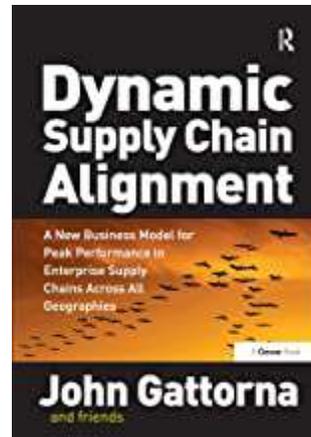


## DYNAMIC SUPPLY CHAIN ALIGNMENT: A NEW BUSINESS MODEL FOR PEAK PERFORMANCE IN ENTERPRISE SUPPLY CHAINS ACROSS ALL GEOGRAPHIES

By John Gattorna & Friends (Accession No.

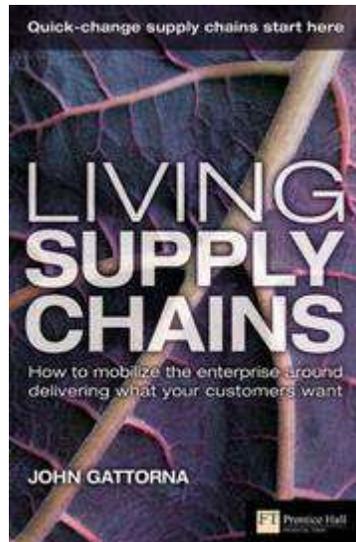
S20468)



**Abstract:** Just like the world financial system, but for different reasons, 21st-century corporations need a new business model for their enterprise supply chains. The old conventions no longer work in this new world of volatile and increasingly unpredictable demand and supply. The enterprise needs to become more connected to its own parts, as well as its partners up and down the chains it participates in. So too, we need to embrace new ways of looking at customers to gain deeper, more insightful impressions of what they are telling us about the way they want to buy our products and services. Finally, these signals need converting into corresponding action, driven by the people in the business, leaders and staff alike, who are aligned to their customers wishes. This is the world of dynamic supply chain alignment where, increasingly, supply chains are the business. In the follow-up to his hugely successful Strategic Supply Chain Alignment, John Gattorna's Dynamic Supply Chain Alignment, explores how to create and sustain multiple supply chains with a level of flexibility and responsiveness that allow you to respond to opportunities and threats; at the same time aligning with your suppliers, your partners and your customers. When more executives get to this stage of development the profits will flow more readily, and sustainability of performance will not be the same issue it is today. The way forward is right there in front of us; but, says John Gattorna, we must throw off old ways and embrace the new.

## LIVING SUPPLY CHAINS: HOW TO MOBILIZE THE ENTERPRISE AROUND DELIVERING WHAT YOUR CUSTOMERS WANT

By John Gattorna (Accession No. S20469)

