## New Arrivals – April 2019

### Books

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### Advertising

**Integrated marketing communication : advertising and promotion in a digital world by Jerome M. Juska**  
New York, NY : Routledge, 2018  

659.144 JUS (82732)

[More information & To Reserve](#)

### Arts

**The unknown craftsman : a Japanese insight into beauty by Soetsu Yanagi ; adapted by Bernard Leach**  
New York : Kodansha USA. Inc., c1972 [2013]

745.44952 YAN (82727)

[More information & To Reserve](#)

### Biography

**Mind without fear by Rajat Gupta**  
New Delhi : Juggernaut Books, 2019

650.1092 GUP (82719)

[More information & To Reserve](#)

### Brand Management

**The strategy of global branding and brand equity by Alvin Lee [et.al.]...**  
New York : Routledge, 2015

658.827 LEE (82728)

[More information & To Reserve](#)

**Brand management : co-creating meaningful brands by Michael Beverland**  
Los Angeles : Sage, 2018

658.827 BEV (82733)

[More information & To Reserve](#)
**Business Communication**

*The book of beautiful questions: the powerful questions that will help you decide, create, connect, and lead* by Warren Berger
New York: Bloomsbury Publishing, 2018

650.1 BER (82717)

[More information & To Reserve](#)

**Business Enterprises**

*International and comparative business: foundations of political economies* by Leo McCann
Los Angeles: Sage, 2014

338.7 MCC (82661)

[More information & To Reserve](#)

**Economics**

*The Japanese Economy: then, now, and beyond* by Mitsuru Taniuchi
Singapore: Cengage Learning Asia Pte Ltd, 2014

330.952 TAN (C) (82670)

[More information & To Reserve](#)

*Hungry nation: food, famine, and the making of modern India* by Benjamin Robert Siegel
New Delhi: Cambridge University Press, 2018

338.10954 SIE (82685)

[More information & To Reserve](#)

*The City of London and social democracy: the political economy of finance in Britain, 1959-1979* by Aled Davies
Oxford, United Kingdom: Oxford University Press, 2017

330.9421 DAV (82712)

[More information & To Reserve](#)
Financial Economics

Ujjivan : transforming with technology by Subir Roy
New Delhi, India : Oxford University Press, 2018

332.0954 ROY (82725)

More information & To Reserve

A comparative guide to the Asian Infrastructure Investment Bank by Natalie Lichtenstein
Oxford, United Kingdom : Oxford University Press, 2018

332.153095 LIC (C) (82726)

More information & To Reserve

Foreign Exchange

Currency Conflict and Trade Policy – A New Strategy for the United States by C. Fred Bergsten, Joseph E. Gagnon

332.450973 BER (82668)

More information & To Reserve

Human Resource Management

How organizations manage the future : theoretical perspectives and empirical insights by Hannes Kramer.
Cham : Palgrave macmillan, 2018

658.40355 KRA (C) (82689)

More information & To Reserve
Managing talent: understanding critical perspectives by Billy Adamsen, Stephen Swailes
Cham: Palgrave macmillan, 2019
658.3 ADA (C) (82692)
More information & To Reserve

Talent management in practice: an integrated and dynamic approach by Marian Thunnissen, Eva Gallardo-Gallardo
Bingley, UK: Emerald Publishing, 2017
658.302 THU (82694)
More information & To Reserve

Improving managerial talent: practical psychology for human resourcing and learning & development professionals by Hugh McCredie.
New York, NY: Routledge, 2018
658.407112 MCC (82701)
More information & To Reserve

Succession planning: promoting organizational sustainability by Pamela A. Gordon, Julie A. Overbey
Cham: Palgrave macmillan, 2018
658.409 GOR (C) (82705)
More information & To Reserve

Performance appraisal and management by Kevin R. Murphy [et.al.]
Los Angeles: Sage, 2019
658.3125 MUR (82706)
More information & To Reserve
Wellbeing for sustainability in the global workplace by Paola Ochoa [et.al.]...
New York, NY : Routledge, 2018
658.38 OCH (C) (82707)
More information & To Reserve

FYI for learning agility : a must-have resource for high potential development¿ by Victoria V. Swisher [et.al.]...
s.l : Korn Ferry, 2018
158.4 SWI (C) (82722)
More information & To Reserve

