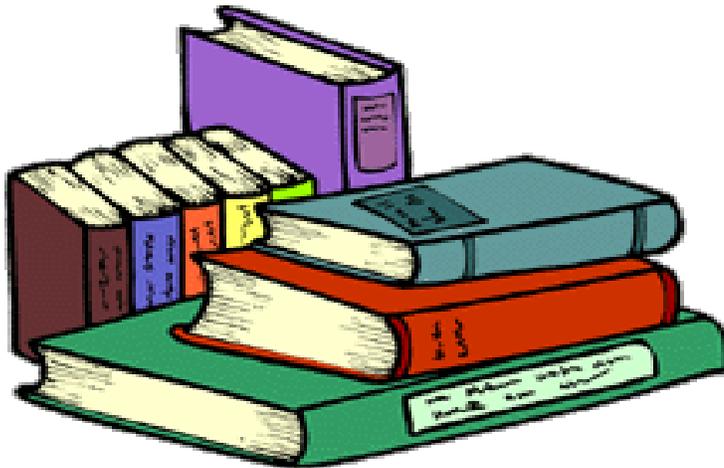


New Book Alerts

What's New at the Library



Compiled By:

S. Wadhawan, ALIO

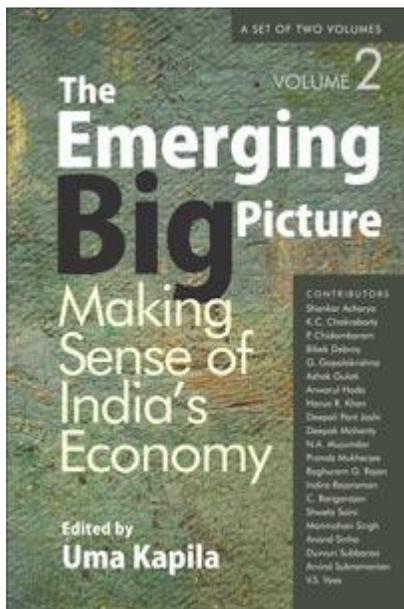
Varsha Satija, SLIA

PLANNING COMMISSION
LIBRARY



NEW BOOKS ADDED IN THE LIBRARY

1. The Emerging Big Picture /Uma Kapila



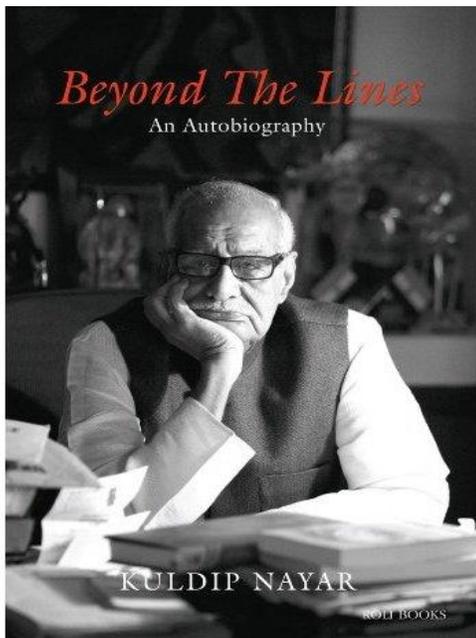
Indian economy is currently going through a difficult period. However, the problems are not unique to India. Growth has slowed down in many other emerging market and developing economies (EMDEs). This book entitled: “The Emerging Big Picture: Making Sense of India’s Economy”, in two volumes, comprising the writings of eminent economists, policy makers, distinguished scholars and subject experts, throws light on various reasons attributed to the growth slowdown and collectively provide roadmap for not only accelerating economic growth but also sustainable and regionally more inclusive growth.