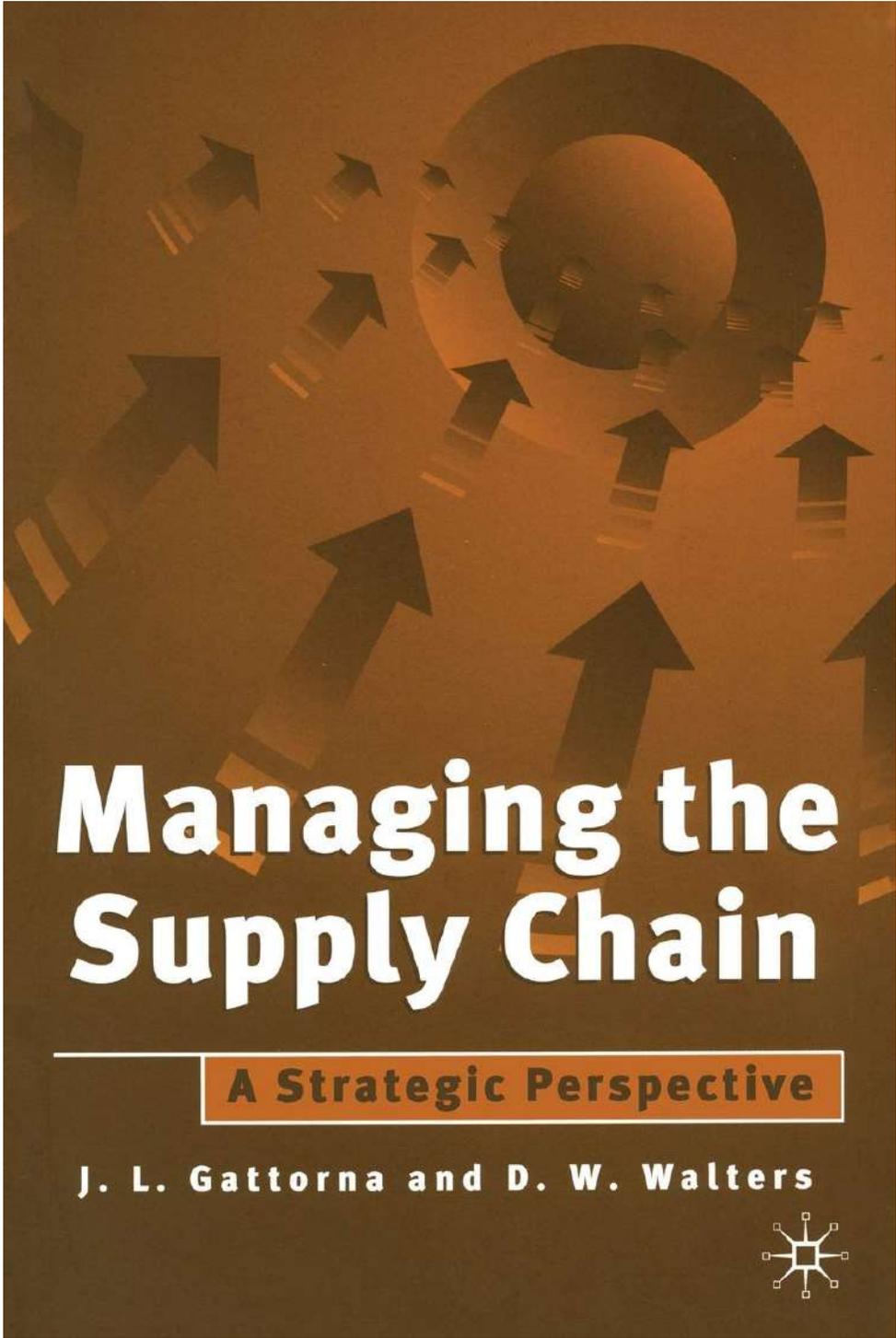


**Abstract:** "Living Supply Chains contains much more than its title suggests. This fine book challenges modern managers to consider again the role of supply chains in their businesses and offers genuine answers to the questions they face. John Gattorna highlights the way forward in matching supply and customer demand." Michael Andrews, Director, Tenon Ltd "John Gattorna has brought Supply Chain right into the executive suite where it belongs. The opportunity for business leaders clearly outlined in Living Supply Chains is to create real organizational alignment with your end markets, and in the process better comprehend the role leadership and people play in making supply chain an integral part of a High-Performance business." Jeffrey Russell, Managing Partner, Supply Chain Asia Pacific, Accenture "The challenge of supply chains has long been omnipresent, but as our world becomes more complex and our supply lines longer, the power of our supply chain management capabilities to create and destroy value is magnified. Why do our supply chains succeed or fail? The answer lies in alignment. The alignment of the needs and values of our customers, our own organisation and our suppliers. When it works its truly magnificent, and what makes it work is people. People are at the heart of Living Supply Chains, and the key to a better supply chain future." Jon Bumstead, Strategy & Business Planning Director , DHL EXEL Supply Chain "John Gattorna is one of the most original thinkers in the fast-changing arena of supply

chain management. He has pioneered the idea of dynamic alignment which is so powerfully presented in this ground-breaking book. If proof were needed that successful companies compete through their supply chain capability, then this fascinating book provides it." Martin Christopher, Professor of Marketing & Logistics, Cranfield School of Management, author of bestselling Logistics and Supply Chain Management "Dr Gattorna has enlivened the book with real examples from around the world....both insightful and highly readable" Ralph Evans, CEO, FAICD J. Sainsbury recently lost share in the market by failing with their supply chain. Wal-mart and Dell won in the market by getting theirs right. Smart supply chains can be decisive. In the J Sainsbury debacle, there was nothing wrong with the strategy, except no one thought to check if the personnel in the company were capable of delivering such complex and sophisticated plan within such a short timeframe, and they are paying the price now. Unfortunately, this is not an isolated example - it is happening every day. Living Supply Chains is unique in looking beyond the systems and technology of your company, to developing the role of people and behaviour in placing customer-focused supply chains at the heart of their enterprise. Based on John Gattorna's empirical research, Living Supply Chains shows you how to drive the design and management of your supply chains by starting with your customers and understanding their 'dominant buying behaviours'. In most cases, only 3 or 4 of these will be 'dominant' and should then be 'hardwired' into the organization's selling approaches, performance indicators and logistics operations. With 'quick' diagnostics and guidelines executives can use to rapidly identify and close performance gaps, logistics and supply chain management can finally move from the hands of the functional specialists, to the executives. Analysts and shareholders alike have recognized that taking back control of this vital area of business will have the most fundamental impact on future share price performance.

**MANAGING THE SUPPLY CHAIN: A STRATEGIC PERSPECTIVE**

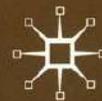
By J L Gattorna & D W Walters (Accession No. S20470)

The book cover features a dark brown background with a large, faint circular graphic in the upper right quadrant. Numerous arrows of varying sizes and orientations are scattered across the cover, pointing generally upwards and to the right, symbolizing growth and forward movement. The title 'Managing the Supply Chain' is prominently displayed in the lower half in a large, bold, white sans-serif font.

