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**Indian Institute of Management, Ahmedabad**

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**New Arrivals (Books)**

**(September 21-27, 2009)**

**Available for issue from September 28, 2009**

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# SUBJECTS

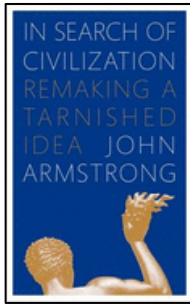
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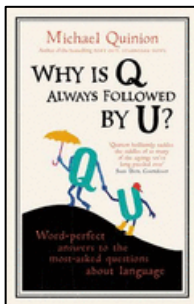
## General

1. In search of civilization: remaking a tarnished idea by John Armstrong. New Delhi: Penguin Books, 2009.



In Arthur Ransome's charming tale of childhood adventure, "Secret Water", four children are pretending to be savages approaching an outpost of the civilized world. 'What is civilization?' asks Bridget, the youngest. 'Ices', explains her brother, 'and all that sort of thing'. It is probably the briefest definition of the term on record in English, though it doesn't quite do justice to the grand idea of civilization. But if it isn't ices then what exactly is meant by civilization, and why do we need it? Today, the debate around civilization and its meaning has almost disappeared. If talked about at all, it will be as part of a different debate: the political tensions between different parts of the world, colonial history, and developments in engineering. Yet the promise of civilization is greater: if considered in its full meaning civilization can be a way of reconnecting grand, societal forces - economic liberty, social freedom - with the more intimate and deeper needs of life - wisdom, maturity, and a flourishing of culture. In "In Search of Civilization", John Armstrong argues cogently and passionately that our sources of wisdom, maturity and happiness are rapidly drying up. Only by reviving a conversation about civilization, we can put in place the conditions for our renaissance. (Source: [www.alibris.com](http://www.alibris.com))  
(901 A7I6) 168604

2. Why is Q always followed by U?: world perfect answers to the most asked questions about language by Michael Quinion. New Delhi: Penguin Books, 2009.



Long-time word-detective and best-selling author of "Port Out" and "Starboard Home", Michael Quinion brings us the answers to nearly two hundred of the most intriguing questions he's been asked about language over the years. Sent to him by enquiring readers from all around the globe, Michael's answers about the meanings and histories behind the quirky phrases, slang and language that we all use are set to delight, amuse and enlighten even the most hardened word-obsessive. Did you know that 'Blighty' comes from an ancient Arabic word? Or that Liberace cried his way to the bank so many times people think he came up with the phrase? That 'cloud nine' started out as 'cloud seven' in the speakeasies of '30s America? And that the first person to have their thunder stolen was a dismal playwright from Drury Lane? Michael Quinion's "Why is Q Always Followed By U?" is full of surprising discoveries, entertaining quotations and memorable information. There are plenty of colorful stories out there, but Michael Quinion will help you discover the truth that lies behind the cock-and-bull stories and make sure you're always linguistically on the ball. (Source: [www.alibris.com](http://www.alibris.com))  
(422 Q8W4) 168611

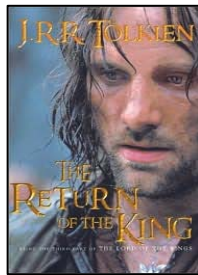
[TOP](#)

3. Inside out: intermediate: student's book, by Sue Kay and Vaughan Jones. Oxford: Macmillan, 2001.

A classroom tested English-course for adults and young adults; "Inside Out" has been designed to develop real-life communicative skills and powers of self-expression. Creative grammar work: learners organize and develop their knowledge of grammar. Easy-to-use exercises put rules into practice - and are then recycled as speaking activities. All grammar work is backed up with clear summaries. Personalized speaking tasks: a series of challenging speaking tasks focuses on learners' own experiences and opinions. Choices within tasks encourage learners to take charge of interactions. Structured planning time is built into tasks, improving both fluency and accuracy. Contextualized lexis: lexical items are seen in context, showing how words and phrases function and how they collocate with each other. Focus exercises highlight and recycle lexis to help learners build a bigger and better active vocabulary. Realistic listening and reading: a rich selection of accessible and entertaining texts: cartoons, postcards, letters and extracts from newspapers, magazines and novels. Listening include conversations, interviews and classic pop songs recorded by the original artists. (Source: [www.alibris.com](http://www.alibris.com))

(428.2431 K2I6) 168621

4. The return of the king: being the third part of the lord of the rings by J R R Tolkien. Boston: Houghton Mifflin Company, 2003.



