



# विक्रम साराभाई पुस्तकालय VIKRAM SARABHAI LIBRARY

## New Arrivals (Books)

(On Display - 19<sup>th</sup> - 25<sup>th</sup> January, 2015)

Available for issue from 26<sup>th</sup> January, 2015

- WHERE ARE THESE BOOKS?

The new arrivals section (books) is right behind the circulation counter. These books can be issued from **26<sup>th</sup> January, 2015**.

- HOW TO RESERVE THE BOOK?

Reserve the book through online catalogue (<http://vslopac.iimahd.ernet.in>), using “Put on Hold” option.

- HOW TO SUGGEST THE BOOK?

You can suggest the book through online catalogue (<http://vslopac.iimahd.ernet.in>), using “My Purchase Suggestion” option.

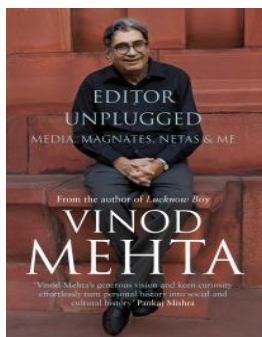
**Vikram Sarabhai Library New Arrivals (Books) 19<sup>th</sup> - 25<sup>th</sup> January, 2015**

## SUBJECTS

<b>GENERAL</b> .....	<b>3</b>
<b>MANAGEMENT</b> .....	<b>6</b>
<b>ECONOMICS</b> .....	<b>6</b>
<b>EDUCATION</b> .....	<b>6</b>
<b>ENTREPRENEURSHIP</b> .....	<b>7</b>
<b>FINANCE</b> .....	<b>8</b>
<b>GENDER STUDIES</b> .....	<b>8</b>
<b>GENERAL</b> .....	<b>9</b>
<b>MARKETING</b> .....	<b>10</b>
<b>PUBLIC POLICY</b> .....	<b>10</b>
<b>ENVIRONMENT</b> .....	<b>10</b>
<b>HEALTH</b> .....	<b>11</b>
<b>INFRASTRUCTURE</b> .....	<b>12</b>
<b>STRATEGY/BUSINESS POLICY</b> .....	<b>12</b>
<b>SOCIAL SCIENCE</b> .....	<b>13</b>
<b>DATA CD</b> .....	<b>15</b>

## GENERAL

1

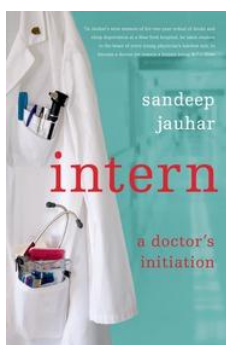


Editor unplugged: media, magnates, netas and me by Vinod Mehta. New Delhi: Penguin, 2014.

302.23 M3E2 (188179)

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2



Intern: a doctor's initiation by Sandeep Jauhar. New York: Farrar, Straus and Giroux, 2009.

610.92 J2I6 (188181)

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3



Smartcuts: how hackers, innovators, and icons accelerate success by Shane Snow. New York: Harper Business, 2014.

650.1 S6S6 (188187)

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[TOP](#)

4

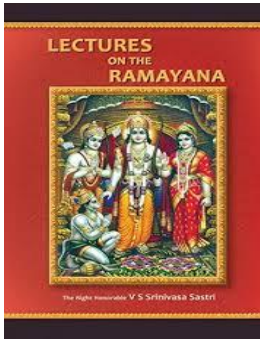


God: a very short introduction by John Bowker. Oxford: Oxford University Press, 2014.

211 B6G6 (188196) \*

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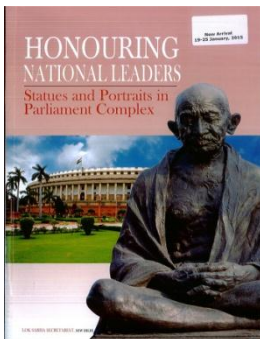
5



Lectures on the Ramayana by V. S. Srinivasa Sastri. Madras: Ganesh and Company, 2014.

