## New Arrivals – Dec 2019

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<th>Subject</th>
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<td>Transportation</td>
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**Advertising**

Contagious: how to build word of mouth in the digital age by Jonah Berger  
London: Simon & Schuster, c2013  
659.133 BER (83465)  
[More information & To Reserve](#)

The advertising effect: how to change behaviour by Adam Ferrier, Jennifer Fleming  
South Melbourne, Vic.: Oxford University Press, 2014  
659.1019 FER (83536)  
[More information & To Reserve](#)

**Artificial Intelligence**

The sentient machine: the coming age of artificial intelligence by Amir Husain  
New York: Scribner, 2017  
006.30112 HUS (83482)  
[More information & To Reserve](#)

Our final invention: artificial intelligence and the end of the human era by James Barrat  
303.4834 BAR (83483)  
[More information & To Reserve](#)

Artificial intelligence: evolution, ethics and public policy by Saswat Sarangi, Pankaj Sharma  
New Delhi: Routledge, 2019  
006.3 SAR (83515)  
[More information & To Reserve](#)
**Deep learning** by John D. Kelleher  
Cambridge, MA : The MIT press, 2019  
006.31 KEL (83525)  
More information & To Reserve

**Arts**

**Designing for people** by Henry Dreyfuss  
745.2 DRE (83403)  
More information & To Reserve

**Big Data**

**Data science for business and decision making** by Luiz Paulo Favero, Patricia Belfiore  
London : Academic Press, 2019  
650.0151 FAV (C) (83517)  
More information & To Reserve

**Data analytics : concepts, techniques and applications** by Mohiuddin Ahmed and Al-Sakib Khan Pathan  
Boca Raton : CRC Press, Taylor & Francis Group, 2019  
005.7 AHM (C) (83523)  
More information & To Reserve
Brand Management

Follow the feeling: brand building in a noisy world by Kai D. Wright
Hoboken: Wiley, 2019

658.827 KAI (83464)

More information & To Reserve

Business Enterprises

International management behavior: global and sustainable leadership by Harry W. Lane, Martha L. Maznevski
Cambridge: Cambridge University Press, 2019

658.049 HEN (83364)

More information & To Reserve

Saving face in business: managing cross-cultural interactions by Rebecca S Merkin
New York: Palgrave macmillan, 2017

658.45 MER (C) (83373)

More information & To Reserve

The economics of business enterprise: an introduction to economic organization and the theory of the firm by Martin J. Ricketts
Cheltenham, UK: Edward Elgar Publishing, 2019

338.7 RIC (83497)

More information & To Reserve

Business Network

Taking the work out of networking: your guide to making and keeping great connections by Karen Wickre
New York: Gallery Books, 2018

302.30285 WIC (83446)

More information & To Reserve
Communication

Persuasion: convincing others when facts no longer seem to matter by Lee Hartley Carter
New York: TarcherPerigree, 2019

153.852 CAR (83444)

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Computer Science

Multilevel modeling using R by W. Holmes Finch, Jocelyn E. Bolin, Ken Kelley
Boca Raton, FL: CRC Press, Taylor & Francis Group, 2019

005.55 FIN (C) (83519)

More information & To Reserve

Singular spectrum analysis with R by Nina Golyandina, Anton Korobeynikov, and Anatoly Zhigljavsky
Berlin, Germany: Springer-verlag, 2018

005.55 GOL (83521)

More information & To Reserve

Deep learning with R by Abhijit Ghatak
Singapore: Springer, 2019

006.3 GHA (C) (83522)

More information & To Reserve

Custom

The legends of Tono by Kunio Yanagita; translated by Ronald A. Morse.
Lanham: Lexington Books, c2008

398.20952 YAN (83411)

More information & To Reserve
Data Mining

Google analytics integrations  by Daniel Waisberg
Indianapolis, IN : Wiley, 2015

006.3 WAI (83362)

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E-Commerce

Click.ology : what works in online shopping and how your business can use consumer psychology to succeed by Graham Jones
London : Nicholas Brealey Publishing, 2014

658.8342 JON (83399)

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Round the clock : how a 24x7 digital marketplace is transforming business by Ray Titus
New Delhi : SAGE Publications India, 2019

381.142 TIT (83461)

More information & To Reserve

Making marketing music : integrated marketing communications at work by Chintamani Rao
New Delhi : Bloomsbury India, 2019