Industrial Marketing
Developing insights on branding in the B2B context : case studies from business practice by Nikolina Koporcic [et.al.]...
Bingley, UK : Emerald Publishing, 2018
658.804 KOP (82729)
More information & To Reserve

Industries
The big book of packaging : science, art & technology by Sandeep Kumar Goyal
Gurgaon : Sanex Packaging Connections Pvt. Ltd., c2016 [2018]
658.564 GOY (C) (82734)
More information & To Reserve

International Relations
International Relations by Vinay Kumar Malhotra
New Delhi : Anmol, 2016
327.1 MAL (82660)
More information & To Reserve
**Journalism**

*Scholarly communication : what everyone needs to know* by Rick Anderson  
New York, NY : Oxford University Press, 2018  
070.5 AND (82720)  
[More information & To Reserve](#)

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**Knowledge Management**

*History and theory of knowledge production : an introductory outline* by Rajan Gurukkal  
New Delhi, India : Oxford University Press, 2019  
658.4038 GUR (82721)  
[More information & To Reserve](#)

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**Labour Economics**

*Working in digital and smart organizations : legal, economic and organizational perspectives on the digitalization of labour relations* by Edoardo Ales [at.el.]...  
Cham : Palgrave macmillan, 2018  
658.4038 ALE (C) (82691)  
[More information & To Reserve](#)

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**Library and Information Science**

*Exploring research data management* by Andrew M. Cox and Eddy Verbaan  
London : Facet Publishing, 2018  
025.04 COX (82711)  
[More information & To Reserve](#)
Management

Bhagavad Gita and leadership: a catalyst for organizational transformation by Satinder Dhiman
Cham: Palgrave macmillan, 2018

294.5924 DHI (C) (82687)

More information & To Reserve

Designing creative organizations: tools, processes and practices by Igor Hawryszkiewycz
United Kingdom: Emerald, 2017

658.4012 HAW (82688)

More information & To Reserve

Leadership now: reflections on the legacy of Boas Shamir by Israel Katz, Galit Eilam-Shamir, Ronit Kark and Yair Berson.
Bingley, U.K.: Emerald Publishing Limited, 2018

658.4092 KAT (C) (82693)

More information & To Reserve

Smart leadership - wise leadership: environments of value in an emerging future by Christopher Steed
New York, NY: Routledge, Taylor & Francis Group, 2017

658.4092 STE (82695)

More information & To Reserve

Management and diversity: thematic approaches by Jean-Francois Chanlat, Mustafa F. Ozbligin
Bingley, UK: Emerald Publishing Limited, 2017

658 CHA (C) (82696)

More information & To Reserve
Leading in place: leadership through different eyes by Rita M. Hilton & Rosemary O'Leary
New York, NY: Routledge, 2018
658.4092 HIL (82700)
More information & To Reserve

More for less: the complex adaptive leader: how to lead an adaptive, agile and self-organising organisation by Nick Obolensky
London: Routledge, Taylor & Francis Group, 2019
658.4092 OBO (82702)
More information & To Reserve

Organisational roadmap towards teal organisations by Tanya Bondarouk [et.al.]...
United Kingdom: Emerald Publishing, 2018
658.4022 BON (82703)
More information & To Reserve

Creating mindful leaders: how to power down, power up, and power forward by Joe Burton
Hoboken, New Jersey: Wiley, 2018
658.4092 BUR (82704)
More information & To Reserve

Management consultancy: the role of the change agent by Julian Randall, Bernard Burnes and Allan J. Sim
London: Red Globe Press, 2019
658.46 RAN (82708)
More information & To Reserve
The truth about leadership: the no-fads, heart-of-the-matter facts you need to know / by James M. Kouzes, Barry Z. Posner. New Delhi: Jossey-Bass, c2010
658.4092 KOU (82714)

More information & To Reserve

Our iceberg is melting: changing and succeeding under any conditions / by John Kotter and Holger Rathgeber; with artwork Peter Mueller. London: Macmillan 2017
650.1 KOT (82715)

More information & To Reserve

Marketing

Decoded: The Science Behind Why We Buy / by Phil P. Barden. Chichester, West Sussex, United Kingdom: John Wiley & Sons Ltd., 2013
658.8342 BAR (82678)

More information & To Reserve

658.872 HOF (82697)

More information & To Reserve

658.8 SMY (82698)

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The Financial Times guide to social media strategy: boost your business, manage risk and develop your personal brand by Martin Thomas
Noida: Pearson, 2018

