



## Vikram Sarabhai Library

### New Arrivals

(June 2 – 9, 2008)

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#### Subject Classification

**General**

**Information Technology**

**Social Sciences**

**Economics**

**Mathematics/Statistics**

**Management**

**General**

**Innovation/Change Management**

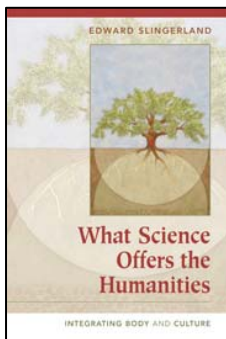
**Marketing**

**Production/Operations Management**

**Hindi Books**

## General

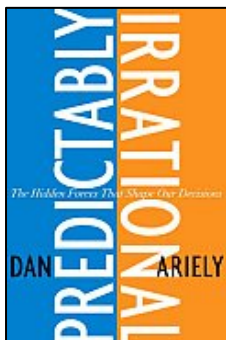
1. **What science offers the humanities: integrating body and culture by Edward Slingerland. Cambridge: Cambridge University Press, 2008.**



What Science Offers the Humanities, examines some of the deep problems facing current approaches to the study of culture. It focuses especially on the excesses of postmodernism, but also acknowledges serious problems with postmodernism's harshest critics. In short, Edward Slingerland argues that in order for the humanities to progress, its scholars need to take seriously contributions from the natural sciences—and particular research on human cognition—which demonstrate that any separation of the mind and the body is entirely untenable. The author provides suggestions for how humanists might begin to utilize these scientific discoveries without conceding that science has the last word on morality, religion, art, and literature. Calling into question such deeply entrenched dogmas as the "blank slate" theory of nature, strong social constructivism, and the ideal of disembodied reason, What Science Offers the Humanities replaces the human-sciences divide with a more integrated approach to the study of culture.

**(001.3 S5W4) 165194**

2. **Predictably irrational: the hidden forces that shape our decisions by Dan Ariely. New York: Harper Collins Books, 2008.**

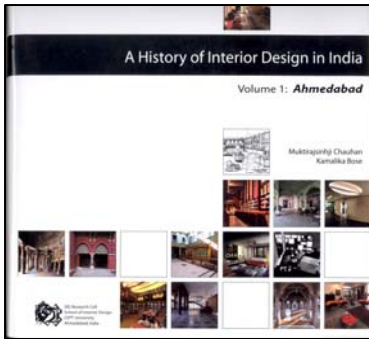


Irrational behavior is a part of human nature, but as MIT professor Ariely has discovered in 20 years of researching behavioral economics, people tend to behave irrationally in a predictable fashion. Drawing on psychology and economics, behavioral economics can show us why cautious people make poor decisions about sex when aroused, why patients get greater relief from a more expensive drug over its cheaper counterpart and why honest people may steal office supplies or communal food, but not money. According to Ariely, our understanding of economics, now based on the assumption of a rational subject, should, in fact, be based on our systematic, unsurprising irrationality. Ariely argues that greater understanding of previously ignored or misunderstood forces (emotions, relativity and social norms) that influence our economic behavior brings a variety of opportunities for reexamining individual motivation and consumer choice, as well as economic and educational policy. Ariely's intelligent, exuberant style and thought-provoking arguments make for a fascinating, eye-opening read.

**(153.83 A7P7) 165113**

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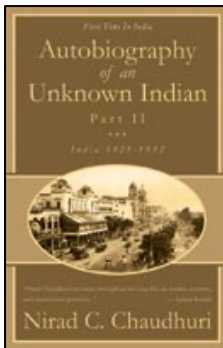
**3. History of interior design in India: Ahmedabad by Muktirajsinhji Chauhan and Kamalika Bose. Ahmedabad: SID Research Cell, 2007.**



This book is the first comprehensive study of the practice of interior design in India. This volume focusing on Ahmedabad is part of a series which, in stage, will look at the merge and maturing of the profession in the country from the earliest records available till date. The study takes a very deliberate position on the nature and scope of the representative projects. It is hoped that in doing so, it will differentiate the profession from decorators and architects who have dominated the field for historic reason. The authors also hope that such an approach will be most useful for the relatively nascent educational scenario in the field. Only a well grounded education in the early stages can help a profession to define and consolidate itself. Volume I focusing on Ahmedabad looks at the practice of the profession from AD 1411 when the city was founded till date. This period of almost 600 years encompasses its medieval past ruled by Muslim and Marathas, the colonial period when the city was under the British and the Post independence Republican period.

**(R 747.0954 C4H4) 165213**

**4. Autobiography of an unknown India: India 1921 - 1952, Part II by Nirad C Chaudhuri. Mumbai: Jaico Publishing House, 2008.**



Beautifully evoking the sights and sounds, rituals and routines of town and countryside, Nirad Chaudhuri's memoir begins with his childhood in turn-of-the-century Bengal. He then leads the reader through the labyrinth of Calcutta, charting the course of a political and moral education that leaves him a stranger in his own land.