# Managing the Supply Chain

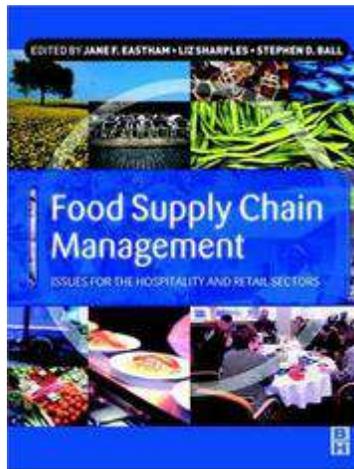
**A Strategic Perspective**

**J. L. Gattorna and D. W. Walters**



## FOOD SUPPLY CHAIN MANAGEMENT: ISSUES FOR THE HOSPITALITY & RETAIL SECTORS

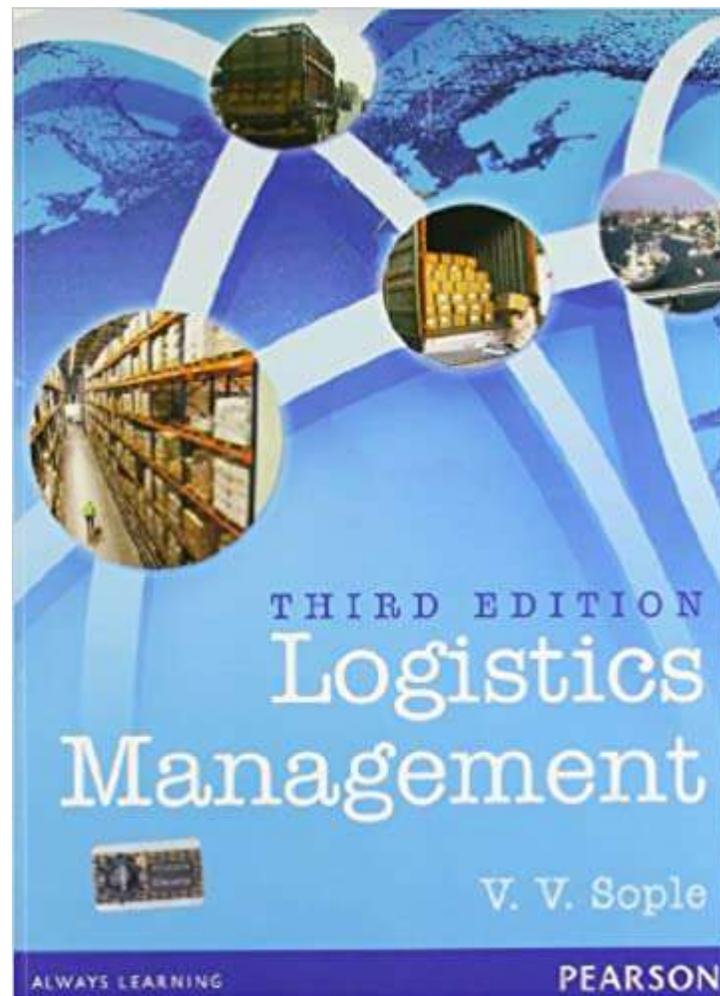
By Jane F Eastham; Liz Sharples & Stephen D Ball (Accession No. S20471)



**Abstract:** The key to the success of a company is their ability to co-ordinate the key supply chain i.e their key suppliers and suppliers of suppliers. Food and Drink Supply Chain Management looks specifically at the supply chain in the food and drink industry to provide readers with an understanding of the areas as it is now and its growing importance, and where it is going in the future. Food and Drink Supply Chain Management is the first to take an in-depth view into the supply chain function in the hospitality and food retail sectors. Authored by a range of expert contributors the text looks at issues such as: \* New food processes and GM foods \* Volume catering and JIT (Just In Time) and Food Safety \* Relationships between companies and with stakeholders and responsibilities to these groups \* The internationalisation of the food chain \* The future of the food and drink supply chain and its management Examples and case studies from large international retail and hospitality organizations are used, such as: Bass, Stakis (Hilton), and Tesco, amongst others, to illustrate good and bad practice. First text to look specifically at supply chain management in this industry International industry case studies from Bass, Stakis (Hilton) and Tesco Contributions by experts from industry and academia.

## LOGISTICS MANAGEMENT: THE SUPPLY CHAIN IMPARATIVE

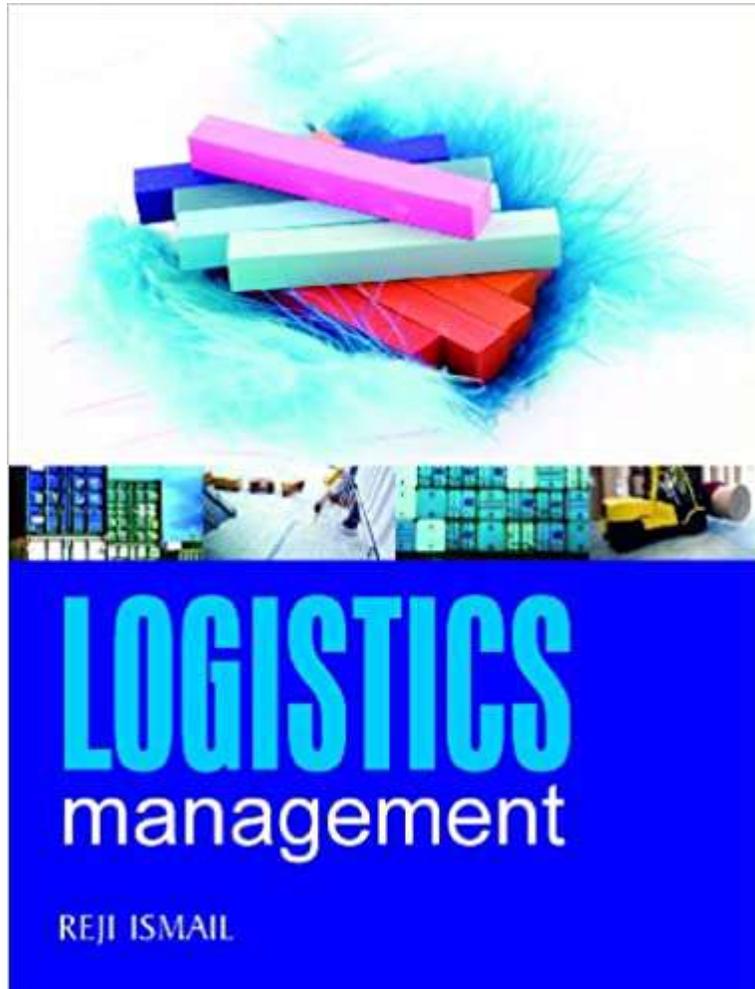
By Vinod V Sople (Accession No. S20473)



**Abstract:** Logistics management, 3/e is essential for creating value for both customers and stakeholders. Effective Logistic chains help organizations to compete in both global and domestic markets. The book addresses these issues in 5 parts, which deal with the basics of Logistics, Logistics Mix, Strategic approaches in managing logistics, Logistics controls and cases. The author has used diagrams and examples for students to better appreciate the concepts.