659.1045578 RAO (83447)

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Economics

Heritage culture and business, Kyoto style : craftsmanship in the creative economy by Murayama Yuzo ; translated by Juliet Winters Carpenter
Tokyo : Japan Publishing Industry Foundation for Culture, 2019

338.740952 ZUZ (83404)

More information & To Reserve
The architecture of markets: an economic sociology of twenty-first-century capitalist societies by Neil Fligstein

330.122 FLI (83452)
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Resurgent Asia: diversity in development by Deepak Nayyar
New Delhi: Oxford University Press, 2019

338.954 NAY (83462)
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Amsterdam: Elsevier, 2000

330.015195 KRI (83470)
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The rise of Goliath: twelve disruptions that changed India by A. K. Bhattacharya
Gurgaon: Penguin Random House India, 2019

330.954 BHA (83449)
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Midnight's grandchildren: how young Indians are disrupting the world's largest democracy by Mark Hannant
London: Routledge, 2019

338.954 HAN (83476)
More information & To Reserve
Econometric analysis by William H. Greene
Noida : Pearson, c2018
330.015195 GRE (83475)
More information & To Reserve

Panel data econometrics. by Badi H. Baltagi
New York : Routledge, 2015
330.015195 BAL (C) (83485)
More information & To Reserve

Beating the odds : jump-starting developing countries by Justin Yifu Lin and Celestin Monga
338.90091724 LIN (83498)
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Narrative economics : how stories go viral and drive major economic events by Robert J. Shiller
Princeton : Princeton University Press, 2019
330 SHI (83500)
More information & To Reserve

Topics in identification, limited dependent variables, partial observability, experimentation, and flexible modeling : by Ivan Jeliazkov, Justin L. Tobias
Bingley, UK : Emerald Publishing, 2019
330.015195 JEL (C) (83501)
More information & To Reserve
Cost-benefit analysis : theory and application by Tevfik F. Nas 

658.1554 NAS (83504)

More information & To Reserve

Lectures on microeconomics : the big questions approach by Romans Pancs 
Cambridge, Massachusetts : MIT Press, 2018

338.5 PAN (83505)

More information & To Reserve

Economics for nonprofit managers and social entrepreneurs by Dennis R. Young, et.al. 
Cheltenham, UK : Edward Elgar Publishing, 2019

658.048 YOU (83514)

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The cooperative enterprise : pactical evidence for a theory of cooperative entrepreneurship by Gert van Dijk, et.al. 
Cham : Springer, 2019

334 VAN (C) (83529)

More information & To Reserve

The small worlds of corporate governance by Bruce Kogut 

338.6 KOG (83535)

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AI superpowers : China, Silicon Valley, and the new world order by Kai-Fu Lee
Boston : Houghton Mifflin Harcourt, 2018
338.4700630951 LEE (83537)
More information & To Reserve

Education

American higher education since World War II : a history by Roger L. Geiger
Princeton : Princeton University Press, 2019
378.73 GEI (83474)
More information & To Reserve

Engineering

Theory of sampling and sampling practice by Francis F. Pitard
Boca Raton : Taylor & Francis, 2019
622.7 FRA (C) (83518)
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Entrepreneurship

Crushing it! : how great entrepreneurs build their business and influence-and how you can, too by Gary Vaynerchuk
New York, NY : HarperBusiness, 2018
658.421 VAY (83455)
More information & To Reserve

The economics of entrepreneurship : what we know and what we don't by Simon C. Parker
Boston : Now Publishers, c2005
338.04 PAR (83491)
More information & To Reserve
Educating entrepreneurs: innovative models and new perspectives by Dafna Kariv
New York: Routledge, 2020
338.040711 KAR (83508)

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Entrepreneurial thinking: think different! by David Valliere
Cheltenham, UK: Edward Elgar Publishing, 2019
338.04 VAL (83509)

More information & To Reserve

Feminine capital: unlocking the power of women entrepreneurs by Barbara Orser and Catherine Elliott
338.04082 ORS (83510)

More information & To Reserve

Innovation and entrepreneurship: a new mindset for emerging markets by Martha Corrales-Estrada.
Bingley, UK: Emerald Publishing Ltd., 2019
338.04 COR (83513)

More information & To Reserve

The wellbeing of women in entrepreneurship: a global perspective by Maria-Teresa Lepeley [et.al.].
London: Routledge, 2020
306.361 LEP (C) (83528)