294.592 S2L3 (188201)

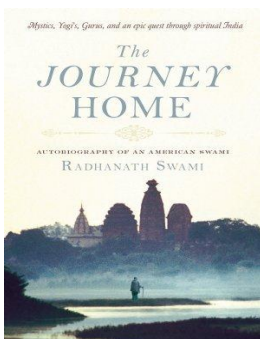
6



Honouring national leaders: statues and portraits in parliament complex by T. K. Viswanathan. New Delhi: Lok Sabha Secretariat, 2011.

954.0099 V4H6 (188215)

7



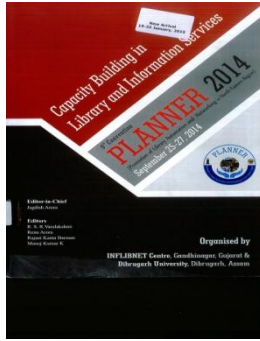
The journey home: autobiography of an American Swami by Radhanath Swami. San Rafael, California: Mandala, 2008.

294.5512092 S9J6 (188217)

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[TOP](#)

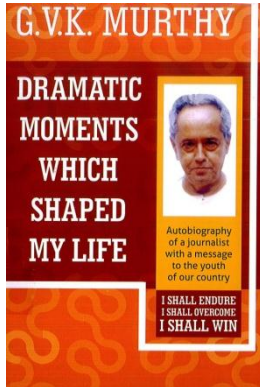
8



Capacity building in library and information services by Information and Library Network Centre. Gandhinagar: INFLIBNET Centre, 2014.

025.52 I6C2 (188218)

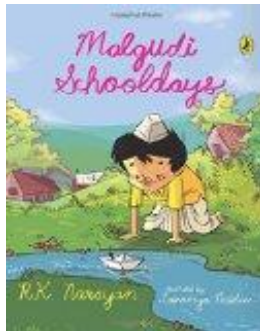
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Dramatic moments which shaped my life by G. V. K. Murthy. Chennai: Creative Prints, 2014.

070.092 M8D7 (188219)

10

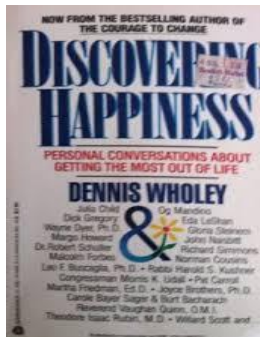


Malgudi school days by R. K. Narayan. New Delhi: Puffin Books, 2014.

823.912 N2M2 (188249)

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11



Discovering happiness: personal conversations about getting the most out of life by Dennis Wholey. New York: Avon Books, 1988.

158 W4D4 (188266) \*\*

[TOP](#)

# MANAGEMENT

## ECONOMICS

12



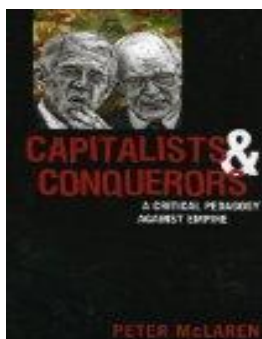
The white man's burden: why the West's efforts to aid the rest have done so much ill and so little good by William Easterly. New York: Penguin Books, 2007.

338.911713 E2W4 (188240) \*\*

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## EDUCATION

13

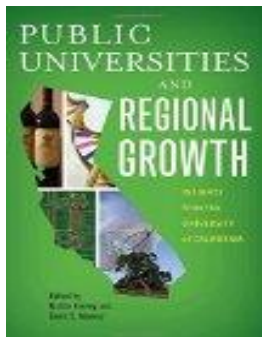


Capitalists and conquerors: a critical pedagogy against empire by Peter McLaren. Lanham: Rowman and Littlefield Publishers, Inc., 2005.

370.115 M2C2 (188245) \*

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14



Public universities and regional growth: insights from the university of California by Martin Kenney (Editor). California: Stanford Business Books, 2014.

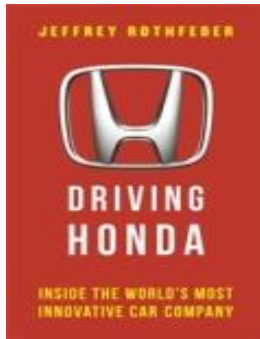
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[TOP](#)

## ENTREPRENEURSHIP

15

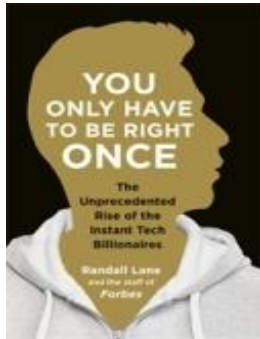


Driving Honda: inside the world's most innovative car company by Jeffrey Rothfeder. London: Portfolio Penguin, 2014.