Pub: Academic Foundation

Call No.330.954 K17E

Accession No.152287

2. **Beyond The Lines/ Kuldip Nayar**



As a young law graduate in Sialkot (now in Pakistan), Kuldip Nayar witnessed at first hand the collapse of trust between Hindus and Muslims who were living together for generations, and like multitude of population he was forced to migrate to Delhi across the blood-stained plains of Punjab. From his perilous journey to a new country and to his first job as a young journalist in an Urdu daily, Nayar's account is also the story of India. From his days as a young journalist in Anjam to heading India's foremost news agency, UNI and from mainstream journalism to starting his now immensely popular syndicated column, *Between the Lines*, Nayar has always stood for the freedom of press and journalism of courage. Widely respected for his columns, his autobiography opens on the day Pakistan Resolution was passed in Lahore

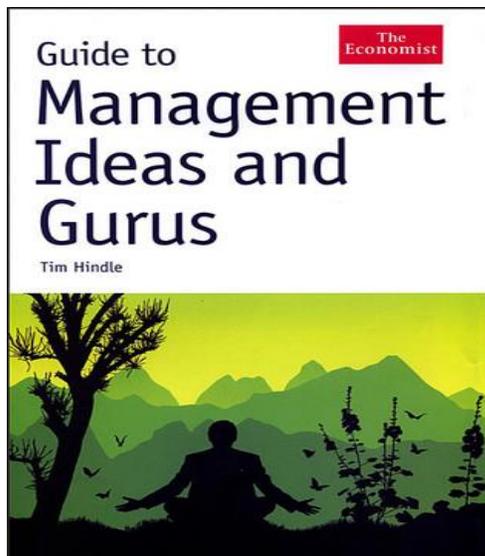
in 1940 and takes us on a journey through Indias story of a nation working on its foreign policy, development plans, relations with neighbouring countries, and dealing with coalition politics among others. From events of historical and political relevance like Tashkent Declaration and the 1971 war and the liberation of Bangladesh, to interviewing Zulfikar Ali Bhutto and Mujibur Rahman and from meeting Pakistans father of nuclear bomb, Dr A.Q. Khan, to his close association with Lal Bahadur Shastri and Jayaprakash Narayan, Nayars narrative is a detailed inside view of our nations past and present

Pub: Roli Books

Call No.920.554 N331B

Accession Number: 152289

3. Guide to Management Idea and Gurus/Tim, Hindle



Good management is a precious commodity in the corporate world. "Guide to Management Ideas and Gurus" is a straight-forward manual on the most innovative management ideas and the management gurus who developed them.

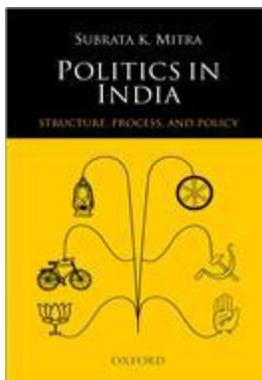
The earlier edition, "Guide to Management Ideas, " presented the most significant ideas that continue to underpin business management.

Pub: Profile Books

Call No. 658.4 H662G

Accession Number: 152290

4. Politics in India/Subrata K. Mitra



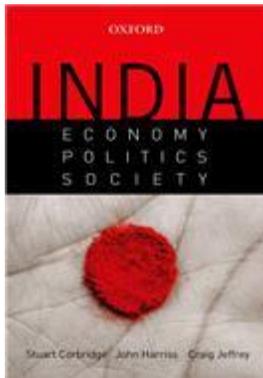
Over the past six decades, India's competitive political process has brought the country's diverse population into the fabric of a nation and a democratic political system. Politics in India analyses this achievement, rare among post-colonial states, in the areas of democracy, governance, economic growth, welfare, citizenship, and poverty reduction. India's political discourse is an amalgam of modern institutions and pre-modern practices, beliefs, and symbols within the framework of a modern state. The country's transition into a resilient, multi-party democracy has been facilitated by multiple factors such as federalism, elections, informal and institutionalized forms of power-sharing, an active and socially engaged judiciary, liberalization of the economy, and a supportive international context during the formative years. Subrata Mitra mostly uses 'rational choice' as a heuristic device to understand the structure and processes of Indian politics since Independence. Updated and revised, this edition analyses Indian politics at the level of the nation, region, and locality towards the formulation of policy.

