## New Arrivals – Nov 2019

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<td>Transportation Economics</td>
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Advertising

Cashvertising: how to use more than 100 secrets of ad-agency psychology to make big money selling anything to anyone by Drew Eric Whitman
New Delhi: Macmillan, 2017

659.1019 WHI (83352)

More information & To Reserve

Arts

Mathematics and music: a diderot mathematical forum by Gerard Assayag..[et.al.]
Berlin: Springer, c2002

780.051 ASS (C) (83302)

More information & To Reserve

Business Enterprises

Frontiers of strategic alliance research: negotiating, structuring and governing partnerships by Farok J. Contractor, Jeffrey J. Reuer
Cambridge, UK: Cambridge University Press, 2019

338.87 CON (C) (83357)

More information & To Reserve

E-Commerce

Mobile marketing management: case studies from successful practices by Hongbing Hua
New York, NY: Routledge, 2019

658.872 HUA (83303)

More information & To Reserve

Big billion startup: the untold Flipkart story by Mihir Dalal
New Delhi: Pan Macmillan India, 2019

381.142 DAL (83329)

More information & To Reserve
A modern playbook of digital transformation  by Amitabh P. Mishra, Ashish Ranjan  
New Delhi : Sage, 2019  
658.406 MIS (83336)  
[More information & To Reserve]  

Digital marketing strategy : an integrated approach to online marketing by Simon Kingsnorth  
London : Kogan Page, 2019  
658.872 KIN (83337)  
[More information & To Reserve]  

**Economics**  

A research annual  by Luca Fiorito  
Bingley, UK : Emerald, c2014  
330.01 FIO (C) (83295)  
[More information & To Reserve]  

The Oxford handbook of the Indian economy  by Chetan Ghate.  
New York, NY : Oxford University Press, c2012  
330.954 GHA (83322)  
[More information & To Reserve]  

The development trap : how thinking big fails the poor by Adam D. Kiš  
New York : Routledge, Taylor & Francis Group, 2018  
339.46091724 KIS (83323)  
[More information & To Reserve]
Understanding DSGE by Celso J. Costa
Wilmington, Delaware : Vernon Press, 2016
339.5015118 COS (83358)

More information & To Reserve

Education

The effective teacher's guide to dyslexia and other learning difficulties (Learning Disabilities) : practical strategies by Michael Farrell
New York : Routledge, 2006
371.9144 FAR (83320)

More information & To Reserve

Shiksha: my experiments as an education minister by Manish Sisodia
Gurgaon : Penguin, 2019
370.5456 SIS (83349)

More information & To Reserve

Fiction

The one thing: the surprisingly simple truth behind extraordinary results by Gary Keller, and Jay Papasan
London : John Murray, 2013
650.1 KEL (83317)

More information & To Reserve

A long night in Paris by Dov Alfon
London : Maclehose Press, 2019
892.437 ALF (83346)

More information & To Reserve
Financial Economics

Statistical portfolio estimation by Masanobu Taniguchi... [et.al.]. Boca Raton : CRC Press, Taylor & Francis Group, 2018

332.6015195 TAN (C) (83307)

More information & To Reserve

Geography

A geek in Japan : discovering the land of manga, anime, zen, and the tea ceremony (revised and expanded) by Hector Garcia North Clarendon, VT : Tuttle Pub., 2019

915.2045 GAR (83324)

More information & To Reserve

Health Care

Health and inequality by Pedro Rosa Dias and Owen O'Donnell Bingley, UK : Emerald, c2013

338.473621 DIA (C) (83312)

More information & To Reserve


362.1068 BUT (C) (83313)

More information & To Reserve

Private sector entrepreneurship in global health : innovation, scale and sustainability by Kathryn Mossman, Anita M. McGahan, Will Mitchell, and Onil Bhattacharyya London : University of Toronto press, 2019

