



Vikram Sarabhai Library



Indian Institute of Management, Ahmedabad



New Arrivals (Books)

(August 17 - 23, 2009)

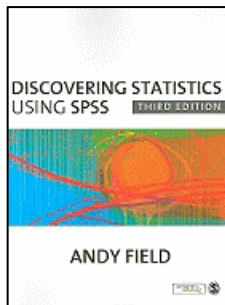
Available for issue from August 24 2009

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Social Sciences

1. Discovering statistics using SPSS: (and sex and drugs and rock 'n' roll), 3rd ed. by Andy Field. Los Angeles: Sage Publications, 2009.



This award-winning text, now fully updated with SPSS versions 16 and 17, is the only book on statistics that you will need! Fully revised and restructured, this new edition is even more accessible as it now takes students through from introductory to advanced level concepts, all the while grounding knowledge through the use of SPSS. Andy Field's humorous and self-deprecating style and the book's host of characters make the journey entertaining as well as educational. While still providing a very comprehensive collection of statistical methods, tests and procedures, and packed with examples and self-assessment tests to reinforce knowledge, the new edition now also offers: a more gentle introduction to basic-level concepts and methods for beginners; new textbook features to make the book more user-friendly for those learning about more advanced concepts, encouraging 'critical thinking'; a brand new, full-color design, making it easy for students to navigate between topics, and to understand how to use the latest version of SPSS; both 'real world' (the bizarre and the wonderful) and invented examples that illustrate the concepts and make the techniques come alive for students; an additional chapter on multilevel modelling for advanced-level students; and, reinforced binding to make the book easier to handle at a computer workstation. The book also includes access to a brand new and improved companion Website, bursting with features including: animated 'SPSS walk-through' videos clearly demonstrating how to use the latest SPSS modules; self-marking multiple choice questions; data sets for psychology, business and management and health sciences; a flash-card glossary for testing knowledge of key concepts. (Source: www.alibris.com)
(300.285 F4D4/2009) 168363

2. The handbook of data analysis by Melissa Hardy and Alan Bryman. Los Angeles: Sage Publications, 2009.



This is a book that will rapidly be recognized as the bible for social researchers. It provides a first-class, reliable guide to the basic issues in data analysis, such as the construction of variables, the characterization of distributions and the notions of inference. Scholars and students can turn to it for teaching and applied needs with confidence. The book also seeks to enhance debate in the field by tackling more advanced topics such as models of change, causality, panel models and network analysis. Specialists will find much food for thought in these chapters. A distinctive feature of the book is the breadth of coverage. No other book provides a better one-stop survey of the field of data analysis. In 30 specially commissioned chapters the editors aim to encourage readers to develop an appreciation of the range of analytic options available, so they can choose a research problem and then develop a suitable approach to data analysis. (Source: www.alibris.com)
(300.72 H2H2/2009) 168364

[TOP](#)

3. Indian logistics industry insight: Air transport. Hyderabad: Cygnus Business Consulting & Research, 2009.

During 2007-08, total air cargo traffic at the airports in India was 1.71 million tonnes, registering a growth rate of 10.32% against 1.55 million tonnes during 2006-07. Indian air cargo market in terms of volume is expected to be 1.82 million tonnes of international cargo traffic and 0.86 million tonnes of domestic cargo traffic by 2011-12. According to AAI, Indian air cargo market in terms of volume is expected to grow at CAGR of 11.5% from 2007-08 to 2011-12, of which the CAGR of international air cargo is expected to be 12.2% and domestic air cargo would be 10.15%. The size of air transport sector in India during the year 2007-08 was estimated to be Rs. 62.46 billion compared to Rs. 57.29 billion during the year 2006-07. Government of India has planned for phase-wise airport development and creating world-class airport infrastructure in some major places. This is likely to boost airline and cargo sectors. Many airlines are planning to create full-fledged cargo operations and it is expected that cargo movement from India will touch new heights due to increased economic activity in future. In the backdrop of the above scenario, Cygnus Research has come out with an Industry Analysis on Aviation Logistics. The report has 13 chapters, covering industry structure with reference to global logistics industry, brief about intermediaries, market dynamics and cost structure, growth drivers, major issues and challenges, major players, technology used, regulatory issues and outlook. The report is useful to logistics players for updating their industry knowledge; industry analysts for making use of industry statistics and other important facts and issues about aviation logistics; foreign industry research houses and students enrolled in specialized curriculum in logistics. **(Source: From Synopsis)**

