

# New Book Alerts

What's New at the Library



Compiled By:

Kumar Sanjay, CLDO

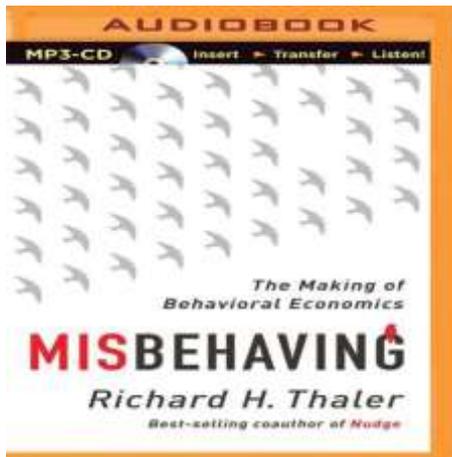
Varsha Satija, LIA

NITI AAYOG  
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# NEW BOOKS ADDED IN THE LIBRARY

## 1. Misbehaving: The Making of Behavioral Economics/Richard H. Thaler



Richard H. Thaler has spent his career studying the radical notion that the central agents in the economy are humans?predictable, error-prone individuals. *Misbehaving* is his arresting, frequently hilarious account of the struggle to bring an academic discipline back down to earth?and change the way we think about economics, ourselves, and our world.

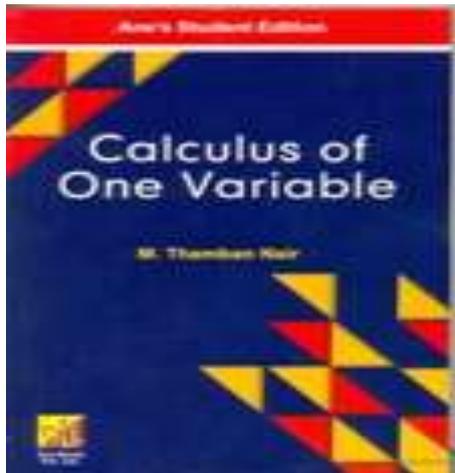
Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying a clock radio, selling basketball tickets, or applying for a mortgage, we all succumb to biases and make decisions that deviate from the standards of rationality assumed by economists. In other words, we misbehave. More importantly, our misbehavior has serious consequences. Dismissed at first by economists as an amusing sideshow, the study of human miscalculations and their effects on markets now drives efforts to make better decisions in our lives, our businesses, and our governments. Coupling recent discoveries in human psychology with a practical understanding of incentives and market behavior, Thaler enlightens listeners about how to make smarter decisions in an increasingly mystifying world. He reveals how behavioral economic analysis opens up new ways to look at everything from household finance to assigning faculty offices in a new building, to TV game shows, the NFL draft, and businesses like Uber.

**Pub:Penguin**

**Call No: 330.019 T365M**

**Accession No:155350**

## **2. Calculus of One Variable/ M.Thamban Nair**



The book is meant for a one-semester introductory course on Calculus of One Variable at the Bachelors levels of Science and Engineering programs. It provides clear understanding of the basic concepts of differential and integral calculus, and also introduces slightly advanced topics such as power series and Fourier series. The introduction of sequences and series as the first chapter of the book helps a great deal in the discussion of various other concepts in the later chapters.

Key features:

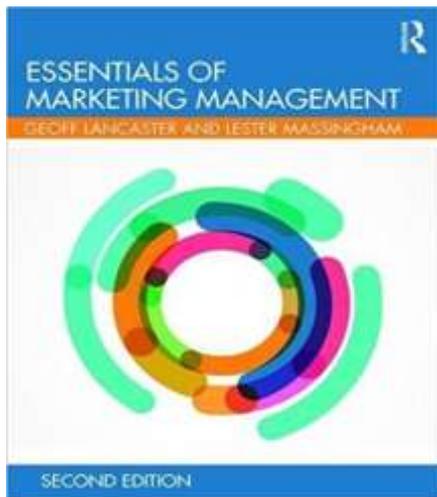
- Precise definitions of basic concepts are given.
- Several motivating examples are provided for understanding the concepts and also for illustrating the results.
- Proofs of theorems are given with sufficient motivation – not just for the sake of proving them alone.
- Remarks in the text supply additional information on the topics under discussion.
- Exercises are interspersed within the text for making the students attempt them while the lectures are in progress.
- Large number of problems at the end of each chapter are meant as home-assignments.

