for success by Suresh, Lata

Mumbai Kabdwal Book 2023

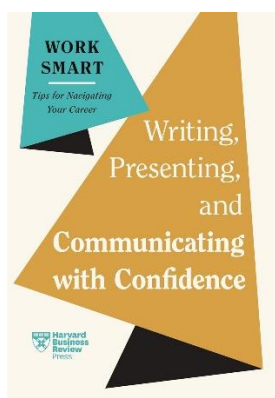
Acc. No. 008960

Call No. 658.4038 SUR

Summary: Dr. Lata Suresh, a luminary with over 30 years of remarkable achievements, serves as the Head of the Knowledge Resource Centre and Head of Institutional Partnership and Corporate Communications at the prestigious Indian Institute of Corporate Affairs. With an impressive array of qualifications, including a PhD from the University of Pune, she has been internationally and nationally recognized for her contributions.



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Sr. No. 52

Title: Writing, presenting, and communicating with confidence: work smart: tips for navigating your career by Harvard Business Review Press

Boston Harvard Business Review Press 2025

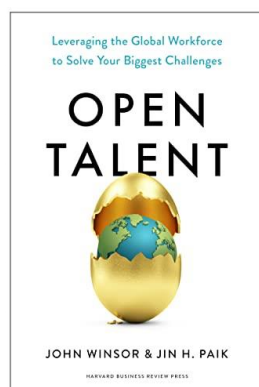
Acc. No. 008961

Call No. 658.45 HAR

Summary: Effective communication is essential to standing out at work and excelling in your career. But when it comes to making a convincing point in a meeting, crafting the perfect email, or nailing a presentation, there's a lot to navigate. Writing, Presenting, and Communicating with Confidence is filled with practical advice from HBR experts that can help you answer questions such as: How can I prepare for the most difficult conversation, What can I do to improve my writing?, What strategies can I use to overcome my anxiety about public speaking?



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Sr. No. 53

Title: Open talent: leveraging the global workforce to solve your biggest challenges by Winsor, John

Boston Harvard Business Review Press 2024

Acc. No. 008962

Call No. 650.13 WIN

Summary: In this book, John Winsor and Jin Paik, with their work at the Laboratory for Innovation Science at Harvard, show how the massive reset of the pandemic allowed talented workers everywhere to exit their jobs without leaving the workforce. Now many are freelancing for multiple companies or are starting small businesses, challenging hiring managers as never before amidst a transformed workforce. What's more, talent has more power than ever using platforms such as Freelancer.com, Fiverr, and Upwork, setting their own terms for work: what, where, when, and at what price.



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Sr. No. 54

Title: Employment is dead: how disruptive technologies are revolutionizing the way we work by Piscione, Deborah Perry

Boston Harvard Business Review Press 2025

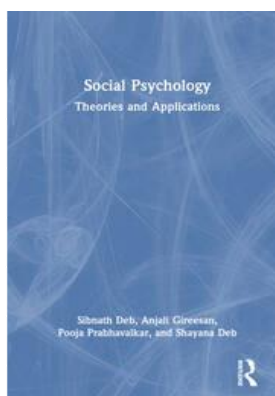
Acc. No. 008963

Call No. 658.301 PIS

Summary: Employment Is Dead ventures into unexplored territories to reveal how these innovations can transform work into more democratic, human-centric, and empowering work experiences. Deborah Perry Piscione and Josh Drean bring to life the seismic shifts occurring in the workforce, propelled by employees' growing demand for autonomy, flexibility, and a sense of purpose in their work. The authors challenge leaders to embrace these changes, offering vital insights into navigating this new landscape.