More information & To Reserve
Entrepreneurship, innovation and regional development: an introduction by Jay Mitra
London: Routledge, 2019
338 MIT (83532)
More information & To Reserve

HBR's 10 must reads: on entrepreneurship and startups by Harvard Business Review
Boston, Massachusetts: Harvard Business Review Press, 2018
658.11 P18 (83538)
More information & To Reserve

Environment
Poisonous skies: acid rain and the globalization of pollution by Rachel Emma Rothschild
Chicago: The University of Chicago press, 2019
363.7386 ROT (83503)
More information & To Reserve

Environmental Economics
Just enough: lessons in living green from traditional Japan by AzBrown
333.720952 BRO (83398)
More information & To Reserve

Fiction
Hidden in plain sight: how to create extraordinary products for tomorrow's customers by Jan Chipchase and Simon Steinhardt
658.575 CHI (83467)
More information & To Reserve
**Financial Economics**

**Using excel for business and financial modelling : a practical guide**
by Danielle Stein Fairhurst
Chichester : Wiley, 2019

332.0285554 FAI (83422)

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**Multifractal detrended analysis method and its application in financial markets**
by Guangxi Cao, Ling-Yun He, and Jie Cao
Singapore : Springer, 2018

332 CAO (C) (83427)

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**Statistics of financial markets : an Introduction**
by Jeurgen Franke, Wolfgang Karl Heardle, and Christian Matthias Hafner
Cham : Springer, 2019

332.015195 FRA (83428)

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**Final basel III modelling: implementation, impact and implications**
by Ioannis Akkizidis, Lampros Kalyvas
NCham : Palgrave macmillan, 2018

332.10688 AKK (83429)

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**Modeling fixed income securities and interest rate options**
by Robert A. Jarrow
Boca Raton : CRC Press, 2020

332.6323 JAR (C) (83430)

[More information & To Reserve](#)
A research agenda for financial inclusion and microfinance  by Marek Hudon, Marc Labie and Ariane Szafarz  
Cheltenham, UK : Edward Elgar Publishing, 2019  
332 HUD (C) (83432)

Patient capital : the challenges and promises of long-term investing  by Victoria Ivashina, Josh Lerner  
New Jersey : Princeton University Press, 2019  
332.6 IVA (83441)

The man who solved the market  by Gregory Zuckerman  
New York : Penguin, 2019  
332.64524092 ZUC (83533)

Lost Japan : last glimpse of beautiful Japan  by Alex Kerr  
United Kingdom : Penguin, 2015  
952.04 KER (83396)

952.135 MAN (83436)
Why the West rules-- for now : the patterns of history, and what they reveal about
the future by Ian Morris
New York : Profile Books, c2010 [2011]

909.09821 MOR (83469)

More information & To Reserve

A political history of the world : three thousand years of war and peace by Jonathan
Holslag
UK : Pelican, 2019

909 HOL (83437)

More information & To Reserve

Human Resource Management

Research in personnel and human resources management by M. Ronald Buckley,
Anthony R Wheeler, John E Baur, Jonathan R. B. Halbesleben
Bingley, UK : Emerald Publishing, 2019

658.3 BUC (C) (83368)

More information & To Reserve

Industrial Organization

The theory of the growth of the firm by Edith Tilton Penrose

338.7 PEN (83401)

More information & To Reserve

Industries

Understanding industry 4.0 : AI, the internet of things, and the future of work by
Bruno S. Sergi. [et.al.]...

338.064 SER (83488)

More information & To Reserve
**Law**

*Amartya Sen and law* by Carrie Menkel-Meadow. [et.al.]...
New York : Routledge, 2020

340.11 MEN (C) (83489)

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**Literature**

*The old capital* by Yasunari Kawabata ; translated by J. Martin Holman
Bekeley : Counterpoint, c1962 [2006]

895.6344 KAW (83435)

[More information & To Reserve](#)

*The Japanese pottery handbook* by Penny Simpson, Kanji Sodeoka ; drawings and layout, Lucy Kitto
New York : Kodansha, 2014

738.0952 SIM (83479)

[More information & To Reserve](#)

*Economical writing : thirty-five rules for clear and persuasive prose* by Deirdre Nansen McCloskey ; with an appendix Stephen T. Ziliak
Chicago : The University of Chicago press, 2019

808.06633 MCC (83499)

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**Management**

*Indian women in leadership* by Rajashi Ghosh.[et.al]...
Cham : Palgrave macmillan, 2018

