

New Book Alerts

What's New at the Library



Compiled By:

Kumar Sanjay, CLDO

VarshaSatija, LIA

NITI AAYOG
LIBRARY

1. A Game Changer's Memoir: Ex-SEBI Chief Recounts Defining Moments of His Tenure / G N Bajpai



Highly admired for his outstanding credentials as the Life Insurance Corporation of India (LIC) Chairman, G.N. Bajpai was hastily appointed as the Chairman of the Securities and Exchange Board of India (SEBI) during one of its most turbulent times between 2002 and 2005. A focused regulator, he revamped the entire organization and introduced reforms and measures of global standards causing the security markets to make major leaps which had so far been inconceivable. He played a substantial role in helping India emerge as a highly competitive, immensely lucrative and influential capital market.

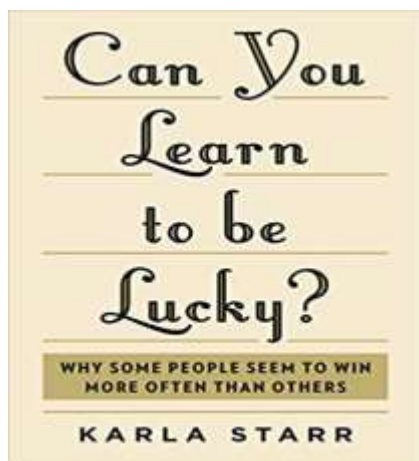
A masterful strategist, Bajpai, in this book, recounts his truly inspiring journey as he weaved through complex rules and frameworks in his efforts to turn SEBI into an effective financial regulator for the country. Easy-flowing and readable with the writer's anecdotal and educative style of writing and yet greatly comprehensive, this is a go-to book for a new generation of aspiring financial groundbreakers.

Publisher: Penguin Random House

Call No:658.8 B165A

Accession Number: 156019

2. Can You Learn to Be Lucky?: Why Some People Seem to Win More Often Than Others/ Karla Starr



Do you believe in luck?" is a polarizing question, one you might ask on a first date. Some of us believe that we make our own luck. Others see inequality everywhere and think that everyone's fate is at the whim of the cosmos. Karla Starr has a third answer: unlucky, "random" outcomes have predictable effects on our behavior that often make us act in self-defeating ways without even realizing it.

In this groundbreaking book, Starr traces wealth, health, and happiness back to subconscious neurological processes, blind cultural assumptions, and tiny details you're in the habit of overlooking. Each chapter reveals how we can cultivate personal strengths to overcome life's unlucky patterns. For instance:

- Everyone has free access to that magic productivity app—motivation. The problem? It isn't evenly distributed. What lucky accidents of history explain patterns behind why certain groups of people are more motivated in some situations than others?
- If you look like an underperforming employee, your resume can't override the gut-level assumptions that a potential boss will make from your LinkedIn photo. How can we make sure that someone's first impression is favorable?
- Just as people use irrelevant traits to make assumptions about your intelligence, kindness, and trustworthiness, we also make inaccurate snap judgments. How do these judgments affect our interactions, and what should we assume about others to maximize our odds of having lucky encounters?

We don't always realize when the world's invisible biases work to our advantage or recognize how much of a role we play in our own lack of luck. By ending the guessing game about how luck works, Starr allows you to improve your fortunes while expending minimal effort..

Publisher: Penguin Random House

Call No: 158.1 S796C

Accession Number: 156020

3. Clockwork: Design Your Business to Run Itself/ Mike Michalowicz



If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash.

Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In Clockwork, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient.

Among other powerful strategies, you will discover how to:

- * Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you.
- * Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business.
- * Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now.

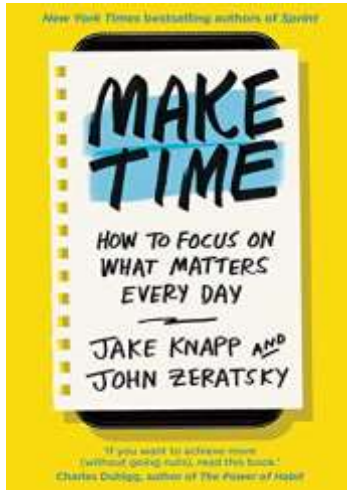
Whether you have a staff of one, one hundred, or somewhere in between, whether you're a new entrepreneur or have been overworked and overstressed for years, Clockwork is your path to finally making your business work for you.

Publisher: Penguin Random House

Call No: 658.02 M621C

Accession Number: 156021

4. Make Time: How to focus on what matters every day/ Jake Knapp



In a world where information refreshes endlessly and the workday feels like a race to react to other people's priorities faster, frazzled and distracted has become our default position. But what if the exhaustion of constant busyness wasn't mandatory? What if you could step off the hamster wheel and start taking control of your time and attention? That's what this book is about.

