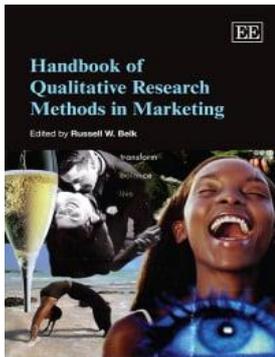


## New Arrival List of Books (November - 2021)



### Sr. No. 1

**Title:** Handbook of qualitative research methods in marketing by Belk, Russell W.

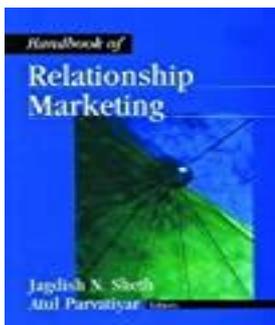
Cheltenham Edward Elgar Publishing Ltd. 2008

Acc. No. 001566

Call No. 658.83 BEL

**Summary:** The Handbook of Qualitative Research Methods in Marketing offers both basic and advanced treatments intended to serve academics, students, and marketing research professionals. The 42 chapters begin with a history of qualitative methods in marketing by Sidney Levy and continue with detailed discussions of current thought and practice in: research paradigms such as grounded theory and semiotics

[Click for more details](#)



### Sr. No. 2

**Title:** Handbook of relationship marketing by Sheth, Jagdish N.

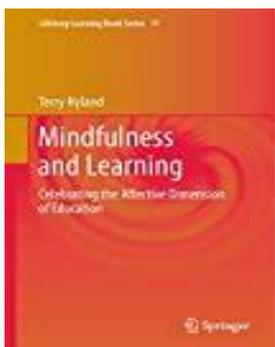
New Delhi Sage Publications India Pvt. Ltd. 2002

Acc. No. 001567

Call No. 658.8 SHE

**Summary:** As businesses increasingly stress the importance of cooperation and collaboration with suppliers and customers, relationship marketing is emerging as the 'core' of all marketing activity. Editors Jagdish N Sheth and Atul Parvatiyar have assembled an authoritative cast of chapter contributors and crafted a volume that will become the seminal, founding work in this growing field. Their approach is eclectic, including a broad coverage of topics, diverse theoretical and conceptual paradigms, and global viewpoints.

[Click for more details](#)



### Sr. No. 3

**Title:** Mindfulness and learning: celebrating the affective dimension of education by Hyland, Terry

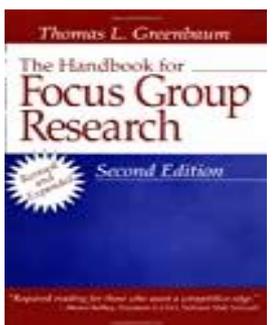
London Springer 2011

Acc. No. 001568

Call No. 371.39 HYL

**Summary:** Mindfulness and Learning: Celebrating the Affective Dimension of Education shows how the concept and practice of 'mindfulness' – non-judgmental, present moment awareness and experience – can enrich learning at all levels. Mindfulness thus contributes to the enhanced achievement of general educational goals and helps remedy the gross deficiency of the affective/emotional aspects of contemporary theory and practice.

[Click for more details](#)



### Sr. No. 4

**Title:** The handbook for focus group research by Greenbaum, Thomas L.

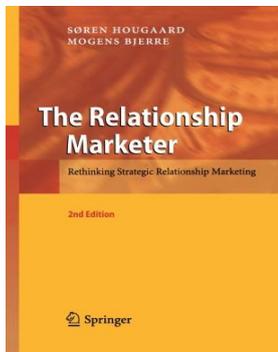
California Sage Publications, Inc. 1998

Acc. No. 001569

Call No. 658.83 GRE

**Summary:** As one of the most popular tools for gathering information in today's marketplace, focus groups require understanding of purpose and good grounding in the technique to be effective. Thomas Greenbaum provides the latest information on conducting effective focus groups in this revised edition of The Handbook for Focus Group Research. New chapters discuss the technology revolution and its relevance to focus group research, with particular reference to the strengths and weaknesses of video conferencing and the Internet;

[Click for more details](#)



**Sr. No. 5**

**Title:** *The relationship marketer: rethinking strategic relationship marketing* by Hougard, Soren.

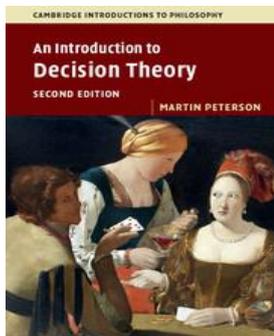
London Springer 2009

**Acc. No.** 001570

**Call No.** 658.812 HOU

**Summary:** "The Relationship Marketer", Søren Hougard and Mogens Bjerre explain how the concept of the dyad (i.e., mutuality, or "you and me") is quickly becoming a fundamental principle in marketing. The authors suggest that understanding customer relationships, value co-creation, and customised business models in which effectiveness is evaluated on an individualised basis leads to outstanding business performance.

