# New Arrivals – Jan 2020

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<th>Subject</th>
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<td>Trade and Commerce</td>
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**Advertising**

*Digital advertising: theory and research* by Shelly Rodgers and Esther Thorson.

659.144 ROD (83628)

[More information & To Reserve](#)

**Artificial Intelligence**

London: Penguin, 2019

006.3 MIT (83551)

[More information & To Reserve](#)

*Singularity rising: surviving and thriving in a smarter, richer, and more dangerous world* by James D. Miller.
Dallas, TX: Benbella Books, c2012.

006.3 MIL (83603)

[More information & To Reserve](#)

**Brand Management**

*Brand management: co-creating meaningful brands* by Michael Beverland.
London: Bloomsbury Business, 2019

658.827 BEV (83553)

[More information & To Reserve](#)

**Business Enterprises**

*Economic clusters and globalization: diversity and resilience* by Francisco Puig and Berrbizne Urzelai.

338.8 PUI (C) (83581)

[More information & To Reserve](#)

338.88 BEU (83585)

More information & To Reserve

Multinationals and economic geography: location, technology and innovation by Simona Iammarino and Philip McCann. Cheltenham: Edward Elgar, c2013.

338.88 IAM (83591)

More information & To Reserve


338.740954 GOS (83623)

More information & To Reserve


363.7387460954 DUB (83631)

More information & To Reserve

Blockchain and the law: the rule of code by Primavera De Filippi and Aaron Wright. Cambridge, Massachusetts: Harvard University Press, 2018.

005.824 FIL (83622)

More information & To Reserve
**Custom**

*Please think : practical lessons in developing a scientific temper* by Narendra Dabholkar; translated by Jai Vipra
Chennai: Westland, 2019

398.41 DAB (83545)

[More information & To Reserve](#)

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**Economics**

*Trade theory in computable general equilibrium models* by Armington, Krugman and Melitz by Peter B Dixon, Michael Jerie, Maureen T. Rimmer.

330.182 DIX (C) (83562)

[More information & To Reserve](#)

*Regions and the world economy: the coming shape of global production, competition, and political order/* by Allen J. Scott

330.9 SCO (83563)

[More information & To Reserve](#)

*Schumpeter’s price theory* by Harry Bloch.
London; Routledge, Taylor & Francis Group, 2018.

338.542 BLO (C) (83572)

[More information & To Reserve](#)

*The basic economic system of China* by Changhong Pei, Chunxue Yang and Xinming Yang.

330.10951 PEI (C) (83573)

[More information & To Reserve](#)

004.6782 ZHU (C) (83590)

More information & To Reserve


330.90511 CAF (83592)

More information & To Reserve

How British rule changed India’s economy: the paradox of the Raj by Tirthankar Roy. Cham: Palgrave Macmillan, [2019]

330.954 ROY (83597)

More information & To Reserve


339.41 DAV (83599)

More information & To Reserve


338.954 GOY (83621)

More information & To Reserve
The economic history of India, 1857-1947 by Tirthankar Roy.
New Delhi, India : Oxford University Press, 2011.

330.954035 ROY (83625)

More information & To Reserve

Financial Economics

Foreign investment : types, methods and impacts by Torre DeSare and Daniele Caprioglio.

332.673091724 DES (C) (83565)

More information & To Reserve

China buys the world : analyzing China's overseas investments by Andrew Collier.

332.6730951 COL (83577)

More information & To Reserve

Trade and foreign direct investment in data services by Karl P. Sauvant.

332.6712 SAU (C) (83583)

More information & To Reserve

The future of China's exchange rate policy by Morris Goldstein and Nicholas R. Lardy.

332.4560951 GOL (83586)

More information & To Reserve
**History**

From reliable sources: an introduction to historical methods by Martha C. Howell and Walter Prevenier.

907.2 HOW (83624)

**Industries**

Global value chains and the missing links: cases from Indian industry by Saon Ray and Smita Miglani

658.5 RAY (83557)

Asian industrial clusters, global competitiveness and new policy initiatives by Bernard Ganne and Yveline Lecler.
Singapore; World Scientific, c2009.