As creators of Google Ventures' renowned "design sprint," Jake and John have helped hundreds of teams solve important problems by changing how they work. Building on the success of these sprints and their experience designing ubiquitous tech products from Gmail to YouTube, they spent years experimenting with their own habits and routines, looking for ways to help people optimize their energy, focus, and time. Now they've packaged the most effective tactics into a four-step daily framework that anyone can use to systematically design their days. *Make Time* is not a one-size-fits-all formula. Instead, it offers a customizable menu of bite-size tips and strategies that can be tailored to individual habits and lifestyles.

Make Time isn't about productivity, or checking off more to-dos. Nor does it propose unrealistic solutions like throwing out your smartphone or swearing off social media. Making time isn't about radically overhauling your lifestyle; it's about making small shifts in your environment to liberate yourself from constant busyness and distraction.

A must-read for anyone who has ever thought, *If only there were more hours in the day...*, *Make Time* will help you stop passively reacting to the demands of the modern world and start intentionally making time for the things that matter.

Publisher: Penguin Random House

Call No:650.11 K67M

Accession Number: 156022

5. **Lost and Founder: A Painfully Honest Field Guide to the Startup World/**
RandFishkin



Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world.

This is not that story.

It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt.

Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached.

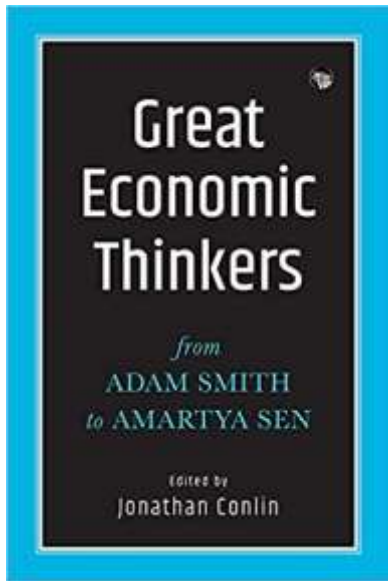
Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

Publisher: Penguin Random House

Call No:658.11 F537L

Accession Number: 156023

6. Great Economic Thinkers: From Adam Smith to Amartya Sen/Jonathan Conlin



Everything you ever needed to know about the fundamental principles of three centuries of modern economic thought, as articulated by thirteen of the world's greatest economists and thinkers

This volume presents an accessible introduction to the lives and works of the most influential economists of modern times. Free from confusing jargon and equations, it describes and discusses key economic concepts—among others, cognitive biases, saving, entrepreneurship, game theory, liberalism, laissez-faire and welfare economics—showing how they have come to shape how we see ourselves and our society today.

All of the economists featured—**Adam Smith, David Ricardo, John Stuart Mill, Karl Marx, Alfred Marshall, Joseph Schumpeter, John Maynard Keynes**, and Nobel Prize-winners **Friedrich Hayek, Milton Friedman, John Forbes Nash Jr, Daniel Kahneman, Amartya Sen** and **Joseph Stiglitz**—have had a profound influence on our attitudes towards market intervention and regulation, taxation, trade and monetary policy. Each chapter combines a biographical outline of a single thinker with critical analysis of their contribution to economic thought.

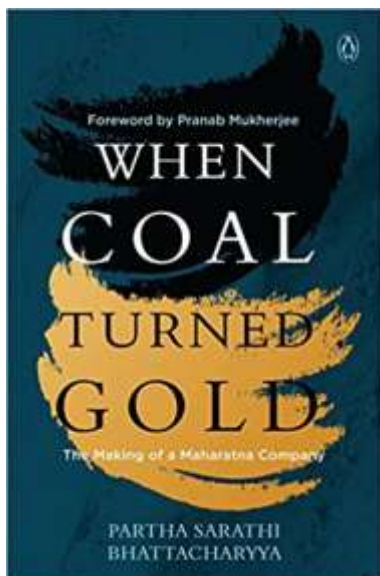
If you've ever wanted to find out more about the foundational concepts of modern economics—the invisible hand, Marxism, Keynesianism, creative destruction and behavioral economics, and many others—this book is perfect for you.