(387.74 I6/2009) 168312

4. Indian logistics industry insight: marine transport. Hyderabad: Cygnus Business Consulting & Research, 2009.

India has a long coastline of 7,517 km with 12 major ports and 200 non-major ports. In 2007-08, all major ports together handled 519.16 million tonnes of cargo, and witnessed a growth rate of 11.94% against the corresponding period of previous fiscal. India's total cargo traffic by all ports is expected to grow at a CAGR of 10.96% between 2007-08 and 2011-12, out of which non-major ports would grow at a CAGR of 12.58% and major ports would grow at a CAGR of 10.32%. According to the National Maritime Development Programme, Rs. 558.04 billion will be invested in various ports projects, as Government of India has decided to augment its port capacity from the existing level in order to match the expected cargo traffic over the next five years. In the backdrop of the above scenario, Cygnus Research has come out with an Industry Analysis on Marine Logistics. The report has 12 chapters, covering industry structure with reference to global logistics industry, brief on intermediaries, market dynamics and cost structure, growth drivers, major issues and challenges, major players, regulatory issues and outlook. The report is useful to logistics players for updating their industry knowledge; industry analysts to make use of statistics and other important facts and issues about marine logistics; foreign industry research houses and students enrolled in specialized curriculum in logistics. **(Source: From Synopsis)**

(387.50954 I6/2009) 168313

[TOP](#)

5. Indian logistics industry insight: surface transport. Hyderabad: Cygnus Business Consulting & Research, 2009.

Road transport has a dominant role in India's transportation sector with a share of 4.6% in India's GDP in 2007-08 as per the data released by the Central Statistical Organization (CSO). The aggregate length of roads in India increased from 0.4m km in 1950-51 to 3.314 million km by the end of 2007-08. The road network handles about 65% of the freight and 85% of the passenger traffic. As per the data released by CSO, during the 10th Five Year Plan the average annual growth in road sector is around 10%. The Indian Railways combined route kilometers (rkm) of three gauges (broad, meter and narrow) went up from 53,596 rkm in 1950-51 to 63,327 rkm as of March 31, 2007 and around 28% of its rail network is electrified. The gross receipts of railways grew from Rs544.91 billion in 2005-06 to Rs627.32 billion in 2006-07. Interestingly, the revenue of Indian railways is growing at a CAGR of around 10% over the last six years, i.e. since 2000-01. Key Findings and Highlights

- The road transport's share in freight traffic has gone up from 13.8% in 1950-51 to over 65% in 2006-07. It is expected to reach 1,231 billion tonnes Km (BTKM) in 2011-12, with a share of 65% in the freight movement in India
- During 2007-08, Indian Railways carried 794.21m tonnes of revenue earned cargo, witnessing an excellent growth rate of 8.98% against the previous year
- The government has assessed an outlay of Rs. 1,217.58 billion for the development of National Highways during the 11th Five Year Plan (2007-2012). The share of private sector investment during the 11th Five Year Plan is estimated to be Rs. 877.35 billion
- During the 11th Five Year Plan, the Indian Railways has allocated a total plan outlay of Rs. 2,300 billion. Dedicated Freight Corridors on the Western and Eastern routes will be laid at an estimated investment of Rs. 220 billion.
- Provides industry structure with reference to global logistics industry, brief about intermediaries, market dynamics and cost structure, growth drivers, major issues and challenges, major players, regulatory issues and outlook.

(Source: www.researchandmarkets.com)

(388.0954 I6/2009) 168314

6. Industry insight: infrastructure. Hyderabad: Cygnus Business Consulting & Research, 2009.

Ever since the Indian economy opened up its doors to globalization in 1991, it started realizing the importance of building a robust infrastructure. After all, more industries in well developed industrial areas mean increased employment opportunities. Well-laid roads, airports and sea ports offer faster surface/air/sea transportation. The Ministry of Civil Aviation decided to develop 43 new airports by the end of 2010. According to Planning Commission, India's air cargo movements would grow at CAGR of 11.5% from 2007-08 to 2011-12. Under National Maritime Development Programme (NMDP), there are around 276 projects in the major ports for the construction/upgradation of berths, deepening of channels, rail/road connectivity projects, equipment upgradation/modernisation schemes etc. Indian Railways ranks among the world's largest and busiest rail networks under single management. India has the second largest road network in the world. The initiatives by the Government of India to encourage PPP in power sector has led to a steady rise in the share of private companies in power generation, i.e. about 14.59% of the installed capacity. Private power generation capacity is projected to increase to 18-20% by March 2012. The value of exports is expected to cross Rs. 1,000 billion by fiscal year 2008-09.