338.47629222 R6D7 (188183)

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16

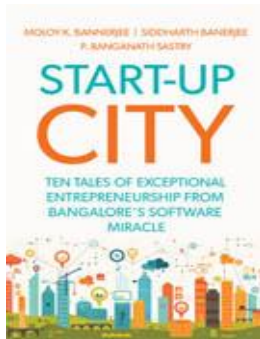


You only have to be right once: the unprecedented rise of the instant tech billionaires by Randall Lane. London: Portfolio Penguin, 2014.

384.33092273 L2Y6 (188184)

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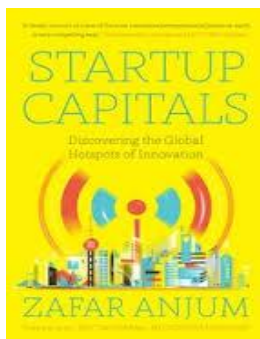
17



Start-up city: ten tales of exceptional entrepreneurship from Bangalore's software miracle by Molyk Bannerjee. Uttar Pradesh: Collins Business, 2014.

658.42 B2S8 (188200)

18

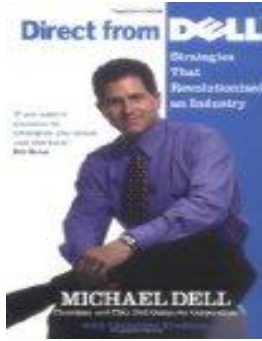


Startup capitals: discovering the global hotspots of innovation by Zafar Anjum. Gurgaon: Random House India, 2014.

338.04 A6S8 (188248)

[TOP](#)

19



Direct from Dell: strategies that revolutionized an industry by Michael Dell. London: Profile Books, 1999.

338.762139160973 D3D4 (188263)

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## FINANCE

20



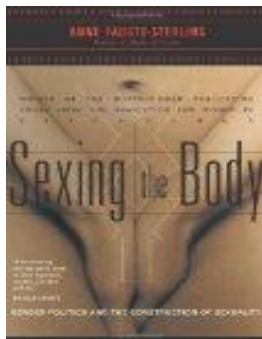
Finance: a quantitative introduction by Nico van der Wijst. New York: Cambridge University Press, 2013.

332 W4F4 (188241) \*

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## GENDER STUDIES

21



Sexing the body: gender politics and the construction of sexuality by Anne Fausto-Sterling. New York: Basic Books, 2000.

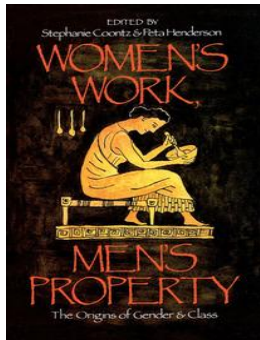
305.3 F2S3 (188260)

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[TOP](#)



22

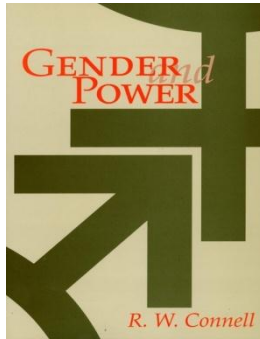


Women's work, men's property: the origins of gender and class by Stephanie Coontz (Editor). London: Verso, 1986.

305.42 W6 (188267)

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23



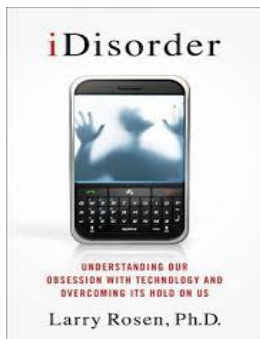
Gender and power: society, the person, and sexual politics by R. W. Connell. Stanford, California: Stanford University Press, 1987.