Publisher: Penguin Random House

Call No:330.1 C752G

Accession Number: 156024

7. **When Coal Turned Gold: The Making of a Maharatna Company/ Partha Sarathi Bhattacharyya**



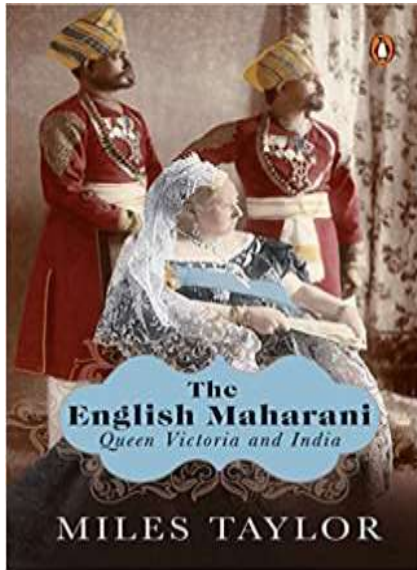
Coal India Ltd (CIL) contributes to about 82 per cent of India's coal production. In *When Coal Turned Gold*, former chairman and managing director of CIL, Partha Sarathi Bhattacharyya, tells the story, warts and all, of how he dealt with the Dhanbad coal mafia, how he changed the way the industry was perceived, how he dealt with the trade unions and the government and, most importantly, how he was able to script one of the greatest success stories the country had ever seen.

Publisher: Penguin Random House

Call No:338.2724 B575W

Accession Number: 156025

8. The English Maharani: Queen Victoria and India/Miles Taylor



Queen Victoria was at the head of the Raj, Britain's Indian empire, for much of her long reign. Passionately involved, she intervened in Indian politics, commissioned artists and photographers to record a landscape and people that she never saw herself, sent her sons as ambassadors to the subcontinent, and surrounded herself with the trappings of the Indian conquest, from the Koh-i-Noor diamond to her own Indian troop escort and servants.

Indian politics and society were in turn fundamentally reshaped by her influence: maharajas vied for her favour, missionaries used her as a tool for conversion and Indian reformers turned to her as a symbol of justice and equality. She also became an object of fascination and veneration: hundreds of popular biographies and tributes emerged from the vernacular printing presses, and her two jubilees of 1887 and 1897 were celebrated with unprecedented gusto.

In this new and original account, Miles Taylor charts the remarkable effects India had on the queen as well as the pivotal role she played in India. Drawing on official papers and an abundance of poems, songs, diaries and photographs, Taylor challenges the notion that Victoria enjoyed only ceremonial power and that India's loyalty to her was without popular support. On the contrary, the rule of the queen-empress penetrated deep into Indian life and contributed significantly to the country's modernisation, both political and economic.

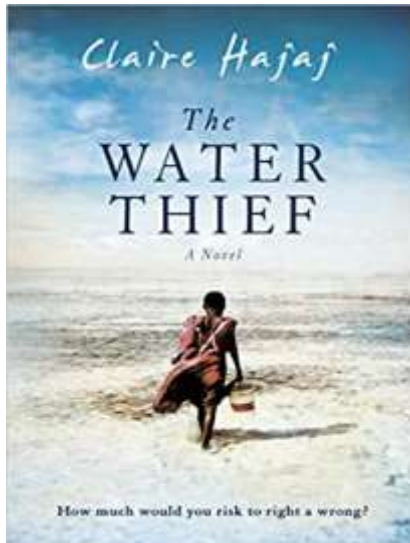
In this subtle portrayal of Victoria's India, Taylor suggests that the Raj was one of her greatest successes.

Publisher: Penguin Random House

Call No:941.081092 T244T

Accession Number: 156026

9. The Water Thief/ Claire Hajaj



When a heart attack kills his father, young architect Nick abandons his comfortable London life to volunteer abroad for a year – a last chance to prove himself, and atone for old sins.

But in a remote village on the edge of the Sahara, dangerous currents soon engulf him: a simmering family conflict, hidden violence and fanaticism, his host's lonely wife hiding secrets of her own. Their attraction threatens both their worlds, blurring the line between right and wrong. And when a deadly drought descends it brings an irrevocable choice. With all their hopes at stake, should he take matters into his own hands? Or let fate run its course? His decision has life-changing consequences for them all.

Publisher: Oneworld

Call No:823 H154T

Accession Number: 156027

10. Milk Teeth/ Amrita Mahale



Childhood allies Ira Kamat and Kartik Kini meet on the terrace of their building in Matunga, Mumbai. A meeting is in progress to decide the fate of the establishment and its residents. And the zeitgeist of the 1990s appears to have touched everyone and everything around them.

Ira is now a journalist on the civic beat, unearthing stories of corruption and indolence, and trying to push back memories of a lost love. Kartik works a corporate job with an MNC, and leads a secret, agonising, exhilarating second life. Between and around them throbs the living, beating heart of Mumbai, city of heaving inequities and limitless dreams.

Publisher: Context

Call No: 823 M214M

Accession Number: 156028