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This has resulted in more number of approved SEZs in the country. In the backdrop of this encouraging scenario, Cygnus has come out with an industry analysis of infrastructure in India covering power, industrial and transport sectors. The report comprises eight chapters. It discusses general overview, growth drivers of the industry, issues and challenges, regulatory environment, major players, investment opportunities, critical success factors and future outlook.

(Source: From Synopsis)

(388.090511 I6/2009) 168309

7. **Management insight: infrastructure. Hyderabad: Cygnus Business Consulting & Research, 2009.**

Ever since the Indian economy opened up its doors to globalizations in 1991, it started realising the importance of building a robust infrastructure. After all, more industries in well developed industrial areas mean increased employment opportunities. Well-laid roads, airports and sea ports offer faster surface/air/sea transportation. The Ministry of Civil Aviation decided to develop 43 new airports by the end of 2010. Under the National Maritime Development Programme (NMDP), there are around 276 projects in the major ports for the construction/upgradation of berths, deepening of channels, rail/road connectivity projects, equipment upgradation/modernisation schemes etc. Indian Railways ranks among the world's largest and busiest rail networks under single management. The initiatives by the Government of India to encourage PPP in power sector has led to a steady rise in the share of private companies in power generation, i.e. about 14.59% of the installed capacity. Private participation in infrastructure projects is managed in the form of various contract types including Build-Operate-Transfer, Design-Bid-Build, Design-Build, Build-Own-Operate, Build-Own-Operate-Transfer and other models such as Private Contract Fee Services, Design-Build-Finance-Operate, Sovereign CAT Bonds and Catastrophe-linked Securities. The infrastructure project lifecycle is divided into pre-investment, investment and post investment phases. Each phase carries its own significance and demands utmost attention of the parties involved. At present, there is huge demand for professional management and this drives the need for professionals with sound knowledge of project management. In the backdrop of this encouraging scenario, Cygnus has come out with a management analysis of infrastructure in India, covering power, industrial and transport sectors. The report comprises three chapters. It discusses the general overview of infrastructure project finance, PPP and issues in infrastructure management and infrastructure project development and management. **(Source: From Synopsis)**

(388.090511 M2/2009) 168310

Economics

8. **India infrastructure report 2009: land - a critical resource for infrastructure by 3iNetwork. New Delhi: Oxford University Press, 2009.**

The acquisition and use of land is emerging as the single largest constraint to India's infrastructure building endeavor. Land acquisition is a very sensitive issue since it affects the livelihood of displaced households and those who have difficulty in transitioning from traditional skill sets.

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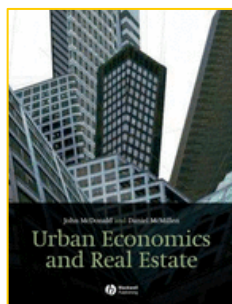
It also adversely impacts the sociocultural canvas of those affected. Attempts by the government to use eminent domain powers to acquire land are increasingly facing resistance from displaced people all over the country. Legal, policy-related, and implementation deficiencies lie at the heart of such ongoing contestations. In an effort to walk the balance between the interests of the displaced, and the acquisition of land for infrastructure, policymakers are increasingly turning their attention to compensation, resettlement and rehabilitation (R&R), and other land-related issues to provide potential resolutions. Using land as a means of financing infrastructure and overcoming land constraints are other challenges being explored.

The India Infrastructure Report 2009 with multidimensional contributions by social scientists, researchers, environment specialists, independent consultants, academics, and bureaucrats discusses: Land markets Acquisition policy framework and processes Compensation, rehabilitation, and resettlement Innovative solutions to overcome urban land constraints Leveraging land as a financing instrument for development International experiences in land management.

(Source: www.infibeam.com)

(338.954 T4I6/2009) 168390

9. Urban economics and real estate: theory and policy by John F McDonald and Daniel P Mcmillen. Malden: Blackwell Publishing, 2007.