**(928 C4A8) 165228**

[TOP](#)

## Information Technology

5. **Web engineering: a practitioner's approach by Roger S Pressman. Boston: McGraw-Hill, 2008.**

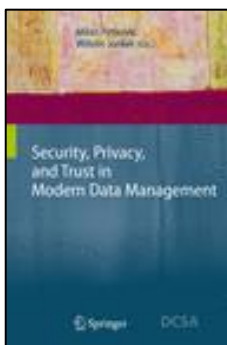


This book by the author of the best-selling "Software Engineering: A Practitioner's Approach" is unique in its application of software engineering principles to building effective web-based systems and applications. Roger Pressman and his co-author, David Lowe offer practical advice to students and professionals alike on how to engineer and maintain complex websites. Roger Pressman is the leading authority in software engineering and one of the best-known authors in computer science. His new book targets the emerging web engineering market, an area whose parameters and character are still evolving and where an experienced and trusted voice is especially welcome. This book is designed to provide students with a solid

understanding of a pragmatic process for engineering Web-based applications. It is written in an informal, conversational style, using a question and answer format to mentor the reader in this new engineering discipline.

**(006.76 P7E3) 165193**

6. **Security, privacy and trust in modern data management edited by Milan Petkovic and Willem Jonker. New York: Springer-Berlin, 2007.**



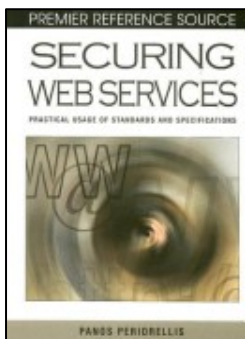
The vision of ubiquitous computing and ambient intelligence describes a world of technology which is present anywhere, anytime in the form of smart, sensible devices that communicate with each other and provide personalized services. However, associated with these benefits are concerns with respect to security issues? Open interconnected systems are much more vulnerable to attacks and unauthorized data access. Furthermore, it becomes simpler to collect, store, and search personal information and endanger people's privacy. In the context of this menace, Petkovic and Jonker provide a comprehensive guide to data management technologies with respect to security, privacy and trust. After the introductory part that offers a perspective on privacy and security issues

in the modern digital world, the contributions from leading researchers are grouped into sections on data and system security, privacy-enhancing techniques, digital asset protection, and selected topics on privacy and security in ambient intelligence. Overall, the book delivers, from information on the ethical and legislative background, to chapters on the state-of-the-art technologies such as access control, identity management and digital rights management to advice on implementing fair information practices and preventing security and privacy violations. With this broad approach, this book appeals equally to researchers and graduate students looking for an overview of this area of ever-growing importance and to professional developers who require sound theoretical grounds for the design and implementation of secure privacy-preserving ubiquitous applications.

**(005.8 S3) 165182**

[TOP](#)

**7. Securing web services: practical usage of standards and specifications by Panos Periorellis. Hershey : Information Science Reference, 2008.**



Web services are a business-driven technology, as they have arisen from a need for on-demand services and just-in-time integration to enable the rapid exploitation of market opportunities. Security challenges have accelerated alongside the rapid advances in this domain. The security requirement standards address a number of security and dependability issues. *Securing Web Services: Practical Usage of Standards and Specifications* collects a complete set of studies that address the security and dependability challenges of Web services and the development of protocols to meet those challenges. Encompassing a complete range of topics including specifications for message level security, transactions, and identity management, this Premier Reference Source enables libraries to provide researchers with an authoritative guide to one of the most challenging technological topics of our time.

**(005.8 P3S3) 165190**

**8. Successes and new directions in data mining by Florent Masseglia, Pascal Poncelet and Maguelonne Teisseire. Hershey : Information Science Reference, 2008.**



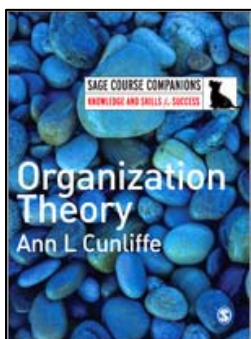
The problem of mining patterns is becoming a very active research area and efficient techniques have been widely applied to problems in industry, government, and science. From the initial definition and motivated by real-applications, the problem of mining patterns not only addresses the finding of item sets but also more and more complex patterns. *Successes and New Directions in Data Mining* addresses existing solutions for data mining, with particular emphasis on potential real-world applications. Capturing defining research on topics such as fuzzy set theory, clustering algorithms, semi-supervised clustering, modeling and managing data mining patterns, and sequence motif mining, this book is an indispensable resource for library collections.

**(005.74 M2S8) 165192**

[TOP](#)

## Social Sciences

### 9. Organization theory by Ann L Cunliffe. Los Angeles: Sage Publications, 2008.

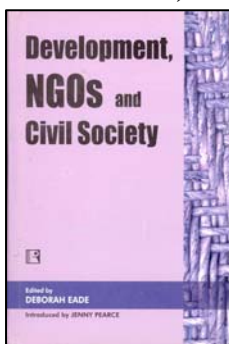


The Sage Course Companion on organization theory is an accessible introduction to a challenging subject area. This book helps readers extend their understanding of theories and make the connection between these theories and organizational practice. It enhances their thinking skills in line with course requirements and provides support on how to revise for exams and prepare for and write assessed pieces. Readers are encouraged not only to think like an organizational theorist but also to think about the subject critically.