As the Shadow of Mordor grows across the land, Aragorn is revealed as the hidden heir of the ancient kings. Gandalf miraculously returns and defeats the evil wizard, Saruman. Sam leaves his master for dead after a battle with the giant spider, Shelob; but Frodo is still alive -- in the hands of the Orcs. And all the while the armies of the Dark Lord are massing -- and the One Ring comes ever closer to the Cracks of Doom. (Source: [search.barnesandnoble.com](http://search.barnesandnoble.com))

(823.912 T6T9) 168598

5. The clockwork muse: a practical guide to writing theses, dissertations, and books by Eviatar Zerubavel. Cambridge: Harvard University Press, 1999.



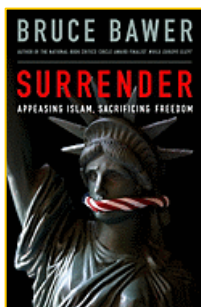
This text offers a plan to help those who have blanched at the prospect of finishing a long piece of writing. Eviatar Zerubavel describes how to set up a writing schedule and regular work habits that should take most of the anxiety and procrastination out of long-term writing, and even make it enjoyable. Zerubavel argues that the dreaded "writer's block" often turns out to be simply a need for a better grasp of the temporal organization of work. This book rethinks the writing process in terms of time and organization. It offers writers a simple yet comprehensive framework that considers such variables as when to write, for how long, and how often, while keeping a sense of momentum throughout the entire project. It shows how to set priorities, balance ideals against constraints, and find the ideal time to write. (Source: [www.alibris.com](http://www.alibris.com))

(808.02 Z3C5) 168567

[TOP](#)

## Social Sciences

6. Surrender: appeasing Islam, sacrificing freedom by Bruce Bawer. New York: Doubleday, 2009.



Bruce Bawer's *While Europe Slept* sounded the alarm about the dire impact of Muslim immigration in Europe. Now, in *Surrender*, he reveals that a combination of fear and political correctness has led politicians, intellectuals, religious leaders, and the media -both in the United States and abroad-to appease radical Islam at the cost of our most cherished values: freedom of speech and freedom of the press. And the cost could ultimately be even higher - the imposition of sharia law in places where liberty once reigned. In *Surrender*, Bawer writes of a new form of jihad that began with the fatwa against Salman Rushdie in 1989, a death sentence born of Muslim outrage over a work of literature. It marked the dawn of an era of pressure and intimidation designed to crush the ability of non-Muslims to resist Islamic encroachments on Western freedom. In a sweeping survey of recent history and current events, Bawer traces a pattern of heightened sensitivity to Muslim reactions and a reluctance to look honestly at the human-rights deficiencies of the Muslim world. This pattern can be seen in the widespread denunciation of the Danish cartoons and of the editors who printed them; in the glowing media coverage of the supposedly moderate Muslim icon Tariq Ramadan; in the decision of major newspapers to ignore or soft-pedal terrorist "dry runs" on American airplanes; in the international uproar over a single sentence about Islam in a lecture by Pope Benedict; and in attempts by certain parties to silence criticism of Islam by using writers who have dared to speak forthrightly about the religion. Bawer argues that people throughout the Western world-in reaction to such events as the Danish cartoon riots and the murder of filmmaker Theo van Gogh-are surrendering to fear. And he observes that Muslim extremists have found unexpected allies: non-Muslims who, motivated by the misguided doctrine of multiculturalism, refuse to criticize even the most illiberal aspects of Islamic culture. The resulting accommodation undermines the values of individual liberty and equality on which our nation was founded. (Source: <http://search.barnesandnoble.com>)

(305.697 B2S8) 168566

7. Space security: need for a proactive approach by Institute for Defense Studies and Analyses. New Delhi: Academic Foundation, 2009.



The existing space regime is facing new challenges as a result of the recent advances in space technology and the emergence of space security is a critical dimension in national security calculus. This necessitates a proactive approach and a comprehensive space policy. This volume is an attempt in this direction to sensitize experts, policy makers and interested general audiences about the developments and debates in this area and their implications for India. The objective of this report, prepared by a Working Group comprising leading experts in the field is to provide a multi-disciplinary analysis including the technological, legal, political, diplomatic, and security dimensions.