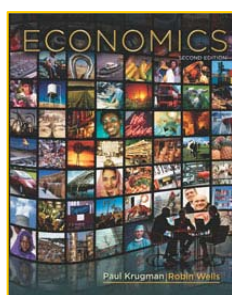


Unique in its coverage, "Urban Economics and Real Estate" allows an instructor to teach separate courses in either urban economics or urban real estate, or a blend of the two topics. This book provides a comprehensive approach to the economic factors that both define and affect modern urban areas, considering the economics of cities as a whole, rather than separating them into isolated topics. It analyzes topics such as urban housing, real estate markets, growth, and social and policy issues, and how these affect the economic functioning of a city. It includes in-depth discussions of real estate markets and policy issues. It considers the changing role of the city in economic life, and the effects of social problems, such as crime, poverty, and education that often accompany these changes.

(Source: www.alibris.com)

(330.91732 M2U7) 168384

10. Macroeconomics, 2nd ed. by Paul Krugman and Robin Wells. New York: Worth Publishers, 2009.



The same unique voice that made Paul Krugman a widely read economist is evident on every page of Economics. The product of the partnership of coauthors Krugman and Robin Wells, the book returns in a new edition. The new edition is informed and informative, solidly grounded in economic fundamentals yet focused on the realities of today's world and the lives of students. It maintains the signature Krugman/Wells story-driven approach while incorporating organizational changes, new content and features, and new media and supplements. (Source: www.worthpublishers.com)

(339 K7M2/2009) 168391

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Mathematics/ Statistics

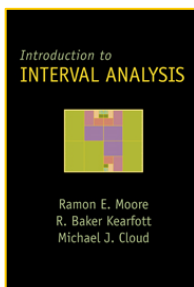
11. When less is more: visualizing basic inequalities by Claudi Alsina and Roger B Nelsen. Washington, D.C.: Mathematical Association of America, 2009.



Inequalities permeate mathematics, from the Elements of Euclid to operations research and financial mathematics. Yet too often the emphasis is on things equal to one another rather than unequal. While equalities and identities are without doubt important, they don't possess the richness and variety that one finds with inequalities. The objective of this book is to illustrate how use of visualization can be a powerful tool for better understanding some basic mathematical inequalities. Drawing pictures is a well-known method for problem solving, and we would like to convince you that the same is true when working with inequalities. We show how to produce figures in a systematic way for the illustration of inequalities; and open new avenues to creative ways of thinking and teaching. (Source: www.alibris.com)

(510.11366 A5W4) 168373

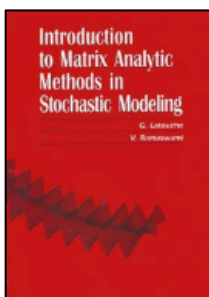
12. Introduction to interval analysis by Ramon E More, R Baker Kearfott and Michael J Cloud. Philadelphia: Society for Industrial and Applied Mathematics, 2009.



This book is a unique introduction to interval analysis, which has grown steadily in popularity over the past 40 years. An update of Ramon Moore's previous books on the topic, it gives broad coverage of the subject as well as the historical perspective of one of the originators of modern interval analysis. The authors provide a hands-on introduction to INTLAB, a high-quality, comprehensive MATLAB® toolbox for interval computations, making this the first interval analysis book that does with INTLAB what general numerical analysis texts do with MATLAB. The book combines a gentle introduction and simple motivating examples for those not previously familiar with the subject, with reference material that will continue to be valuable once the subject is familiar. (Source: www.cambridge.org)

(511.42 M6I6) 168365

13. Introduction to matrix analytic methods in stochastic modeling by G Latouche and V Ramaswami. Philadelphia: Society for Industrial and Applied Mathematics, 2009.



Matrix analytic methods are popular as modeling tools because they give one the ability to construct and analyze a wide class of queuing models in a unified and algorithmically tractable way. The authors present the basic mathematical ideas and algorithms of the matrix analytic theory in a readable, up-to-date, and comprehensive manner. In the current literature, a mixed bag of techniques is used—some probabilistic, some from linear algebra, and some from transform methods. Here, many new proofs that emphasize the unity of the matrix analytic approach are included. (Source: www.alibris.com)

(519.23 L2I6) 168383

[TOP](#)

14. Problems from Murray Klamkin: the Canadian collection edited by Andy Liu and Bruce Shawyer. Ottawa: Mathematical Association of America, 2009.