- ❖ Designed to compliment existing textbooks for the course, the companion provides:
  - ❖ Easy access to the key themes in organizational theory
  - ❖ Helpful summaries of the approaches taken by the main course textbooks
  - ❖ Sample questions and answers, with common themes that must always be addressed
  - ❖ Short vignettes and a case study that runs throughout the chapters
  - ❖ Guidance on the essential study skills required to pass the course
  - ❖ Taking it Further sections that suggest how readers can extend their thinking beyond the "received wisdom"

**(302.35 C807) 165226**

### 10. Development, NGOs and civil society edited by Deborah Eade. Jaipur: Rawat Publications, 2005.

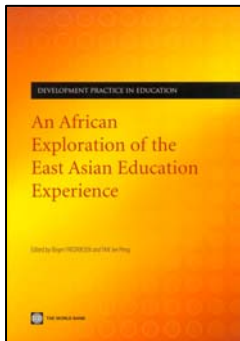


The rise of neoliberalism and the so-called Washington Consensus have generated a powerful international agenda of what constitutes good governance, democratizations, and the proper role of the state and civil society in advancing development. As public spending has declined, the NGO sector has massively benefited from taking on a service-delivery role. At the same time, as civil society organizations, NGOs are a convenient channel through which official agencies can promote political pluralism. But can NGOs play these roles simultaneously? Can they both facilitate governments' withdrawal from providing basic services for all and also claim to represent the poor and the disenfranchised? Are NGOs legitimate political actors in their own right? Jenny Pearce introduces papers that describe some of the tensions inherent in the roles being played by NGOs, and asks whether they truly stand for anything fundamentally different from the agencies on whose largesse they increasingly depend.

**(323.6 D3) 165221**

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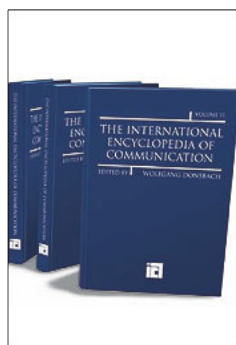
**11. African exploration of the East Asian education experience edited by Birger Fredriksen and Tan Jee Peng. Washington, D.C. : World Bank, 2008.**



This book takes stock of education development in East Asia over the past five decades offering case studies on four East Asian countries like Korea, Singapore, Thailand, and Vietnam and one European country (Ireland) and relating them to the educational challenges faced by African countries today. The regional, comparative perspective benefits from the insights gained during a 2006 study tour of Singapore and Vietnam for senior education officials from Cameroon Ethiopia, Ghana, Lesotho, Madagascar and Mozambique. The book is one of a pair of concurrently published books presenting materials originally developed for the tour. This book aims to promote a better understanding of the education policy choices and implementation modalities that have enabled many East Asian countries over the last 30-40 years to move from education and economic conditions similar to those of many Sub-Saharan Africa countries to attain the level of development they enjoy today.

**(370.95 A3)165214**

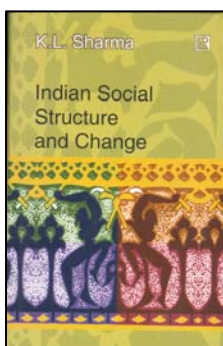
**12. International encyclopedia of communication edited by Wolfgang Donsbach, Vol. 1-12. Oxford: Blackwell Publishing, 2008.**



The International Encyclopedia of Communications, published jointly with the Annenberg School of Communications at the University of Pennsylvania, represents the first attempt to survey--and, in many respects, to define--the communications field. In a clear, comprehensive, and authoritative way, the IEC covers all aspects of communication--individual and institutional, cultural and technological, practical and theoretical--in every part of the world. Broad in scope and interdisciplinary in coverage, the IEC contains more than 550 original articles written by a distinguished international group of contributors. Within the various entries, thousands of subjects are discussed: from simple physical gesture to speech, language, and alphabet; from fire signal to space satellite; from clay tablet to microchip. And, unlike other encyclopedias, the IEC approaches each topic from the unique perspective of the communications field, discussing communications research and scholarship as well as the links between communications and host of other disciplines--including anthropology, art, education, history, journalism, law, linguistics, literature, mathematics, philosophy, political science, psychology, religion, science and technology, and sociology.

**(R 302.203 I6 - I) 165201 - 165212**

[TOP](#)

**13. Indian social structure and change by K.L. Sharma. Jaipur: Rawat Publications, 2007.**

The book is quintessentially interdisciplinary in nature as it brings history into its orbit, and takes sociology to history and other spheres of knowledge. Various chapters have been arranged in a logically sound sequence. Analysis of caste, family, village and urban life, weaker sections, status of women and processes of social change has been presented with up-to-date data and illustrations. It is hoped that the book will be received by students, teachers and people in general with greater significance and usefulness.

