



Vikram Sarabhai Library

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AHMEDABAD

Indian Institute of Management, Ahmedabad



New Arrivals (Books)

(July 27, 2009)

Available for issue from August 3, 2009

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General

1. **State secularism and religion: western and Indian experience by Asghar Ali Engineer and Uday Mehta. Delhi: Ajanta Books International, 1998.**

The merit of this compilation is in its attempt to present a back drop of the historical context and peculiar features of the reformation and secularization process in major countries of Europe such as Germany, France and England along with the exhaustive appraisal of the recent debate on the crisis of secularism in India and the success of the Hindutva forces headed by Sangh Parivar in striking deeper roots in the Indian society. "This compilation also highlights the distinct context of secular polity and secularization process in India, in contrast to development in Europe. It also shows, how even in west, secularization process has not proceeded in either uniform or unilinear manner. "Finally, this book suggests that secularism, if it is to be a meaningful concept in Indian context, it has to be viewed as a human freedom project, protecting and promoting social movements of the oppressed for defending their basic democratic and economic rights for dignified human existence. (Source: www.vedamsbooks.com)

(211.60954 S8) 168260

2. **Frames of meaning: the social construction of extraordinary science by H M Collins and T J Pinch. London: Routledge, 1982.**

Taking a radical interpretation of the Kuhnian concept of paradigm incommensurability, the authors begin by discussing the difficulties of gaining access to the ideas of communities with different rational categories, and then define the subject area of parapsychology, offering a review of the relevant literature. After exploring parapsychology's compatibility with science, physics, psychology and quantum theory, the authors move on from this predominantly theoretical framework, and devote the middle section to an empirical study of metal bending. They conclude with an examination of the results, analyze diverse interpretations and investigate the consequences for the idea of scientific revolution. (Source: <http://www.routledge-philosophy.com/>)

(133.89 C6F7) 168264

3. **Psychology in India, Vol. 1: basic psychological processes and human development edited by Girishwar Misra. New Delhi: Pearson Education, 2008.**

This is the first volume of the four-volume Psychology in India, which is the latest survey of research in psychology conducted by the Indian Council of Social Science Research. It comprises six original essays and an overarching introduction. It analyses research conducted over the last decade on the building blocks of mainstream psychology: psychological processes. The chapters in this volume discuss integrated biological and ecological approaches to the study of behaviour; recent research in developmental psychology; studies on language acquisition and language processes, reading, and bilingualism and multilingualism; contributions from neuroscience, cognitive science, and cultural psychology towards the knowledge of cognitive processes; research on affective and motivational processes; and approaches to the study of the personality. (Source: <http://www.pearsoned.co.in>)

(150.954 M4P8) 168263

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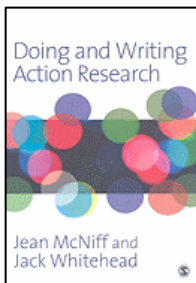
Research Methods

4. Conducting research literature reviews: from the internet to paper, 3rd ed. by Arlene Fink. London: Sage Publications, 2010.



This book is intended for anyone who wants to research social, health, educational, and business issues. It is ideal for students, researchers, marketers, planners, and policymakers who design and manage public and private agencies, conduct research studies, and prepare strategic plans and grant proposals. This new edition includes: flow diagrams to assist the reader in linking each step of the review to the contents of each chapter; new references and other online resources to help users learn more about literature reviews; links to online literature reviews and meta-analyses; guidance in choosing online public and private bibliographic databases for literature reviews; and, guidance about searching the web for research information. The text also discusses the use of Boolean operators for simple and advanced searches, tells readers how to use bibliographic software to organize literature reviews and search 'The Virtual File Cabinet', and describes how to synthesize the literature as a stand-alone report or as a component of a paper or proposal to justify the need for and significance of research, and/or to explain a study's findings. (Source: www.alibris.com)
(001.42 F4C6/2010) 168272