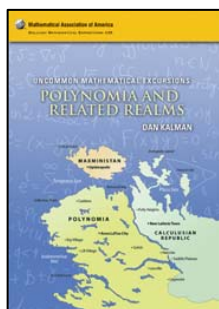
When one thinks of mathematical problems posed over the past 30 years, one name automatically leaps to the fore - Murray Klamkin. In this book Andy Liu and Bruce Shawyer present problems that he proposed over his career. It contains the 'quickies' (problems with quick and neat solutions) he proposed in 'Crux Mathematicorum,' his longer problems, and also problems which were posed in tribute to him after he died. Solutions are provided in the second half of the book.

- A great way to improve your problem-solving
- Problems are from a wide range of topics including combinatorial, calculus and inequalities
- Solutions are provided in the second half of the book

(Source: www.cambridge.org)

(510 P7/2009) 168370

15. Uncommon mathematical excursions: Polynomia and related realms by Dan Kalman. Washington D.C.: Mathematical Association of America, 2009.

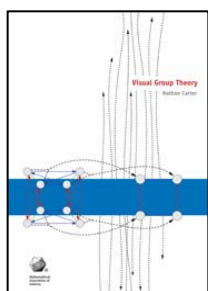


This text serves as a tour guide to little known corners of the mathematical landscape, not far from the main byways of algebra, geometry, and calculus. It is for the seasoned mathematical traveller who has visited these subjects many times and, familiar with the main attractions, is ready to venture abroad off the beaten track. For the old hand and new devotee alike, this book will surprise, intrigue, and delight readers with unexpected aspects of old and familiar subjects. In the first part of the book all of the topics are related to polynomials: properties and applications of Horner form, reverse and palindromic polynomials and identities linking roots and coefficients, among others. Topics in the second part are all connected in some way with maxima and minima. In the final part calculus is the focus.

(Source: [LOC Publisher's Description](#))

(512.9422 K2U6) 168371

16. Visual group theory by Nathan Carter. Washington D.C.: Mathematical Association of America, 2009.



This text approaches the learning of group theory visually. It allows the student to see groups, experiment with groups and understand their significance. It brings groups, subgroups, homomorphism, products, and quotients into clear view. Every topic and theorem is accompanied with a visual demonstration of its meaning and import, from the basics of groups and subgroups through advanced structural concepts such as semi direct products and Sylow theory. Opening chapters anchor the reader's intuitions with puzzles and symmetrical objects, defining groups as collections of actions. This approach gives early access to Cayley diagrams, the visualization technique central to the book, due to its unique ability to make group structure visually evident. This book is ideal as a supplement for a first course in group theory or alternatively as recreational reading. (Source: [LOC Publisher's Description](#))

(512.2 C2V4) 168372

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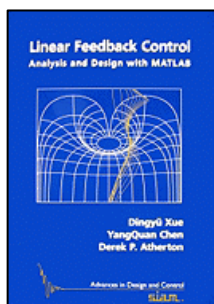
17. Problem-solving strategies by Arthur Engel. New Delhi: Springer, 1998.



Problem Solving Strategies is a unique collection of competition problems from over twenty major national and international mathematical competitions for high school students. The discussion of problem solving strategies is extensive. It is written for trainers and participants of contests of all levels up to the highest level: IMO, Tournament of the Towns, and the noncalculus parts of the Putnam Competition. It will appeal to high school teachers conducting a mathematics club who need a range of simple to complex problems and to those instructors wishing to pose a "problem of the week", "problem of the month", and "research problem of the year" to their students, thus bringing a creative atmosphere into their classrooms with continuous discussions of mathematical problems. This volume is a must-have for instructors wishing to enrich their teaching with some interesting non-routine problems and for individuals who are just interested in solving difficult and challenging problems. Each chapter starts with typical examples illustrating the central concepts and is followed by a number of carefully selected problems and their solutions. Most of the solutions are complete, but some merely point to the road leading to the final solution. Very few problems have no solutions. Readers interested in increasing the effectiveness of the book can do so by working on the examples in addition to the problems thereby increasing the number of problems to over 1300. In addition to being a valuable resource of mathematical problems and solution strategies, this volume is the most complete training book on the market. (Source: LOC Publisher's Description)

(510.76 E6P7) 168369

18. Linear feedback control: analysis and design with MATLAB by Dingyu Xue, YangQuan Chen and Derek P Atherton. Philadelphia: Society for Industrial and Applied Mathematics, 2007.