362.1091724 MOS (83335)

More information & To Reserve
History

The Pathan unarmed: opposition & memory in the North West Frontier by Mukulika Banerjee
New Delhi: Oxford University Press, c2000
954.91205 BAN (83326)

More information & To Reserve

Industries

Business on a platter: what makes restaurants sizzle or fizzle out by Anoothi Vishal
Gurugram: Hachette India, 2019
647.95068 VIS (83351)

More information & To Reserve

Journalism

The Indian newsroom: studios, stars and the unmaking of reporters by Sandeep Bhushan
Chennai: Context, 2019
079.54 BHU (83319)

More information & To Reserve

Labour Economics

331.05 P8 (G) (83339)

More information & To Reserve

Indian labour year book 2007 by Government of India, Ministry of Labour and Employment
Delhi: Publications division, Ministry of Labour and Employment, 2009
331.05 P9 (G) (83340)

More information & To Reserve
Indian labour year book 2008  by Government of India, Ministry of Labour and Employment
Delhi : Publications division, Ministry of Labour and Employment, 2010
331.05 P10 (G) (83341)
More information & To Reserve

331.05 P12 (G) (83342)
More information & To Reserve

Macroeconomics
Macroeconomics  by Rudiger Dornbusch, Stanley Fischer, Richard Startz
339 DOR (83331)
More information & To Reserve

Macroeconomics  by N. Gregory Mankiw and Mark P. Taylor
Delhi : Cengage Learning, 2017
339 MAN (83333)
More information & To Reserve

Management
Get fit for digital business : a six-step workout plan to get your organisation in great shape to thrive in a connected commercial world by Rob Laurens
London : Routledge, Taylor & Francis Group, 2019
658.406 LAU (83299)
More information & To Reserve
Profitability with no boundaries: optimizing TOC, lean, Six Sigma results: focus, reduce waste, contain variability by Reza M. Pirasteh and Robert E. Fox
Milwaukee, Wis.: ASQ Quality Press, c2011

658.4013 PIR (83305)

More information & To Reserve

The infinite game by Simon Sinek
New York: Portfolio/Penguin, 2019

658.4092 SIN (83344)

More information & To Reserve

Marketing

Marketing whitebook 2019-20 by Businessworld
New Delhi: Businessworld, 2019

381.095405 P19 (83330)

More information & To Reserve

Mathematics

Analysis and simulation of chaotic systems by Frank C. Hoppensteadt
New York: Springer, c2000

003.857 HOP (83297)

More information & To Reserve

Life of Fred: geometry by Stanley F. Schmidt
Reno, NV: Polka Dot Pub; c2017

516 SCH (83301)

More information & To Reserve
Variational methods for structural optimization  by Andrej Cherkaev
New York : Springer, 2009
531 CHE (C) (83310)
More information & To Reserve

Medicine

PEERS® young adults : social skills training for adults with autism spectrum disorder and other social challenges by Elizabeth A. Laugeson
New York : Routledge, Taylor & Francis Group, 2017
616.85882 LAU (83321)
More information & To Reserve

Eating at work : make food work for you! your guide to smart eating by Ishi Khosla and Nina Mehta
London : Simon and Schuster, 2019
612.3 KHO (83350)
More information & To Reserve

Philosophy

Stillness is the key : an ancient strategy for modern life by Ryan Holiday
London : Profile Books, 2019
128.4 HOL (83347)
More information & To Reserve

Probabilities and Applied Mathematics

Advances in metaheuristics for hard optimization  by Patrick Siarry, Zbigniew Michalewicz
New York : Springer, c2008
519.6 SAI (C) (83296)
More information & To Reserve
Assignment problems  by Rainer E Burkard, Mauro Dell’Amico and Silvano Martello

519.72 BUR (C) (83298)

More information & To Reserve

Inference in hidden Markov models  by Olivier Cappé, Eric Moulines and Tobias Rydén
New York : Springer, 2005

519.233 CAP (C) (83300)

More information & To Reserve

Nonparametric statistical methods using R  by Graysen Cline
Essex, UK : ED-TECH PRESS, 2018