5. Doing and writing action research by Jean McNiff and Jack Whitehead. Los Angeles: Sage Publications, 2009.



"Doing and Writing Action Research" provides a clear, comprehensive and user-friendly guide to the practical aspects of carrying out action research. Written with practitioners involved in workplace-based professional development programmes, as well as those on research training courses, in mind, this book covers all the core issues, with guidance on how to: present findings; produce a research report that can inform policy; demonstrate the quality of one's research; and, be critical and write theoretically. The book contains many worked examples of action research projects, to help illustrate the guidance on producing successful written accounts. "Doing and Writing Action Research" is an essential text for anyone working with action research, providing vital guidance on how this type of work is assessed, enabling the reader to get the best results from their project work. (Source: www.alibris.com)
(301.426 M2D6)168273

6. Case study research in practice by Helen Simons. Los Angeles: Sage Publications, 2009.

"Case Study Research in Practice" explores the theory and practice of case study research. Helen Simons draws on her extensive experience of teaching and conducting case study to provide a comprehensive and practical account of how to design, conduct and communicate case study research. It addresses questions often raised by students and common misconceptions about case research.

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In four sections the book covers: rationale, concept and design of case study research; methods, ethics and reflexivity in case study; interpreting, analyzing and reporting the case; and, generalizing and theorizing in case study research. Rich with 'tales from the field' and summary memos as an aide-memoir to future action, the book provides fresh insights and challenges for researchers to guide their practice of case study research. This is an ideal text for those studying and conducting case study research in education, health and social care, and related social science disciplines. (Source: www.alibris.com)

(300.722 S4C2) 168271

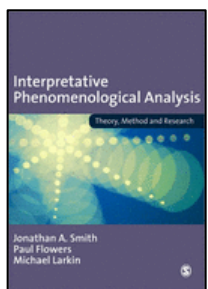
7. A guide to conducting online research by Ted J Gaiser and Anthony E Schreiner. Los Angeles: Sage Publications, 2009.



"A Guide to Conducting Online Research" is designed to support students, academics and research practitioners in using technology to conduct their research. The book begins by looking at what questions to ask and how to prepare to conduct online research, then concentrates on particular technologies and how to employ them effectively, before concluding with a discussion of the peculiarities of conducting research in the online environment. Practical advice is offered on common issues and problems, such as: how to decide which application is best for your research purposes? 'What can be done to guarantee the anonymity of research participants?' What kinds of challenges do firewalls present and how can they be mitigated? "A Guide to Conducting Online Research" provides a wealth of advice, explanation, instruction, self-help tips and examples, making this a helpful resource for anyone using technology in conducting their research. (Source: www.alibris.com)

(001.4202854678 G2G8) 168274

8. Interpretative phenomenological analysis: theory, method and research by Jonathan A Smith, Paul Flowers and Michael Larkin. Los Angeles: Sage Publications, 2009.

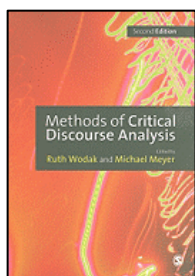


Interpretative phenomenological analysis (IPA) is an increasingly popular approach to qualitative inquiry. This handy text covers its theoretical foundations and provides a detailed guide to conducting IPA research. Extended worked examples from the authors' own studies in health, sexuality, psychological distress and identity illustrate the breadth and depth of IPA research. Each of the chapters also offers a guide to other good exemplars of IPA research in the designated area. The final section of the book considers how IPA connects with other contemporary qualitative approaches like discourse and narrative analysis and how it addresses issues to do with validity. The book is written in an accessible style and will be extremely useful to students and researchers in psychology and related disciplines in the health and social sciences. (Source: www.infibeam.com)

(302.072 S6I6) 168270

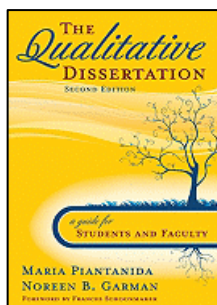
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9. Methods of critical discourse analysis, 2nd ed. edited by Ruth Wodak and Michael Meyer. Los Angeles: Sage publications, 2009.