305.40954 GHO (C) (83363)

[More information & To Reserve](#)
Employee engagement for organizational change: the theory and practice of stakeholder engagement by Julie Hodges
New York, NY: Routledge, 2019

658.406 HOD (83365)

More information & To Reserve

The Routledge companion to management and workplace spirituality by Joan Marques
New York: Routledge Taylor & Francis Group, 2019

201.6658 MAR (C) (83366)

More information & To Reserve

Preparing for high impact organizational change: experiential learning and practice by Gavin M. Schwarz, Anthony F. Buono, and Susan M. Adams
Cheltenham, UK: Edward Elgar Publishing, 2019

658.406 SCH (C) (83367)

More information & To Reserve

Where authentic leaders DARE: from professional competence to inspiring leadership by Ruth Smith
London: Routledge, Taylor & Francis Group, 2020

658.4092 SMI (83370)

More information & To Reserve

Leadership and role modelling: understanding workplace dynamics by Shruti Vidyasagar, Poornima Hatti
Cham: Palgrave macmillan, 2018

658.4092 VID (C) (83371)

More information & To Reserve
Emotions and leadership  by Neal M. Ashkanasy, Wilfred J. Zerbe and Charmine E.J. Härtel  
Bingley, UK : Emerald Publishing Limited, 2019  
658.4092 NEA (83372) 

More information & To Reserve

An existential approach to leadership challenges  by Monica Hanaway  
London : Routledge, 2020  
303.34 HAN (83374) 

More information & To Reserve

Leader thinking skills : capacities for contemporary leadership by Michael D. Mumford and Cory A. Higgs  
New York : Routledge, 2020  
658.4092 MUM (83375) 

More information & To Reserve

Advances in mergers and acquisitions  by Cary L. Cooper, Sydney Finkelstein  
Bingley : Emerald, 2019  
658.162 COO (83423) 

More information & To Reserve

Mergers and acquisitions : a practitioner's guide to successful deals by Harvey A. Poniachek  
New Jersey : World Scientific, 2019  
658.162 PON (C) (83424) 

More information & To Reserve
International corporate governance and regulation by Kose John, Anil K. Makhija and Stephen P Ferris
Bingley, UK: Emerald, 2019
658.049 JOH (C) (83425)
More information & To Reserve

The indestructible brand: crisis management in the age of social media by Venke Sharma, Hushidar Kharas
Los Angeles: Sage, 2017
658.4056 SHA (83460)
More information & To Reserve

Superhuman innovation: transforming businesses with artificial intelligence by Chris Duffey
London: Kogan Page, 2019
650.028563 DUF (83493)
More information & To Reserve

Management Accounting

Advances in management accounting by Laurie L. Burney and Mary A. Malina
Bingley, UK: Emerald, 2019
658.1511 BUR (83421)
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Marketing

Digital neuromarketing: the psychology of persuasion in the digital age by Sam Page [s.l.]: NeuroTriggers, 2015
658.80019 PAG (83402)
More information & To Reserve
Influencer: building your personal brand in the age of social media by Brittany Hennessy
New York: Citadel Press, Kensington Publishing Corp., 2018
658.872 HEN (83408)
More information & To Reserve

Ethnic marketing: theory, practice and entrepreneurship by Guilherme D. Pires and John Stanton
New York: Routledge, Taylor & Francis Group, 2019
658.812089 PIR (C) (83416)
More information & To Reserve

Social media strategy: marketing, advertising, and public relations in the consumer revolution by Keith A. Quesenberry
Lanham: Rowman & Littlefield, 2019
658.872 QUE (83419)
More information & To Reserve

Affiliate marketing: how to become a seven figure affiliate marketer in today's digital world by K. M. Kasim
[s.l.]: Independently published, 2018
658.84 KAS (83434)
More information & To Reserve

Fascinate: your 7 triggers to persuasion and captivation by Sally Hogshead
New York: HarperBusiness, c2010
658.80019 HOG (83468)
More information & To Reserve
YouTube affiliate marketing secrets for 2019: growth Hacking & digital marketing strategies to make money online with YouTube affiliate marketing; build a profitable passive income business with step-by-step social media video guide by Hewitt Magee. USA: Independently published, 2019

658.144 MAG (83480)

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658.812 CHA (83481)

More information & To Reserve


658.80019 REN (83400)

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Marketing Management

Toolbox for marketing and management: creative concepts, forecasting methods, and analytical instruments by Ralf T. Kreutzer. Cham: Springer, 2019