Pub: Oxford University

Call No.320.954 M684P

Accession Number: 152291

5. India: Economy Politics Society /Stuart Corbridge



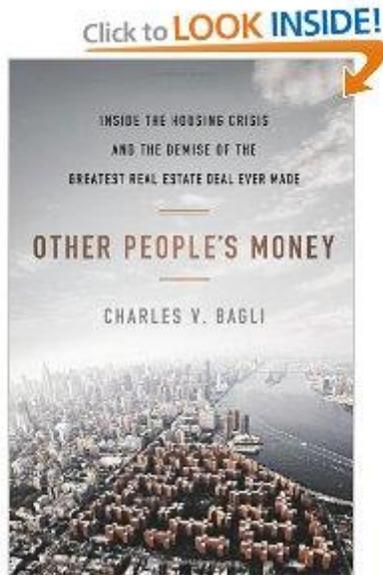
Twenty years ago India was usually thought of as a typical developing country, home to the largest number of poor people of any country in the world, and beset by problems of low economic growth, casteism and violent religious conflict. Now India is being feted as an economic powerhouse which might well become the second largest economy in the world before the middle of this century. Its democratic traditions, moreover, remain broadly intact. How and why has this historic transformation come about? And what are its implications for the people of India, for Indian society and politics? These are the big questions addressed in this book by three scholars who have lived and researched in different parts of India during the period of this great transformation. Each chapter seeks to answer a particular question. When and why did India take off? How did a weak state promote audacious reform? Does caste still matter? Why is India threatened by a Maoist insurgency? In addressing these and other pressing questions, the authors take full account of vibrant new scholarship that has emerged over the past decade or so, both from Indian writers and India specialists, and from social scientists who have studied India in a comparative context.

Pub: Oxford University Press

Call No.330.954 C264I

Accession No. 152292

6. Other People's Money /Charles V. Bagli



In just over three years, real estate giant Tishman Speyer and its partner, Blackrock, lost billions of investors' dollars on a single deal. The New York Times reporter who first broke the story of the sale of Stuyvesant Town-Peter Cooper Village takes readers inside the most spectacular failure in real estate history, using this single deal as a lens to see how and why the real estate crisis happened. How did the smartest people in real estate lose billions in one single deal? How did the Church of England, the California public employees' pension fund, and the Singapore government lose more than one billion dollars combined investing in a middle-class housing complex in New York City? How did MetLife make three billion dollars on the deal without any repercussions from a historically racist policy of housing segregation? And how did nine residents of a sleepy enclave in New York City win one of the most unlikely lawsuits in the history of real estate law? Not only does Other People's Money answer those questions, it also explains the

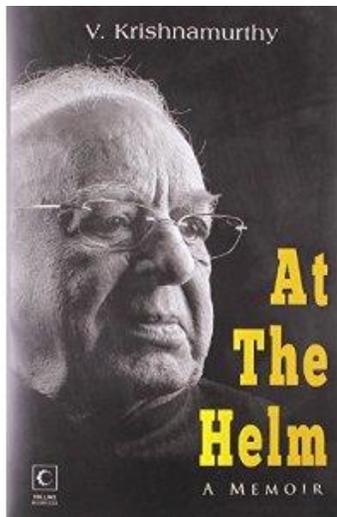
current recession in stark, clear detail while providing riveting first-person accounts of the titanic failure of the real estate industry to see that a recession was coming. It's the definitive book on real estate during the bubble years—and what happened when that enormous bubble exploded.