"Methods of Critical Discourse Analysis" provides a concise, comprehensible and thoroughly up-to-date introduction to CDA, appropriate for both novice and experienced researchers. This new edition has been updated throughout, with a new introduction contextualizing the development of the CDA approach, and two entirely new chapters on the 'social actor approach' to CDA and the use of quantitative corpus linguistic methods. The editors have brought together contributions from leading experts in the field, who each introduce their own approaches to CDA. Examples are included throughout, demonstrating the value of the method in analyzing a variety of genres of written material on a whole range of topics, including global warming, leadership in management, and globalization. (Source: www.alibris.com)
(401.41 M3/2009) 168276

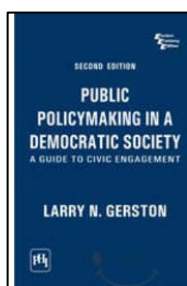
10. Qualitative dissertation: a guide for students and faculty, 2nd ed. by Maria Piantanida and Noreen B Garman. Thousand Oaks: Corwin Press, 2009.



Written primarily for doctoral students in education and related fields, the purpose of this book is to assist practitioner-scholars in crafting and conducting a qualitative dissertation by using practical issues to help them understand what it means to do a dissertation and what it means to do qualitative research. Rather than an instruction manual on qualitative research methods or a recipe, formula, or template for preparing dissertation-related documents (e.g., proposal, final report), this book guides students through the issues and questions that arise as students struggle to learn about qualitative dissertation research. Comprehensive, it guides the student through the process of preparing for the dissertation journey, rethinking the concepts of method and data, working through the proposal process, defending the dissertation, and living life after the dissertation. (Source: www.alibris.com)
(378.242 P4Q8/2009) 168280

Social Sciences

11. Public policymaking in a democratic society: a guide to civic engagement, 2nd ed. by Larry N Gerston. New Delhi: PHI Learning Private Ltd., 2008.



In a democracy, politics is the primary vehicle for citizens to influence the decisions and decision makers that shape public policy at every level. This widely acclaimed work provides an overview of public policymaking in all its aspects along with basic information, tools and examples that will equip citizens to participate more effectively in the policymaking process. It serves as a handbook for service-learning students, and as a resource for any organized effort to involve citizens in community service and the exercise of civic responsibility. (Source: www.infibeam.com)
(320.6 G3P8/2008) 168279

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12. An invitation to social construction, 2nd ed. by Kenneth J Gergen. Los Angeles: Sage publications, 2009.

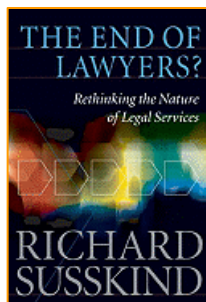


This new edition of Kenneth Gergen's landmark *An Invitation to Social Construction* offers readers a clear and thorough introduction to one of the most significant movements in contemporary social science. This edition illuminates the basic ideas and practices in the constructionist movement, and brings readers up-to-date on recent developments, including discourse analysis, action research, the body, and dialogic practice. Gergen gives special attention to ideas in practice - in education, therapy, organizational change, social work, and peace building. The text is now even more accessible for students. The writing style is more directed to the undergraduate; the format is reader-friendly, and there are textboxes and visual material that expand and enrich the major themes. Yet, the author maintains the depth and breadth of coverage of the first edition, guiding the reader through complex ideas giving rise to this profound way of approaching the world. *An Invitation to Social Construction*, 2nd edition should be perfect for all social science students, academics and practitioners wishing to learn about social constructionism, along with the forms of inquiry and practice central to its impact.

(Source: www.search.barnesandnoble.com)

(301.15 G3I6/2009) 168275

13. *The end of lawyers?: rethinking the nature of legal services* by Richard Susskind. Oxford: Oxford University Press, 2008.