[Click for more details](#)



**Sr. No. 6**

**Title:** *An introduction to decision theory* by Peterson, Martin

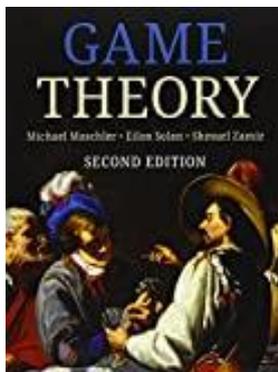
New York Cambridge University Press 2021

**Acc. No.** 001571

**Call No.** 519.542 PET

**Summary:** Introduction to decision theory is both accessible and comprehensive, covering topics including decision making under ignorance and risk, the foundations of utility theory, the debate over subjective and objective probability, Bayesianism, causal decision theory, game theory, and social choice theory. No mathematical skills are assumed, with all concepts and results explained in non-technical and intuitive as well as more formal ways.

[Click for more details](#)



**Sr. No. 7**

**Title:** *Game theory* by Maschler, Michael

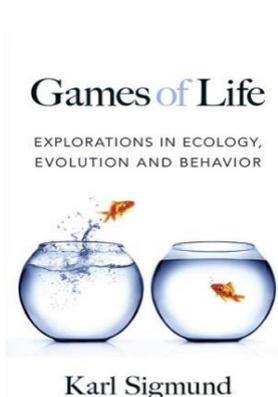
New York Cambridge University Press 2020

**Acc. No.** 001572

**Call No.** 519.3 MIC

**Summary:** This edition contains new material on stochastic games, rationalizability, and the continuity of the set of equilibrium points with respect to the data of the game. The material is presented clearly, and every concept is illustrated with concrete examples from a range of disciplines. With numerous exercises, and the addition of a solution manual for instructors with this edition, the book is an extensive guide to game theory for undergraduate through graduate courses in economics, mathematics, computer science, engineering and life sciences, and will also serve as useful reference for researchers.

[Click for more details](#)



**Sr. No. 8**

**Title:** *Games of life: explorations in ecology, evolution, and behaviour* by Sigmund, Karl

New York Dover Publication, Inc. 2017

**Acc. No.** 001573

**Call No.** 574.011 SIG

**Summary:** The book examines pursuit games between predators and prey and draws parallels between games of chance and the randomness of molecular evolution. Other topics include the bizarre double games played by chromosomes and applications of game theory to animal behavior. Key topics appear at the start of each chapter, and endnotes provide references for readers wishing to seek out further information. This playful approach to understanding evolution and its central issues of sex, survival, conflict, and cooperation offers a captivating modern perspective on matters of life and death.

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**Sr. No. 9**

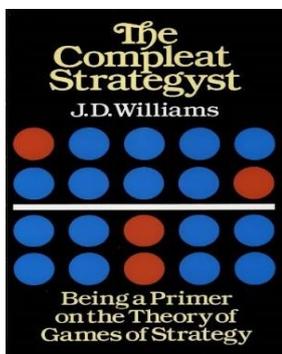
**Title:** *Managing oneself: time to improve your career* by Parker, Kenneth

**Check again**

**Acc. No.** 001574

**Call No.** 650.1 PAR

**Summary:** This book explains how to achieve true and lasting excellence by operating using a combination of your strengths and self-knowledge.



**Sr. No. 10**

**Title:** *The compleat strategyst: being a primer on the theory of games of strategy* by Williams, J. D.

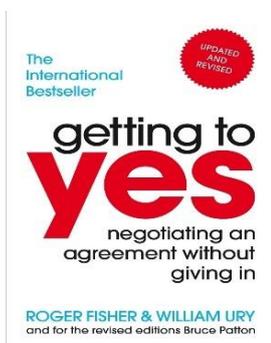
New York Dover Publication, Inc. 2019

**Acc. No.** 001575

**Call No.** 512.89 WIL

**Summary:** The Compleat Strategyst is a highly entertaining text essential for anyone interested in this provocative and engaging area of modern mathematics. In fully illustrated chapters complete with everyday examples and word problems, Williams offers readers a working understanding of the possible methods for selecting strategies in a variety of situations, simple to complex.

[Click for more details](#)



**Sr. No. 11**

**Title:** *Getting to yes: negotiating agreement without giving* by Fisher, Roger

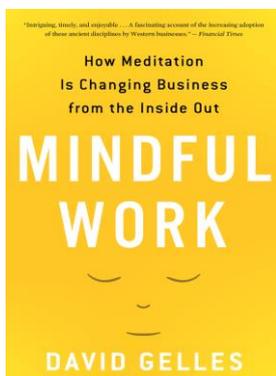
London Random House Business Books 2012

**Acc. No.** 001576

**Call No.** 158.5 FIS

**Summary:** Getting to Yes has helped millions of people learn a better way to negotiate. One of the primary business texts of the modern era, it is based on the work of the Harvard Negotiation Project, a group that deals with all levels of negotiation and conflict resolution. Getting to Yes offers a proven, step-by-step strategy for coming to mutually acceptable agreements in every sort of conflict.

[Click for more details](#)



**Sr. No. 12**

**Title:** *Mindful work: how meditation is changing business from the inside out* by Gelles, David

New York Mariner Books 2016

**Acc. No.** 001577

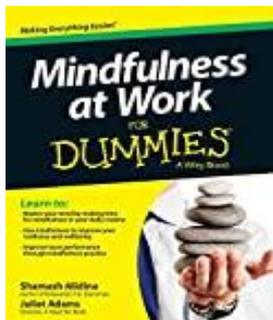
**Call No.** 158.7 GEL

**Summary:** Mindful Work is the first book to explain how all sorts of businesses and any kind of worker can benefit from meditation, yoga, and other mindful techniques. Mindfulness lowers stress increases mental focus, and alleviates depression among workers. It has also benefited companies that have adopted it - from the millions of dollars Aetna has saved in health-care costs to the ways Patagonia has combined leadership in its market with a pervasively mindful outlook.