**(303.4 S4I6) 165222**

**Economics****14. Planning, monitoring and evaluation in development organizations: sharing training and facilitation experiences by Hohn De Coninck, Khilesh Chaturvedi and Ben Haagsma. New Delhi: Sage Publications India Pvt Ltd., 2008.**

Planning, monitoring and evaluation (PME) remains a challenge for many development organizations, increasingly faced with the rigours of designing and using a well-structured monitoring and evaluation system, and of linking this closely with their planning cycles. Effective PME is, nevertheless, essential for their organizational survival and to enable them to make an effective contribution to sustainable development. This book shares the 'real-life' experiences of 20 PME trainers and facilitators from Africa, Asia and Europe and offers some suggestions for effective support to PME processes. It focuses on civil society organizations, including NGOs, church-linked development offices, networks, and people's organizations. A rich selection of examples, success stories, challenges and practical tips are offered. The authors advocate careful and sensitive PME facilitation.

**(338.910683 C6P5) 165227**

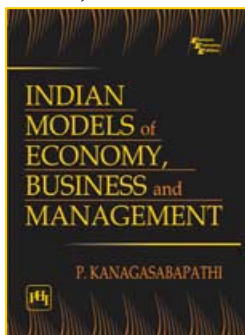
**15. Development and management edited by Deborah Eade. Jaipur: Rawat Publications, 2006.**

Development is a complex process of negotiation over meanings, values, and social goals within the sphere of public action, and not simply a question of project-based interventions, or of quantifiable inputs and outputs. This collection draws on The Open University's work on development management and includes articles that range from accounts of civil society organizations in Brazil to NGOs in Egypt, and from government departments in Tanzania and Poland, donors in Bangladesh, to black feminist activists in the UK.

**(338.954 D3) 165219**

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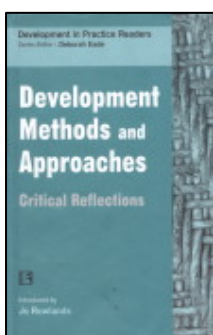
**16. India models of economy, business and management by P. Kanagasabapathi : New Delhi, Prentice-Hall of India Pvt. Ltd., 2008.**



This comprehensive and extensively researched study deals primarily with the economic, business and management models, especially in the Indian perspective. The book provides highly useful data obtained from authentic sources in order to understand the topics discussed. It gives detailed information collected from field studies undertaken in different industrial and business centers across the country. The data included in the book have been obtained from various empirical and research studies conducted in different parts of India. The author contends that India has been a strong economic and business power for most of the time in history and even today it has the potential to achieve that status. He gives a masterly analysis of not only Indian economic and business models but also the popular economic, business and management models of the other countries. The author asserts that there is a need for a paradigm shift to understand and plan our systems in a better way.

**(330.954 K2I6) 165230**

**17. Development methods and approaches: critical reflections edited by Deborah Eade. Jaipur : Rawat Publications, 2006.**

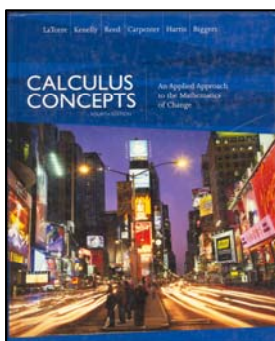


Development in Practice Readers offers practice-based analysis and research concerning the social dimensions of development and humanitarianism, and provides a forum for debate and the exchange of ideas among practitioners, policy makers, academics, and activists worldwide. By challenging current assumptions, the series seeks to stimulate new thinking and to shape future ways of working.

**(338.90091724 D3) 165220**

## Mathematics/Statistics

**18. Calculus concepts: an applied approach to the mathematics of change by Donald R LaTorre, John W Kenelly and Iris B Reed, 4th ed. Boston: Houghton Mifflin Company, 2008.**

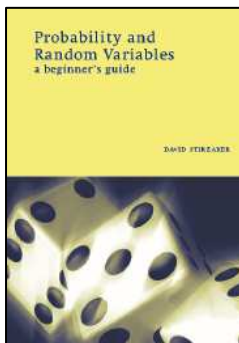


Designed for the two-semester Applied Calculus course, this graphing calculator-dependent text uses an innovative approach that includes real-life applications and technology such as graphing utilities and Excel spreadsheets to help students learn mathematical skills that they will draw on in their lives and careers. The text also caters to different learning styles by presenting concepts in a variety of forms, including algebraic, graphical, numeric, and verbal.

**(515 L2C2) 165183**

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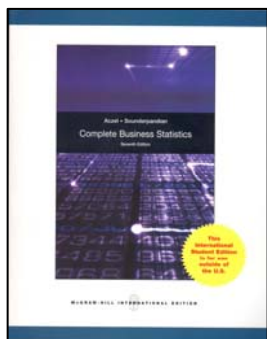
**19. Probability and random variables: a beginner's guide by David Stirzaker. Cambridge: Cambridge University Press, 2004.**



This is a simple and concise introduction to probability theory. Self-contained and readily accessible, it is written in an informal tutorial style with concepts and techniques defined and developed as necessary. After an elementary discussion of chance, the central and crucial rules and ideas of probability including independence and conditioning are set out. Examples, demonstrations, and exercises are used throughout to explore the ways in which probability is motivated by, and applied to, real life problems in science, medicine, gaming and other subjects of interest. This book is suitable for students taking introductory courses in probability and will provide a solid foundation for more advanced courses in probability and statistics. It would also be a valuable reference to those needing a working knowledge of probability theory and will appeal to anyone interested in this endlessly fascinating and entertaining subject.