(Source: [www.academicfoundation.com](http://www.academicfoundation.com))

(358.8 S7) 168607

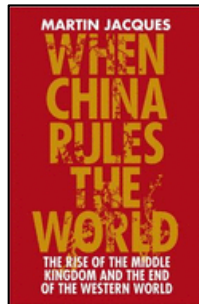
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8. A splendid exchange: how trade shaped the World by William Bernstein. London: Atlantic Books, 2008.

In this sweeping narrative history of world trade, William J. Bernstein tells the extraordinary story of global commerce from its prehistoric origins to the myriad controversies surrounding it today. He transports readers from ancient sailing ships that brought the silk trade from China to Rome in the second century to the rise and fall of the Portuguese monopoly in spices in the sixteenth; from the American trade battles of the early twentieth century to the modern era of televisions from Taiwan, lettuce from Mexico, and T-shirts from China. Lively, authoritative, and astonishing in scope, *A Splendid Exchange* is a riveting narrative that views trade and globalization not in political terms, but rather as an evolutionary process as old as war and religion—a historical constant—that will continue to foster the growth of intellectual capital, shrink the world, and propel the trajectory of the human species. (Source: [search.barnesandnoble.com](http://search.barnesandnoble.com))

(382.09 B3S7) 168608

9. When China rules the World: the rise of the middle kingdom and the end of the Western World by Martin Jacques. New Delhi: Penguin Books, 2009.



For well over two hundred years we have lived in a western-made world, one where the very notion of being modern is inextricably bound up with being western. The twenty-first century will be different. The rise of China, India and the Asian tigers means that, for the first time, modernity will no longer be exclusively western. The west will be confronted with the fact that its systems, institutions and values are no longer the only ones on offer. The key idea of Martin Jacques' ground-breaking new book is that we are moving into an era of contested modernity. The central player in this new world will be China. Continental in size and mentality, China is a 'civilization-state' whose characteristics, attitudes and values long predate its existence as a nation-state. Although clearly influenced by the west, its extraordinary size and history mean that it will remain highly distinct, and as it exercises its rapidly growing power it will change much more than the world's geo-politics. The nation-state as we understand it will no longer be globally dominant, and the Westphalian state-system will be transformed; ideas of race will be redrawn. This profound and far-sighted book explains for the first time the deeper meaning of the rise of China. (Source: [www.alibris.com](http://www.alibris.com))

(327.51 J2W4) 168610

10. Women's health and poverty alleviation in India by K S Mohindra. New Delhi: Academic Foundation, 2009.



Using a multidisciplinary approach, this volume contemplates whether micro credit can be considered "pro-health" poverty alleviation for Indian women. The links between poverty and women's health are investigated from a theoretical perspective, which draws upon economist Amartya Sen's capability approach and population-health models, as well as from an empirical perspective--based on a study examining female participation in self-help groups and their health. This monograph will be of interest to those focused on population health, poverty reduction, and women's development. (Source: [www.alibris.com](http://www.alibris.com))

(362.1082095483 M6W6) 168612

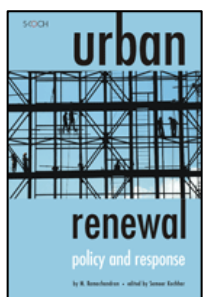
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11. The myth of the shrinking state: globalization and the state in India by Baldev Raj Nayar. New Delhi: Oxford University Press, 2009.



This study investigates the nature of the impact of globalization on the Indian state. It takes as its point of departure the thesis; set out in the introductory essay, that globalization has resulted in the erosion of the economic and welfare roles of the state. According to the author, the shift to liberalization, the resurgence of the private sector, and the acceleration of growth rate paradoxically 'empowered' and 'enabled' the state. He argues that the examination of the quantitative data strongly points to the continued expansion of the economic and welfare roles of the state, rather than decline. Therefore, the retrenchment of the state does not have much merit. He emphasizes on the fundamental continuity in the key functions of the state. He concludes by saying that the state is lagging behind in the areas of internal security, education and health, and makes suggestions for institutional reforms. (Source: [www.alibris.com](http://www.alibris.com)) (320.954 N2M9) 168622

12. Urban renewal: policy and response by M Ramachandran, edited by Sameer Kochhar. New Delhi: Academic Foundation, 2009.