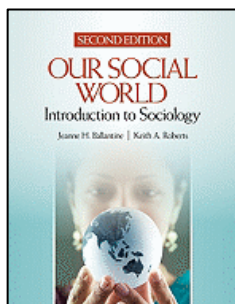
In this much anticipated sequel to the legal bestseller, *The Future of Law*, Susskind lays down a challenge to all lawyers to ask themselves, with their hands on their hearts, what elements of their current workload could be undertaken differently - more quickly, cheaply, efficiently, or to a higher quality - using alternative methods of working. The challenge for legal readers is to identify their distinctive skills and talents, the capabilities that they possess that cannot, crudely, be replaced by advanced systems or by less costly workers supported by technology or standard processes, or by lay people armed with online self-help tools. It is argued that the market is increasingly unlikely to tolerate expensive lawyers for tasks (guiding, advising, drafting, researching, problem-solving, and more) that can equally or better be discharged, directly or indirectly, by smart systems and processes. It follows, the book claims, that the jobs of many traditional lawyers will be substantially eroded and often eliminated. This is where the legal profession will be taken, it is argued, by two forces: by a market pull towards commoditisation and by pervasive development and uptake of information technology. At the same time, the book foresees new law jobs emerging which may be highly rewarding, even if very different from those of today. (Source: www.alibris.com)

(340.0285 S8E6) 168259

14. *Our social world: introduction to sociology*, 2nd ed. by Jeanne H Ballantine and Keith A Roberts. Los Angeles: Pine Forest Press, 2009.

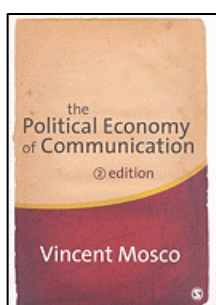
"Our Social World: Introduction to Sociology" introduces the discipline of sociology to the contemporary student and provides an integrated, comprehensible framework from which to view the world. Each chapter provides an organizing theme that is not exclusively tied to one theoretical paradigm to help students see relationships between topics.

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"Our Social World" also offers a strong global focus - a global perspective is integrated into each chapter to encourage students to think of global society as a logical extension of their own micro world; illustrates the practical side of sociology - boxes highlight careers and volunteer opportunities for those with a background in sociology as well as policy issues that sociologists influence; and, encourages critical thinking - this book provides various research strategies and illustrates concrete examples of the method being used to help students develop a more sophisticated epistemology. (Source: www.alibris.com)
(301 B2O8) 168277

15. Political economy of communication, 2nd ed. by Vincent Mosco. Los Angeles: Sage publications, 2009,



Since publication of its first edition, "The Political Economy of Communication" has established itself as a true classic and one of the most important contributions to the field. This second edition has been thoroughly restructured, updated and expanded to make it an indispensable text for students and scholars alike. Putting the student at the center of its updates, this book: expands part one into 5 chapters, giving a map of the definitions and foundations of political economy that is richer in detail and easier to navigate; adds 3 new chapters to explore current trends, from feminism and labour to new media, forms of resistance, media reform and democracy; illustrates throughout how power operates across the 21st century media landscape; explores key issues in how media power intersects with globalization, social class, race, gender and surveillance; and, shows media students why it is essential to understand political economy and its application to media and communication. Combining penetrating theoretical analysis with passionate commitment, Mosco once again gives readers an indispensable introduction to the field. (Source: www.alibris.com)
(302.2 M6P6) 168278

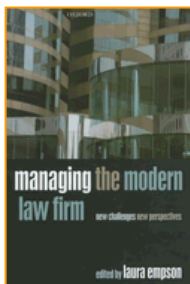
16. Rhetorical power of popular culture: considering mediated texts by Deanna D Sellnow. Los Angeles: Sage Publications, 2009.