**(519.2 S8P7) 165188**

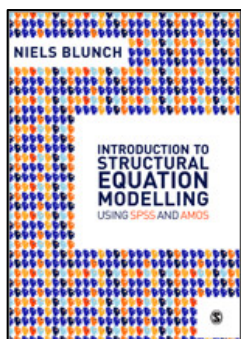
**20. Complete business statistics by Amir D Aczel and Jayavel Sounderpandaian, 7th ed. Boston: McGraw-Hill Irwin, 2009.**



Traditionally, Complete Business Statistics, 7/e has been praised for its quality of presentation and the richness of problem sets that are realistic, stimulating and challenging. The new edition will continue to provide students with a solid understanding of statistical concepts and rich problems to stimulate learning. In addition students will be exposed to the most current uses of technology in business statistics.

**(519.5 A2C6) 165184**

**21. Introduction to structural equation modeling using SPSS and AMOS by Niels J Blunch. London: Sage Publications, 2008.**



New software (Lisrel and AMOS) has made the techniques of Structural Equation Modelling (SEM) increasingly available to students and researchers, while the recent adoption of AMOS as part of the SPSS suite has improved access still further. As an alternative to existing books on the subject, which are customarily very long, very high-level and very mathematical, not to mention expensive, Niels Blunch's introduction has been designed for advanced undergraduates and Masters students who are new to SEM and still relatively new to statistics.

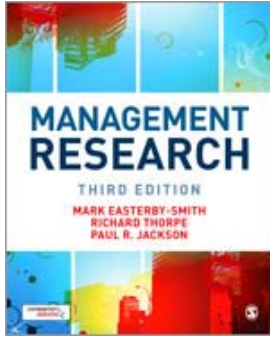
**(519.535 B5I6) 165224**

[TOP](#)

## Management

### General

#### **22. Management research by Mark Easterby-Smith, Richard Thorpe and Paul R Jackson, 3rd ed. Los Angeles: Sage Publications, 2008.**



Integrating qualitative and quantitative methods, underpinned by an understanding of philosophy and, crucially, politics, Management Research succeeds in tackling complex issues in a clear and accessible way. Mark Easterby-Smith, Richard Thorpe, and Paul Jackson, three highly-experienced management researchers, give practical guidance to help students to conduct management research as well as truly understand the logic behind it.

#### **New to the Third Edition:**

- ❖ 5 new chapters, to ensure comprehensive yet concise coverage of all the core topics, including: doing a literature review, designing management research, ethics, action research, gathering and analyzing qualitative and quantitative data, and writing-up
  - ❖ Expanded coverage of quantitative methods for a balanced treatment of quantitative and qualitative approaches
  - ❖ More learning features to stimulate and engage students: real-world examples and numerous individual and class review exercises
  - ❖ A new companion web site with a full instructors' manual, including PowerPoint slides and extra case material for instructors. Students have free access to downloadable journal articles, practice datasets and author podcasts
- (650.072 E2M2) 165225**

#### **23. What's your story? Storytelling to move markets, audiences, people and brands by Ryan Mathews and Watts Wacker. Delhi: Dorling Kindersley(India) Pvt. Ltd.,2008.**

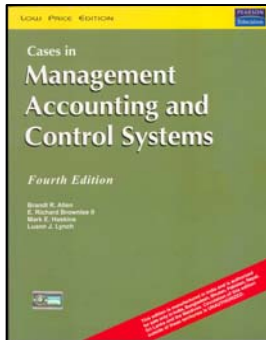


Storytelling is the universal human activity. Every society, at every stage of history, has told stories—and listened to them intently, passionately. Stories are how people tell each other who they are, where they came from, how they're unique, what they believe. Stories capture their memories of the past and their hopes for the future. Stories are one more thing, too: They are your most powerful, most underutilized tool for competitive advantage. Whether you know it or not, your business is already telling stories. What's Your Story will help you take control of those stories and make them work for you. Legendary business thinkers Ryan Mathews and Watts Wacker reveal how to craft an unforgettable story...create the back story that makes it believable...make sure your story cuts through today's relentless bombardment of consumer messages...and gets heard, remembered, and acted on.

**(650.1M2W4) 165236**

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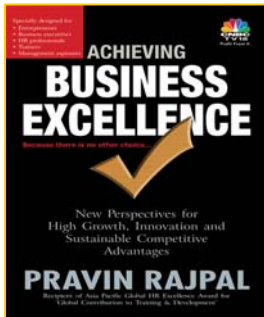
- 24. Cases in management accounting and control systems by Brandt R. Allen, E. Richard Brownlee and Mark E Haskins, 4th ed. Delhi : Dorling Kindersley(India) Pvt. Ltd., 2008.**



Written to create a collection of teaching cases that are interesting, thought-provoking and relevant to contemporary business situations and decisions, this book advocates broadening and strengthening the management dimensions of management accounting and control courses doing so without sacrificing essential accounting content. Challenging yet concise cases are presented in a manner that minimizes reader preparation requirements. Topics and materials demonstrate how costs, cost analysis, and planning and performance measurement can be useful to managers in making operating and strategic decisions. This edition includes cases intended to build a foundation of basic concepts like cost behaviors, standard costing, and relevant costs. It also includes cases intended to address more comprehensive and complex issues such as activity-based thinking, balanced scorecards, transfer pricing, the use of ROI versus Residual Income to measure performance, flexible budgeting, and revenue and expense variance analysis. For anyone in management accounting, cost accounting, strategic cost management, and/or management control systems professions.