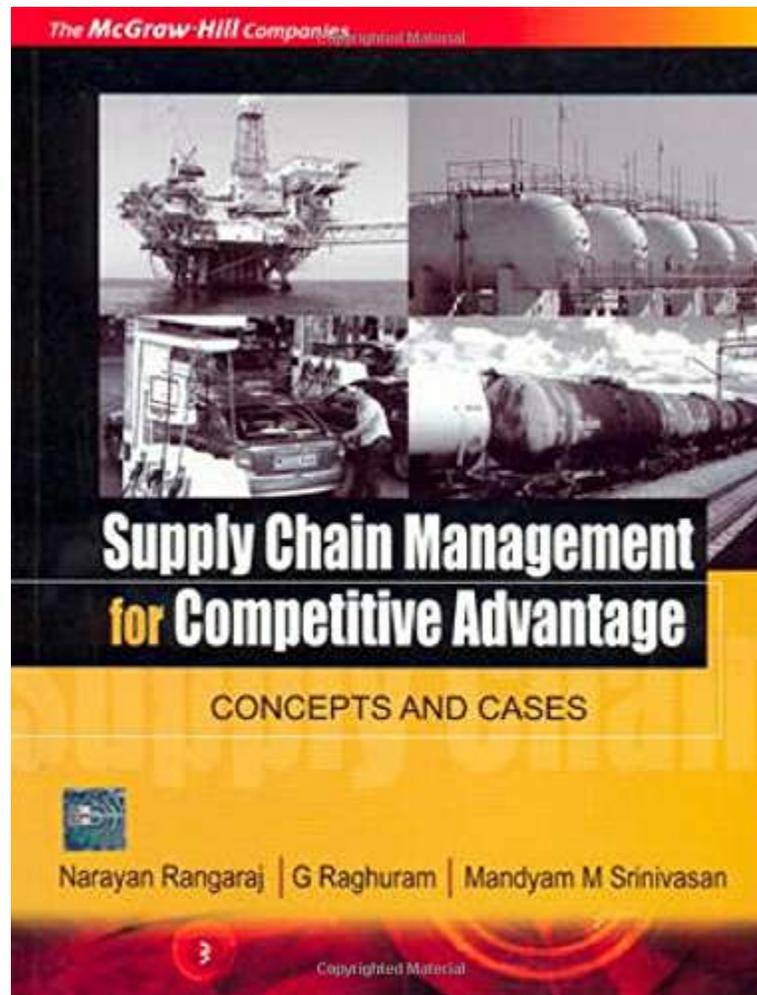
# LOGISTICS MANAGEMENT

By Reji Ismail (Accession No. S20474)



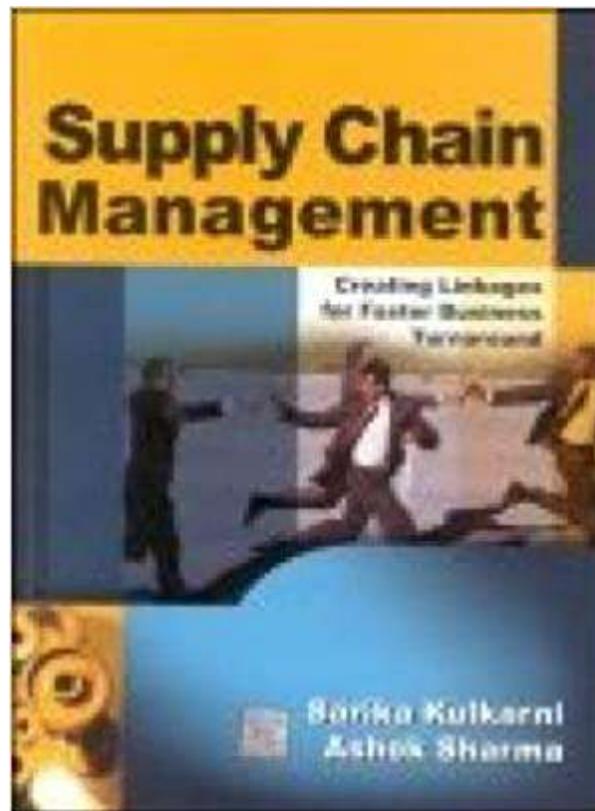
## SUPPLY CHAIN MANAGEMENT FOR COMPETITIVE ADVANTAGE: CONCEPTS & CASES

By Narayan Rangaraj; G Raghuram & Mandyam M Srinivasan (Accession No. S20476)



**Abstract:** This book is positioned to serve two audiences: the MBA and senior student in a business programme, and the professional working in industry who wishes to gain a deeper understanding of supply chain management and logistics especially in an Indian context. The book thus provides an overview of concepts as well as intensive material for analysis and training in the area that has come to be known as Supply Chain Management. The topics covered are far reaching in practical scope.

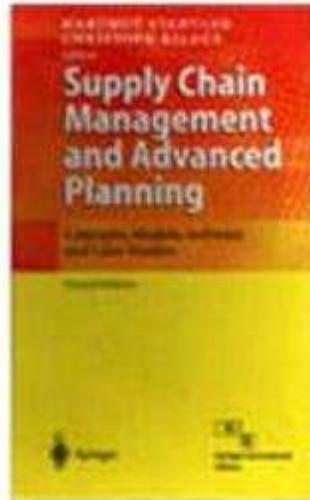
**SUPPLY CHAIN MANAGEMENT: CREATING LINKAGES FOR FASTER BUSINESS TURNAROUND**  
By Sarika Kulkarni & Ashok Sharma (Accession No. S20477)



**Abstract:** Supply Chain Management (SCM) is a revolution that has the capacity to challenge all the norms and practices followed by businesses. From strategy to operations, from internal operations to external operations, from the manner in which information is managed, to the manner in which information is managed, to the manner in which decisions are taken -- SCM has touched every area of business.