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## भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



**Sr. No. 13**

**Title:** Mindfulness at work for dummies by Alidina, Shamash

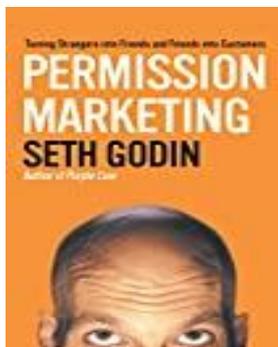
New Delhi Wiley India Pvt. Ltd. 2014

**Acc. No.** 001578

**Call No.** 294.34435 ADI

**Summary:** Mindfulness at Work for Dummies provides essential guidance for employees at all levels of an organization who are seeking to work more mindfully. It explains how mindfulness can help minimize stress at work, offers advice for employers wishing to implement mindful practices into the workplace and provides leaders and mentors within an organization with the tools they need to become more effective leaders and coaches.

[Click for more details](#)



**Sr. No. 14**

**Title:** Permission marketing: the marketing classic for the internet age by Godin, Seth

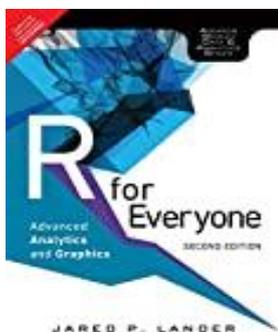
London Pocket Books 2007

**Acc. No.** 001579

**Call No.** 658.8 GOD

**Summary:** Whether it is the TV commercial that breaks into our favourite programme or the telemarketing phone call that disrupts a family meal, traditional advertising is based on the hope of snaring our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodity, time, Permission Marketing offers consumers incentives to voluntarily accept advertising

[Click for more details](#)



**Sr. No. 15**

**Title:** R for everyone: advanced analytics and graphics by Lander, Jared P.

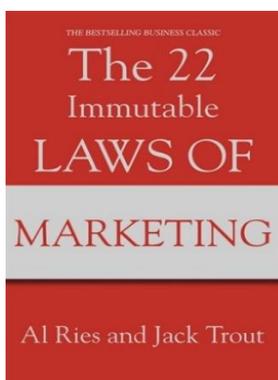
New Delhi Pearson India Education Services Pvt. Ltd. 2021

**Acc. No.** 001580-81

**Call No.** 005.13 LAN

**Summary:** Using the open-source R language, you can build powerful statistical models to answer many of your most challenging questions. R has traditionally been difficult for non-statisticians to learn, and most R books assume far too much knowledge to be of help. R for Everyone, Second Edition, is the solution. Drawing on his unsurpassed experience teaching new users, professional data scientist Jared P. Lander has written the perfect tutorial for anyone new to statistical programming and modelling.

[Click for more details](#)



**Sr. No. 16**

**Title:** The 22 immutable laws of marketing by Ries, Al

London Profile Books Ltd. 1994

**Acc. No.** 001582

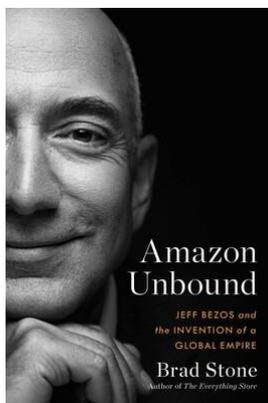
**Call No.** 658.8 RIE

**Summary:** Al Ries and Jack Trout, two of the world's most successful marketing strategists, call upon over 40 years of marketing expertise to identify the definitive rules that govern the world of marketing. Combining a wide-ranging historical overview with a keen eye for the future, the authors bring to light 22 superlative tools and innovative techniques for the international marketplace. The authors examine marketing campaigns that have succeeded and others that have failed, why good ideas didn't live up to expectations, and offer their own ideas on what would have worked better.

[Click for more details](#)



## भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



### Sr. No. 17

**Title:** Amazon unbound: Jeff Bezos and the invention of a global empire by Stone, Brad

London Simon & Schuster 2021

**Acc. No.** 001583

**Call No.** 381.142 STO

**Summary:** Amazon Unbound, Brad Stone presents an “excellent” (The New York Times), deeply reported, vividly drawn portrait of how a retail upstart became one of the most powerful and feared entities in the global economy. Stone also probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but who transformed to become a fit, disciplined billionaire with global ambitions, who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids.

[Click for more details](#)

### Sr. No. 18

**Title:** Building strong brands by Aaker, David A.

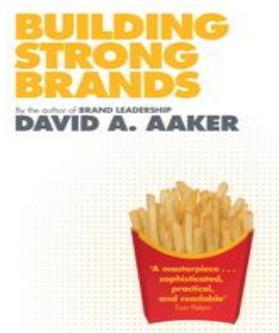
London Simon & Schuster 2010

**Acc. No.** 001584

**Call No.** 658.827 AAK

**Summary:** As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, MANAGING BRAND EQUITY, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed.