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Sr. No. 55

Title: Social psychology: theories and applications by Deb, Sibnath

London Routledge 2024

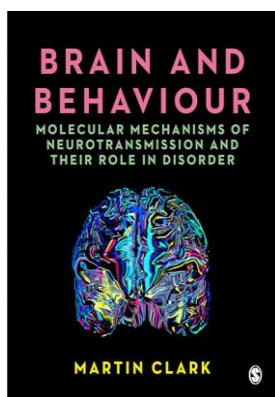
Acc. No. 008964

Call No. 362.1 SIC

Summary: This book examines the concept of social psychology in today's context. It analyses the theoretical concepts of social psychology and their application to other fields. It further explores the discipline in a cultural, historical, and philosophical context with special emphasis on religion. This book will be useful to students of psychology, applied psychology, sociology, social work, public health, gender, and women studies. The volume goes beyond individual focus and directs its attention to society as the centre of influence.



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Sr. No. 56

Title: Brain and behaviour: molecular mechanisms of neurotransmission and their role in disorder by Clark, Martin

New Delhi Sage Publication India Pvt Ltd 2023

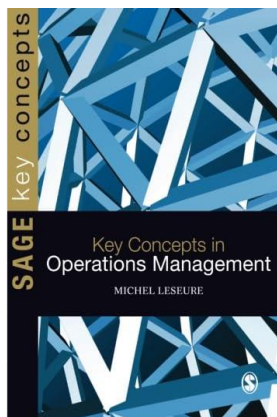
Acc. No. 008965

Call No. 150.8 CLA

Summary: This textbook focuses on eight core neurotransmitters and explores the machinery underpinning their function. This includes how they are synthesised, packaged, and facilitate communication between neurons. Each chapter focuses on a single neurotransmitter, outlining its machinery and discussing what research suggests about how the alteration of this machinery may contribute to various atypical behavioural states. It is essential reading for any student of neuropsychology, neuroscience, or biological psychology.



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Sr. No. 57

Title: Key concepts In operations management by Leseure, Michel

New Delhi Sage Publications India Pvt Ltd 2010

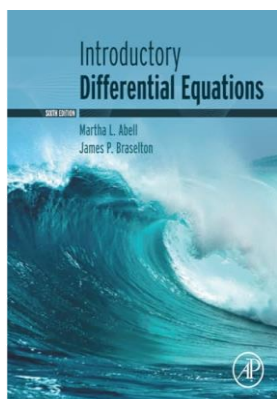
Acc. No. 008966

Call No. 658.5 LES

Summary: Key Concepts in Operations Management introduces a selection of key concepts and techniques in the field. Concise, informative and contemporary, with consideration given to explaining the principles of the topic, as well as the relevant debates and literature. Over 50 concept entries include: Operations Strategy, Managing Innovation, Process Modeling, New Product Development, Forecasting, Planning and Control, Supply Chain Management, Risk Management and many more.



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Sr. No. 58

Title: Introductory differential equations by Abell, Martha L

London Academic Press 2025

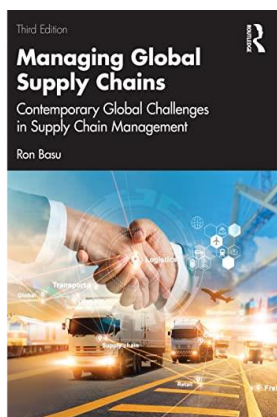
Acc. No. 008967

Call No. 515.35 ABE

Summary: Introductory Differential Equations, Sixth Edition provides the foundations to assist students in learning not only how to read and understand differential equations, but also how to read technical material in more advanced texts as they progress through their studies. Offers applications and extended projects relevant to the real-world through the use of examples in a broad range of contexts. Gives students a complete foundation on the subject, providing a strong basis for learning how to read technical material in more advanced texts



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Sr. No. 59

Title: Managing global supply chains: contemporary global challenges in supply chain management by Basu, Ron

London Routledge 2023

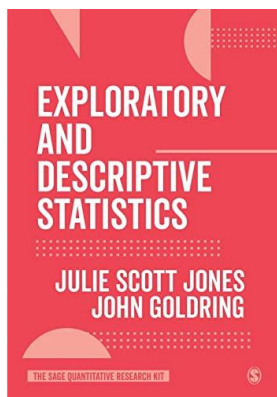
Acc. No. 008968

Call No. 658.7 BAS

Summary: This new edition specifically focuses on seven contemporary challenges that have affected global supply chain management. Recent disruptions to global supply chains created by COVID-19 and the Ukraine conflict have resulted in significant geographical shifts in supply and demand. High inflation and the cost of living crisis have, in turn, created problems for finely-tuned global supply chains. This book addresses these challenges and explores how to deal with them.