# SUPPLY CHAIN MANAGEMENT & ADVANCED PLANNING

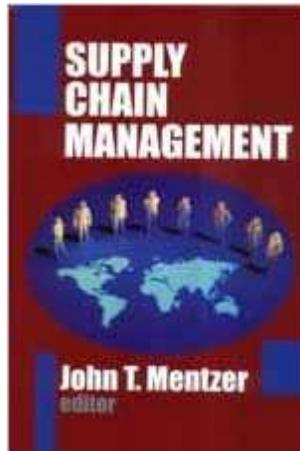
By Hartmut Stadtler & Christoph Kilger (Accession No. S20478)



**Abstract:** Supply Chain Management concerns organizational aspects of integrating legally separated firms as well as coordinating materials and information flows within a production-distribution network. The Enterprise Resources Planning (ERP) systems being used for transaction handling and order execution in most firms today have been supplemented by Advanced Planning Systems (APS) for coordinating flows, exploiting bottlenecks and keeping due dates.

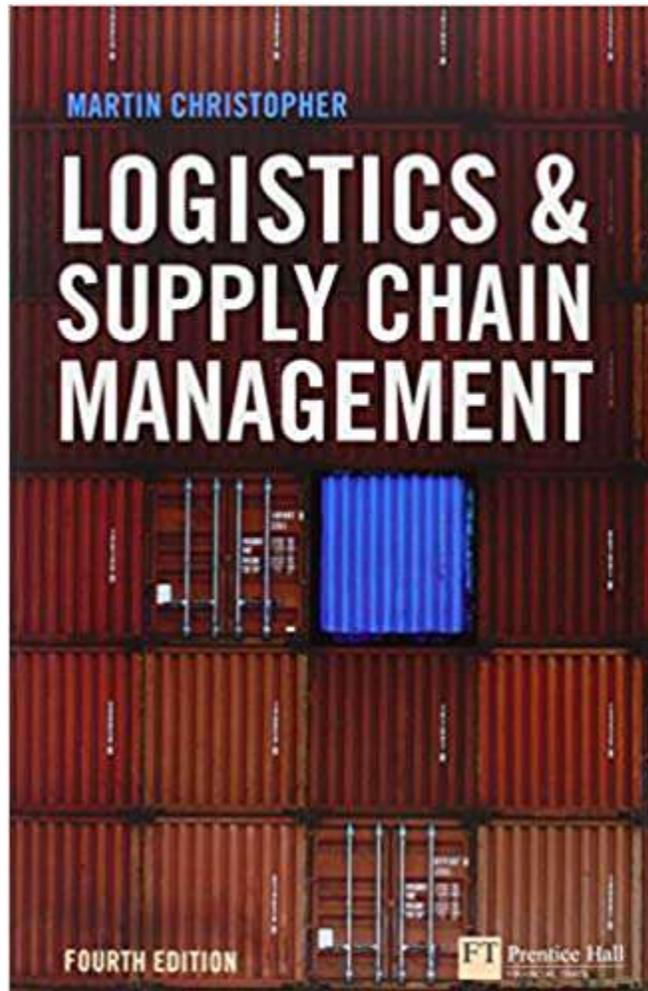
## SUPPLY CHAIN MANAGEMENT

By John T Mentzer (Accession No. S20479)



**Abstract:** John Mentzer draws on in-depth, real world interviews with the top supply chain executives in twenty companies, and a thorough review of supply chain management research to present a comprehensive model of supply chain management. The contributors are all supply chain experts with real world experience. They: - clearly define supply chain management - identify those factors that contribute to effective supply chain management

**LOGISTICS & SUPPLY CHAIN MANAGEMENT**  
By Martin Christopher (Accession No. S20480)



**Abstract:** Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result. This updated 4th edition of the bestselling Logistics and Supply Chain Management is a clear-headed guide to all the key topics in an integrated approach to supply chains, including:

- The link between logistics and customer value.
- Logistics and the bottom line measuring costs and performance.
- Creating a responsive supply chain.
- Managing the global pipeline.
- Managing supply chain relationships.
- Managing risk in the supply chain.
- Matching supply and demand.
- Creating a sustainable supply chain.
- Product design in the supply chain.

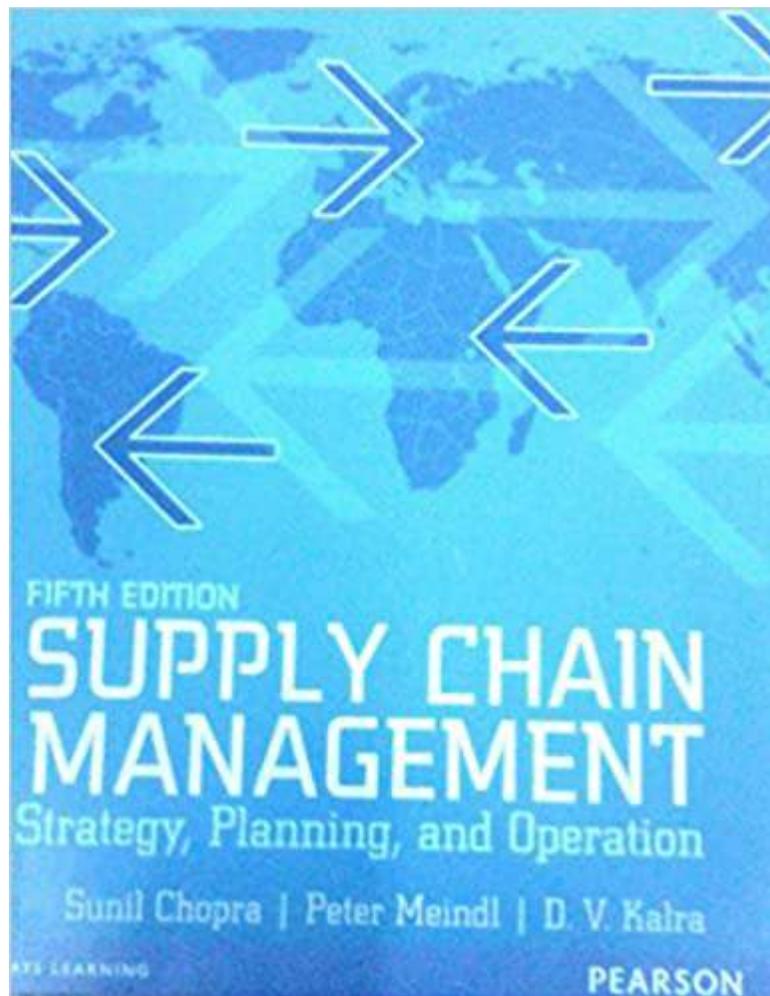
## **E-SUPPLY CHAIN: USING THE INTERNET TO REVOLUTIONIZE YOUR BUSINESS: HOW MARKET LEADERS FOCUS THEIR ENTIRE ORGANIZATION ON DRIVING VALUE TO CUSTOMERS**