[Click for more details](#)



### Sr. No. 19

**Title:** Cases in organizational behaviour: perspectives from the new-gen workplace by Manimala, Mathew J.

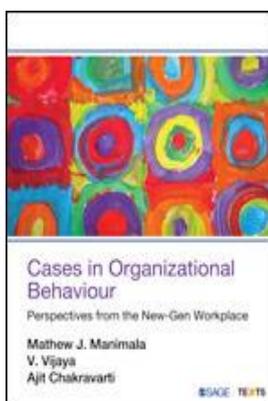
New Delhi Sage Publications India Pvt. Ltd. 2019

**Acc. No.** 001585-86

**Call No.** 658.4 MAN

**Summary:** Cases in Organizational Behaviour presents 120 cases from the new-gen workplace that provide the readers insights into ‘the good, the bad and the ugly’ facets of the corporate lives of new-gen professionals. Based on real-life work experiences of corporate executives working with indigenous or multinational organizations operating in India, these cases address a variety of issues faced by professionals in new-gen organizations and their behavioural implications at the workplace.

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### Sr. No. 20

**Title:** Marketer's toolkit: the 10 strategies you need to succeed

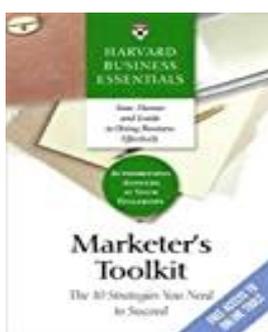
Boston Harvard Business Review Press 2006

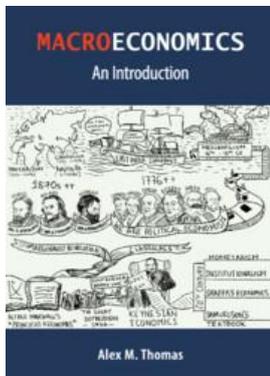
**Acc. No.** 001588

**Call No.** 658.802

**Summary:** Effective marketing can mean the difference between runaway successes and costly flops. Covering everything from customer programs to ad campaigns to sales promotions, this is every marketer's hands-on guide to turning opportunities into profits. The Harvard Business Essentials series provides comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips.

[Click for more details](#)





**Sr. No. 21**

**Title:** *Macroeconomics: an introduction* by Thomas, Alex M.

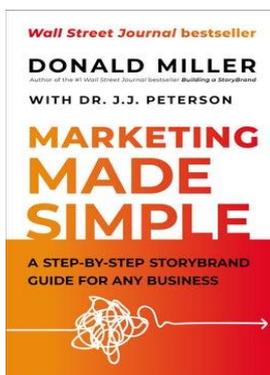
New York Cambridge University Press 2021

**Acc. No.** 001589

**Call No.** 339 THO

**Summary:** The book begins with a brief history of economic theories and then takes the reader through three different ways of conceptualizing the macroeconomy. Subsequently, the theories of money and interest rates, output and employment levels, and economic growth are discussed. The book ends by providing a policy template for addressing the macroeconomic concerns of unemployment and inflation. The conceptual discussion in Macroeconomics is situated within the context of the Indian economy. Besides using publicly available data, the contextual description is instantiated using excerpts from works of fiction by Indian authors.

[Click for more details](#)



**Sr. No. 22**

**Title:** *Marketing made simple: a step-by-step storybrand guide for any business* by Miller, Donald

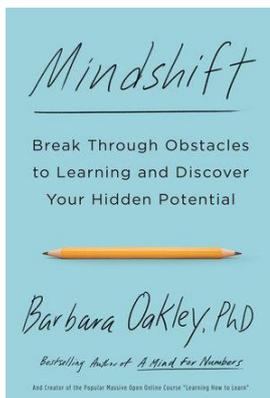
New Delhi HarperCollins Publishers 2020

**Acc. No.** 001590

**Call No.** 658.8 MIL

**Summary:** Based on Building a Story Brand by New York Times bestselling author Donald Miller, this checklist is a strategic and actionable guide to applying the Story Brand framework to any brand and an essential part of any marketing professional's tool kit.

[Click for more details](#)



**Sr. No. 23**

**Title:** *Mindshift: break through obstacles to learning and discover your hidden potential* by Oakley, Barbara

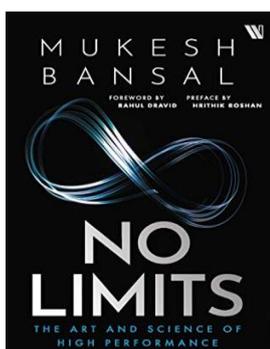
New York Penguin Random House LLC 2017

**Acc. No.** 001591

**Call No.** 158.1 OAK

**Summary:** This book shows us how we can uncover and develop talents we didn't realize we had—no matter what our age or background. We're often told to "follow our passions." But in *Mindshift*, Dr. Barbara Oakley shows us how we can *broaden* our passions. Drawing on the latest neuroscientific insights, Dr. Oakley shepherds us past simplistic ideas of "aptitude" and "ability," which provide only a snapshot of who we are now—with little consideration about how we can change.

[Click for more details](#)



**Sr. No. 24**

**Title:** *No limits: the art and science of high performance* by Bansal, Mukesh

Chennai Westland 2019

**Acc. No.** 001592

**Call No.** 155.25 BAN

**Summary:** No Limits distils Bansal's findings on talent, deliberate practice, mindset, habit, willpower and learning. It is a guide to maximising one's potential with well-defined strategies. So, no matter what you do, you can be a superior version of yourself, performing at increasingly better levels, constantly reaching higher.



# भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



**Sr. No. 25**

**Title:** No rules rules: Netflix and the culture of reinvention by Hastings, Reed

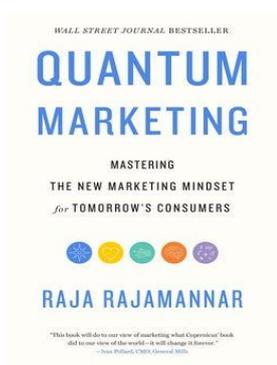
London Penguin Random House India Pvt. Ltd. 2020

**Acc. No.** 001593

**Call No.** 384.55506573 HAS

**Summary:** There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again.

[Click for more details](#)



**Sr. No. 26**

**Title:** Quantum marketing: mastering the new marketing mindset for tomorrow's consumers by Rajamannar, Raja

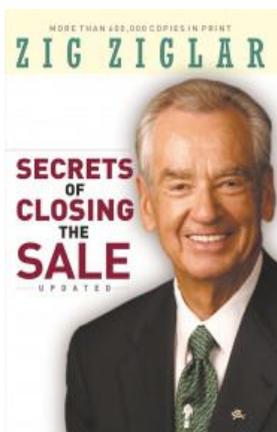
London HarperCollins Publishers 2021

**Acc. No.** 001594

**Call No.** 658.8 RAJ

**Summary:** As technology has continually evolved in the last several decades, marketing has had to change with it, evolving through four significant stages that build on the strategies and tools of the previous era. What happens next in the fifth stage, or Fifth Paradigm, will not be an evolution, but a revolution. Almost everything about how marketing is done today, including the very notion of a brand itself, will require a complete re-imagination.

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**Sr. No. 27**

**Title:** Secrets of closing the sale by Zigler, Zig

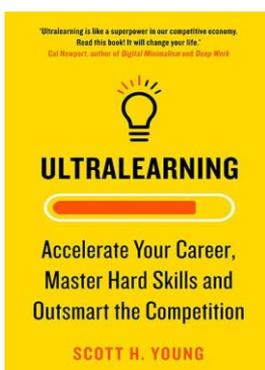
Mumbai Embassy Books 2003

**Acc. No.** 001595

**Call No.** 658.85 ZIG

**Summary:** What is the best way to persuade someone to take action? Do our customers, clients, or patients believe that we are looking out for their best interests? These are just a couple of questions that successful professionals need to ask every day. Full of entertaining stories and real-life illustrations, Secrets of Closing the Sale will give you the strategies and guidelines you need to become proficient in the art of effective persuasion. You will learn how to: project warmth, enthusiasm, and integrity effectively use over one hundred creative closes increase productivity and professionalism overcome the basic reasons people will not buy deal respectfully with challenging prospects Zig Ziglar's principles of success are easy to understand and apply, yet they have a far-reaching impact.

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**Sr. No. 28**

**Title:** Ultralearning: master hard skills, outsmart the competition, and accelerate your career by Young, Scott H.

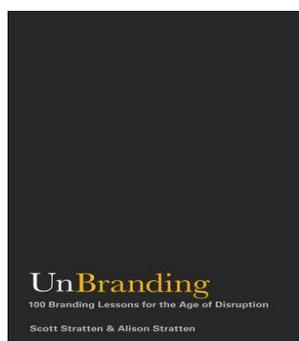
London HarperCollins Publishers 2019

**Acc. No.** 001596

**Call No.** 650.1 YOU

**Summary:** Scott Young incorporates the latest research about the most effective learning methods and the stories of other ultra-learners like himself—among them Ben Franklin, Judit Polgar, and Richard Feynman, as well as a host of others, such as little-known modern polymaths like Nigel Richards who won the World Championship of French Scrabble—without knowing French.

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**Sr. No. 29**

**Title:** *UnBranding: 100 branding lessons for the age of disruption* by Stratten, Scott

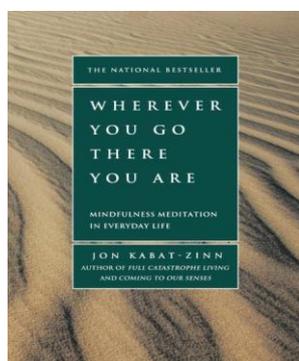
New Delhi Wiley India Pvt. Ltd. 2018

**Acc. No.** 001597

**Call No.** 658.827 STR

**Summary:** UnBranding breaks through the noise of disruption. We live in a transformative time. The digital age has given us unlimited access to information and affected all our traditional business relationships – from how we hire and manage, to how we communicate with our current and would-be customers. Innovation continues to create opportunities for emerging products and services we never thought possible.

[Click for more details](#)



**Sr. No. 30**

**Title:** *Wherever you go, there you are: mindfulness meditation in everyday life* by Kabat-Zinn, Jon

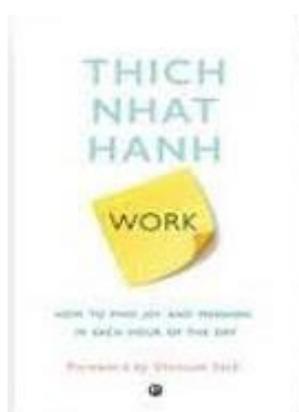
New York Hachette Books 2005

**Acc. No.** 001598

**Call No.** 155.9042 KAB

**Summary:** No matter how busy you are, find quiet reflective moments in your life—and reduce your stress levels drastically—with this classic bestselling guide from a mindfulness expert. When *Wherever You Go, There You Are* was first published in 1994, no one could have predicted that the book would launch itself onto bestseller lists nationwide and sell over 750,000 copies to date. Ten years later, the book continues to change lives.