658.8 KRE (83414)

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658.812 DEB (83415)

More information & To Reserve
Loyalty management: from loyalty programs to omnichannel customer experiences by Cristina Ziliani and Marco Ieva
London: Routledge, 2020
658.812 ZIL (83418)

More information & To Reserve

Sales management: simplified; the straight truth about getting exceptional results from your sales team by Mike Weinberg
[s.l.]: Harpper Collins Leadership, 2016
658.81 WEI (83443)

More information & To Reserve

Marketing Research

Adobe analytics by Eric Matisoff, David Karlins
Hoboken: John Wiley and sons, 2019
006.312 MAT (83359)

More information & To Reserve

Customer analytics for dummies by Jeff Sauro
658.8340285 SAU (83361)

More information & To Reserve

Consumer behaviour and analytics by Andrew Smith
New York: Routledge, 2020
658.8342 SMI (83360)

More information & To Reserve
The brain sell: when science meets shopping: how the new mind sciences and the persuasion industry are reading our thoughts, influencing our emotions and stimulating us to shop by David Lewis

658.8342 LEW (83407)

More information & To Reserve

Why we buy: the science of shopping by Paco Underhill
New York: Simon & Schuster Pbks., c2009

658.834 UND (83410)

More information & To Reserve

Data-driven marketing content: a practical guide by Lee Wilson
Bingley: Emerald Publishing, 2019

658.83 WIL (83417)

More information & To Reserve

Social media data mining and analytics by Gabor Szabo, Gungor Polatkan, Oscar Boykin, Antonios Chalkiopoulos
Indianapolis, IN: John Wiley & Sons, 2019

658.83402856312 SZA (83463)

More information & To Reserve

Mass media

Everybody lies: what the Internet can tell us about who we really are by Seth Stephens-Davidowitz
London: Blomsbury, 2018

006.312 STE (83457)

More information & To Reserve
Materials Management

Multinationals, global value chains and governance: the mechanics of power in inter-firm relations by Peter Hertenstein
London: Routledge, 2019

658.70951 HER (C) (83502)

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Medicine

Braintrust: what neuroscience tells us about morality by Patricia S. Churchland

612.8 CHU (83438)

More information & To Reserve

Motion Pictures

Business and entrepreneurship for filmmakers: making a living as a creative artist in the film industry by Charles Haine
New York: Routledge, Taylor & Francis Group, 2020

791.430232 HAI (83512)

More information & To Reserve

Operations Research

New methods and applications in multiple attribute decision making (MADM) by Alireza Alinezhad, Javad Khalili
Cham: Springer, 2019

519.6 ALI (C) (83516)

More information & To Reserve
Political Science

Good government: democracy beyond elections by Pierre Rosanvallon; translated by Malcolm DeBevoise
Cambridge: Harvard University Press, 2018

321.8 ROS (83451)

More information & To Reserve

Probabilities and Applied Mathematics

Business statistics: using R by G Chaudhuri
[s.l.] Independently published, 2019

519.50285 CHA (83397)

More information & To Reserve

Nonparametric finance by Jussi Klemela
Hoboken, NJ: John Wiley & Sons, Inc., 2018

332.0151954 KLE (C) (83426)

More information & To Reserve

On stochastic optimization problems and an application in finance by Josef Anton Strini
Wiesbaden: Springer Spektrum, 2019

519.6 STR (83431)

More information & To Reserve

Bayesian analysis of time series by Lyle D. Broemeling
Boca Raton: CRC Press, Taylor & Francis Group, 2019

519.55 BRO (C) (83490)

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The analysis of time series: an introduction with R by Christopher Chatfield and Haipeng Xing
Boca Raton: CRC Press, Taylor & Francis Group, 2019
519.55 CHA (C) (83520)

Decision science in action: theory and applications of modern decision analytic optimisation by Kusum Deep, Madhu Jain and Said Salhi
Singapore: Springer, 2019
519.542 DEE (C) (83524)

Nonlinear combinatorial optimization by Ding-Zhu Du, Panos M. Pardalos, and Zhao Zhang
Cham: Springer, 2019
515.64 DUD (C) (83526)

Production Management
Lean development and innovation: hitting the market with the right products at the right time by Luciano Attolico
New York, NY: Routledge, Taylor & Francis Group, 2019
658.575 ATT (83420)

Psychology
The power of your subconscious mind by Joseph Murphy
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