The Indian Government took the historic step of launching the Jawaharlal Nehru National Urban Renewal Mission (JNNURM) in December 2005 with a view to give fillip to urban infrastructure development in 65 major cities by mobilizing Rs.50,000 crore from the Central budget and by getting a matching Rs.50,000 crore from the State governments and the Urban Local Bodies (ULBs). The response to JNNURM has been very good. As a consequence, projects costing Rs.95, 385 crore have already been sanctioned and are under various stages of implementation. This book reveals the nuances and thinking behind the JNNURM, its implementation and status on the ground and suggests the way forward. The current urban reform process undoubtedly offers tremendous opportunities to rethink economic and development priorities. This book is timely given the re-affirmed commitment of the government to urban development. It is an essential read for all interested in policy, planning, urban development and renewal issues. (Source: [www.academicfoundation.com](http://www.academicfoundation.com)) (309.2620954 R2U7) 168587

13. The Facebook era: tapping online social networks to build better products, reach new audiences, and sell more stuff by Clara Shih. Boston: Prentice-Hall, 2009.



The '90s were about the World Wide Web of information and the power of linking web pages. Today it's about the World Wide Web of people and the power of the social graph. Online social networks are fundamentally changing the way we live, work, and interact. They offer businesses immense opportunities to transform customer relationships for profit: opportunities that touch virtually every business function, from sales and marketing to recruiting, collaboration to executive decision-making, product development to innovation. In The Facebook Era, Clara Shih systematically outlines the business promise of social networking and shows how to transform that promise into reality. Shih is singularly qualified to write this book: One of the world's top business social networking thought leaders and practitioners; she created the first business application on Facebook and leads salesforce.com's partnership with Facebook.

[TOP](#)

Through case studies, examples, and a practical how-to guide, Shih helps individuals, companies, and organizations understand and take advantage of social networks to transform customer relationships for sales and marketing. Shih systematically identifies your best opportunities to use social networks to source new business opportunities, target marketing messages, find the best employees, and engage customers as true partners throughout the innovation cycle. Finally, she presents a detailed action plan for positioning your company to win in today's radically new era: The Facebook Era. (Source: [search.barnesandnoble.com](http://search.barnesandnoble.com))

(658.872 S4F2) 168616

## Economics

14. Money, finance, political economy: getting it right by Deena Khatkhate. New Delhi: Academic Foundation, 2009.



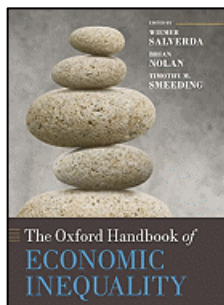
This book is a collection of essays on main issues of money and monetary policies, national and international aspects of financial policies in less developed countries, political economy of development in all its facets and reshaping of the international monetary system which were debated over the last few decades by economic theorists and the policy makers. They reveal the author's grasp of the analytics, the nuanced reasoning underlying them, prescience on several issues such as brain-drain and profile of leadership in developing societies and deep understanding of the context in which the policies based on them have evolved over the years.

Author's discussion of some of India's economic development within the overall perspective of development economics is both fascinating and original.

(Source: [www.academicfoundation.com](http://www.academicfoundation.com))

(338.954 K4M6) 168585

15. The oxford handbook of economic inequality edited by Wiemer Salverda, Brian Nolan and Timothy M Smeeding. Oxford: Oxford University Press, 2009.

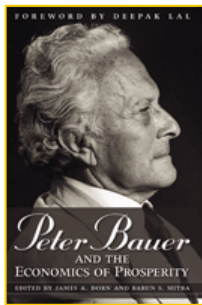


The Oxford Handbook of Economic Inequality presents a new and challenging analysis of economic inequality, focusing primarily on economic inequality in highly developed countries. Bringing together the world's top scholars this comprehensive and authoritative volume contains an impressive array of original research on topics ranging from gender to happiness, from poverty to top incomes, and from employers to the welfare state. The authors give their view on the state-of-the-art of scientific research in their fields of expertise and add their own stimulating visions on future research. Ideal as an overview of the latest, cutting-edge research on economic inequality, this is a must have reference for students and researchers alike. The volume also links to a website full of further reading and methodological annexes to assist with further research in the field. (Source: [www.alibris.com](http://www.alibris.com))

(339.2 O9) 168623

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16. Peter Bauer and the economics of prosperity edited by James A Dorn and Barun S Mitra. New Delhi: Academic Foundation, 2009.