This textbook unites rhetorical criticism with mediated popular cultural texts (e.g., film, television, rap music) in ways that relate directly to the experiences of people in society today. Each chapter is devoted to one theoretical perspective (e.g., narrative, dramatic, Marxist, feminist, illusion of life, visual pleasure, media effects). Each chapter provides (a) an explanation of a particular rhetorical theory, examples of messages the theory reveals when applied to various contemporary popular culture texts, embedded 'applying what you've learned' opportunities for students to practice examining a specific film, television program, song, or advertisement using the theory, one or two scholarly articles that use the theory to examine a popular culture text, one or two sample student papers that use the theory to examine a popular culture text, and an end-of-chapter challenge posed to students to examine in depth a contemporary artifact using the concepts described in the chapter. Each chapter opens with reflective questions to guide students to about specific examples as read the chapter. (Source: www.alibris.com)
(306.072 S3R4) 168281

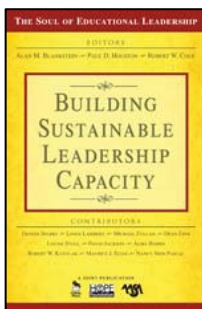
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17. **Managing the modern law firm: new challenges, new perspectives** by Laura Empson. Oxford: Oxford University Press, 2007.



The last ten years have been a period of extraordinary change for law firms. The rapid growth of corporate law firms and the emergence of global mega-firms such as Clifford Chance, Linklaters, and Freshfields, have strained the traditional partnership model of management. Some managers of law firms are appalled at the creeping 'corporatism' that they fear may result. However a growing number believe that it is time to move on and adopt more contemporary forms of structure and management. Successfully meeting the challenges of this new business environment is vital for the continuing prosperity of law firms. Featuring contributions from both management researchers and legal practitioners, *Managing the Modern Law Firm* presents the latest insights from Management Studies in an approachable, practical, and relevant manner for lawyers and other professionals involved directly and indirectly with the management of law firms. (Source: <http://www.eason.ie>)
(340.068 M2) 168258

18. **Building sustainable leadership capacity** edited by Alan M Blankstein, Paul D Houston and Robert W Cole. Thousand Oaks: Corwin Press, 2009.



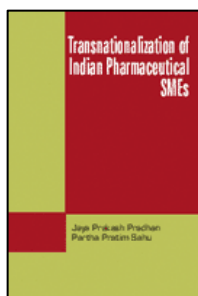
Today's rapidly changing schools and educational trends present administrators and school leaders with unique challenges. This fifth volume in the *Soul of Educational Leadership* series offers inspiring articles that examine how to sustain the achievements of school communities while building shared leadership to carry on the work of school improvement, even when facing tight budgets or a change in leadership. Bringing together a powerful group of leading educational thinkers such as Michael Fullan, Dennis Sparks, Linda Lambert, Dean Fink, Alma Harris, and many others, this volume explores a variety of timely topics for reflection, discussion, and practice, including: The characteristics and nature of effective leadership Sustainable leadership built on shared vision Improving classroom teaching and student learning Large-scale reforms that benefit the entire school community Recruiting and developing new leaders, and much more! This book is an ideal reference for busy administrators dedicated to continued educational excellence. (Source: www.corwinpress.com)
(371.200973 B8) 168267

Economics

19. **Transnationalization of Indian pharmaceutical SMEs** by Jaya Prakash Pradhan and Partha Pratim Sahu. New Delhi: Bookwell, 2009.

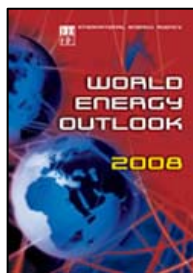
This book critically analyzes the ways in which Indian pharmaceutical SMEs can integrate themselves into the global markets with special focus on the entry strategy of exporting and outward foreign direct investment (OFDI).