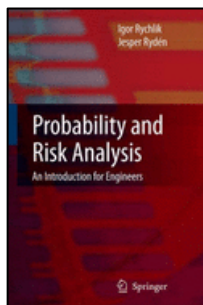


A discussion of analysis and design techniques for linear feedback control systems using MATLAB(r) software. By reducing the mathematics, increasing MATLAB working examples, and inserting short scripts and plots within the text, the authors have created a text suitable for almost any type of user. The book is suitable for beginners entering the field; for students who wish to bridge the gap between control theory and the use of MATLAB for control systems; and as a handy reference for practicing engineers. The MATLAB companion package, CtrlLAB, allows readers to learn quickly while simply clicking through options with a mouse. Each chapter ends with a set of problems to help readers strengthen their understanding of the material. All example scripts within the book, as well as the CtrlLAB package, are freely downloadable from MATLAB Central, an open exchange for the MATLAB and Simulink(r) community. (Source: www.alibris.com)

(629.832 X8L4) 168366

19. Probability and risk analysis: an introduction for engineers by Igor Rychlik and Jesper Ryden. Berlin: Springer-Verlag, 2006.

This text presents notions and ideas at the foundations of a statistical treatment of risks. Such knowledge facilitates the understanding of the influence of random phenomena and gives a deeper understanding of the possibilities offered by and algorithms found in certain software packages. Since Bayesian methods are frequently used in this field, a reasonable proportion of the presentation is devoted to such techniques. The text is written with a student in mind who has studied elementary undergraduate courses in engineering mathematics, maybe including a minor course in statistics. Despite employment of the style of presentation traditionally found in the mathematics literature

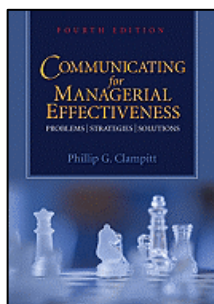


(including descriptions like definitions, examples, etc.). Probability and Risk Analysis emphasizes an understanding of the theory and methods presented; hence, comments are given verbally and reasoning is frequent. With respect to the contents (and its presentation), the ambition has not been to write just another new textbook on elementary probability and statistics. There are lots of such books, but instead the focus is on applications within the field of risk and safety analysis. **(Source: LOC Publisher's Description)**
(620.00151 R9P7) 168368

Management

General

20. Communicating for managerial effectiveness: problems, strategies, solutions, 4th ed. by Phillip G Clampitt. Los Angeles: Sage publications, 2009.



With the help of real-world cases, this book enables students and managers alike to clearly view their own communication abilities, organizational dilemmas and challenges. Following are new to the Fourth Edition: greater emphasis on the 'problem focused' nature of the book; greater focus on critical thinking issues and skills; a spotlight on the range of organizations that experience the communication problems discussed in the book, and an emphasis on the similarity of communication problems across organizations; the inclusion of new research on ethics in organizations and environmental responsibility; updated examples throughout, including updated material on how technology influences communication in organizations; a new Instructor's Resource CD-ROM that includes PowerPoint slides, test questions, and sample case studies; and, a new Companion Study Site that includes short video case studies and questions for each chapter to promote practical problem-solving.

(Source: www.alibris.com)

(658.4 C5C6/2010) 168287

21. The 2009 Pfeiffer annual: management development edited by Robert C Preziosi. San Francisco: Pfeiffer, 2009.

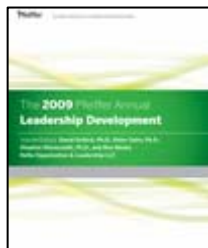


This volume of the popular Pfeiffer Annuals series offers unique activities, articles, and an instrument from experts and practitioners in the field of managerial training. It addresses the design, delivery, and evaluation of interventions that can be used to improve the performance of managers across all sorts of disciplines. Building on familiar principles, as well as introducing new schools of thought on the subject matter, this Annual is sure to provide you with tangible take-a ways for your Management Development program. **(Source: <http://as.pfeiffer.com>)**

(658 P3/2009) 168385

[TOP](#)

22. The 2009 pfeiffer annual: leadership development edited by David Dotlich and others. San Francisco: Pfeiffer, 2009.



Leadership development continues to be a top concern for most organizations. The third Pfeiffer Annual of Leadership Development has arrived! This year, four editors have brought together some of the best minds in the leadership world to reflect on four distinct topics: Leading in a Global World, Convergence and Collaboration & Risk and Innovation, and The Customer-Connected Leader. (Source: <http://as.pfeiffer.com>)
(658.4092 T9/2009) 168386

