



Vikram Sarabhai Library

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AHMEDABAD

Indian Institute of Management, Ahmedabad



New Arrivals (Books)

(August 3 - 9, 2009)

Available for issue from August 10, 2009

SUBJECTS

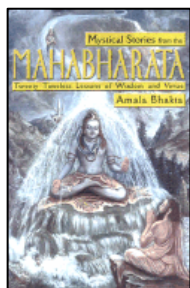
GENERAL	1
SOCIAL SCIENCES	2
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General

1. Indian newspaper society press handbook (Indian & Eastern Newspaper Society Press Handbook): 2008-2009 (Vol. 1 & 2). New Delhi: Indian Newspaper Society, 2009.

The Rules of Accreditation for the Advertising Agencies are available in the INS Press Handbook. The Society brings out the Press Handbook annually, which contains details of its member publications including their advertisement rates, details of accredited advertising agencies and other valuable information relating to media in India, along with rules governing accreditation of advertising agencies. The Handbook is acknowledged as an authoritative compendium of information by Government, Private Sector and others concerned with Newspaper Industry and advertising both in India and abroad. (Source: <http://www.indiannewspapersociety.org/>)
(070 I61/2008-09) 168289 – 168290

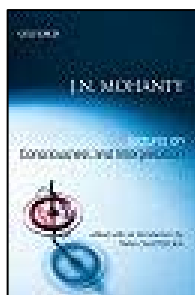
2. Mystical stories from the Mahabharata: twenty timeless lessons in wisdom and virtue by Amal Bhakta. Badger: Torchlight Publications, 2000.



Eight times longer than the Iliad and Odyssey combined, the Mahabharata is ancient India's greatest spiritual epic. In his vivid storytelling style, Amal Bhakta brings to life some of the Mahabharata's most intriguing and exhilarating adventures. These extraordinary tales will inspire, challenge, and motivate us to live up to the highest ideals and values. Mystic Stories from the Mahabharata has distilled from India's greatest spiritual epic a collection of gripping stories filled with adventure, romance, intrigue and timeless wisdom. (Source: www.alibris.com)

(294.592304521 B4M9) 168285

3. Lectures on consciousness and interpretation by J N Mohanty. New Delhi: Oxford University Press, 2009.

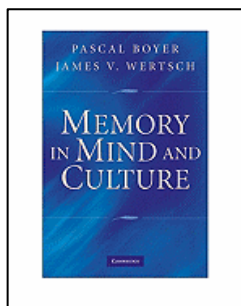


This collection of recent lectures and writings of eminent philosopher, J.N. Mohanty, discusses the interpretive nature of consciousness. Spanning a wide range of subjects—philosophical themes to contemporary issues like secularism—it encourages the readers to develop their thoughts. The lectures reveal Mohanty's unique persuasion skills and rare ability to integrate both Indian and Western philosophical traditions. A mature thinker, he brilliantly bridges the gap between realism and idealism. The introduction by Tara Chatterjea locates Mohanty's work in the wider context of philosophical discourses in India and the West. The volume analyses the concept of consciousness as an event in time. It examines the temporality and historicity of consciousness through an inquiry into the nature and concept(s) of time. Mohanty applies his basic philosophical orientations to concepts picked up from various walks of life—from religion to quantum physics, from interpretation of perception to sacred Indian texts. He also traces the history of the word 'secular' and explores the linkages between science and poetry in the contemporary world. (Source: www.oup.co.in)

(126 M6L3) 168300

[TOP](#)

4. Memory in mind and culture edited by Pascal Boyer and James V Wertsch. Cambridge: Cambridge University Press, 2009.



This text introduces students, scholars, and interested educated readers to the issues of human memory broadly considered, encompassing both individual memory, collective remembering by societies, and the construction of history. The book is organized around several major questions: How do memories construct our past? How do we build shared collective memories? How does memory shape history? This volume presents a special perspective, emphasizing the role of memory processes in the construction of self-identity, of shared cultural norms and concepts, and of historical awareness. Although the results are fairly new and the techniques suitably modern, the vision itself is of course related to the work of such precursors as Frederic Bartlett and Alexandra Luria, who in very different ways represent the starting point of a serious psychology of human culture.

(Source: www.alibris.com)

(153.12 M3) 168323

5. Mobile health solutions for biomedical applications edited by Phillip Olla and Joseph Tan. New York: Medical Information Science Reference, 2009.