[Click for more details](#)



**Sr. No. 31**

**Title:** *Work: how to find joy and meaning in each hour of the day* by Hanh, Thich Nhat

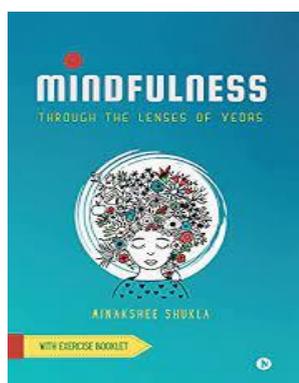
New Delhi Aleph Book Company 2012

**Acc. No.** 001599

**Call No.**

**Summary:** This extraordinary book, one of the world's best known Zen Buddhist teachers uses Buddhist precepts to teach us how to find meaning in our jobs and deal with challenges in the workplace. The book's emphasis is on how to use applied Buddhism in daily life. It shows us how to eliminate stress, adopt new models of leadership, doing business and mindful consumption, and tells us how we can move in the direction of achieving sanity and fulfilment in our daily routines. Practical, insightful and easy to follow, *Work* offers us new ways in which to live and earn our livelihood.

[Click for more details](#)



**Sr. No. 32**

**Title:** *Mindfulness: through the lenses of Vedas* by Shukla, Minakshee

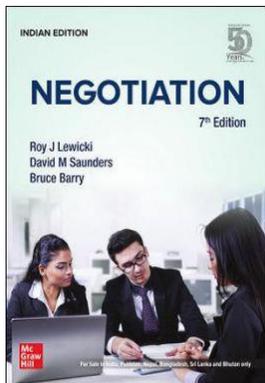
Chennai Notion Press Media Pvt Ltd. 2021

**Acc. No.** 001600

**Call No.** 294.34435 SHU

**Summary:** Mindfulness is a strategy that has been shown to assist people with switching off from their pressures, boosting their resilience, and improving their mental well-being. Even a few moments of gratitude and hopefulness, however brief, will keep us on the sunny side of life. In this book, Minakshee walks you to the lane of mind which you may or might not have explored by now. She encourages anyone who needs guidance to know that having good attention to detail and intelligent rigor in their life should explore these advantages in a grounded way.

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**Sr. No. 33**

**Title:** Negotiation by Lewicki, Roy J.

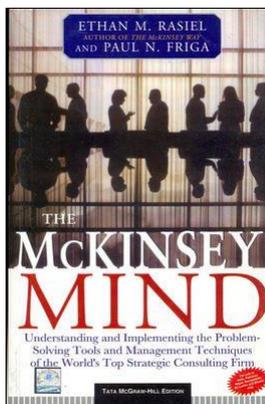
New Delhi McGraw Hill Education (India) Pvt. Ltd. 2019

**Acc. No.** 001601

**Call No.** 158.5 LEW

**Summary:** This textbook continues to take the legacy forward by updating the new edition thoroughly. The text is designed to cover syllabi requirements of graduate students specializing in HR-OB taking up courses on negotiation. A detailed textbook on the area, the title covers all major topics on negotiation and is a highly application-oriented text. The seventh edition of Negotiation is a thoroughly updated version and feedback from readers and academicians have been incorporated. The content has been reorganized and rewritten to present the material more coherently and effectively.

[Click for more details](#)



**Sr. No. 34**

**Title:** The McKinsey mind: understanding and implementing the problem-solving tools and management techniques of the world's top strategic consulting firm by Rasiel, Ethan M.

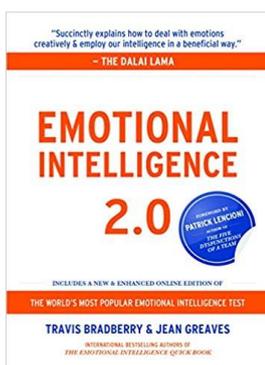
New Delhi McGraw Hill Education (India) Pvt. Ltd. 2021

**Acc. No.** 001602

**Call No.** 658.4 RAS

**Summary:** The McKinsey Mind pulls back the curtain to reveal the ways in which McKinsey consultants consistently deliver their magic and how those methods can be used to achieve exceptional results in companies from 10 employees to 10,000. Packed with insights and brainstorming exercises for establishing the McKinsey mind-set, this book is an in-depth guidebook for applying McKinsey methods in any industry and organizational environment.

[Click for more details](#)



**Sr. No. 35**

**Title:** Emotional intelligence 2.0 by Bradberry, Travis

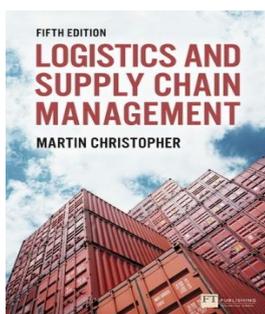
San Diego Talent Smart 2009

**Acc. No.** 00603

**Call No.** 152.4 BRA

**Summary:** Emotional Intelligence 2.0 delivers a step-by-step program for increasing your EQ via four, core EQ skills that enable you to achieve your fullest potential:

- 1) Self-Awareness
- 2) Self-Management
- 3) Social Awareness
- 4) Relationship Management



**Sr. No. 36**

**Title:** Logistics and supply chain management by Christopher, Martin

London Pearson Education Ltd. 2016

**Acc. No.** 001604

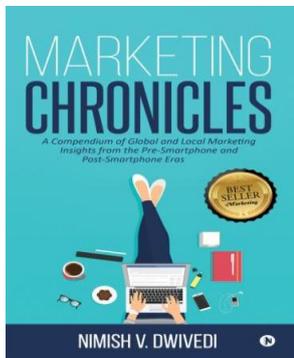
**Call No.** 658.5 CHR

**Summary:** Effective development and management of supply chain networks helps businesses cut costs and enhance customer value. This updated 5th edition is a clear guide to all the key topics in an integrated approach to supply chains.