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Sr. No. 60

Title: Exploratory and descriptive statistics by Jones, Julie Scott

New Delhi Sage Publications India Pvt Ltd 2021

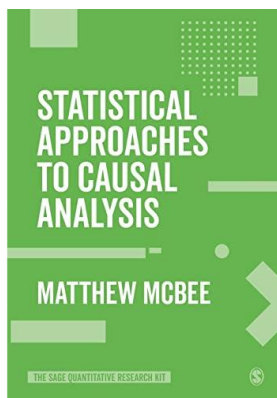
Acc. No. 008969

Call No. 519.5 JON

Summary: Nervous about statistics? This guide offers a clear, straight to the point break down of exploratory and descriptive statistics and its potential. Anchored by lots of examples and exercises to enhance your learning, it offers guidance on how to: Identify and access different types of variables and data, Select the best method for measuring your chosen variables and data, use data visualization techniques to tell stories with your data and appropriately clean and manage your data



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Sr. No. 61

Title: Statistical approaches to causal analysis by McBee, Matthew

New Delhi Sage Publications India Pvt Ltd 2021

Acc. No. 008970

Call No. 519 MCB

Summary: A practical, up-to-date, step-by-step guidance on causal analysis for advancing students, this book features worked example datasets throughout to clearly demonstrate the application of these powerful techniques, giving students the know-how and the confidence to succeed in their quantitative research journey. Matthew McBee evaluates the issue of causal inference in quantitative research, while providing guidance on how to apply these analyses to your data.



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Sr. No. 62

Title: Essentials of business research methods by Hair, Joe F

New York Routledge 2023

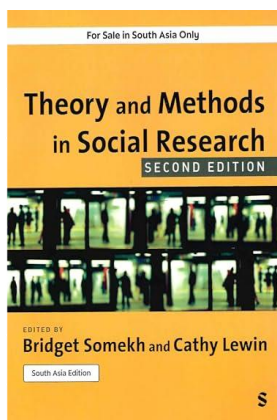
Acc. No. 008971

Call No. 658.4 HAI

Summary: This book explores critical topics, including ethics in business research, privacy matters, data analytics, customer relationship management, how to conduct information-gathering activities more effectively in a rapidly changing business environment, and more. This book has been fully updated throughout, covering emerging technologies such as machine learning and blockchain technology, as well as expanded coverage of secondary data, using examples from around the world.



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Sr. No. 63

Title: Theory and methods in social research by Somekh, Bridget

New Delhi Sage Publications India Pvt Ltd 2011

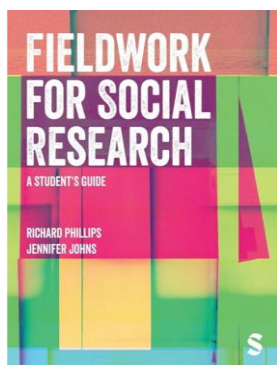
Acc. No. 008972

Call No. 300.72 SOM

Summary: This new edition provides a scholarly and readable introduction to all the key qualitative and quantitative research methodologies and methods, enabling postgraduate and masters-level students and new researchers to reflect on which ones suit their needs and to receive guidance on how to find out more. This book will act as your 'expert friend' throughout your research project, providing advice, explaining key concepts and the implications for your research design, and illustrating these with examples of real research studies.