**(658.1511 A5C2) 165231**

- 25. Achieving business excellence by Pravin Rajpal. New Delhi:Om Books International, 2007.**



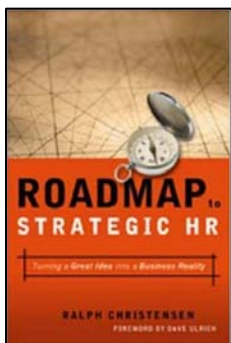
Winning in the age of hyper competition requires excellence in all the areas of business. The book provides fundamental information and directions that will make a very powerful impact on people. Processes, products and customers. It will help in inspiring people to think bigger, aim higher and seize new business opportunities to stay miles ahead of the competition. It provides leading knowledge and landmark ideas to continuously challenge the status-quo and innovate new products and services. It contains a systematic approach for achieving quantum jumps in business performance and sustainable competitive advantages. The book is specially designed for the organizations to achieve their following 'Mission Critical Objectives':

- ❖ Developing result oriented leadership.
- ❖ Building a high-performance work-culture.
- ❖ Maximizing operational efficiency.
- ❖ Innovating new products and services.
- ❖ Achieving breakthrough results.

**(658.4013 R2A3) 165238**

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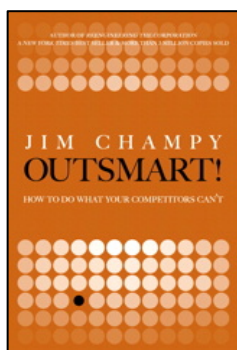
**26. Roadmap to strategic HR: turning a great idea into a business reality by Ralph Christensen: New Delhi: Prentice-Hall of India Pvt. Ltd., 2008.**



For decades now, human resources professionals have sounded the drumbeat of change: HR must transform itself from an administrative function into a strategic business partner. But it has been said so often, for so long, and with so little concrete, real-life information on how to actually achieve this new mission, that the message often sounds like a wouldn't-it-be-nice scenario. But it isn't. More and more traditional HR activities are being farmed out to service centers, external vendors, and line managers. The work of HR is changing, and more and more professionals realize that to succeed in the future they must be part of the team that makes important business decisions. Roadmap to Strategic HR is a sorely needed prescription for achieving strategic focus in complex organizations.

(658.301 C4R6) 165229

**27. Outsmart! How to do what your competitors can't by Jim Champy. Delhi: Dorling Kindersley (India) Pvt. Ltd., 2008.**



This concise, fast-paced book shows how you can achieve breakthrough growth by consistently outsmarting your competition. Champy reveals the surprising, counterintuitive lessons learned by companies that have achieved super-high growth for at least three straight years. Drawing on the strategies of some of today's best -high velocity- companies, he identifies eight powerful ways to compete in even the roughest marketplace. You will discover how to find distinctive market positions and sustainable advantages in products, services, delivery methods, and unexpected customers with unexpected needs.

(658.409 C4O8) 165235

**28. Entrepreneurship: successfully launching new ventures by Bruce R Barringer and R Duane Ireland. Delhi: Dorling Kindersley (India) Pvt. Ltd., 2008.**



This book, containing many real-life examples, makes a thoughtful, practical guide to the process of launching new ventures. It begins by introducing a model of the entrepreneurial process, and follows the model throughout the book. Emphasis is placed on the beginnings of the entrepreneurial process particularly opportunity recognition and feasibility analysis. A four part organization makes the journey toward understanding the entrepreneur process both enjoyable and productive. The four parts, which collectively contain 15 chapters, are: The Decision to Become an Entrepreneur, Developing Successful Business Ideas, Moving from an Idea to an Entrepreneurial Firm, and Managing and Growing an Entrepreneurial Firm. For venture capitalists, investor groups, or business incubators (for-profit and not-for-profit) to distribute to their client companies; and of particular help to technology companies.

(658.421 B2E6) 165232

[TOP](#)

## Innovation/Change Management

- 29. It starts with one: changing individuals' changes organizations by Stewart Black, J and Hal B. Gregersen, 2nd ed. Delhi: Dorling Kindersley(India) Pvt. Ltd., 2008.**



Organizational change is difficult, expensive, time consuming, and, increasingly, the way of the business world. In the global marketplace, the pace of radical adjustments due to shifting markets, cultures, supplies, and technologies is gathering speed. Unsettling issues like these are increasing in magnitude and becoming more and more unpredictable. The typical business response is to look for advice in an “organization in” fashion, where the company as a whole dictates new standards for everyone at once, from the top down. Unfortunately, say the authors, in spite of many companies’ best efforts, more than 50% of all change initiatives fail. To address this issue, It Starts With One begins with the opposite of “organization in” thinking, presenting valuable change-ready advice from the perspective of the “individual out,” and asserting that lasting success lies in changing people first. After that the organization will follow.