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The transnationalization behaviour of pharmaceutical SMEs has been analyzed from the perspective of firm-specific factors such as technologies, scale of operation, learning, skills, etc., and the overall policy environment. Apart from undertaking pioneering attempt in estimating the size of SME sector in Indian pharmaceutical industry and adopting improved methodology for the analysis of SMEs' export behaviour, this book has contributed significantly in the understanding of Indian pharmaceutical SMEs' export behaviour through case study approach. It has successfully brought out various lessons that Indian pharmaceutical SMEs are required to be aware of while transnationalizing their businesses. In general pharmaceutical SMEs seem to have a great potential for transnationalization through exports and outward FDI but are constrained by limited financial, technological capabilities and inadequate policy support. After critically evaluating the existing policy framework for the pharmaceutical SMEs, the book advocates urgent need for provision of sufficient low cost finance, strengthening access to national research laboratories, discriminatory incentive rates for SMEs vis-a-vis large firms, promoting pharmaceutical SME cluster and continuous training and skill development programmes in transnationalization. (Source: [www. http://isid.org.in](http://www.isid.org.in)) (338.476151 P7T7) 168249

20. World energy outlook 2008. France: International Energy Agency, 2008.



WEO-2008 focuses on two pressing issues facing the energy sector today:
Prospects for oil and gas production: How much oil and gas exists and how much can be produced? Will investment be adequate? Through field-by-field analysis of production trends at 800 of the world's largest oilfields, an assessment of the potential for finding and developing new reserves and a bottom-up analysis of upstream costs and investment, WEO-2008 takes a hard look at future global oil and gas supply. **Post-2012 climate scenarios:** What emissions limits might emerge from current international negotiations on climate change? What role could cap-and-trade and sectoral approaches play in moving to a low-carbon energy future? Two different scenarios are assessed, one in which the atmospheric concentration of emissions is stabilized at 550 parts per million (ppm) in CO₂ equivalent terms and the second at the still more ambitious level of 450ppm. The implications for energy demand, prices, investment, air pollution and energy security are fully spelt out. (Source: <http://www.iea.org>) (333.7901 W6/2008) 168250

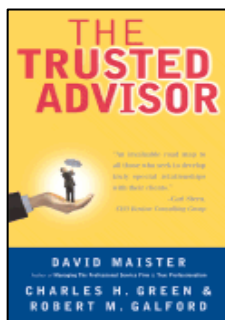
Management

General

21. The trusted advisor by David Maister, Charles Green and Robert Galford. London: Simon & Schuster, 2002.

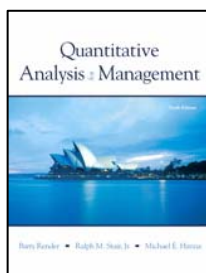
In today's fast-paced networked economy, professionals must work harder than ever to maintain and improve their business skills and knowledge.

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But technical mastery of your discipline is not enough; assert world-renowned professional advisors David H. Maister, Charles H. Green, and Robert M. Galford. The key to professional success, they argue, is the ability to earn the trust and confidence of clients. The creation of trust is what earns the right to influence clients trust is also at the root of client satisfaction and loyalty. The workings of trust are even more critical in the new economy than in the old. Maister, Green, and Galford enrich our understanding of trust -- yet they have also written a deeply practical book. Using their model of "The Trust Equation," they dissect the rational and emotional components of trustworthiness. With precision and clarity, they detail five distinct steps you must take to create a trust-based relationship. Each step -- engage, listen, frame, envision, and commit -- is richly described in distinct chapters. The book is peppered with pragmatic "top ten" lists aimed at improving advisors' effectiveness that can be put to use instantly. It also includes a trust self-diagnostic in the appendix. This immensely readable book will be welcomed by the inexperienced advisor and the most seasoned expert alike. The authors use anecdotes, experiences, and examples -- successes and mistakes, their own and others' -- to great effect. Though they use the professional services advisor/client paradigm throughout the book, their prescriptions have resonance for other trust-reliant situations -- selling, customer relationship management, and internal staff functions like HR and information technology. **(Source: LOC Publisher's Description)**
(001.068 M2T7) 168244

22. Quantitative analysis for management, 10th ed. by Barry Render and others. New Delhi: Prentice-Hall of India Pvt. Ltd., 2009.