23. Management insight: logistics. Hyderabad: Cygnus Business Consulting & Research, 2009.

Logistics management is increasingly gaining importance mainly because of fierce competition in the global market, need for customer satisfaction and increasing logistics cost. It is recognized that the goal of cost reduction and service enhancement can be achieved through effective logistics management. Competency in logistics can be achieved only through the desired coordination between functional areas of network design, information, transportation, inventory, warehousing, material handling and packaging. Companies managing logistics need to understand the essence of logistics management. Logistics management activities include inbound and outbound transportation management, fleet management, warehousing, materials handling, order fulfillment, logistics network design, inventory management by third-party logistics (3PL) services providers.

- Integrated logistics is gaining importance. 3PL providers offer outsourced or 3PL services to companies for part, or sometimes all of their supply chain management functions.
- The 3PL providers typically specialize in integrated warehousing and transportation services that can be scaled and customized to customer's needs based on market conditions and the demand and delivery service requirements for their products and materials.
- Logistics information systems are the tools for linking logistics activities into an integrated process. The integration is built around functionalities such as transaction, management control, decision analysis and strategic planning systems.

The report will be useful to all students enrolled in Logistics management courses, people connected with the Logistics industry and investors looking for broad understanding of Logistics management.

(Source: www.researchandmarkets.com)

(658.5 M2/2009) 168311

24. People management in turbulent times by Adrian Furnham. New York: Palgrave Macmillan, 2009.

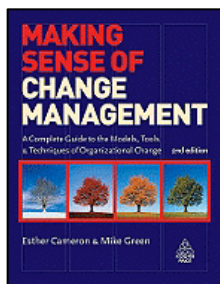


We have recently seen stock-markets plunge and governments bail out banks. People have been made redundant, and many others are very worried. Some of the short essays in this collection are part musing and part reaction to the recent economic situation, which hope to dispel nonsense and encourage sense in the world of people management. (Source: www.alibris.com)

(658.3 F8P3) 168393

[TOP](#)

25. Making sense of change management: a complete guide to the models, tools and techniques of organizational change, 2nd ed. by Esther Cameron and Mike Green. New Delhi: Kogan Page India, 2009.



Written for students and professionals alike, "Making Sense of Change Management" is the classic text in the field of change management. It is aimed at anyone who wants to understand why change happens, how it happens and what needs to be done to make change a welcome rather than a dreaded concept. It offers considered insights into the many frameworks, models and ways of approaching change and helps the reader to apply the right approach to each unique situation. This fully updated, new edition includes new chapters on recent and emerging research in the area of change management and guidance on how to manage complex change. (Source: www.alibris.com)

(658.406 C2M2) 168392

26. The admirable company: why corporate reputation matters so much and what it takes to be ranked among the best by Michael Brown and Paul Turner. London: Profile Books, 2009.



In much the same way as Jim Collins did in "Good to Great" and "Built to Last", Michael Brown and Paul Turner draw upon a wealth of detailed research in Britain, America and in other regions, to analyze the qualities that have contributed to firms being ranked the 'most-admired companies' in annual surveys over the past 20 years. Their research, not surprisingly, highlights the close link of being admired to being successful in terms of long-term shareholder value. But how much the different criteria affect how admired a firm is - and how successful it is - is extraordinarily revealing. This is a book with crucial lessons for anyone who wants their company to be a leader in its field - and to stay ahead of its competitors. (Source: www.alibris.com)

(658 B7A21) 168394

27. Crisis management in the new strategy landscape by William Rick Crandall, John A Parnell and John E Spillan. Los Angeles: Sage publications, 2010.



Crisis management is often viewed as a short-term response to a specific event. While that is a part of the crisis management process, "Crisis Management in the New Strategy Landscape" takes a long term approach and offers a strategic orientation to crisis management. The text follows a four stage crisis management framework: Landscape survey (anticipating crisis events), strategic planning (setting up the crisis management team and plan), crisis management (addressing the crisis when it occurs), and organizational learning (applying lessons from crisis so they will be prevented, or at least mitigated in the future). The features & benefits include: strategic approach used throughout the text; new trends in crisis management; material on business ethics; what to do after the crisis; and, case studies and vignettes at the beginning and end of each chapter. (Source: www.alibris.com)