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Sr. No. 64

Title: Fieldwork for social research: student research by Johns, Jennifer

London Sage Publications 2024

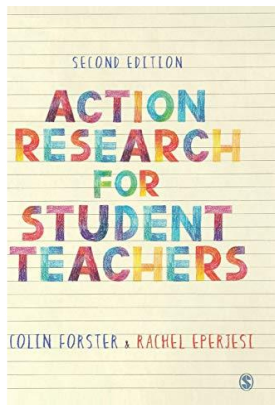
Acc. No. 008973

Call No. 300.72 PHI

Summary: A step-by-step introduction to successful fieldwork, this guide will help you to plan, design, conduct and share your research. Packed with practical tools and real-world examples, it includes: Field-tested checklists for each stage of your research, a glossary with key, highlighted terms, postcards from fieldwork experts providing global case studies and Advice on effective virtual research within digital and hybrid settings as well face-to-face fieldwork.



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Sr. No. 65

Title: Action research for student teachers by Forster, Colin

New Delhi Sage Publications India Pvt Ltd 2021

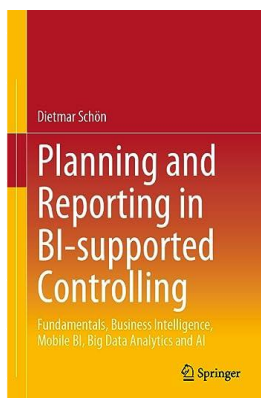
Acc. No. 008974

Call No. 300.72 FOR

Summary: Action research is a popular part of many teacher training courses but understanding how to do it well is not always straightforward. Previously known as Action Research for New Teachers, this book will guide trainee teachers through each step of the process, from initial stages of planning and research, through to how to analyse data and write up a research project. A new 'Critical task' feature, with suggested responses, discussion of where action research 'fits' in the world of education research



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Sr. No. 66

Title: Planning and reporting In BI-supported controlling: fundamentals, business intelligence, mobile BI, big data analytics and AI by Schon, Dietmar

Wiesbaden Springer 2023

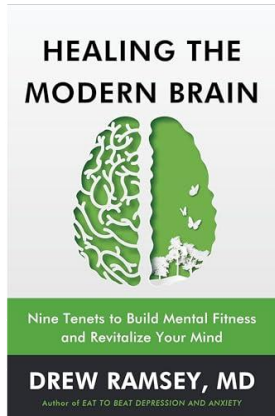
Acc. No. 008975

Call No. 658.4038028553 SCH

Summary: This book shows step by step how things can be done differently. It systematically shows how modern planning and reporting systems in BI-supported controlling can be set up with the use of data warehouse and big data technology and usefully supplemented with AI-supported features. It contains suggestions for the areas of corporate management (operational and strategic controlling), sales, production, purchasing and project management.



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Sr. No. 67

Title: Healing the modern brain: nine tenets to build mental fitness and revitalize your mind by Ramsey, Drew

New York HarperCollins Publishers 2025

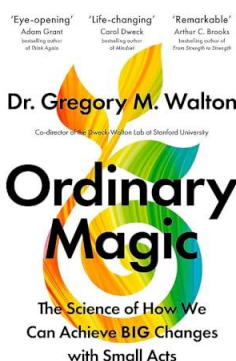
Acc. No. 008976

Call No. 150.8 RAM

Summary: Healing the Modern Brain offers a new approach to revitalizing and protecting mental health and achieving Mental Fitness. Simply defined, Mental Fitness is the knowledge, patterns, habits, and skills that culminate in a more mentally healthy life: an approach to living that takes into consideration the unrealistic demands of modern living, time, choice, genetics, lifestyle, diet, habits, chemistry, movement, rest, and mindset. It is a process that will put your brain in a perpetual state of self-repair and evolution, and ensure it has the support it needs to overcome daily stress, decision-fatigue, and uncertainty.