By Charles C Poirier & Michael J Bauer (Accession No. S20481)

**Abstract:** Supply chain has emerged as a major force in business improvement efforts. And we are in the midst of a revolution in business commerce created by the emergence of the Internet. The new digital economy is unfolding in front of us, yet many organizations are not taking advantage of its potential impact. Rich in examples, Supply Chain Management and E-Commerce explains this revolution and how companies can use the power of the Internet to transform their businesses into market leaders. Supply Chain Management and E-Commerce shows how leading companies have forged a one-to-two-year lead over competing supply chain networks using the marriage of supply chain and e-commerce to achieve market dominance. The authors present a step-by-step process for establishing joint efforts and combining best practices to create an unbeatable network of seamless response to specific business customers or consumer groups. Supply Chain Management and E-Commerce illustrates the changes necessary in each of the major functions of a typical firm, from advanced supply chain through full network application of leading-edge practices with e-commerce, and beyond. Combined with Poirier's two earlier books, Supply Chain Optimization and Advanced Supply Chain Management, Supply Chain Management and E-Commerce completes the trilogy that can take any organization from its beginning stages to full application of advanced supply chain and e-commerce techniques. Supply Chain Management and E-Commerce reveals how companies can form the necessary business alliances to combine two of the most versatile and effective business tools of the new century the power of supply chain and the Internet. Rich in details and action studies, Supply Chain Management and E-Commerce is a hands-on guide to implementing the changes necessary in each of the major functions of a typical firm. The author details how the e-supply chain network evolves to become a global "value chain constellation," destined to dominate specific markets and industries while always keeping the satisfaction of the customer or consumer as the ultimate goal.

## SUPPLY CHAIN MANAGEMENT: STRATEGY, PLANNING & OPERATION

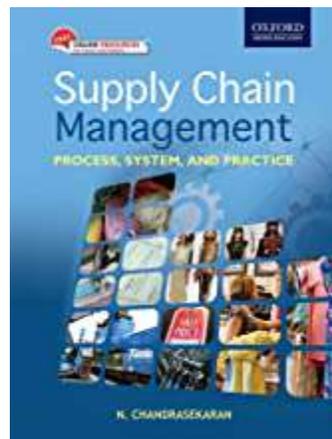
By Sunil Chopra; Peter Meindl & Dharam Vir Kalra (Accession No. S20482)



**Abstract:** Supply Chain Management employs a strategic framework that identifies and illustrates facilities, inventory, transportation, information, sourcing and pricing as the key drivers of supply chain performance in order to help students understand what creates a competitive advantage. The concepts discussed in the text are supplemented with a variety of global examples that show how a combination of strategies is needed to achieve significant increases in performance. A strong coverage of analytic skills is also provided so that students can gauge the effectiveness of the techniques described in the text.

## SUPPLY CHAIN MANAGEMENT: PROCESS, SYSTEM & PRACTICE

By N Chandrasekaran (Accession No. S20483)