**(658.406 B5I8) 165233**

- 30. Management of technological innovation: strategy and practice by Mark Dodgson, David Gann and Ammon Salter. Oxford: Oxford University Press, 2008.**



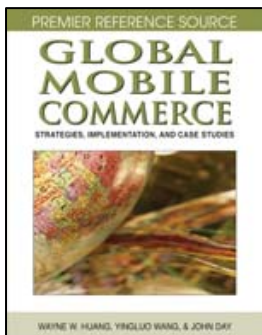
The Management of Technological Innovation (MTI) is one of the most important challenges facing businesses today. Innovation has become the fundamental driver of competitiveness for firms of all sizes in virtually all business sectors and nations. By explaining the innovation process the book reveals the broad scope of MTI and its importance for company survival, growth and sustainability. It describes how MTI has to be managed strategically and how this is successfully achieved by formulating and implementing strategy and delivering value. Chapters provide frameworks, tools and techniques, and case studies on managing: innovation strategy, communities, and networks, R&D, design and new product and service development, operations and production, and commercialization. Based on robust analysis, the book provides a wide range of empirical evidence from a huge diversity of case studies, with around fifty case studies newly written for this edition. It analyses MTI in all parts of the world, in companies large and small, and in services, manufacturing, and resource-based business sectors.

**(658.4062 D6M2) 165187**

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## Marketing

### 31. Global mobile commerce: strategies, implementation and case studies by Wayne W Huang, Yingluo Wang and John Day. Hershey: Information Science Reference, 2008.



In the age of wireless technology, mobile devices have accelerated the pace and effectiveness of business transactions to an unprecedented level. Global Mobile Commerce: Strategies, Implementation and Case Studies provides a complete set of in-depth research investigations on global m-commerce strategies and technological standards, as well as case studies on the subject that elucidate the research through real-world examples. Global Mobile Commerce: Strategies, Implementation and Case Studies will prove to be a valuable reference to drive the current and future activities of academic researchers and practitioners alike, and a must-have addition to library collections.

(658.872 H8G4) 165186

### 32. Managing customers for profit: strategies to increase profits and build loyalty by V Kumar. Delhi: Dorling Kindersley (India) Pvt. Ltd., 2008.

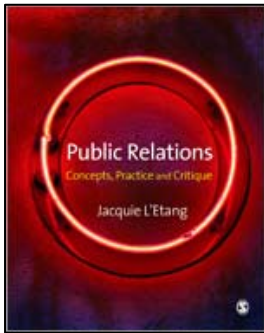


To manage and sustain profitability, marketers need to come up with the right marketing strategies, backed by the right marketing metrics. This book explains how to understand and use the single most important metric: the customer lifetime value metric. Customer Lifetime Value (CLV) is defined as the net present value of future profits from a customer. The beauty of the metric lies in the fact that it is forward-looking, unlike other traditional measures that are based on the past contributions to profit. Hence, it enables marketers to adopt the right marketing activities today to increase future profitability. This book takes an in-depth look at how marketing strategies based on this powerful metric can help manage customer relationship and profitability simultaneously. This book offers 10 strategies that can be effectively used to manage customers profitably. These strategies are aimed at selecting the right customers; managing them profitably and retaining them through optimal allocation of resources; pitching the right product to the right customer at the right time; encouraging multi-channel shopping; preventing churn; improving brand perception and brand value; encouraging word-of-mouth behavior and managing profitable customers. By implementing these strategies, companies can acquire prospective customers with a higher profit potential power companies ahead of the competition.

(658.812 K8M2) 165234

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**33. Public relations: concepts, practice and critique by Jacquie L'Etang. Los Angeles: Sage Publications, 2008.**

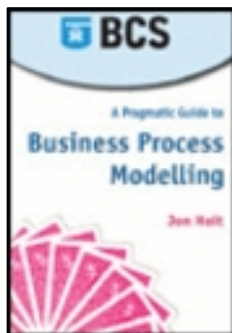


L'Etang reinvents the textbook genre in form and content while simultaneously investing it with elan and serious fun in a reflective and theoretically informed fashion. Extending beyond the usual bounds of insularity, this text is designed to encourage critical thought in students and improve practice in workplaces. A refreshing read that is consistently inventive enough to attain both aims' - Dr David McKie, Professor of Management Communication, Waikato Management School 'Jacquie L'Etang's Public Relations: Theories, Practices and Critiques at long last fills a void in the landscape of text books on public relations theory and practice. This book is of immense value for students embarking on a public relations programme of study at the undergraduate or postgraduate level...The book's core strength is that it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study' - Julia Jahansoozi, Lancashire Business School, University of Central Lancashire This book introduces students to key concepts in public relations, using a wide range of interdisciplinary sources, as well as teaching students how to think critically about public relations.