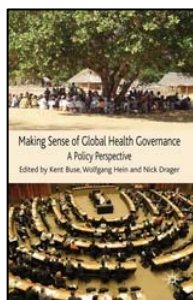


Healthcare systems are now experiencing a variety of challenges with the integration of mobile and ubiquitous technology. "Mobile Health Solutions for Biomedical Applications" provides an international perspective on the benefits of mobile health technology and describes different examples and applications implemented in global healthcare. This book presents research on the emergence of pervasive computing and health care systems that provide quality patient care services. (Source: www.alibris.com)

(610.28 M6) 168317

Social Sciences

6. Making sense of global health governance: a policy perspective edited by Kent Buse, Wolfgang Hein and Nick Drager. London: Palgrave Macmillan, 2009.



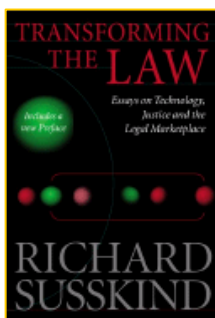
How is health governed in the 21st century? Globalization has intensified risks of ill-health and catalyzed interest and investment in making the world a healthier place. But are existing arrangements adequate to address these risks and are we taking advantage of emerging opportunities or squandering resources? Drawing on the expertise of thirty leading scholars and practitioners, Making Sense of Global Health Governance shines a light on the central actors, institutions and mechanisms involved and propose an agenda for meaningful action.

(Source: www.palgrave.com)

(363.3 M2) 168316

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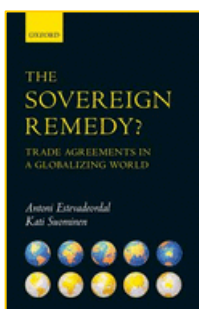
7. Transforming the law: essays on technology, justice, and the legal marketplace by Richard Susskind. Oxford: Oxford University Press, 2000.



Richard Susskind is one of the world's leading experts on the application of information technology in the legal field, and an independent consultant to the government, private sector law firms and industry. His previous books, *Expert Systems in Law* (OUP, 1987) and *The Future of Law* (OUP, 1996), have both served to set the agenda for the serious discussion of the subject. This new volume features major new essays that analyze where the legal marketplace and community has now got to in applying and responding to the new technological possibilities, and examines the key issues that must now be tackled (in particular knowledge management and electronic commerce). It also includes eleven of Richard Susskind's most important past essays, on the legal application of IT, each updated to make clear their continued relevance to law and justice today.

(Source: www.alibris.com)
(340.0285 S8T7) 168293

8. The sovereign remedy?: trade agreements in a globalizing world by Antoni Esteveordal and Kati Suominen. Oxford: Oxford University Press, 2009.



International trade and the rapidly proliferating network of trade agreements have aroused passions for decades. While some blame trade agreements for exporting jobs, sowing poverty, furthering illegal migration, and robbing national sovereignty, others praise them as lynchpins of growth, pillars of peace, guarantors of security, and engines of globalization. Still others view them as useful instruments for fostering global trade and investment. This book examines whether trade agreements merit the blame leveled against them or the hopes pinned on them. It employs extensive new historical data on trade agreements to examine the features of the ongoing trade agreement wave; analyzes the future implications of trade agreements in the context of the multilateral trading system, world trade, and international politics; and puts forth novel policy proposals to make trade agreements a more constructive force in the global economy. (Source: www.alibris.com)

(382.9 E8S6) 168324

9. Intellectual property, medicine and health: current debates by Johanna Gibson. Burlington: Ashgate Publishing, 2009.

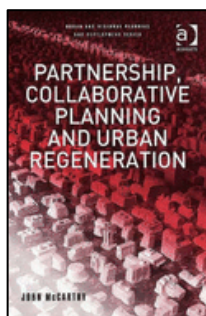


This book examines a series of current issues in public health practice and policy arising from intellectual property protection, commercialization, and trade developments. After introducing basic issues in patent law and trade marks (particularly pharmaceuticals), and other related aspects of intellectual property laws that impact upon medical innovation, research, and public health, the book examines in detail key concerns in the current international debates on intellectual property, public health, and development. (Source: www.alibris.com)

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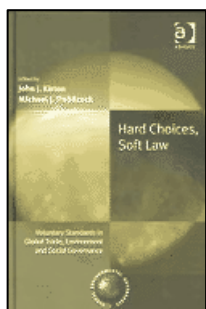
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10. Partnership: collaborative planning and urban regeneration by John McCarthy. Burlington: Ashgate Publishing, 2007.