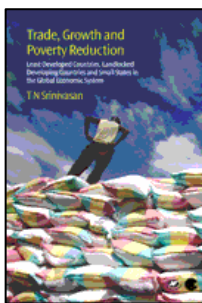


Peter Bauer was an unlikely revolutionary, yet he inspired a revolution in development economics. In an environment dominated by a poverty of clear economic thought, Bauer built his theories of economic prosperity. He fought to free the poor from the tyranny of poverty. With the recent spread of anti-market, anti-trade, and anti-migration movements in many parts of the world, it is important that we take a fresh look at the way Bauer exposed the fallacies behind these protest movements. He showed them to be anti-poor and anti-people, and to be exacerbating global poverty. This volume is an attempt towards helping in introducing the ideas of Peter Bauer to a new generation of readers. (Source:

[www.academicfoundation.com](http://www.academicfoundation.com))

(338.9 P31) 168606

17. Trade, growth and poverty reduction: least developed countries, landlocked developing countries and small states in the global economic system by T N Srinivasan. New Delhi: Academic Foundation, 2009.

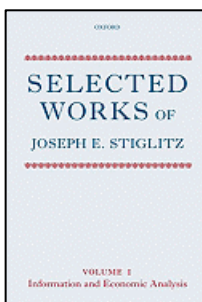


Why have the least developed countries, and other poorer countries, failed to grow as fast as other economies during recent period of globalization? Professor Srinivasan explores the broad links between growth in income, globalization, and poverty reduction. He argues that past domestic and international policies have failed to serve the interests of the poorest countries, and suggests that the current array of international institution, in their unreformed state, are ill-suited to bring about the change required. Finally he makes recommendations on needed reforms to the institutions that manage the global economic system.

(Source: [www.academicfoundation.com](http://www.academicfoundation.com))

(338.9 S7T7) 168609

18. Selected works of Joseph E Stiglitz, Vol. I: Information and economic analysis by Joseph E Stiglitz. Oxford: Oxford University Press, 2009.



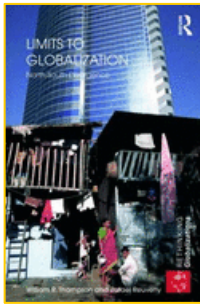
This is the first volume in a new, definitive, six-volume edition of the works of Joseph Stiglitz, one of today's most distinguished and controversial economists. Stiglitz was awarded the Nobel Prize in Economics in 2001 for his work on asymmetric information and is widely acknowledged as one of the pioneers in the field of modern information economics and more generally for his contributions to microeconomics. Volume I includes a number of classic papers which helped to form the foundations for the field of the economics of information. Stiglitz reflects on his work and the field more generally throughout the volume by including substantial original introductions to the Selected Works, the volume as a whole, and each part within the volume. The volume includes a number of foundational

papers, specifically looking at market equilibrium with adverse selection, moral hazard, and screening. This volume sets out the basic concepts underlying the economics of information, while volume II goes a step further by applying and extending these concepts in a number of different settings in labour, capital, and product markets. (Source: [www.alibris.com](http://www.alibris.com))

(330 S8S3) 168624

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19. Limits to globalization: north-south divergence by William R Thompson and Rafael Reuveny. London: Routledge, 2010.



Hard on the heels of putting the Cold War bogeyman to rest, economic globalization has loomed, at least for some, as the world system's next crisis carrier. Globalization creates winners and losers and tramples on the distinctiveness of local cultures and sovereignties. There is an assumption that if the market does its job, the poor will catch up to the rich via trade-driven growth and that in the global North and South - developed and less developed countries - cleavages will disintegrate and the world will be a better and Pareto-optimal, happier place. Accepting the existence of economic globalization processes, this book explores whether it is truly a 'global' process. It examines how globalization is experienced around the world and compares its intensity and impact in industrialized countries, and developing countries. Using a world systems approach and developing a theoretical analysis that builds on the leadership long-cycle approach to global international political economy, this book examines the issues of global inequality. The authors focus on the issues of economic growth, technological diffusion, debt, North-South conflict, democratization and globalization, and demonstrate how and why the cleavages that have characterized the global North and South in the past and present are growing more acute. (Source: [www.alibris.com](http://www.alibris.com))

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## Management

### General

20. Managing innovation: integrating technological, market and organizational change, 4<sup>th</sup> ed. by Joe Tidd and John Bessant. West Sussex: John Wiley & Sons, Inc., 2009.