305.3 C6G3 (188268)

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## GENERAL

24

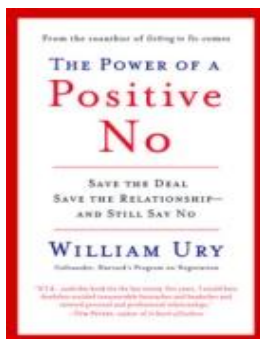


iDisorder: understanding our obsession with technology and overcoming its hold on us by Larry D. Rosen. New York: Palgrave Macmillan, 2012.

303.483 R6I2 (188246)

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25



The power of a positive no: how to say no and still get to yes by William Ury. New York: Bantam Books, 2007.

158.2 U7P6 (188269)

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[TOP](#)

## MARKETING

26



Malls of India. Delhi: Images Multimedia Pvt. Ltd., 2013.

381.1 M21/2013-16 (188185)

27



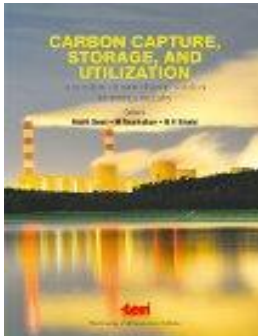
India retail report 2015 by Shubhra Saini (Editor). Delhi: Images Multimedia Pvt. Ltd., 2015.

658.87 I6/2015 (188186)

## PUBLIC POLICY

### ENVIRONMENT

28



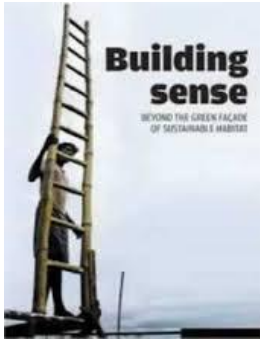
Carbon capture, storage, and utilization: a possible climate change solution for energy industry by Malti Goel. New Delhi: Tata Energy Resources Institute, 2015.

628.5 G6C2 (188242)

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[TOP](#)

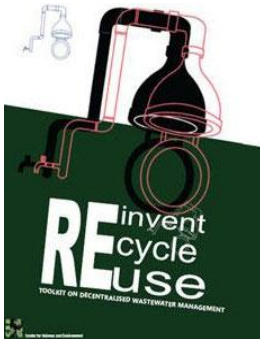
29



Building sense: beyond the green facade of sustainable habitat by Centre for Science and Environment. New Delhi: Centre for Science and Environment, 2014.

363.7 C3B8 (188243) \*

30



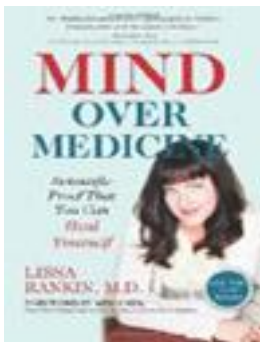
Reinvent, recycle, reuse: toolkit on decentralised wastewater management by Centre for Science and Environment. New Delhi: Centre for Science and Environment, 2013.

628.30954 C3R3 (188244)

[Click here for more details](#)

## HEALTH

31



Mind over medicine: scientific proof you can heal yourself by Lissa Rankin. Carlsbad, California: Hay House, Inc., 2013.

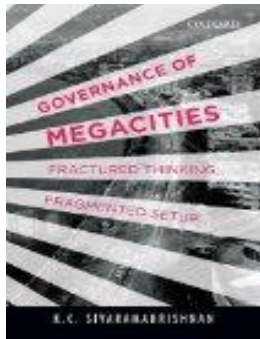
615.8528 R2M4 (188237) \*\*

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[TOP](#)

## INFRASTRUCTURE

32



Governance of megacities: fractured thinking, fragmented setup by K. C. Sivaramakrishnan. New Delhi: Oxford University Press, 2015.

320.850954 S4G6 (188197)

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33



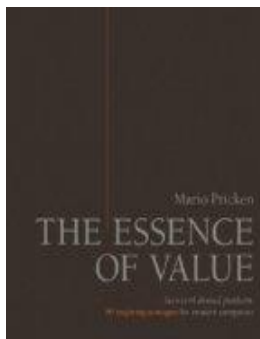
Designing exhibitions: a compendium for architects, designers and museum professionals (Text in English and German) by Aurelia Bertron. Basel: Birkhauser, 2012.