Approaches to urban regeneration have changed dramatically throughout Europe and the USA over recent decades, drawing on notions of public-private partnership, growth coalitions and local spatial alliances. In this engaging book John McCarthy provides critical consideration of such theories in terms of their application to practice. He shows how these notions are used to explain the nature and underlying processes of urban development and to further objectives for urban regeneration. To test their applicability, he examines the case of Dundee, including the role of the Dundee Partnership, a model for many aspects of partnership working. The resulting conclusions suggest ways in which the practice of urban regeneration can be improved in terms of inclusion, equity and sustainability. (Source: www.ashgate.com) (307.34160942 M2P2) 168298

11. Hard choices, soft law: voluntary standards in global trade, environment, and social governance edited by John J Kirton and Michael J Trebilock. Aldershot: Ashgate Publishing Ltd., 2004.



An important read for academics and policy-makers alike, Hard Choices, Soft Law asserts that voluntary standards, or 'soft' law, are an important supplement to international law in a number of areas. This key work firstly outlines the approach taken to combining soft and hard law and trade, environment and labour values in the WTO and NAFTA, and in the prospective Millennium Round. Then, using the forestry sector - a realm where formal international law remains largely absent - the book provides a detailed examination of the role of soft law in action. It demonstrates how soft and hard law can be combined to promote trade, environmental and social cohesion, in ways that also permit sustainable development. The book presents a wealth of knowledge from a range of contributors familiar with the work of the G7/G8, the OECD, the Biodiversity Convention and the Codex Alimentarius. (Source: www.alibris.com) (343.07 H2) 168295

12. The intelligent person's guide to good governance by Surendra Munshi, Biju Paul Abraham and Soma Chaudhuri. Los Angeles: Sage Publications, 2009.

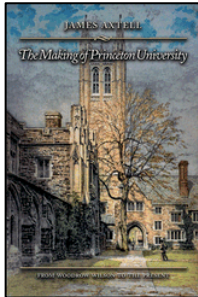


As good governance becomes more and more important with societies all over adjusting to the reality of the emerging world, the good governance discourse paradoxically seems to be exhausting itself. This is the time to revive it. The "Intelligent Person's Guide to Good Governance" is unique in that it takes the discourse on governance beyond its self-inflicted narrow perspective by providing an integrated treatment of various relevant issues, for example, the role of the state or the idea of civil society. In carrying out a lucid analysis of a fluid concept, this book offers a 'one-stop' resource for understanding the subject. The central argument of the book that any serious engagement with good governance must go beyond an exclusive reliance on the state or the market and explore different modes of partnerships, including public participation, is relevant and indeed timely in the present crisis.

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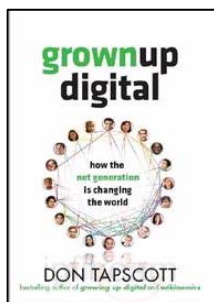
This book will interest all those concerned with the issues of governance, and research scholars in the fields of social sciences, management, administration and commerce. (Source: www.alibris.com) (351 M8I6) 168296

13. The making of Princeton University: from Woodrow Wilson to the present by James Axtell. Princeton: Princeton University Press, 2006



In 1902, Professor Woodrow Wilson took the helm of Princeton University, then a small denominational college with few academic pretensions. But Wilson had a blueprint for remaking the too-cozy college into an intellectual powerhouse. The Making of Princeton University tells, for the first time, the story of how the University adapted and updated Wilson's vision to transform itself into the prestigious institution it is today. James Axtell brings the methods and insights from his extensive work in ethno history to the collegiate realm, focusing especially on one of Princeton's most distinguished features: its unrivaled reputation for undergraduate education. Addressing admissions, the curriculum, extracurricular activities, and the changing landscape of student culture, the book devotes four full chapters to undergraduate life inside and outside the classroom. The book is a lively warts-and-all rendering of Princeton's rise, addressing such themes as discriminatory admission policies, the academic underperformance of many varsity athletes, and the controversial "bicker" system through which students have been selected for the University's private eating clubs. Written in a delightful and elegant style, The Making of Princeton University offers a detailed picture of how the University has dealt with these issues to secure a distinguished position in both higher education and American society. For anyone interested in or associated with Princeton, past or present, this is a book to savor. (Source: <http://press.princeton.edu>) (378.74967 A9M2) 168322