[Click for more details](#)



## भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



**Sr. No. 37**

**Title:** Marketing chronicles: a compendium of global and local marketing insights from the pre-smartphone and post-smartphone eras by Dwivedi, Nimish V.

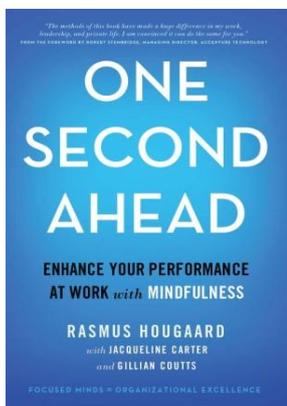
Chennai Notion Press Media Pvt Ltd. 2017

**Acc. No.** 001605

**Call No.** 658.8 DWI

**Summary:** From a marketing professional, practitioner and observer, this compendium will be useful for all students of marketing and practitioners. Filled with concepts explained through real examples and cases, the book focuses on insights, interesting concepts and informative observations. Covers a vast spectrum of marketing subjects from branding concepts to unique media strategies to segmentation to the power of measurement and metrics.

[Click for more details](#)



**Sr. No. 38**

**Title:** One second ahead: enhance your performance at work with mindfulness by Hougaard, Rasmus

New York Palgrave Macmillan 2016

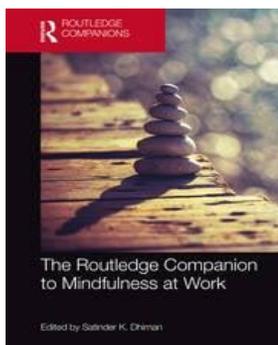
**Acc. No.** 001606

**Call No.** 153.4 HOU

**Summary:** In our crazy and complex work world full of high stress managers, workers need a way to do more than just get through the day, they need to find a way to clear the minds to make strong, thoughtful decisions. Companies such as Google; Facebook; Zappos are full of managers that are embracing this to help their employees do their jobs better and achieve a higher sense of satisfaction.

The authors present on science and research to make their case that mindfulness at work is going to be a major factor at successful companies in the future

[Click for more details](#)



**Sr. No. 39**

**Title:** The Routledge companion to mindfulness at work by Dhiman, Satinder K.

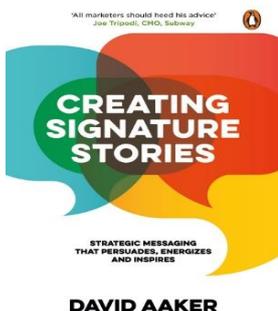
New York Routledge 2021

**Acc. No.** 001607

**Call No.** 158.7 DHI

**Summary:** The Routledge Companion to Mindfulness at Work is an extensive reference work which will be a vital resource to the fields of management and organizational studies, human resource management, psychology, spirituality, cultural anthropology, and sociology. Each chapter will present a listing of key topics, a case or situation that illustrates the application of the themes, workplace lessons, and reflection questions.

[Click for more details](#)



**Sr. No. 40**

**Title:** Creating signature stories: strategic messaging that persuades, energizes and inspires by Aaker, David A.

Gurgaon Penguin Portfolio 2018

**Acc. No.** 001608

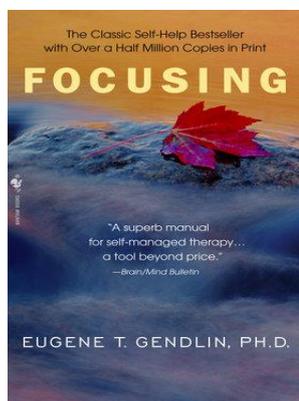
**Call No.** 302.35 AAK

**Summary:** In Creating Signature Stories, branding guru David Aaker applies the power of intriguing, authentic, involving stories to communicate strategic messaging internally and externally, a critical and difficult task. Stories are many times more powerful than facts at getting attention, generating brand energy, creating involvement, persuading, arousing emotion and inspiring.

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## भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



**Sr. No. 41**

**Title:** *Focusing* by Gendlin, Eugene T.

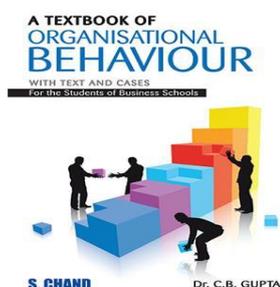
New York Bantam Books 1981

**Acc. No.** 0011609

**Call No.** 158.1 GEN

**Summary:** This Book Based on ground-breaking research conducted at the University of Chicago, the focusing technique has gained widespread popularity and scholarly acclaim. It consists of six easy-to-master steps that identify and change the way thoughts and emotions are held within the body. Focusing can be done virtually anywhere, at any time, and an entire “session” can take no longer than ten minutes, but its effects can be felt immediately—in the relief of bodily tension and psychological stress, as well as in dramatic shifts in understanding and insight.