069.53 B3D3 (188261) \*

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## STRATEGY/BUSINESS POLICY

34

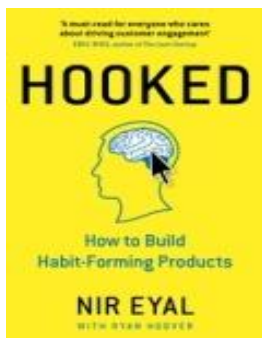


The essence of value: secrets of desired products: 80 inspiring strategies for creative companies by Mario Pricken. Erlangen: Publicis, 2014.

338.521 P7E8 (188202)

[TOP](#)

35

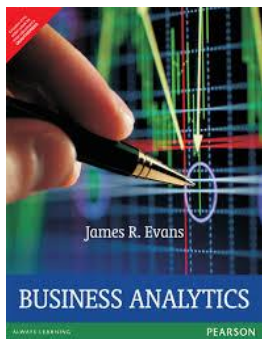


Hooked: how to build habit-forming products by Nir Eyal. London: Portfolio Penguin, 2014.

658.575019 E9H6 (188270)

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36



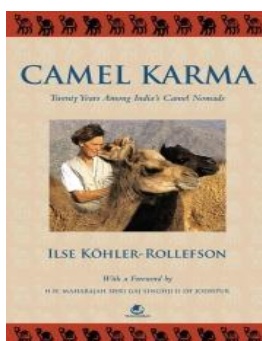
Business analytics: methods, models, and decisions by James R. Evans. Noida: Dorling Kindersley India Pvt. Ltd., 2015.

658.401 E9B8 (188271)

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## SOCIAL SCIENCE

37



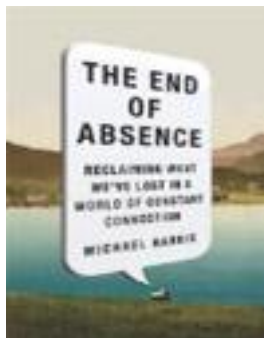
Camel karma: twenty years among India's camel nomads by Ilse Kohler-Rollefson. New Delhi: Tranquebar Press, 2014.

915.4404052 K6C2 (188180)

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[TOP](#)

38

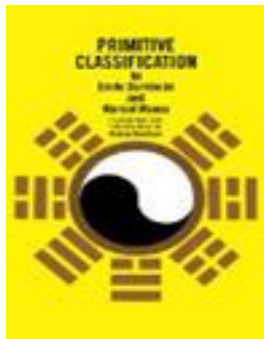


The end of absence: reclaiming what we've lost in a world of constant connection by Michael Harris. New York: Current, 2014.

302.231 H2E6 (188236)

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39

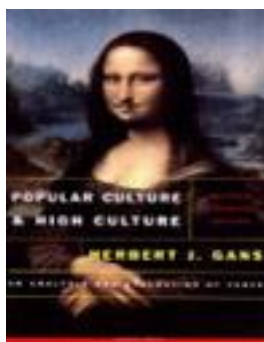


Primitive classification by Emile Durkheim. Chicago: University of Chicago Press, 1963.

572.012 D8P7 (188238)

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40

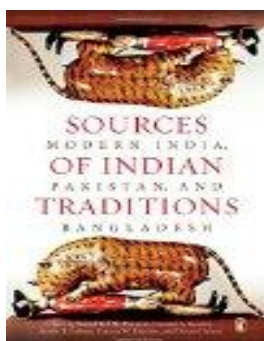


Popular culture and high culture: an analysis and evaluation of taste by Herbert J. Gans. New York: Basic Books, 1999.

306.0973 G2P6 (188239) \*

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41



Sources of Indian traditions: modern India, Pakistan and Bangladesh - Vol.2 by Rachel Fell McDermott (Editor). Gurgaon: Penguin Books, 2014.

954 S6-2014 (188247)

[TOP](#)

## DATA CD

42



Urban rail systems in India - 2014-15 by India Infrastructure Research. New Delhi: India Infrastructure Publishing Pvt. Ltd., 2014.

D002309 (CD002309)

43



Urban bus transport in India - 2014-15 by India Infrastructure Research. New Delhi: India Infrastructure Publishing Pvt. Ltd., 2014.

D002310 (CD002310)

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[TOP](#)

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