14. Grown up digital: how the net generation is changing your world by Don Tapscott. New Delhi: Tata McGraw-Hill, 2009.



In "Growing Up Digital," Don Tapscott revealed how the digital world created a generation that thought, played, and related to their world in a way radically different from that of their parents. In a fascinating follow-up to his seminal work, "Grown Up Digital" revisits the Net Generation as the eldest of its members turns 30, enters the workforce and marketplace, and establishes their roles as life-long learners and contributors to society. Based on a \$4 million research project he led, Tapscott investigates how this dynamic generation is redefining today's workplace, marketplace, schools, family, and governments by looking at how they learn and work, and what power and influence they hold. "Grown Up Digital" reveals: The 8 Net Generation Norms from Freedom to Speed 5 Myths about the N-Generation How the N-Gen brain processes information differently Implication for Education and 7 Guidelines for Educators Upheaval in the Workforce and 7 ways to Attract and Engage Young Talent Parenting 2.0: It Takes a Village The Net Generation as Citizen: Transforming Democracy (Source: www.infibeam.com) (303.4834 T2G7) 168321

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Economics

15. States' fiscal management and regional equity: an overview edited by M Govinda Rao and Anwar Shah. New Delhi: Oxford University Press, 2009.



The states in India have a predominant role in advancing human development and a co-equal role with the central government in the provision of economic services. The condition of states' fiscal health, therefore, determines both the nature and quality of economic growth in the country. With contributions from leading fiscal experts, this volume presents an overview of the challenges of fiscal management faced by states and the national challenge of regional fiscal equity. It addresses a variety of issues related to state finances, regional developmental policies, and the design and implementation of intergovernmental transfers, including the National Rural Employment Guarantee Act. Using the latest data on federal-state finances, the essays analyze the impact of fiscal policies and institutions on inter-state disparities. Ironically, the states that are rich in resources are the least developed- while their resources are exploited for national benefit, they themselves have lagged behind due to inadequate compensation. The volume argues that realizing the developmental potential of the country will depend upon the fiscal management by the center to create a common market and enable a level playing field for lagging states. Equally important is the latter's own efforts at raising revenues and efficiently managing resources. Addressing important policy concerns for ensuring sustainable and inclusive growth, this volume is an important contribution in the area of federal finance.

(Source: www.infibeam.com)

(336.39 S8) 168325

16. Oil world annual 2009. Germany: ISTA Mielke GmbH, 2009.

The OIL WORLD ANNUAL is a unique encyclopedia of world forecasts and statistics for all major oilseeds, oils and fats as well as oil meals. On about 680 pages this comprehensive yearbook contains profound textual analyses, statistics and graphs for the latest five calendar years as well as for five Oct/Sept seasons. The ANNUAL also provides our first global supply and demand projections for oilseeds, oils/fats and oil meals for the coming season.. In a special price section the reader is informed about monthly and annual world market prices and price relationships of the individual oilseeds, oils and oil meals. The major price-making factors are analyzed and on this basis an assessment is given for the price prospects of the key commodities on the world market. With its coverage and in-depth information this publication is the world's most comprehensive encyclopedia of forecasts and statistics, covering 50 commodities and 150 individual countries, certainly including also the commodities and countries of your interest. In the country section statistical surveys are given on oilseed area and production as well as on trade, crushing, consumption and stocks. The structure and changes of the trade flows are highlighted as the imports are given by country of origin and the exports by country of destination for the latest 5 calendar years.

(Source: <http://www.oilworld.biz>)

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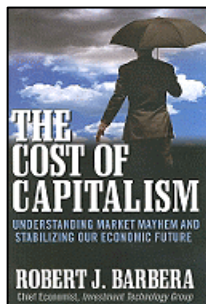
[TOP](#)

17. The dynamics of competition: understanding India's manufacturing sector by K Pushpangadan and N Shanta. New Delhi: Oxford University Press, 2009.