**Pub: Ane Books**

**Call No: 515 N158C**

**Accession No:155354**

### **3. Essentials of Marketing Management/ Geoffrey Lancaster**



The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, Lancaster and Massingham's vital study offers an alternative to the traditional American focused teaching materials currently available.

This second edition has been fully revised and updated, including a new chapter on digital marketing written by Dr Wilson Ouzem.

Topics covered include:

- consumer and organizational buyer behaviour
- product and innovation strategies
- direct marketing
- Social media marketing

Designed and written for undergraduate, MBA and masters students in marketing management classes, *Essentials of Marketing Management* builds on the successful earlier edition to provide a solid foundation to understanding this core topic.

**Pub:Routledge**

**Call No:658.8 L252E**

**Accession No:155367**

## **4. World Development Report 2018: Learning to realize education's promise/World Bank**



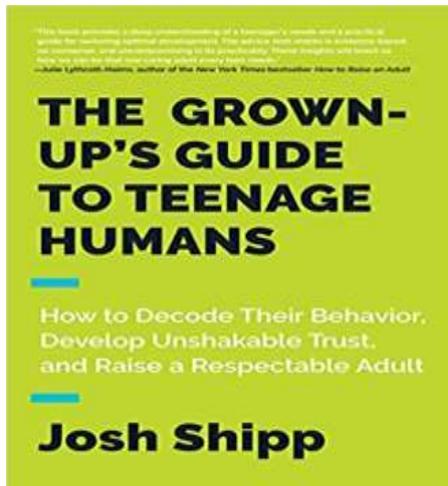
Every year, the World Bank's World Development Report (WDR) features a topic of central importance to global development. The 2018 WDR—LEARNING to Realize Education's Promise—is the first ever devoted entirely to education. And the time is right: education has long been critical to human welfare, but it is even more so in a time of rapid economic and social change. The best way to equip children and youth for the future is to make their learning the center of all efforts to promote education. The 2018 WDR explores four main themes: First, education's promise: education is a powerful instrument for eradicating poverty and promoting shared prosperity, but fulfilling its potential requires better policies—both within and outside the education system. Second, the need to shine a light on learning: despite gains in access to education, recent learning assessments reveal that many young people around the world, especially those who are poor or marginalized, are leaving school unequipped with even the foundational skills they need for life. At the same time, internationally comparable learning assessments show that skills in many middle-income countries lag far behind what those countries aspire to. And too often these shortcomings are hidden—so as a first step to tackling this learning crisis, it is essential to shine a light on it by assessing student learning better. Third, how to make schools work for all learners: research on areas such as brain science, pedagogical innovations, and school management has identified interventions that promote learning by ensuring that learners are prepared, teachers are both skilled and motivated, and other inputs support the teacher-learner relationship. Fourth, how to make systems work for learning: achieving learning throughout an education system requires more than just scaling up effective interventions. Countries must also overcome technical and political barriers by deploying salient metrics for mobilizing actors and tracking progress, building coalitions for learning, and taking an adaptive approach to reform.

**Pub: World Bank**

**Call No:338.9106611 W927W**

**Accession No:155346**

## **5. The Grown-Up's Guide to Teenage Humans: How to Decode Their Behavior, Develop Unshakable Trust, and Raise a Respectable Adult/Josh Shipp**



Harvard's Center on the Developing Child found that every kid who succeeds in the face of adversity has had at least one committed relationship with a supportive adult. But Josh Shipp didn't need Harvard to understand that. Once an at-risk foster kid, he was facing down a bleak future that was likely to include prison or homelessness--until he met the grown-up who changed his life. Enter Rodney, the foster parent who refused to quit on Shipp and finally got him to believe in himself.

Now, in *The Grown-Up's Guide to Teenage Humans*, Shipp shows us how to be that sort of caring adult in a teenager's life. Stressing the need for mutual respect, trust, and encouragement, he identifies three key mindsets crucial to understanding teens. He breaks down the distinct phases of teenage life, examining the challenges at each phase, and offers revelatory stories that take us deep inside the teen brain.