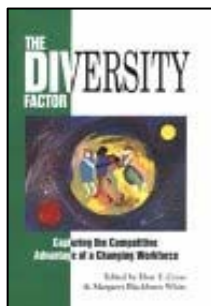


"Managing Innovation" is an established, best-selling text for MBA, MSc. and advanced undergraduate courses on management of technology, innovation management and entrepreneurship. It is also used widely by managers in both the service and manufacturing sectors. Now in its fourth edition, "Managing Innovation" has been fully revised and updated based on extensive user feedback to incorporate the latest findings and techniques in innovation management. The authors have included a new and more explicit innovation model, which is used throughout the book and have introduced two new features - Research Notes and Views from the Front Line - to incorporate more real life case material into the book. The strong evidence-based and practical approach makes this a must-read for anyone studying or working within innovation. An extensive website accompanies this text. Readers can browse an online database of audio and video clips, as well as case study material, interactive exercises and tools for innovation, whilst lecturers can find additional support material including instructor slides and teaching guides and tips. (Source: [www.alibris.com](http://www.alibris.com))

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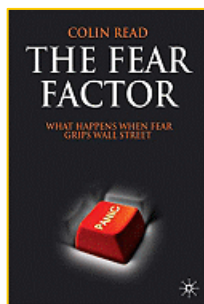
21. The diversity factor: capturing the competitive advantage of a changing workforce edited by Elsie Y Cross and Margaret Blackburn White. Chicago: McGraw-Hill, 1996.



The face of America is changing. The workforce of the 21st century will include growing numbers of women and people of color. American corporations and other organizations must develop new management skills if they are to remain competitive in the new environment. This collection of the most-requested articles from the quarterly journal *The Diversity Factor*, provides both theoretical and practical information that will help organizations learn to "manage diversity" successfully. Consultants and academicians describe processes that are being used to knock down organizational barriers that prevent the new employees from achieving their full potential, while managers and executives demonstrate how these processes are being implemented in their organizations. *The Diversity Factor* offers readers valuable information on every aspect of diversity including: Strategies for managing diversity in the workplace; Methods for building leadership skills; Discussions of the barriers managers face and how to overcome them. (Source: LOC Publisher's Description)  
(658.3041 D4) 168615

## Finance

22. The fear factor: what happens when fear grips Wall Street by Colin Read. New York: Palgrave/McMillan, 2009.

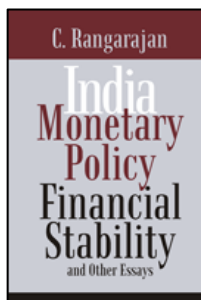


This book engages the reader in a fascinating discussion of the role played by fear in financial market panics. Professor Colin Read demonstrates, in easy-to-understand terms, that rising market fear portends to major financial declines. He discusses the science and the economics of fear and shows that the financial market has learned how to capitalize on investor or economic fear. Professor Read devises a measure of fear, called the panic index, and shows how this panic index is closely correlated to market volatility, the decline of returns for small investors and the rising profits in the financial industry. He concludes by offering a series of recommendations that can strengthen financial markets and leave them less prone to manipulation. Throughout the book, readers are provided with the necessary economic tools to enable them to understand the current market turmoil, and the author makes the case for the value of an economically literate society. (Source: [www.alibris.com](http://www.alibris.com))  
(332.6427309 R3F3) 168579

23. India: monetary policy, financial stability and other essays by C Rangarajan. New Delhi: Academic Foundation, 2009.

The volume covers a wide spectrum of topics ranging from monetary policy and financial stability to globalization and economic growth and social development. The essay on "Financial Stability" though written much before the current crisis, had anticipated many of the issues that are being debated today. The essay on "Monetary Policy" argues that maintaining price stability should be the dominant objective of monetary policy.