Pub: Plume

Call No. 332.432 B1440

Accession No. 152293

7. At the Helm: A Memoir /Krishnamurthy V.



If for any reason at all he fails, virtually the entire public sector will have to be written off for the next twenty years, noted the panel that chose V. Krishnamurthy as the Business India Businessman of the Year in 1987. Management of a business enterprise in India is a lot more difficult than in other countries. There are far more uncertainties that an Indian manager has to encounter while performing his tasks—even more so in state-owned companies, often synonymous with inefficiency, than in private ones. But Krishnamurthy, through his exemplary stewardship of three enterprises, emerged as the pride of India's public sector in the 1970s and 1980s. At Bharat Heavy Electricals Limited, he saved the company from imminent disintegration and dispelled Indira Gandhi's impression that Indian managers do not have the ability to manage large

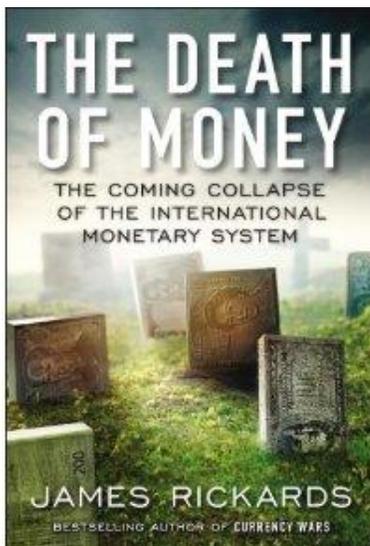
organizations. At Maruti Udyog, he was given the responsibility of not just manufacturing a car but of modernizing the automobile industry itself. Steel Authority of India was almost a sunset company when he took over but he shook up the organization from its very foundations and put it back in a leadership position. At the Helm is the story of how a boy from the temple town of Karuveli in Tamil Nadu starts out as a technician at airfields during the Second World War but goes on to script the biggest success stories of young India's fledgling public sector over the next five decades.

Pub: Harper Callin

Call No.923.8 K92A

Accession No. 152294

8. The Death of Money /James Rickards



The next financial collapse will resemble nothing in history. . . . Deciding upon the best course to follow will require comprehending a minefield of risks, while poised at a crossroads, pondering the death of the dollar. "The international monetary system has collapsed three times in the past hundred years, in 1914,

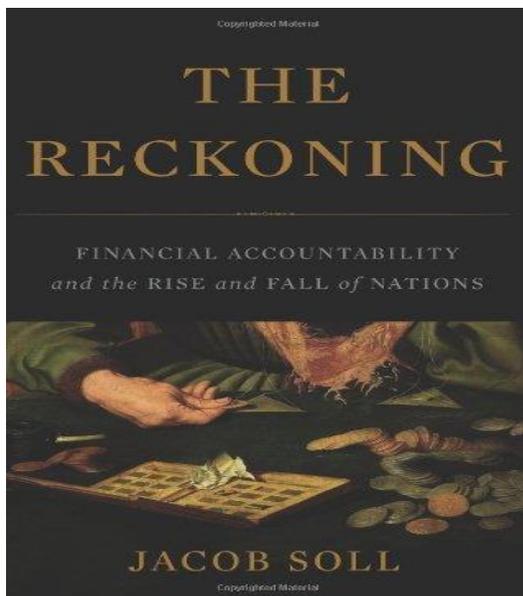
1939, and 1971. Each collapse was followed by a period of tumult: war, civil unrest, or significant damage to the stability of the global economy. Now James Rickards, the acclaimed author of *Currency Wars*, shows why another collapse is rapidly approaching—and why this time, nothing less than the institution of money itself is at risk. The American dollar has been the global reserve currency since the end of the Second World War. If the dollar fails, the entire international monetary system will fail with it. No other currency has the deep, liquid pools of assets needed to do the job. Optimists have always said, in essence, that there’s nothing to worry about—that confidence in the dollar will never truly be shaken, no matter how high our national debt or how dysfunctional our government. But in the last few years, the risks have become too big to ignore. While Washington is gridlocked and unable to make progress on our long-term problems, our biggest economic competitors—China, Russia, and the oil producing nations of the Middle East—are doing everything possible to end U.S. monetary hegemony.