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Finance

28. Foreign exchange: an introduction to the core concepts by Mark Mobius. New Jersey: John Wiley & Sons, Inc., 2009.



Each book in the series cuts through the jargon and mystique of the financial markets to give the reader a clear picture of how and why these markets function as they do. Key features included in it are: clear definitions of financial terms; worked examples of transactions and contracts; summaries and overviews; valuation techniques; quick quiz questions to reinforce the learning experience; strip cartoons to explain complex trades; entertaining cartoons from Alex to lighten the load war stories and anecdotes from Mark Mobius based on his remarkable experiences; other resources section to guide the reader to other useful books, websites and reference material. (Source: www.alibris.com)

(332.45 M6F6) 168389

29. Venture capital funding: a practical guide to raising finance, 2nd ed. by Stephen Bloomfield. London: Kogan Page, 2009.

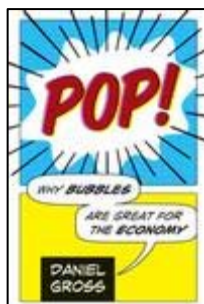


The business of helping firms to become "investment ready" has long been seen as vital to the long term development of any economy, but the process of identifying and attracting the right kind of investor can be difficult for many small and medium-sized businesses. Updated to take account of recent developments in patterns of funding, this second edition of Venture Capital Funding gives you a detailed, step-by-step guide to obtaining venture capital from building a management team through to the maze of due diligence obligations and necessary legal procedures. The practicalities of competing for, and winning, additional capital are broken down into key areas, such as: The significance of the business plan, types of investor, targeting and attracting a funder, negotiation and initial valuations, the due diligence process, the available investment vehicles.

(Source: www.infibeam.com)

(658.15224 B5V3) 168395

30. POP: why bubbles are great for the economy by Daniel Gross. New York: Collins, 2007.



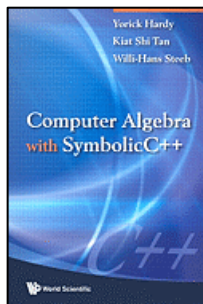
In this lively romp, Gross makes a counter-intuitive argument. America in the first decade of the new century is not thriving despite the folly of the Y2K bubble - nor has it made a surprisingly quick recovery from the devastation of the crash in 2001 and 2002. Our current economic growth - and, indeed, the globalization that is a part of that growth-is a product of that wasteful bubble. POP!" will take readers on a fast-paced tour of economic history where the reckless expansion of previous eras in railroads and automobiles, telegraphs and land, streetcars and stocks all led to unsustainable booms, collapses and, then, surprising blossoms of prosperity. Gross is gifted writer with a deep well of historical knowledge and easy grasp of economic conflicts. (Source: www.alibris.com)

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Information Technology

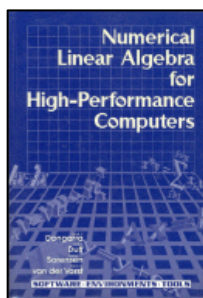
31. Computer algebra with symbolic C++ by Yorick Hardy, Kiat Shi Tan and Willi-Hans Steeb. New Jersey: World Scientific, 2008.



This book gives a comprehensive introduction to computer algebra together with advanced topics in this field. It provides a detailed coverage of the mathematics of computer algebra as well as a step-by-step guide to implement a computer algebra system in the object-oriented language C++. The used tools from C++ are introduced in detail. Numerous examples from mathematics, physics and engineering are presented to illustrate the system's capabilities. Computer algebra implementations in LISP and Haskell are also included. In addition, gene expression programming and multiexpression programming with applications to computer algebra are introduced. (Source: www.alibris.com)

(512.002855133 H2C6) 168362

32. Numerical linear algebra for high-performance computers by Jack J Dongarra and others. Philadelphia: Society for Industrial and Applied Mathematics, 1998.



This book presents a unified treatment of recently developed techniques and current understanding about solving systems of linear equations and large scale eigenvalue problems on high-performance computers. It provides a rapid introduction to the world of vector and parallel processing for these linear algebra applications. Topics include major elements of advanced-architecture computers and their performance, recent algorithmic development, and software for direct solution of dense matrix problems, direct solution of sparse systems of equations, iterative solution of sparse systems of equations, and solution of large sparse eigenvalue problems. This book supercedes the SIAM publication Solving Linear

Systems on Vector and Shared Memory Computers, which appeared in 1990.

(Source: www.alibris.com)

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