This easy-to-use text provides students with the skills to apply the techniques of quantitative analysis in all kinds of organizational decision-making situations. Designed for optimum teaching flexibility, it covers every major topic in the quantitative analysis/management science field, showing how each technique works, discussing the assumptions and limitations of the models, and illustrating the real-world usefulness of each technique with many applications in both profit-making and nonprofit organizations. **(Source: www.alibris.com)**
(658.403 R3Q8) 168282

23. Leadership and change management by Annabel Beerel. Los Angeles: Sage Publications, 2009.



Recognizing and responding to change is the oxygen of life for an organization, and leadership is fundamentally about focusing organizations on these new realities. "Leadership and Change Management" provides the reader with a practical, real-world understanding of several dimensions of leadership that are usually neglected in management textbooks, such as the nature of new realities and how managers can improve their insight into them, and how leaders can identify and overcome resistance to change. Drawing on a wide range of insightful, global real-life case studies to capture the imagination, the topics covered include critical systems thinking, philosophies of leadership, group dynamics, authority, ethics, personal character and the psychology of leadership. **(Source: www.alibris.com)**
(658.4092 B3L3) 168269

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Human Resource Management

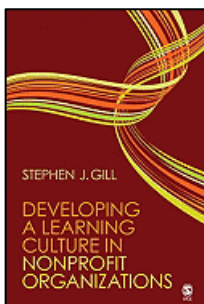
24. **Factory girls: from village to city in a changing China** by Leslie T Chang. New York: Spiegel & Grau, 2009.



China has 130 million migrant workers—the largest migration in human history. In *Factory Girls*, Leslie T. Chang, a former correspondent for the *Wall Street Journal* in Beijing, tells the story of these workers primarily through the lives of two young women, whom she follows over the course of three years as they attempt to rise from the assembly lines of Dongguan, an industrial city in China's Pearl River Delta. As she tracks their lives, Chang paints a never-before-seen picture of migrant life—a world where nearly everyone is under thirty; where you can lose your boyfriend and your friends with the loss of a mobile phone; where a few computer or English lessons can catapult you into a completely different social class. Chang takes us inside a sneaker factory so large that it has its own hospital, movie theater, and fire department; to posh karaoke bars that are fronts for prostitution; to makeshift English classes where students shave their heads in monk like devotion and sit day after day in front of machines watching English words flash by; and back to a farming village for the Chinese New Year, revealing the poverty and idleness of rural life that drive young girls to leave home in the first place. Throughout this riveting portrait, Chang also interweaves the story of her own family's migrations, within China and to the West, providing historical and personal frames of reference for her investigation. A book of global significance that provides new insight into China, *Factory Girls* demonstrates how the mass movement from rural villages to cities is remaking individual lives and transforming Chinese society, much as immigration to America's shores remade our own country a century ago. (Source: www.randomhouse.com)

(331.40951 C4F2) 168286

25. **Developing a learning culture in nonprofit organizations** by Stephen J Gill. Los Angeles: Sage Publications, 2009.



How can today's nonprofits demonstrate effective use of funds? How can they motivate employees and volunteers and combat burnout and high turnover? How can they ensure that they are performing in accordance with their mission and purpose? Author Stephen J. Gill answers these questions and more in *Developing a Learning Culture in Nonprofit Organizations*. Filled with practical tips and tools, the book shows students and managers of human services, arts, education, civic, and environmental agencies how to implement a learning culture with individuals, teams, the organization as a whole, and the larger community. Key Features: Draws on the author's more than 25 years of consulting experience; Demonstrates how to create a culture of intentional learning that uses reflection and feedback, focuses on successes and failures, and builds a strong organization that motivates employees and volunteers; Offers specific, hands-on tools for each level of the organization, from the individual and team to the whole organization and the community; Discusses not only the need for a learning culture but also the barriers that may stand in the way; Takes a step-by-step approach that facilitates managers' and students' understanding and learning; Incorporates practical tools that can be used in nonprofit management and in actual field instruction. (Source: www.infibeam.com)

(658.3124 G4D3) 158268

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