Pub: Portfolio

Call No.332.414 R539D

Accession No. 152295

9. The Reckoning /Jacob Soll



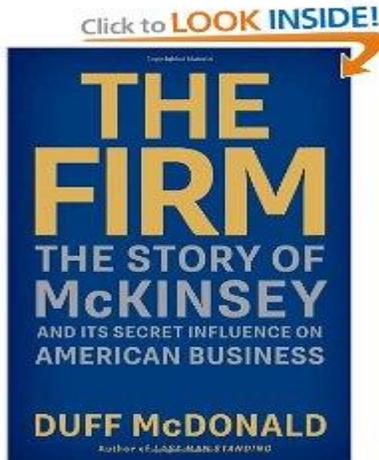
Whether building a road or fighting a war, leaders from ancient Mesopotamia to the present have relied on financial accounting to track their state's assets and guide its policies. Basic accounting tools such as auditing and double-entry bookkeeping form the basis of modern capitalism and the nation-state. Yet our appreciation for accounting and its formative role throughout history remains minimal at best—and we remain ignorant at our peril. The 2008 financial crisis is only the most recent example of how poor or risky practices can shake, and even bring down, entire societies. In *The Reckoning*, historian and MacArthur “Genius” Award-winner Jacob Soll presents a sweeping history of accounting, drawing on a wealth of examples from over a millennia of human history to reveal how accounting has shaped kingdoms, empires, and entire civilizations. The Medici family of 15th century Florence used the double-entry method to win the loyalty of their clients, but eventually began to misrepresent their accounts, ultimately contributing to the economic decline of the Florentine state itself. In the 17th and 18th centuries, European rulers shunned honest accounting, understanding that accurate bookkeeping would constrain their spending and throw their legitimacy into question. And in fact, when King Louis XVI's director of finances published the crown's accounts in 1781, his revelations provoked a public outcry that helped to fuel the French Revolution. When transparent accounting finally took hold in the 19th Century, the practice helped England establish a global empire. But both inept and willfully misused accounting persist, as the catastrophic Stock Market Crash of 1929 and the Great Recession of 2008 have made all too clear.

Pub: Allen Lave

Call No.330.903 S684R

Accession No. 152296

10. The Firm: The Inside Story of / Duff McDonald



The history of McKinsey & Co., America's most influential and controversial business consulting firm, told by star financial journalist and Fortune contributing editor Duff McDonald. Founded in 1926, McKinsey & Company has become one of the world's leading management consulting firms, helping to invent American business and shaping its course for decades. Ushering in the age of American industrial dominance, McKinsey remapped the power structure in the White House, helped create the bar code, revolutionized business schools and introduced the idea of budgeting as a management tool. McKinsey consultants have created the corporate behaviors that shaped our world - reinventing our idea of American capitalism and exporting it across the globe. At the same time, however, McKinsey can also be associated with a list of striking failures. Its consultants were on the scene when General Motors drove itself into the ground, and they played a critical role in building the bomb known as Enron. Yet they are rarely blamed for the failures - at least not publicly. Remarkably, that pervasive influence has come despite McKinsey containing more contradictions than the Bible. They are well known but there is almost nothing known about them. Precious few McKinsey employees have ever become well known in the outside world. They are trusted and distrusted - and loved and despised - in equal

measure. They are a collection of huge egos that are yet content to stay behind the scenes. They are confident, but also paranoid. And they are both helpful yet manipulative of their clientele - and even their own people. What do they actually do? They are managerial experts, cost-cutters, scapegoats, and catalysts for corporate change. They are the businessman's businessmen. They are the corporate Mandarin elite, a private corps, far from prying eyes, doing behind-the-scenes work for the most powerful people in the world.

