# New Arrivals – Aug 2019

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<td>Zoology</td>
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- **NCHI: Architecture and Art of Southern India Vol.VI** by George Michell
  Cambridge University Press 1995
  709.548 MIC (83002)
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- **AIQ: how artificial intelligence works and how we can harness its power for a better world** by Nick Polson and James Scott
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- **Possible minds: twenty-five ways of looking at AI** by John Brockman
  New York: Penguin Press, 2019
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- **A Human’s guide to machine intelligence: how algorithms are shaping our lives and how we can stay in control** by Kartik Hosanagar
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United Kingdom: Penguin Random House, 2019
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658.827 AAK (82941)
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The invisible brand: marketing in the age of automation, big data, and machine learning / by William Ammerman
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Business Enterprises

Global Business by Mahesh Joshi and James R. Klei
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The Tata Group: from torchbearers to trailblazers by Shashank Shah.

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The next billion users: digital life beyond the West by Payal Arora.

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Computer Science

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Creative selection: inside apple's design process during the golden age of Steve Jobs by Ken Kocienda
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Smart business : what Alibaba’s success reveals about the future of strategy / by Ming Zeng.
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Economic sutra: ancient Indian antecedents to economic thought / by Satish Y. Deodhar
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BrandED: tell your story, build relationships, and empower learning / by Eric Sheninger and Trish Rubin
New Delhi: Jossey-Bass, a Wiley Brand, 2017

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Blitzscaling: the lightning-fast path to building massively valuable businesses / by Reid Hoffman and Chris Yeh
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Transformational entrepreneurship / by Vanessa Ratten and Paul Jones

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Disciplined entrepreneurship: 24 steps to a successful startup / by Bill Aulet. New Delhi: Wiley India, 2018.

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New York : W.W. Norton, 2004

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Money / by Yuval Noah Harari
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A Muslim conspiracy in British India?: politics and paranoia in the early nineteenth-century Deccan / by Chandra Mallampalli
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The camera as witness : a social history of Mizoram, Northeast India / by Joy L.K. Pachuau and Willem van Schendel.  
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Questioning performance measurement: metrics, organizations and power / by Guy Redden
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Shadow States: India, China and the Himalayas, 1910-1962 / by Berenice Guyot-Rechard
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The gift of global talent : how migration shapes business, economy & society / by William R. Kerr
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158.7 CHL (83082)

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Start with why: how great leaders inspire everyone to take action / by Simon Sinek.
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The role and impact of entrepreneurship education: methods, teachers and innovative programmes / by Alain Fayolle, Dafna Kariv and Harry Matlay.
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Podcasting marketing strategy: a complete guide to creating, publishing and monetizing a successful podcast / by Daniel Rowles and Ciaran Rogers.
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Marketing Management
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Marketing Research
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153.4 BUZ (82976)

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Necessary but not sufficient: a theory of constraints business novel / by Eliyahu M Goldratt and Jeff Cox
338.542 GOL (83115)

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The courage to be happy: true contentment is within your power / by Ichiro Kishimi and Fumitake Koga
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The algebra of happiness: the pursuit of success, love and what it all means / by Scott Galloway
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Not working: why we have to stop / by Josh Cohen.
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Public Administration


361.32 SAV (82936)

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Hybridity in the Governance and Delivery of Public Services by Andrea Bonomi Savignon; Luca Gnan; Alessandro Hinna; Fabio Monteduro
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Public Finance

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Sales Promotion

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The social enterprise zoo: a guide for perplexed scholars, entrepreneurs, philanthropists, leaders, investors and policymakers / by Dennis R. Young, Elizabeth A.M. Searing, Cassady V. Brewer
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Social Processes

Social butterflies: reclaiming the positive power of social networks / by Michael Sanders and Susannah Hume
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**Social Psychology**

Cognition and innovation / by Kristian J Sund, Robert J. Galavan and Stefano Brusoni

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The Business model book : design, build and adapt business ideas that drive business
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Success in Business

The creative curve : how to develop the right idea, at the right time / by Allen
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New York : Currency, 2018

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Technological Innovations

Wiley Innovation Black Book on Exponential Technologies 2019 by Wiley Innovation Advisory Council
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305.697095484 SHE (83032)

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Zoology

Poaching and militancy: the Asian elephant under siege / by Binoy Kumar Behera.

364.162859967095 BEH (83018)

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