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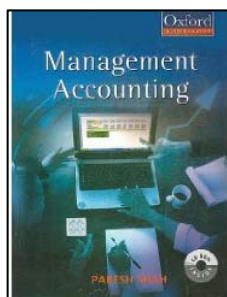


The essay on "Globalization" points out that India should seek to wrest maximum advantages from globalization by identifying the comparative advantages that India possesses. In the essay "Economic Growth and Social Development", the author pleads for an approach that weaves equity and efficiency into a coherent pattern of growth. Economic growth and social development are the two legs on which a nation should walk. Ignoring any one leg will only mean that the nation will limp along. The book is divided into four sections: Monetary Policy and Fiscal Issues; Growth and Development; Sectoral Issues – Industry, Power, Banking and Agriculture; and External Sector and Globalization. The book contains in all 25 essays and should interest a wide cross section of audience.

(Source: [www.academicfoundation.com](http://www.academicfoundation.com))

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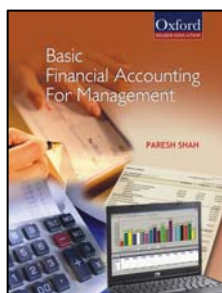
**24. Management accounting by Paresh Shah. New Delhi: Oxford University Press, 2009.**



Management Accounting is a comprehensive textbook specially designed to meet the needs of management students. It explores core concepts of management accounting through managerial applications and supplements them through numerous solved problems and case studies. Beginning with an overview to management accounting, the book acquaints the readers with the various cost concepts. It explains elements of cost like material costing, labour costing, direct expenses and overheads. It discusses the determination of cost through unit costing, job and batch costing, operating costing, contract costing and process costing. The book then discusses planning, control and decision making and management applications. The book also covers advanced topics like learning curve, target costing, capacity management, kaizen costing, quality costing, activity based costing, throughput back flush costing, etc. Users will find this book highly useful for its in-depth coverage of the key concepts of management accounting and also as a guide to make informed and systematic business decisions. (Source: [www.amazon.com](http://www.amazon.com))

(658.1512 S4M2) 168581

**25. Basic financial accounting for management by Paresh Shah. New Delhi: Oxford University Press, 2009.**

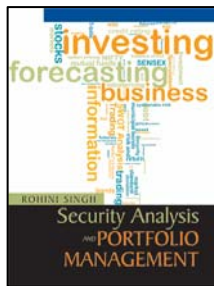


Basic Financial Accounting for Management is a comprehensive textbook specially designed to meet the needs of the first course on the subject for management students. The book discusses the basic concepts and techniques of financial accounting in a student-friendly manner. Beginning with the fundamentals of accounting, the book next discusses the recognition of transactions. It goes on to discuss the preparation, analysis, and interpretation of financial statements, which is followed by a separate section on analytical accounting. Finally, it discusses the cash flow statement, legal and regulatory aspects of accounting, corporate governance, accounting standards, and shares and debentures. With its thorough coverage of topics explained through illustrations, solved problems, working notes, and tips, the book can be an effective self-study aid for management students. (Source: [www.oup.co.in](http://www.oup.co.in))

(658.1512 S4B2) 168582

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26. Security analysis and portfolio management by Rohini Singh. New Delhi: Excel Books, 2009.



Investment is the commitment of funds for a period of time with the expectation of receiving more than the current outlay. This book examines financial decisions from the perspective of people investing in corporate securities and other assets. As investors, we need to understand the implications of investing in various assets and the associated risks and returns. This book aims to provide an introductory course in investment management. It contains a blend of theory and practice based on the Indian Financial System, and is presented in a manner that is easy to comprehend. The book contains computer exercises to promote understanding and analytical skills. (Source: [www.excelbooks.com](http://www.excelbooks.com))

(332.6 S4S3) 168602

## Marketing

27. Retail in India: a critical assessment by Mathew Joseph and Nirupama Soundararajan. New Delhi: Academic Foundation, 2009.



In recent times, there has been debate over the entry of large corporate houses into the retail sector in India. This study finds that both traditional and organized retail can not only coexist but also achieve rapid and sustained growth in the coming years. The findings of this study are based on the largest ever survey of various stakeholders and an extensive review of international experience, particularly emerging countries of relevance to India. There has been competitive response from traditional retailers through improved business practices and technology upgradation. Consumers and farmers gain considerably from the entry of organized retail. The organized retail sector is capable of taking care of itself, but public policy needs to help create a level playing field for traditional retailers. Based on the results of the surveys, the authors have made a number of specific policy recommendations for regulating the interaction of large retailers with small suppliers and for strengthening the competitive response of the traditional retailers. (Source: [www.academicfoundation.com](http://www.academicfoundation.com))

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28. Zara and her sisters: the story of the world's largest clothing retailer by Enrique Badia. New York: Palgrave/McMillan, 2009.