Competition has intensified dramatically in the world economy following globalization and the establishment of the WTO. For policy planners, understanding the nature of competition has become a necessity for the survival of emerging economies like India. This volume deals with the measurement and assessment of competition in the Indian manufacturing industries. The book evaluates competition as a process using multi-dimensional indicators from structure, conduct, and performance paradigm. The dynamics of competition is assessed in terms of the mobility of firms, share-cutting, and the persistence of profits in the Indian manufacturing sector. One of the very few in this area, the volume covers 500 companies classified into 14 industries, is comprehensive in its scope, and employs appropriate tools of analysis and comes up with new empirical findings and insights. (Source: www.oup.co.in)

(338.70954 P8D9) 168319

18. The cost of capitalism: understanding market mayhem and stabilizing our economic future by Robert J Barbera. New Delhi: Tata McGraw-Hill, 2009.



While mainstream financial analysts are stringing together "ad hoc" explanations for the financial crisis of 2008, a relatively small group of economists saw this coming. In "The Cost of Capitalism," Robert J. Barbera explains why. Barbera makes the case that investors and policy-makers can reduce the risk of truly gruesome outcomes if they better plan for the violent economic storms, which history confirms is always over the horizon. Investors will learn how to gird themselves for the roller-coaster ride that is free market capitalism; policy makers will find out how to plan for crises they know will occur at some point; and academic economists will rethink their pursuit of ever more elaborate mathematical models that bear no resemblance to the real world. The message is simple: Stop pretending that people are always rational and that markets are always efficient and be prepared for market mayhem. (Source: www.alibris.com)

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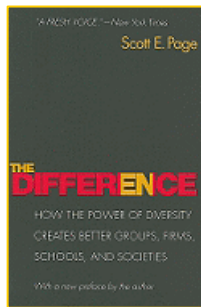
Management

Human Resource Management

19. Difference: how the power of diversity creates better groups, firms, schools and societies by Scott E Page. Princeton: Princeton University Press, 2007.

In this landmark book, Scott Page redefines the way we understand ourselves in relation to one another. "The Difference" is about how we think in groups - and how our collective wisdom exceeds the sum of its parts.

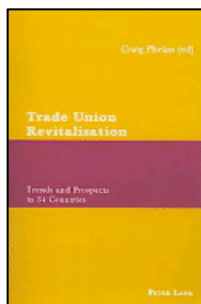
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Why can teams of people find better solutions than brilliant individuals working alone? And why are the best group decisions and predictions those that draw upon the very qualities that make each of us unique? The answers lie in diversity - not what we look like outside, but what we look like within, our distinct tools and abilities. "The Difference" reveals that progress and innovation may depend less on lone thinkers with enormous IQs than on diverse people working together and capitalizing on their individuality. Page shows how groups that display a range of perspectives outperform groups of like-minded experts. Diversity yields superior outcomes, and Page proves it using his own cutting-edge research. Moving beyond the politics that cloud standard debates about diversity, he explains why difference beats out homogeneity, whether you're talking about citizens in a democracy or scientists in the laboratory. He examines practical ways to apply diversity's logic to a host of problems, and along the way offers fascinating and surprising examples, from the redesign of the Chicago "El" to the truth about where we store our ketchup. Page changes the way we understand diversity - how to harness its untapped potential, how to understand and avoid its traps, and how we can leverage our differences for the benefit of all. (Source: www.alibris.com)

(658.3008 P2D4) 168299

20. Trade union revitalisation: trends and prospects in 34 countries edited by Craig Phelan. Oxford: Peter Lang, 2007.



Although trade unionism has been declining in virtually every part of the world, its continued demise is not a foregone conclusion. As it has throughout its history, trade unionism has demonstrated a capacity to adapt, to make its voice heard, to reassert its power. The scale and scope of experimentation taking place in the labour movement today is testimony not just to the depth of the crisis but also to the possibility of resurgence in the years ahead. This book is an essential resource for anyone wishing to know about contemporary labour issues. It offers a comprehensive introduction to the state of trade unionism in the world today, and the often innovative strategies and tactics trade unionists are using to revive their organizations in each of the major nations of the world. Leading labour scholars discuss, in clear prose, the health of the trade union movement, the present political and economic climate for trade union advancement, the dominant revitalization strategies, and future prospects in each nation. Each chapter includes an up-to-date guide to further reading. (Source: www.nyt-om-arbejdsliv.dk)

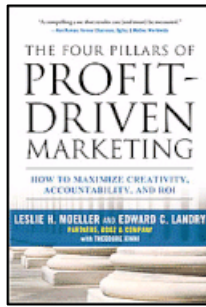
(331.88 P4T7) 168294

Marketing

21. The four pillars of profit driven marketing: how to maximize creativity, accountability, and ROI by Leslie H Moeller and Edward C Landry. New Delhi: Tata McGraw-Hill, 2009.