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**Sr. No. 42**

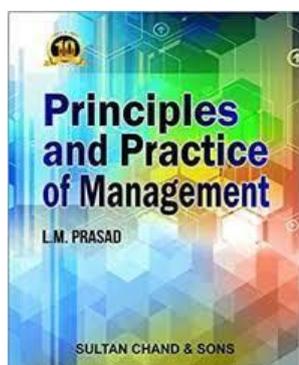
**Title:** *A textbook of organisational behaviour: with text and cases* by Gupta, C. B.

New Delhi S. Chand & Company Ltd. 2021

**Acc. No.** 0011610

**Call No.** 658.3 GUP

[Click for more details](#)



**Sr. No. 43**

**Title:** *Principles and practice of management* by Prasad, L. M.

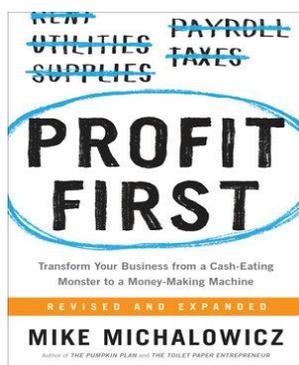
New Delhi S. Chand & Company Ltd. 2021

**Acc. No.** 001611

**Call No.** 658.3 PRA

**Summary:** The book in its tenth edition has been thoroughly restructured and revised. All chapters of the present edition have been rewritten not only to incorporate the latest developments in management but also to make presentation of subject matter more lucid and crisp. Some chapters of the previous edition have been merged with other related chapters to put the focus properly. This has resulted in reduced number of chapters in spite of adding new chapter dealing with management practices of prominent countries and business leaders.

[Click for more details](#)



**Sr. No. 44**

**Title:** *Profit first: transform your business from a cash-eating monster to a money-making machine* by Michalowicz, Mike

New York Portfolio Penguin 2017

**Acc. No.** 001612

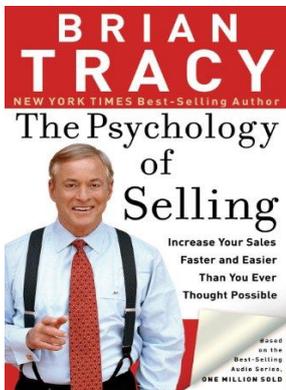
**Call No.** 658.15 MIC

**Summary:** Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales – Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows.

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## भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



**Sr. No. 45**

**Title:** The psychology of selling: how to sell more, easier, and faster than you ever thought possible by Tracy, Brian

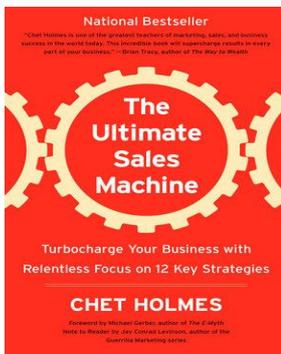
USA HarperCollins Publishers 2004

**Acc. No.** 001613

**Call No.** 658.85019 TRA

**Summary:** This is his most important breakthrough was the discovery that it is the “psychology of selling” that is more important than the techniques and methods of selling. Learn how to double and triple your sales in any market. It’s a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More salespeople have become millionaires by listening to and applying his ideas than from any other sales training process ever developed.

[Click for more details](#)



**Sr. No. 46**

**Title:** The ultimate sales machine: turbocharge your business with relentless focus on 12 key strategies by Holmes, Chet

**Acc. No.** 001614

**Call No.** 658.81 HOL

**Summary:** The Ultimate Sales Machine is essential reading for anyone who wants to transform their organization into a high-performing, moneymaking force. By spending just an hour per week on crucial aspects of your business—from sales and marketing to management and hiring—you can systematically improve how your business operates. With practical tools, real-life examples, and proven strategies presented in Holmes’ signature tell-it-like-it-is style.

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**Sr. No. 47**

**Title:** IIM Ahmedabad business books: set of 12 books by IIM Ahmedabad

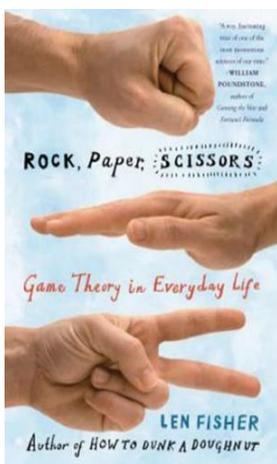
Haryana Penguin Random House India Pvt. Ltd. 2018

**Acc. No.** 001615-26

**Call No.** 347 IIM

**Summary:**

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**Sr. No. 48**

**Title:** Rock, paper, scissors: game theory in everyday life by Fisher, Len

New York Basic books 2008

**Acc. No.** 001627

**Call No.** 519.3 FIS

**Summary:** Praised by Entertainment Weekly as “the man who put the fizz into physics,” Dr. Len Fisher turns his attention to the science of cooperation in his lively and thought-provoking book. Fisher shows how the modern science of game theory has helped biologists to understand the evolution of cooperation in nature and investigates how we might apply those lessons to our own society. In a series of experiments that take him from the polite confines of an English dinner party to crowded supermarkets, congested Indian roads, and the wilds of outback Australia, not to mention baseball strategies and the intricacies of quantum mechanics, Fisher sheds light on the problem of global cooperation. The outcomes are sometimes hilarious, sometimes alarming, but always revealing. A witty romp through a serious science, Rock, Paper, Scissors will both teach and delight anyone interested in what it takes to get people to work together.

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