[Scan here for more details](#)



Sr. No. 68

Title: Ordinary magic: the science of how we achieve big change with small acts by Walton, Gregory M

London Headline Publishing Group Limited 2025

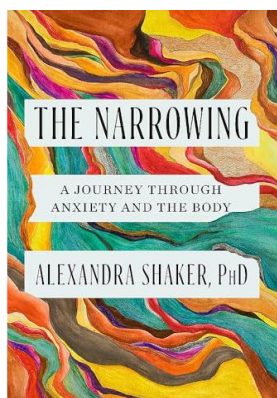
Acc. No. 008977

Call No. 823 WAL

Summary: The emotional questions we face can define our lives. If you're expecting an interaction to go wrong, that expectation can make it so. That's spiralling down. But as esteemed Stanford psychologist Greg Walton shows, when we see these questions clearly, we can answer them well. Known to social psychologists as wise interventions, these shifts in perspective can help us chart new trajectories for our lives.



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Sr. No. 69

Title: Narrowing: a journey through anxiety and the body by Shaker, Alexandra

London Headline Publishing Group Limited 2025

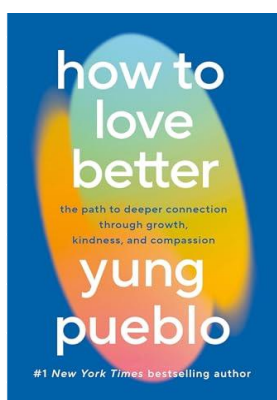
Acc. No. 008978

Call No. 158.1 SHA

Summary: In this extraordinary book, Dr. Alexandra Shaker, a clinical psychologist, takes us on a journey through the body – from brain to blood to heart to guts – to examine the connections between our emotional, psychological, and physical lives. She unravels what the body can teach us about anxiety, and what we can learn from our long cultural history of the anxious impulse.



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Sr. No. 70

Title: How to love better: the path from personal growth to deep connection by Pueblo, Yung

London Penguin Random House 2025

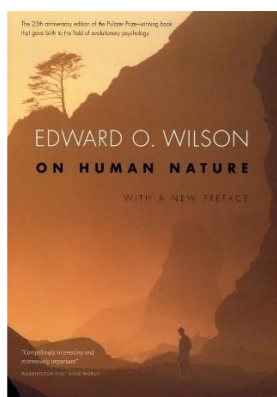
Acc. No. 008979

Call No. 158.1 PUE

Summary: Personal transformation that is grounded in self-love and has greater inner peace as the goal will naturally teach you how to love better. Seeing yourself clearly opens the door to compassion for yourself and for other people. In How to Love Better, Yung Pueblo examines all aspects of relationships, from the rose-coloured early days when you may be hesitant to show your full self, to the challenges that can arise without clear communication, to dealing with heartbreak and healing as you close a chapter of your life.



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Sr. No. 71

Title: On human nature by Wilson, Edward O

London Harvard University Press 2004

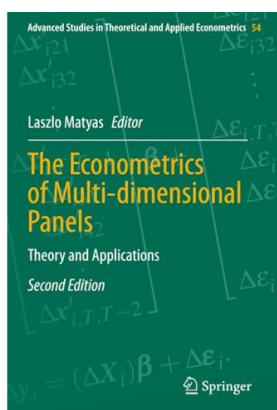
Acc. No. 008980

Call No. 304.5 WIL

Summary: In this book: how The Insect Societies led him to write Sociobiology, and how the political and religious uproar that engulfed that book persuaded him to write another book that would better explain the relevance of biology to the understanding of human behavior.



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Sr. No. 72

Title: The econometrics of multi-dimensional panels: theory and applications by Matyas, Laszlo

Cham Springer 2024

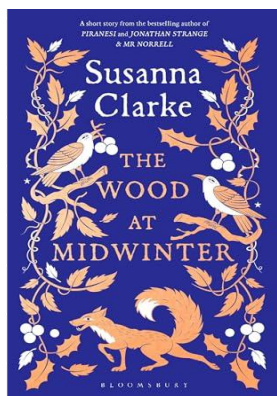
Acc. No. 008981

Call No. 330.015195 MAT

Summary: This book presents the econometric foundations and applications of multi-dimensional panels, including modern methods of big data analysis. In light of the big data revolution and the emergence of higher dimensional panel data sets, it provides new results to synthesize existing knowledge on the field. It not only synthesizes our current knowledge, but mostly, presents new research results.