658.45 THO (82718)

More information & To Reserve

Marketing graffiti: the writing on the wall by Michael Saren
New York, NY: Routledge, 2018

658.8 SAR (82731)

More information & To Reserve

Marketing Research

Consumer Behaviour by Zubin Sethna; Jim Blythe
Los Angeles: Sage, 2016

658.8342 SET (82672)

More information & To Reserve

Customer experience innovation: how to get a lasting market edge by Robert Dew, with Cyrus Allen
Bingley, UK: Emerald Publishing, 2018

658.812 DEW (82699)

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Probabilities and Applied Mathematics

Conditional Specification of Statistical Models (Springer Series in Statistics) by Barry C. Arnold, Jose M. Sarabia, Enrique Castillo
New York: Springer, c1999

519.24 ARN (C) (82676)

More information & To Reserve
Conditionally Specified Distributions (Lecture Notes in Statistics) by Barry C. Arnold, Enrique Castillo, Jose-Maria Sarabia Alegria, New York: Springer-Verlag, c1992

519.24 ARN (C) (82677)

More information & To Reserve

Psychology

The Power of NO by Abbie Headon
London: Ilex, 2019

158.1 HEA (82662)

More information & To Reserve

Black Box Thinking: Psychology by Matthew Syed
London: John Murray, 2015

155.24 SYE (82666)

More information & To Reserve

Grit: The Power of Passion and Perseverance by Angela Duckworth
London: Vermilion, 2017

158.1 DUC (82716)

More information & To Reserve

Public Administration

Public Administration in India by Sarkar
Delhi: PHI Learning, 2018

351.54 SAR (82658)

More information & To Reserve
Cost-benefit analysis for public sector decision makers by Diana Fuguitt and Shanton J. Wilcox
Westport, Conn. : Quorum, 1999

352.33 FUG (C) (82710)

More information & To Reserve

Public Finance

Indian fiscal federalism by Y. V. Reddy, G. R. Reddy
New Delhi, India : Oxford University Press, 2019

339.520954 RED (82724)

More information & To Reserve

Research Methodology

Doing work based research : approaches to enquiry for insider-researchers by Costley Carol
Los Angeles : Sage, c2010

300.72 COS (82671)

More information & To Reserve

Sales Promotion

Sales enablement : a master framework to engage, equip, and empower a world-class sales force by Byron Matthews, Tamara Schenk
Hoboken, New Jersey : Wiley, 2018

658.8102 MAT (82730)

More information & To Reserve

Sociology

Culinary Culture in Colonial India : A Cosmopolitan Platter and the Middle Class by Utsa Ray
Cambridge : Cambridge University Press, c2015 [2018]

394.12095414 RAY (82659)

More information & To Reserve
Introduction to Women's, Gender, and Sexuality Studies by L. Ayu Saraswati; Barbara Shaw; Heather Rellihan
New York : Oxford University Press, 2018
305.4 SAR (82674)
More information & To Reserve

The making of the dalit public in North India : Uttar Pradesh, 1950-present by Badri Narayan
New Delhi : Oxford University Press, c2011 [2016]
305.568809542 BAD (82723)
More information & To Reserve

Sports
The playmaker's advantage : how to raise your mental game to the next level by Leonard Zaichkowsky and Daniel Peterson
New York : Gallery Books/Jeter Publishing, 2018
796.01 ZAI (82713)
More information & To Reserve

Success in Business
The management of global careers: exploring the rise of international work by Michael Dickmann, Vesa Suutari, Olivier Wurtz
Cham : Palgrave macmillan, 2018
658.3 DIC (C) (82690)
More information & To Reserve

Vocational Guidance
Generational career shifts : how matures, boomers, gen Xers, and millennials view work by Eddy S. Ng, Sean T. Lyons, Linda Schweitzer.
United Kingdom : Emerald Publishing, 2018
658.314 NGE (82686)
More information & To Reserve
The professionalization of coaching: a reader for the coach by Astrid Schreyögg, Christoph Schmidt-Lellek
Wiesbaden, Germany: Springer, 2017

371.102 SCH (82709)

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New Arrivals – April 2019

Journals

The Caravan
New Delhi : Delhi Press,
Monthly Issue
More information

BloombergQuint
Mumbai : Quintillion Business Media Private Limited
Monthly Issue
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Review of Agrarian Studies
Bi-Annual Issue
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