519.54 CLI (C) (83304)

More information & To Reserve

Risk assessment and decision analysis with Bayesian networks  by Norman Fenton, Martin Neil
Boca Raton : CRC Press, Taylor & Francis Group, 2019

519.542 FEN (83306)

More information & To Reserve

Understanding & applying basic statistical methods using R  by Morgan Holland and Karter Tate
Essex, UK : ED-TECH PRESS, 2019

519.502855133 HOL (C) (83309)

More information & To Reserve
Vorticity, statistical mechanics, and Monte Carlo simulation by Chjan Lim, Joseph Nebus
New York: Springer, 2007
532.595 LIM (C) (83311)
More information & To Reserve

Nonparametric statistics: 3rd ISNPS, Avignon, France, June 2016 by Patrice Bertail...[et.al.]
Cham: Springer, 2018
519.5 BER (C) (83353)
More information & To Reserve

Introduction to queueing networks: theory and practice by J. MacGregor Smith
Cham: Springer, 2018
003.3 SMI (C) (83354)
More information & To Reserve

Level crossing methods in stochastic models by Percy H. Brill
Cham: Springer, 2017
519.23 BRI (C) (83355)
More information & To Reserve

Multivariate statistics made simple: a practical approach by K. V. S. Sarma and R. Vishnu Vardhan
Boca Raton: CRC Press, 2019
519.535 SAR (C) (83356)
More information & To Reserve
Psychology

The optimist's telescope : thinking ahead in a reckless age by Bina Venkataraman
New York : Riverhead Books, 2019

153.83 VEN (83345)

More information & To Reserve

Burnout : beat fatigue to thrive in an overworked world by Anju Jain
Gurgaon : Portfolio/Penguin, 2019

155.9042 JAI (83348)

More information & To Reserve

Public Administration

Looking for consensus : civil society, social movements and crises for public management by Edited by John Diamond and Joyce Liddle
Bingley : Emerald, c2013

303.484 DIA (C) (83314)

More information & To Reserve

India : still a shackled giant by Dev Kar
Gurgaon : Portfolio, 2019

352.130954 KAR (83327)

More information & To Reserve

Publishing

Publishing journal articles by Lucinda Becker, Pam Denicolo

808.066 BEC (83315)

More information & To Reserve
Religion

The art of happiness: a handbook for living by Dalai Lama and Howard C. Cutler
London: Yellow Kite, Hodder & Stoughton, 2017

294.3444 DAL (83318)

More information & To Reserve

Who ordered this truckload of dung?: inspiring stories for welcoming life’s difficulties
by Ajahn Brahm
Boston: Wisdom Publications, c2005

294.34432 BRA (83325)

More information & To Reserve

Science

Lifespan: why we age - and why we don't have to by David A. Sinclair, Matthew D. LaPlante
London: Thorsons, 2019

571.878 SIN (83328)

More information & To Reserve

Social Entrepreneurship

Social entrepreneurship: working towards greater inclusiveness by Rama Krishna Reddy Kummitha
Los Angeles: Sage, 2016

658.408 RED (83316)

More information & To Reserve

Social Media

#Become A Brand: Learn the Art of Branding Yourself on Social Media with Case Studies & Best Practices by Jain, Sorav
Channai Notion Press 2019

658.85 JAI (83283)

More information & To Reserve
Social Sciences

Myth, symbol, and culture  by Clifford Geertz.[et.al.]...
398.2 GEE (83338)
More information & To Reserve

Success in Business

The business casual yogi : take charge of your body, mind, and career by Vish Chatterji , Yogrishi Vishvketu
San Rafael, CA : Mandala Publishing, 2019
155.2 CHA (83343)
More information & To Reserve

Transportation Economics

The economics of international airline transport  by James Peoples
Bingley, UK : Emerald, 2014
387.744 PEO (C) (83308)
More information & To Reserve