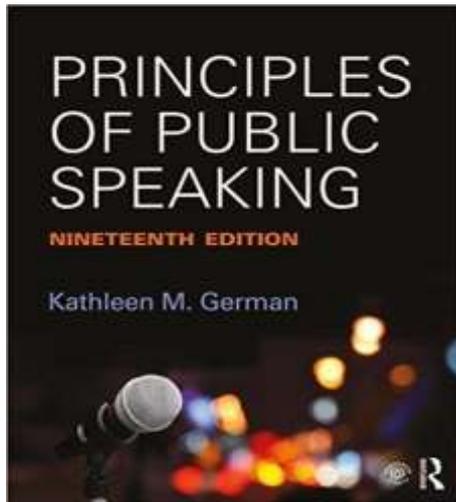
Written in Shipp's playful but authoritative voice, *The Grown-Up's Guide to Teenage Humans* lays out unflinchingly practical ways to make a difference in a teen's life. As Shipp reminds us, raising a respectable adult comes down to investing in teens and giving them the boundaries, time, and support they need to thrive.

**Pub:Harper Collins**

**Call No:306.874 S557G**

**Accession No:155356**

## **6. Principles of Public Speaking/Kathleen M. German**



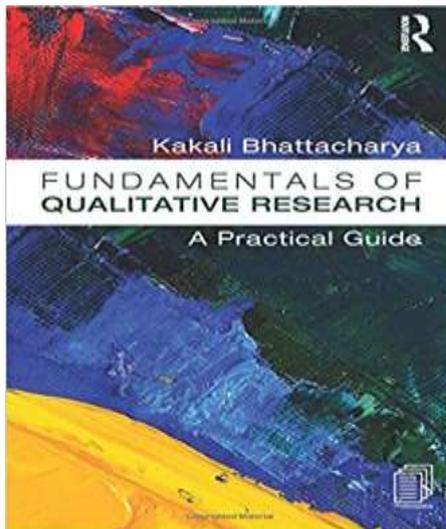
Balancing skills and theory, *Principles of Public Speaking, 19th Edition*, emphasizes orality, internet technology, and critical thinking as it encourages the reader to see public speaking as a way to build community in today's diverse world. Within a framework that emphasizes speaker responsibility, listening, and cultural awareness, this classic book uses examples from college, workplace, political, and social communication to make the study of public speaking relevant, contemporary, and exciting. This edition opens with a new chapter on speaking apprehension, and offers enhanced online resources for instructors and students..

**Pub: Routledge**

**Call No:808.51 G373P**

**Accession No:155368**

## **7. Fundamentals of Qualitative Research: A Practical Guide/Kakali Bhattacharya**



This book is the road map to proficiency and development in the field of qualitative research. Borrowing from a wealth of experience teaching introductory qualitative research courses, author Kakali Bhattacharya lays out a dynamic program for learning different paradigms of inquiry, empowering students to recognize the convergence of popular research methodologies as well as the nuances and complexities that set each of them apart. Her book:

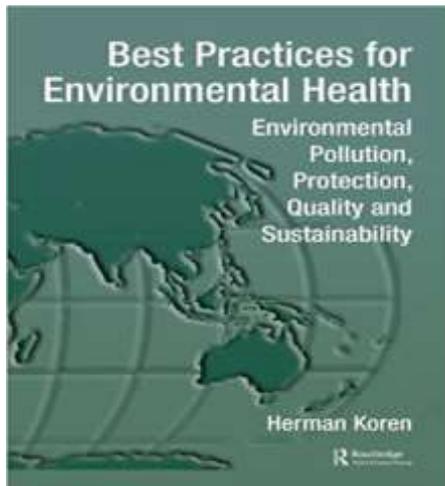
- supplements the readings and activities in a qualitative methods class, exposing students to the research process and the dominant types of qualitative research;
- introduces a variety of theoretical perspectives in qualitative research, including positivism and postpositivism, interpretivism, feminism, symbolic interactionism, phenomenology, hermeneutics, critical theory, and Critical Race Theory;
- identifies and summarizes the three dominant methodological approaches in qualitative research: narrative inquiry, grounded theory, and ethnography;
- provides interactive activities and exercises to help students crystallize their understanding of the different topics in each chapter.