338.095 GAN (C) (83596)

**International Commerce**

The international political economy of the BRICS by Li Xing.

330.91722 XIN (C) (83568)
Applied analysis of growth, trade, and public policy: ten years of international academic exchanges between JAAE and KEBA by Moriki Hosoe, Iltae Kim, Masahiro Yabuta and Woohyung Lee

337 HOS (C) (83576)

Deglobalization 2.0: trade and openness during the great depression and the great recession by Peter A. G. Van Bergeijk.

337 BER (C) (83578)

Trade facilitation in the multilateral trading system: genesis, course and accord by Hao Wu.
Abingdon, Oxon; Routledge, 2019.

382.92 WU (C) (83584)

The US-China trade dispute: facts, figures and myths by Imad Moosa.
Cheltenham, UK; Edward Elgar, c2012.

382.973 MOO (C) (83588)

International trade and unemployment: on the redistribution of trade gains when firms matter by Marco de Pinto.

382 PIN (C) (83593)

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382.7 HER (83594)

More information & To Reserve

International Relations

The battle for Pakistan: the bitter US friendship and a tough neighbourhood by Shuja Nawaz. New Delhi: Penguin, 2019

327.5491073 NAW (83550)

More information & To Reserve


337 YAM (83626)

More information & To Reserve

Labour Economics


331.62 FEE (83567)

More information & To Reserve

Law


346.540486 HAL (C) (83566)

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343.07 NAK (C) (83595)

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Draft No. 4: on the Writing Process by John McPhee

808.02 MCP (83632)

More information & To Reserve

Macroeconomics policy for emerging markets: lessons from Thailand by Bhanupong Nidhiprabha.
London; Routledge, Taylor & Francis Group, 2019.

339.509593 NID (C) (83569)

More information & To Reserve

Anti-blanchard macroeconomics: a comparative approach by Emiliano Brancaccio with Andrea Califano.

339 BRA (83598)

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Macroeconomics for professionals: a guide for analysts and those who need to understand them by Leslie Lipschitz and Susan Schadler

339 LIP (C) (83601)

More information & To Reserve
Management

The firm: the inside story of McKinsey: the world's most controversial management consultancy by Duff McDonald
London: Oneworld, 2013 [2019]
338.761001 MCD (83543)

More information & To Reserve

Sponge: leadership lessons I learnt from my clients by Ambi Parameswaran
Chennai: Westland, 2018
658.4092 PAR (83544)

More information & To Reserve

The leader you want to be: five essential principles for bringing out your best self--every day by Amy Jen Su
Boston, Massachusetts: Harvard Business Review Press, 2019
658.4092 SUA (83549)

More information & To Reserve

Leadership and the rise of great powers by Yan Xuetong
327.51 YAN (83552)

More information & To Reserve

The future-ready organization: how dynamic capability management is reshaping the modern workplace by Gyan Nagpal
Noida: Harper Business, 2019
658 NAG (83559)

More information & To Reserve
AI and analytics: accelerating business decisions; the new normal in strategy and enterprise transformation by Sameer Dhanrajani
New Delhi: Wiley India Pvt. Ltd., 2018

658.472 DHA (83560)

More information & To Reserve

The truth about negotiations by Leigh Thompson.

302.3 THO (83607)

More information & To Reserve

The negotiation toolkit: how to get exactly what you want in any business or personal situation by Roger J. Volkema.

158.5 VOL (83613)

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Management Accounting

Managerial accounting: creating value in a dynamic business environment by Ronald W. Hilton and David E. Platt

658.1511 HIL (83556)

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Marketing

Email persuasion by Ian Brodie.

658.872 BRO (83612)

More information & To Reserve
Marketing Management

Social media ROI : managing and measuring social media efforts in your organization by Olivier Blanchard.
Indianapolis, Indiana : Que, c2011.