"The Four Pillars of Profit-Driven Marketing" is the first book to offer a practical, proven framework that helps marketers capture the metrics essential to determining ROI and use them to develop an overall marketing strategy based on accurate ROI figures.

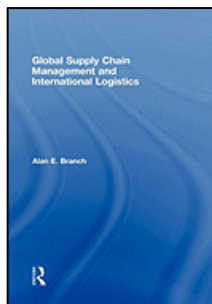
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Inside, two marketing strategy executives at Booz And Company, Leslie Moeller and Edward Landry, reveal the 4 pillars of marketing," which help track ROI at every point in the ever-expanding and increasingly complex world of media platforms. You'll learn how to Understand, classify, and choose Analytics.; Put the analytics to work with the right decision-support Systems And Tools.; Establish Processes that integrate the analytics and tools into operations.; Use Organizational Alignment to assure company-wide acceptance and execution of the system. To help get your marketing ROI initiative off to a strong start, the authors provide a simple six-step process you can follow, which is illustrated with a case study of the Kellogg Company. By successfully integrating analytic firepower, decision support, processes, and people development, you will optimize your marketing dollars, better connect with customers, and watch your returns grow dramatically. Finally, the mystery of marketing ROI is solved. (Source: www.alibris.com) (658.8 M6F6) 168320

Supply Chain Management

22. Global supply chain management and international logistics by Alan E Branch. New York: Routledge, 2009.



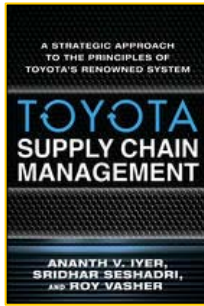
The development of international trade is driven by international logistics and management and the provision of the global supply chain. The ultimate objective of global supply chain management is to link the market place, distribution network, manufacturing/processing/assembly process, and procurement activity in such a way that customers are serviced at a higher level yet lower cost. Overall this has introduced a new breed of management in a computer literate environment operating in a global infrastructure. Addressing this complex topic, Alan Branch's new book fulfills two clear objectives: to provide a concise, standard work on the subject, written in lucid language that embraces all the ingredients of a notoriously complex subject with a strategic focus; to extol best practices and focus on all areas of the industrial and consumer sectors and their interface with changing international market needs. Until now, no book dedicated to international logistics and supply chain management was available. Practically-oriented, this book features numerous case studies and diagrams from logistic operators. An ideal resource for management students, academics and managers who need a succinct treatment of global operations, Branch's book skillfully illustrates his ideas in practice. It is a book which should be on the shelf of every practitioner and student of the subject.

(Source: www.routledge.com) (658.7 B7G5) 168297

23. Toyota supply chain management: a strategic approach to the principles of Toyota's renowned system by Ananth V Iyer, Sridhar Seshadri and Roy Vasher. New Delhi: Tata McGraw-Hill, 2009.

The Toyota Production System is the benchmark used throughout the world for "lean" thinking. Now you can model your own processes after those of the company that "wrote the book on supply chain management."

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Written by two experts on the subject, along with a former Toyota senior executive, this book details the most celebrated supply chain operation in the world to help you form an integrated, synchronized system that will be the envy of your industry. You will find key insight into the logic behind every point of Toyota's supply chain, along with both the tactics and strategies you can use to build an outstanding system of your own. Toyota Supply Chain Management explains how to achieve balance and efficiency by focusing on:

- Variety: Determine your variety of offerings based on operational efficiency and market demand
- Velocity: Maintain a steady flow through all processes of the supply chain
- Variability: Manage inconsistencies carefully to reduce cost and improve quality
- Visibility: Ensure the transparency of all processes to enable continuous learning and improvement

The authors provide valuable insider tips and offer hands-on guidance for improving production and operations in a variety of industries, including health care, insurance, banking, credit processing, and retailing. With careful attention paid to every aspect of the subject—from principles and theories to operations and best practices—Toyota Supply Chain Management is the most comprehensive, insightful guide to forging a world-class supply chain system. (Source: www.amazon.com)

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