**Pub: Routledge**

**Call No:011.422 B575F**

**Accession No:155369**

## **8. Best Practices for Environmental Health: Environmental Pollution, Protection, Quality and Sustainability/Herman Koren**



In a present where there are countless opportunities for the spread of exotic diseases, the expansion and creation of far more illness in our global population through globalization and rapid transportation, and the contamination of water, air and land, we find ourselves accountable. In this day and age we are confronted by global warming, Ebola, the Zika virus, lead in our water supply, enormous problems of infrastructure including aging sewer lines, water lines, electrical grids, roads and bridges, and the list goes on and on.

*Best Practices for Environmental Health: Environmental Pollution, Protection, Quality and Sustainability* is a one source major response to all of the environmental issues that affect global health and the worldwide protection and preservation of the natural environment. It compiles broad-based and comprehensive coverage of environmental topics, broken down by specialized fields. Topics range from children's environmental health to food protection and technology, water and waste systems, infection control, bioterrorism and pandemic health emergencies, and HAZMAT. Plus, it includes an overview of the current state of the profession and sections on programmatic techniques. This book helps solve the problems of disease and injury by presenting expert, evidence-based best practices.

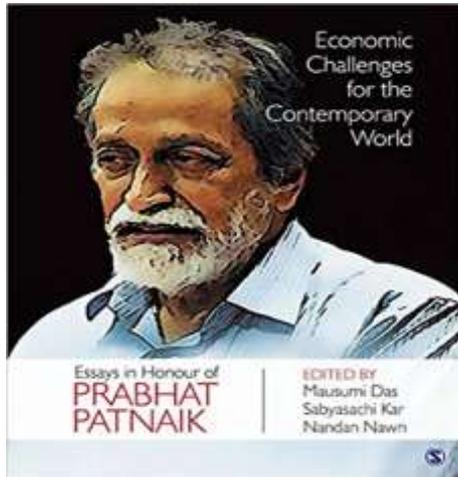
This first of the kind handbook is essential reading for all environmental and public health undergraduate students, as well as a fantastic overview for professionals in all environmental health, pollution and protection areas.

**Pub: Routledge**

**Call No:362.1 K78B**

**Accession No:155366**

## **9.Economic Challenges for the Contemporary World: Essays in Honour of Prabhat Patnaik/ Mausumi Das**



This book brings together diverse scholarship on various aspects of economic development that underscore the importance of tackling dominant and contemporary issues concerning the national and global economy. Divided into five distinct themes—economic growth, engaging with globalisation, poverty and inequality, macroeconomic issues, political economy and developmental aspects—the essays outline significantly contrasting methodologies that are used to deal with issues of vital importance.

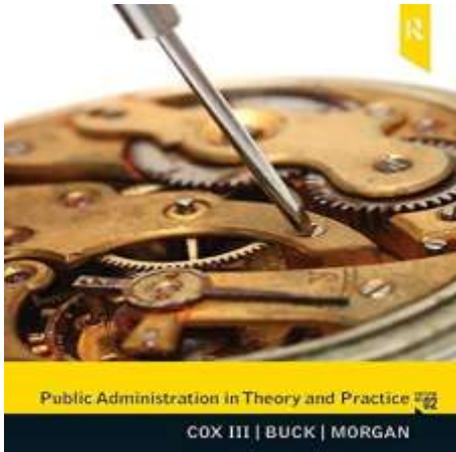
Topical and up-to-date, the volume challenges the laissez faire philosophy and highlights the weaknesses of a free market as well as its inability to deal with the current issues.

**Pub:SAGE**

**Call No:330 D229E**

**Accession No:155374**

## **10.Public Administration in Theory and Practice/Raymond Cox**



Hailed for its timelessness and timeliness, *Public Administration in Theory and Practice* examines public administration from a normative perspective, and provides students with an understanding of the *practice* of public administration. Combining historical, contextual and theoretical perspectives, this text give students a truly comprehensive overview of the discipline and focuses on the practical implications of public administration theory.

### Features

- Normative perspective focuses on the practice of public administration and helps students understand what public administrators *do*.
- Historical, contextual and theoretical perspectives provide comprehensive coverage of the subject matter.
- A thematic overview reinforces the multiple conceptual frameworks or lens through which we see public administration.
- Students will learn to think through to practical and realistic solutions that acknowledge an historic precedence and theory.
- Emphasis on performance measures and assessments

**Pub: Routledge**

**Call No:351 C877P**

**Accession No:155371**