Pub: One World

Call No.658.18 M 197 F

Accession No.152297

11. Social Media Marketing /Paul Martin



The book entitled Social Media Marketing explores the significant role played by various social media channels in the marketing world. The authors have examined the key concepts of social media marketing both from theoretical and empirical perspectives. This volume is classified into twelve chapters and thirteen case studies also included in it. The first chapter deals with conceptual outline of social media marketing. The second chapter discusses how social networking has gained popularity on the web. The third chapter discusses the importance of social media optimization in generating popularity for websites through various social media channels at free or very low costs. The fourth chapter covers the concept of

mobile social networking. The fifth chapter deals with social news and broadcasting. The sixth chapter covers internet privacy and censorship. The seventh chapter deals with blogging. The eighth chapter deals with twitter and micro blogging. The ninth chapter deals with twitter and micro blogging. The ninth chapter deals with web analytics technology. The tenth chapter discusses virtual world. The eleventh chapter deals with concept of media sharing. The last chapter examines future trends of social media in India. It would give a new dimension to the field of social media marketing research and analysis.

Pub: Global Vision

Call No. 302.23 M379S

Accession No.152298

12. Social Media and Networking /Pranshant K. Mathur



Contents: Preface. 1. Introductory background of social media. 2. Social media : an overview. 3. Social information processing software and social web. 4. Towards understanding the sociology of Internet, online community and web applications. 5. Focus of blogs, microblogs and wiki: select highlights. 6. Focus on social network and social networking services. 7. Virtual communities: focus on select social networking sites. 8. Social media and social networking services: privacy concerns, dangers and uses in crime investigations. 9. Focus on social bookmarking and social media marketing. Bibliography. Index. Social Media and Networking: concepts, trends and dimensions provides readers with an

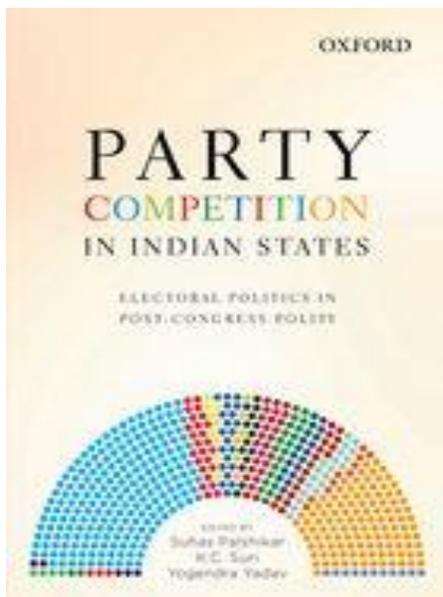
introductory background of social media highlighting various aspects such as social relations, social studies media studies, communication studies, new media and alternative media. An overview of social media, it provides with focus on social media, newsroom social media measurement social media bank. A case study of social media in fashion industry is given. An in depth analysis of social information processing software and social web is described with highlights on social software and enterprise social software. An attempt has been made towards understanding the sociology of internet, online community and related web applications. Selected highlights are also made on blogging, microblogging open microblogging and Wiki, both in terms of contents and services. A case study of Wiki shuttle at Honolulu international airport is given.

Pub: Kanishka

Call No. 302.23 M432S

Accession No. 152299

13. Party Competition in Indian States /Sahas Palshikar ed.



Ever since the Congress system finally collapsed and the post-Congress polity emerged in 1989, state has arisen as the most crucial terrain at which electoral outcomes are shaped. This book presents analyses of electoral politics in 24 states