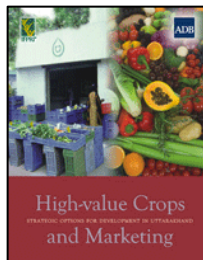
Zara and her sisters, with 3,626 shops across the world, are the indisputable global leaders in the textile sector, under the careful guidance of founder, Amancio Ortega. Many people have tried to recreate its magical formula, but the secrets to Zara's success have until now been closely guarded. These are many speculative theories that try to explain the incredible success of the Inditex group ranging from clandestine workshops full of ill-treated employees to capital coming from unmentionable sources. But of course they are not true and in fact it is hard to believe that the secret of Zara's success consists of normal strategies such as choosing the right employees, training them and passing responsibilities on to them.

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It is also about investing in the best location, even if this costs a huge amount of money and having the facilities ready to react quickly to unforeseen events. And of course above all, their success lies in listening to their customers. (Source: [www.alibris.com](http://www.alibris.com))

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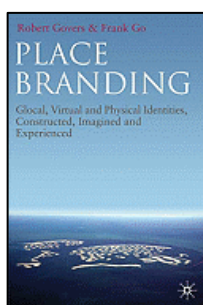
**29. High-value crops and marketing: strategic options for development in Uttarakhand by Asian development Bank. New Delhi: Academic Foundation, 2009.**



High-value crops and marketing.... studies the case of high-value agriculture in the state of Uttarakhand in the context of rapid changes in marketing at the national and international level. Uttarakhand is characterized by a significant number of opportunities in high-value agriculture. They include the presence of a high number of endemic crops, diversity in agro-climatic conditions, possibilities to produce for 'off-season' markets, organic production practices, the relative high education of producers, a strong agricultural research capacity, an active civil society, a competitive production environment and a location relatively close to terminal consumer markets, at least for part of the state. On the other hand, agriculture in Uttarakhand also faces significant challenges that limit the competitiveness of its farmers with farmers in other Indian states and outside India. These include the high number of small scattered farms creating problems of aggregation and transport costs, migration and land conversion, increasing water and climatic change problems, environmental vulnerability, wildlife attacks, and a problematic regulatory environment. This book looks at these problems in a holistic manner and suggests ways on how Uttarakhand can prepare itself better to take advantage of the changing agricultural marketing environment. Rapid changes are being made in the processing sector and a retail revolution is sweeping through India. Uttarakhand needs to position itself to utilize these developments. Current high-value chains in the State are not adapted towards these new opportunities. In order to study the different issues that inhibit growth in high-value agriculture this study looks at five value-chains: off-seasonal vegetables (tomato), temperate fruits (apple), vegetables (potato), organic crops and herbal plants. (Source: [www.academicfoundation.com](http://www.academicfoundation.com))

(381.41095451 H4) 168603

**30. Place branding: glocal, virtual and physical identities, constructed, imagined and experienced by Robert Govers and Frank Go. New York: Palgrave/McMillan, 2009.**



How will places continue to compete for the attention of potential investors, migrant workers, traders, students or tourists in an overcrowded, globalised and increasingly online market? This book provides a new perspective on the subject of Place Branding. In particular, it capitalizes on gaps across the virtual and physical global economy and builds a comprehensive and structured overview of the relevant principles, philosophies, fundamentals and models. Beyond logos and slogans, spin and gloss, it links concepts of place identity, projected image, product offering, consumption experience and perceived image in full coverage and in an orderly, theoretically modeled manner, dividing the book into relevant parts and chapters. Each part consists of a theoretical chapter and relevant research based case studies. A unique, recurring and scrupulously analyzed, best-practice, signature case study is Dubai, but also examined are Flanders (Belgium), Florida, Morocco and Singapore, the Canary Islands, The Netherlands (and its province of Zeeland), and Wales. (Source: [www.alibris.com](http://www.alibris.com))

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