658.872 BLA (83633)

More information & To Reserve

Marketing Research

Introduction to algorithmic marketing : artificial intelligence for marketing operations by Ilya Katsov
California : Ilya Katsov, 2018

658.05633 KAT (83554)

More information & To Reserve

The big data-driven business : how to use big data to win customers, beat competitors, and boost profits by Russell Glass and Sean Callahan.

658.872 GLA (83602)

More information & To Reserve

Small data : the tiny clues that uncover huge trends by Martin Lindstrom.

658.8342 LIN (83606)

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Neuro design : neuromarketing insights to boost engagement and profitability by Darren Bridger.

658.80019 BRI (83630)

More information & To Reserve
**Medicine**

*The body: a guide for occupants* by Bill Bryson  
London: Doubleday, 2019  
612 BRY (83548)

[More information & To Reserve](#)

*Brain bugs: how the brain's flaws shape our lives* by Dean Buonomano.  
612.82 BUO (83629)

[More information & To Reserve](#)

**Philosophy**

*World teacher: the life and teachings of J. Krishnamurti* by R. E. Mark Lee  
New Delhi: Hay House Publishers India, 2020  
923 LEE (83604)

[More information & To Reserve](#)

**Political Science**

*F. A. Hayek: economics, political economy and social philosophy* by Peter J. Boettke.  
320.512092 BOE (C) (83600)

[More information & To Reserve](#)
Probabilities and applied mathematics

Time series clustering and classification by Elizabeth Ann Maharaj, Pierpaolo D'Urso and Jorge Caiado
Boca Raton, Florida : CRC Press, [2019]

519.55 MAH (C) (83561)

More information & To Reserve

Time series analysis and forecasting : selected contributions from ITISE 2017 by Ignacio Rojas, Hector Pomares and Olga Valenzuela.

519.55 ROJ (C) (83574)

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Surprises in probability : seventeen short stories by Henk Tijms.

519.2 TIJ (83620)

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Production Management

The CEO factory : management lessons from Hindustan Unilever by Sudhir Sitapati
New Delhi : Juggernaut Books, 2019

658.4092 SIT (83558)

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Psychology

Kaizen : the Japanese method for transforming habits, one small step at a time by Sarah Harvey
London : Bluebird, 2019

158.1 HAR (83540)

More information & To Reserve
The intelligence trap: why smart people make stupid mistakes— and how to make wiser decisions by David Robson
New York: Hodder & Stoughton, 2019
153.9 ROB (83541)

Things no one else can teach us by Kanwer Singh
New York: HarperCollins, 2019
155.2 SIN (83547)

Public Administration

The Putin system: an opposing view by Grigory Yavlinsky
Columbia: Columbia University Press, 2019
320.947 YAV (83546)

Public Policy

Non-market economies in the global trading system: the special case of China by James J Nedumpara and Weihuan Zhou.
382.920951 NED (C) (83570)

361.610954 SOL (83571)
Religion

A restatement of religion: Swami Vivekananda and the making of Hindu nationalism by Jyotirmaya Sharma
Chennai: Context 2019

320.540954 SHA (83605)

More information & To Reserve

Social Media

Social media measurement and management: entrepreneurial digital analytics by Jeremy Harris Lipschultz.

302.23 LIP (83627)

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Sociology

Introducing intersectionality by Mary Romero.

305 ROM (83616)

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Class by Will Atkinson.

305.5 ATK (83617)

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Class and stratification by Rosemary Crompton.

305.5 CRO (83619)

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305.5 THE (83618)
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Mind master : Winning lessons from a champion's life by Viswanathan Anand, Susan Ninan
Gurugram : Hachette India, 2019
794.14 AND (83539)
More information & To Reserve

Winning not fighting : why you need to rethink success and how you achieve it with the ancient art of Wing Tsun by John Vincent and Sifu Julian Hitch
New York : Penguin Business, 2019
650.1 VIN (83542)
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China and global trade governance : China's first decade in the World trade organization by Ka Zeng and Wei Liang
382.920951 ZEN (C) (83564)
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