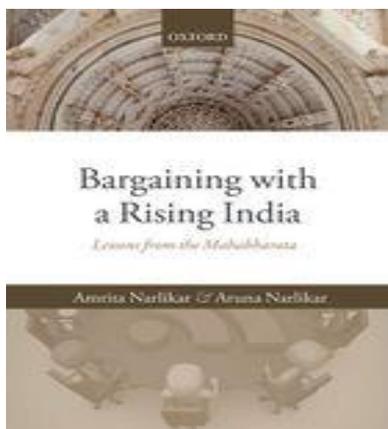
of India during the period 2008-2013. This period is of great interest because in the post-2004 period, Congress started adapting itself to the compulsions of the post-Congress polity and survive as one of the competitors in electoral politics. In a sense, the period under study here is the period of a stable post-Congress polity. Apart from the parliamentary election of 2009 that brought the Congress-led UPA back to power with an increased strength of the Congress party, this period also witnessed assembly elections in each of the states discussed here. The chapters look both at the Parliamentary election of 2009 and the Assembly election from each state to investigate how the two impact each other and what broader patterns emerge from their interaction. While the all-India picture of competitive politics presented the picture of routineness of electoral competition, many states threw up characteristics of a much more fluid competitive politics. This volume brings out this complex pattern of electoral politics at the state level and seeks to contribute to our understanding of state level political processes by using the rich data set of post-election surveys done by the Centre for the Study of Developing Societies, New Delhi over the years.

Pub: Oxford University Press

Call No. 324.254 P182P

Accession No. 152300

14. Bargaining With a Rising India /Amrita Narlikar



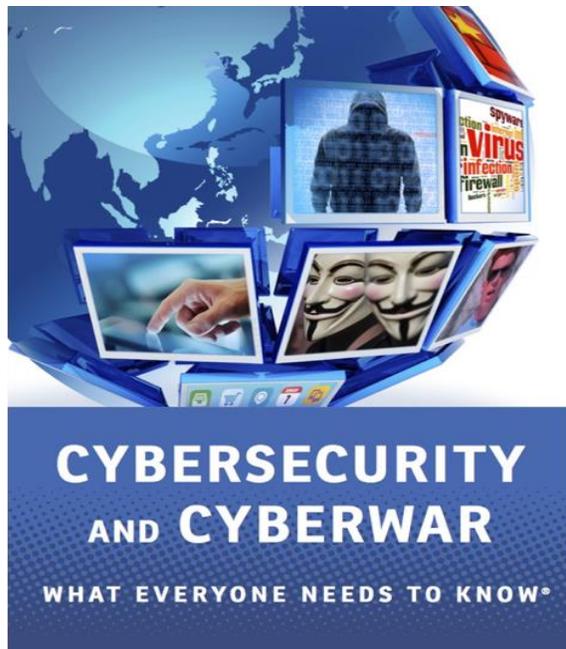
The need to negotiate effectively with India is only growing as its power rises. Understanding the negotiating culture wherein India's bargaining behavior is embedded forms a crucial step to facilitate this process. In the literature on international negotiation, experimental studies point to specific behavioral characteristics of Indian negotiators. Empirical analyses confirm these findings, and many suggest that the sources of India's negotiation behavior are deep-rooted and culture-specific, going beyond what standard explanations of interest group politics, partisan politics, or institutional politics would suggest. But there are very few works that trace these sources. Extensive sociological and anthropological, and comparative political studies remain confined to their own fields, and do not develop their implications for Indian foreign policy or negotiation. There is a conspicuous lack of works that attempt to unpack the "negotiating culture" variable using literary sources. This book aims to fill both these gaps. It focuses on India's negotiating traditions through the lens of the classical Sanskrit text, the Mahabharata, and investigates the continuities and changes in India's negotiation behavior as a rising power.

Pub: Oxford University Press

Call No. 303.44 N231B

Accession No. 152301

15. Cyber security and Cyber war /P W Singer



A generation ago, "cyberspace" was just a term from science fiction, used to describe the nascent network of computers linking a few university labs. Today, our entire modern way of life, from communication to commerce to conflict, fundamentally depends on the Internet. And the cyber security issues that result challenge literally everyone: politicians wrestling with everything from cybercrime to online freedom; generals protecting the nation from new forms of attack, while planning new cyber wars; business executives defending firms from once unimaginable threats, and looking to make money off of them; lawyers and ethicists building new frameworks for right and wrong. Most of all, cyber security issues affect us as individuals.

Pub: Oxford University Press

Call No. 005.8 S617C

Accession No. 152303