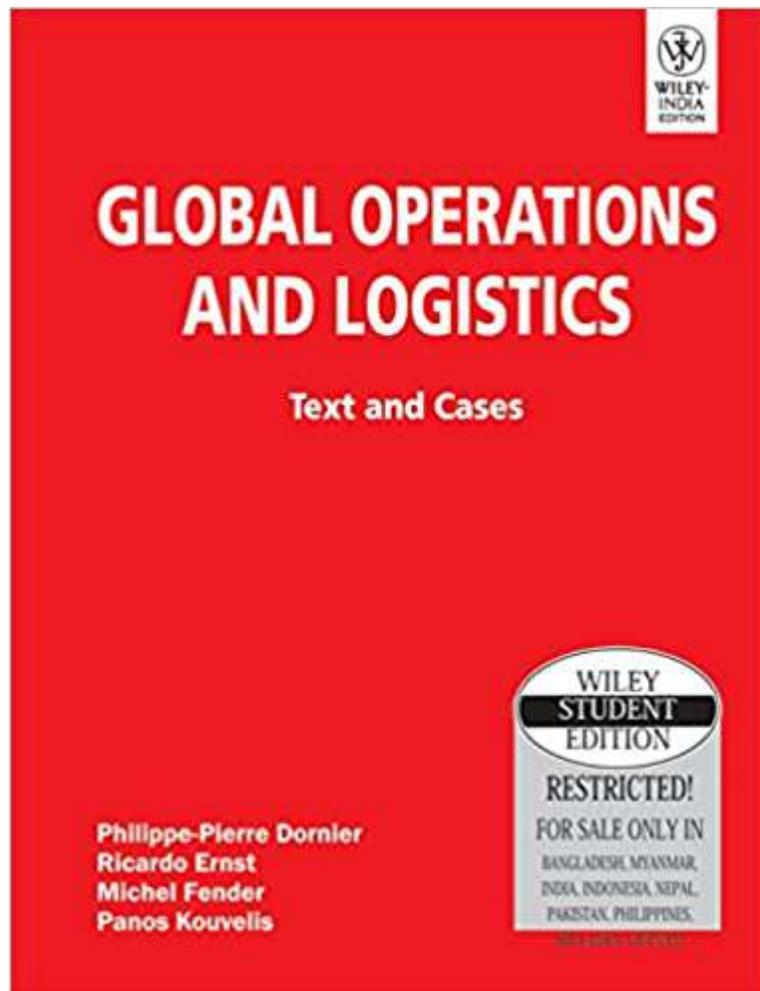


**Abstract:** Supply Chain Management: Process, System, and Practice is a comprehensive textbook designed specially to meet the requirements of Management students. It aims to familiarize the reader with the fundamentals of the supply chain process and the approaches to achieving excellence in this field. Beginning with an overview of the key concepts, the book goes on to discuss the structure and decision hierarchy of supply chain Management. It describes the supply chain flow and introduces the different aspects of the global supply chain. The subsequent chapters elucidate supply chain models and information technology applications in supply chain. The book concludes with a discussion on supply chain Organizational Behaviour issues and the approaches to assessment and excellence. Readers will find this book valuable for its in-depth coverage, numerous examples, illustrations, flow charts, and data tables.

## GLOBAL OPERATIONS & LOGISTICS: TEXT & CASES

By Philippe-Pierre Dornier; Ricardo Ernst & Michel Fender

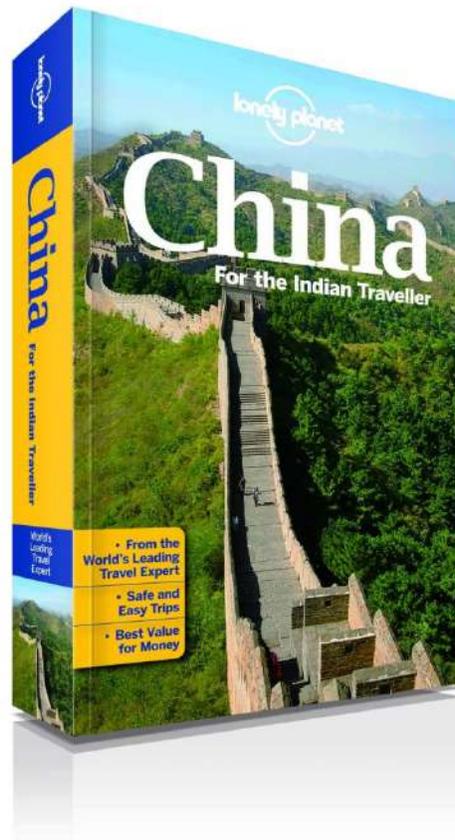
Contributors: Edited By: Panos Kouvelis (Accession No. S20484)



**Abstract:** This book addresses the process of global operations management-from strategic thinking all the way through planning and execution. It demonstrates the implications for the different functional areas involved like operations, marketing, and information systems and contains numerous cases from Europe, the U.S., Latin America, and Asia Contents same as US/UK editions.

## LONELY PLANET CHINA FOR THE INDIAN TRAVELLER: AN INFORMATIVE GUIDE TO TOP CITIES, ATTRACTIONS, FOOD, HOTELS, NIGHTLIFE, ENTERTAINMENT & SHOPPING

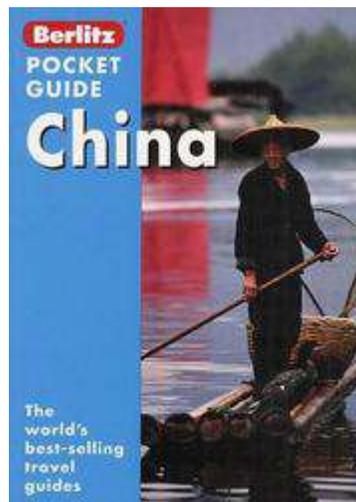
By Pallavi Aiyar & Sheema Mookherjee (Accession No. S20487)



**Abstract:** A vast, pulsating land of surprises, China is at once familiar and exotic. The sheer range of experiences that it offers is astounding: from ancient temples to cutting-edge skyscrapers and culinary adventures to achingly beautiful landscapes. Discover China with a guide that understands the Indian traveller. Experience the stunning architecture, gorgeous landscapes, shops, restaurants, nightlife and activities that the country has to offer, all laid out for you in convenient day-by-day itineraries and easy-to-follow listings. Our expert authors will guide you to the most authentic Indian restaurants, give you loads of reliable practical information and help you get the best possible value for money. Go armed with all the information you need without being bogged down by unnecessary details.