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Sr. No. 73

Title: The wood at midwinter by Clarke, Susanna

London Bloomsbury Publishing 2024

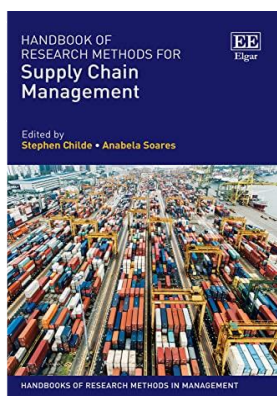
Acc. No. 008982

Call No. 823.92 CLA

Summary: Nineteen-year-old Merowdis Scott is an unusual girl. She can talk to animals and trees – and she is only ever happy when she is walking in the woods. One snowy afternoon, out with her dogs and Apple the pig, Merowdis encounters a blackbird and a fox. As darkness falls, a strange figure enters in their midst – and the path of her life is changed forever.



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Sr. No. 74

Title: Handbook of research methods for supply chain management by Childe, Stephen

Cheltenham Edward Elgar Publishing Limited 2024

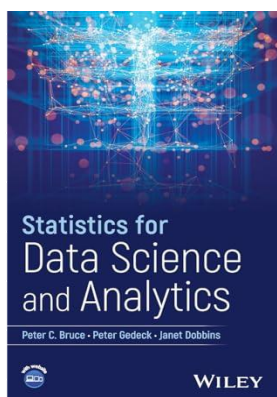
Acc. No. 008983

Call No. 658.7 CHI

Summary: This Handbook identifies the key topics for research in supply chain management using an innovative step-by-step approach and provides an extensive range of methodologies for researching the subjects. Examining the complex and fascinating process of supply chain management, chapters provide a detailed and expansive review of the wide range of research methods used to study the topic.



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Sr. No. 75

Title: Statistics for data science and analytics by Bruce, Peter C

New Jersey Wiley 2025

Acc. No. 008984

Call No. 519.5 BRU

Summary: Statistics for Data Science and Analytics is a comprehensive guide to statistical analysis using Python, presenting important topics useful for data science such as prediction, correlation, and data exploration. The book introduces binary classification, a foundational element of machine learning, validation of statistical models by applying them to holdout data, and probability and inference via the easy-to-understand method of resampling and the bootstrap instead of using a myriad of “kitchen sink” formulas.



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Sr. No. 76

Title: Innovative collaboration in healthcare by Matsushita, Hironobu

Singapore Springer 2024

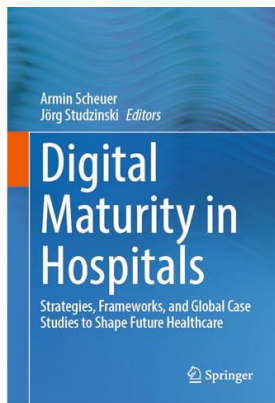
Acc. No. 008985

Call No. 362.1068 MAS

Summary: This book is the first to approach collaboration in healthcare from a translational systems science perspective. There is a complex intertwining of collaborative relationships between diverse sectors, industries, universities, professions, teams, patients, and machines and robots powered by artificial intelligence and big data. The purpose of this book is to review and recapture “innovative collaboration” in modern healthcare, primarily from the perspective of translational systems science.



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Sr. No. 77

Title: Digital maturity in hospitals: strategies, frameworks, and global case studies to shape future healthcare by Scheuer, Armin

Switzerland Springer 2025

Acc. No. 008986

Call No. 610.0285 SCH

Summary: This book serves as a comprehensive guide for hospitals embarking on a digital maturity journey, offering actionable insights, best practices, and lessons learned from healthcare leaders worldwide. It brings together contributions from over 50 world-renowned digital health experts, providing hospitals with the tools and strategies needed to successfully drive digital transformation to benefit both healthcare workers and patients.



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