**(659.2 L3P8) 165223**

## Production/Operations Management

**34. Pragmatic guide to business process modelling by Jon Holt. New Delhi: Viva Books Private Limited, 2007.**

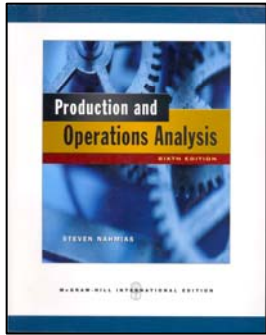


Use cases have never been this easy to understand -- or this easy to create! In Writing Effective Use Cases, Alistair Cockburn offers a hands-on, soup-to-nuts guide to use case development, based on the proven concepts he has refined through years of research, development, and seminar presentations. Cockburn begins by answering the most basic questions facing anyone interested in use cases- "What does a use case look like? When do I write one?" Next, he introduces each key element of use cases- actors, stakeholders, design scope, goal levels, scenarios, and more. Writing Effective Use Cases contains detailed guidelines, formats, and project standards for creating use cases -- as well as a detailed chapter on style, containing specific do's and don'ts. Cockburn shows how use cases fit together with requirements gathering, business processing reengineering, and other key issues facing software professionals. The book includes practice exercises with solutions, as well as a detailed appendix on how to use these techniques with UML. For all application developers, object technology practitioners, software system designers, architects, and analysts.

**(658.4 H6P7) 165198**

[TOP](#)

**35. Production and operations analysis by Steven Nahmias, 6th ed. Boston: McGraw-Hill Education (Asia), 2008.**



Production and Operations Analysis, 6/e by Steven Nahmias provides a survey of the analytical methods used to support the functions of production and operations management. This latest edition maintains the focus on continual process improvement while enhancing the technical content of the book. Both analytical methods centered on factory and service processes, as well as process issues across the supply chain, are included. As always, the text presents the most cutting-edge quantitative models used in operations in a clear, accessible manner. While the familiar structure and organization of the text remains the same as previous editions, the current edition includes several new topics aimed at enhancing the technical content of the book.

**(658.5 S8P7) 165189**

## Hindi Books



**36. Madhubala by Harivansh Rai Bachchan. Delhi: Rajlplal & Sons, 2005 (H 891.431 B2M2) 165130**

**37. Khayyam ki madhushala by Harivansh Rai Bachchan. Delhi: Rajlplal & Sons, 2003 (H 891.431 B2K4) 165131**

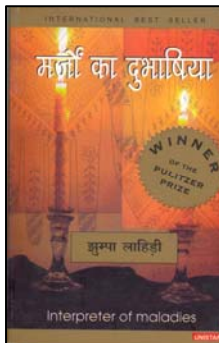
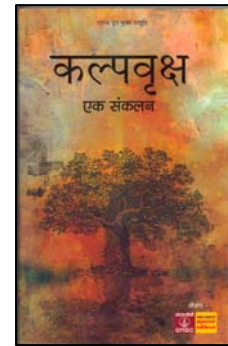


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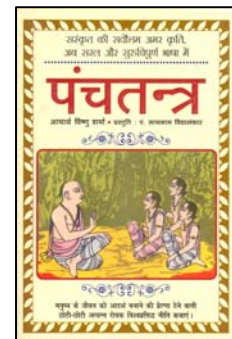
38. Raat pashmine ki by Gulzar. New Delhi: Rupa & Co., 2002 (H 891.431 G8R2) 165132

39. Kalpvriksha: ek sankalan. New Delhi: Bennett Coleman, 2006 (H 891.433 K2) 165133

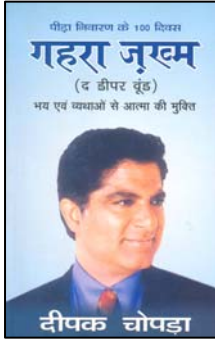


40. Marjo ka durbhashiya by Jhumpa Lahiri. Chandigarh: Unistar Books Pvt. Ltd., 2005 (H 891.433 L2M2) 165134

41. Panchtantra by Acharya Vishnu Sahrma. New Delhi: Hind Pocket Books, 2005 (H 891.433 S4P2) 165135

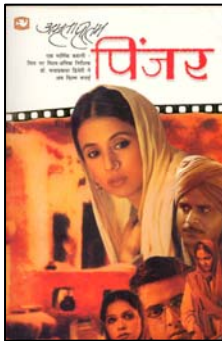
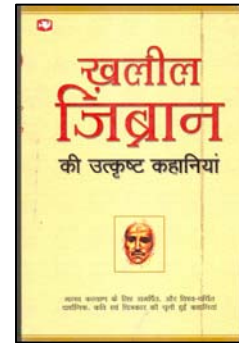


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42. Gahara jakhma by Deepak Chopra. New Delhi: B. Jain Publishers (Pvt) Ltd., 2006 (H 891.433 C4G2) 165136

43. Kahlil Gibran ki utkrisht kahaniyan edited by Nafis Afridi. New Delhi: Hind Pocket Books, 2003 (H 891.433 A3K2) 165137



44. Pinjar by Amrita Pritam. New Delhi: Hind Pocket Books, 2005 (H 891.433 P7P4) 165138

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