## CHINA BERLITZ POCKET GUIDE

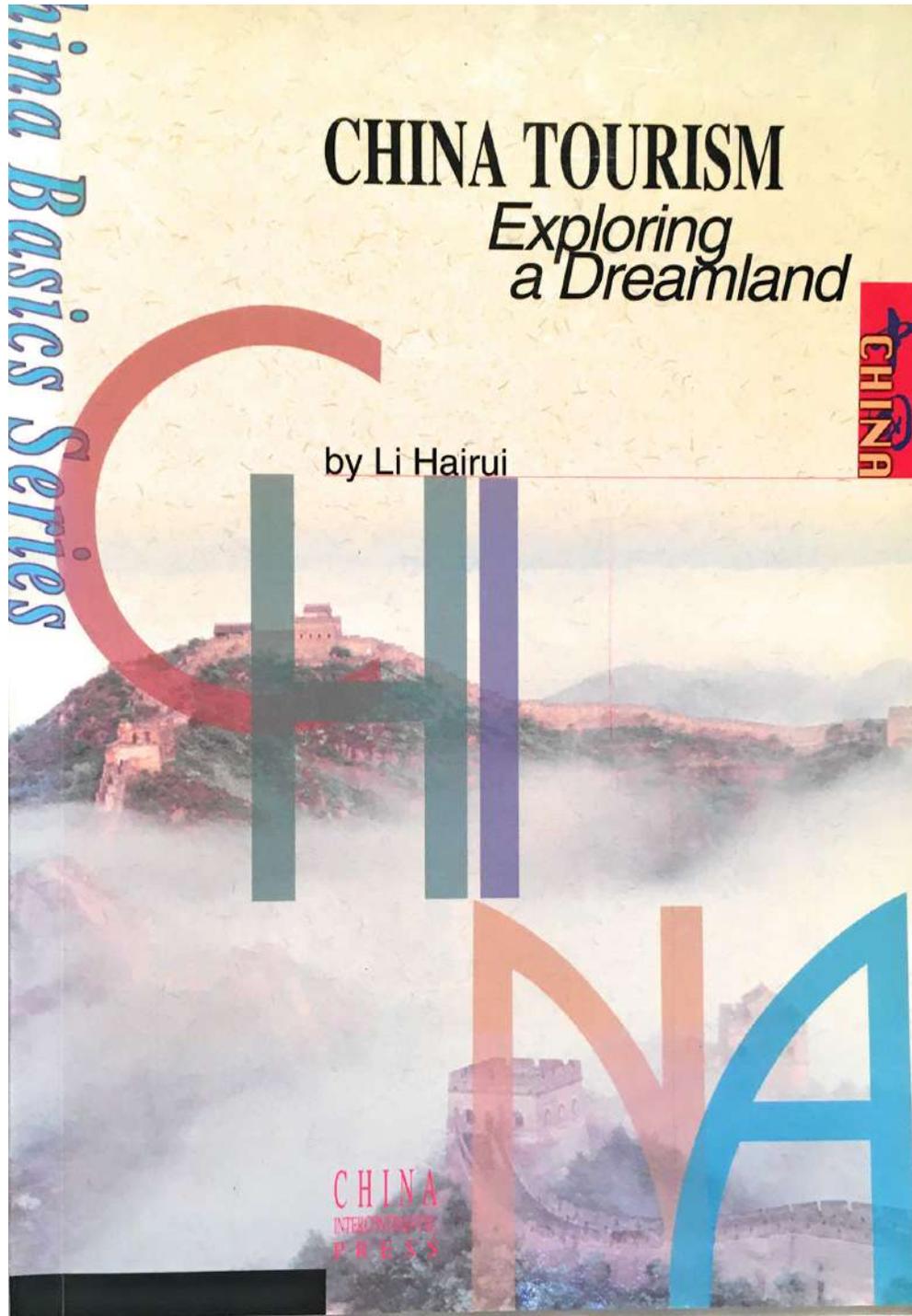
By Ken Bernstein (Accession No. S20488)



**Abstract:** This guide to China focuses on the major cities of Beijing, Shanghai, Nanjing, Guangzhou and Chongqing. It includes a description of China's breathtaking river cruises including the Yangzi River tour, and fabulous artistic treasures such as the terracotta warriors. It covers all the main sights, area by area, in an easily navigable format. Descriptions of tourist attractions include the Great Wall, Chengde panda reserves, and Beijing's Forbidden City and Tiananmen Square. Interesting background historical information is provided, as well as advice on shopping and entertainment and the low-down on Chinese cuisine. There is an A-Z of practical information, listings of recommended hotels and restaurants and useful expressions in Mandarin Chinese. The book also contains special features on topics ranging from baby rationing to Chinese Buddhism and silk manufacture to the growth of bamboo. Maps show the Forbidden City, Central Beijing, Guangzhou and Shanghai, and there are dozens of colour photographs throughout.

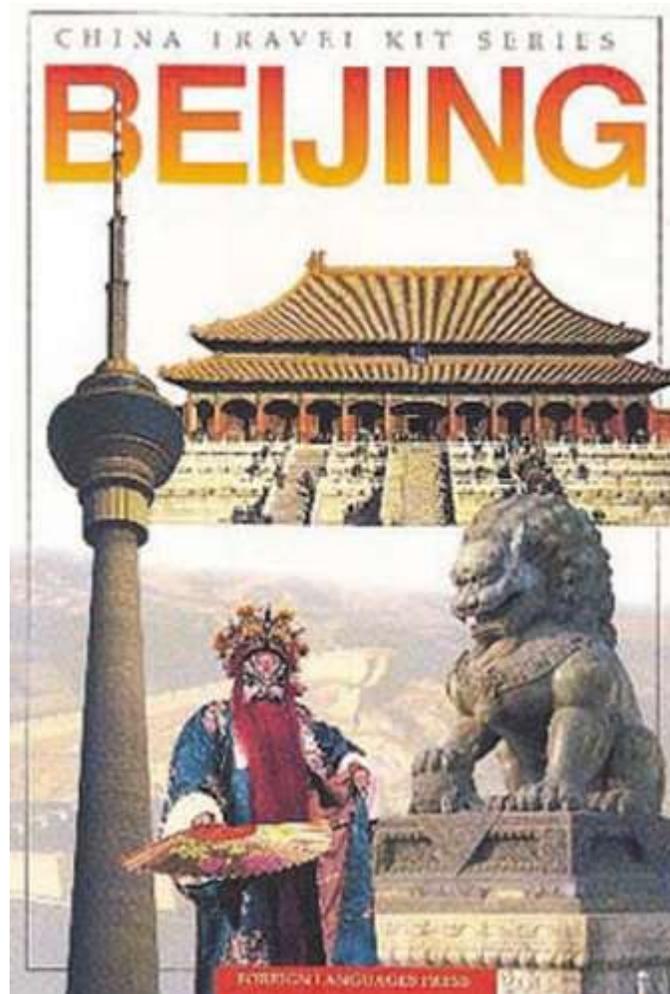
**CHINA TOURISM: EXPLORING A DREAMLAND**

By Li Hairui & Chen Gengtao (Accession No. S20489)



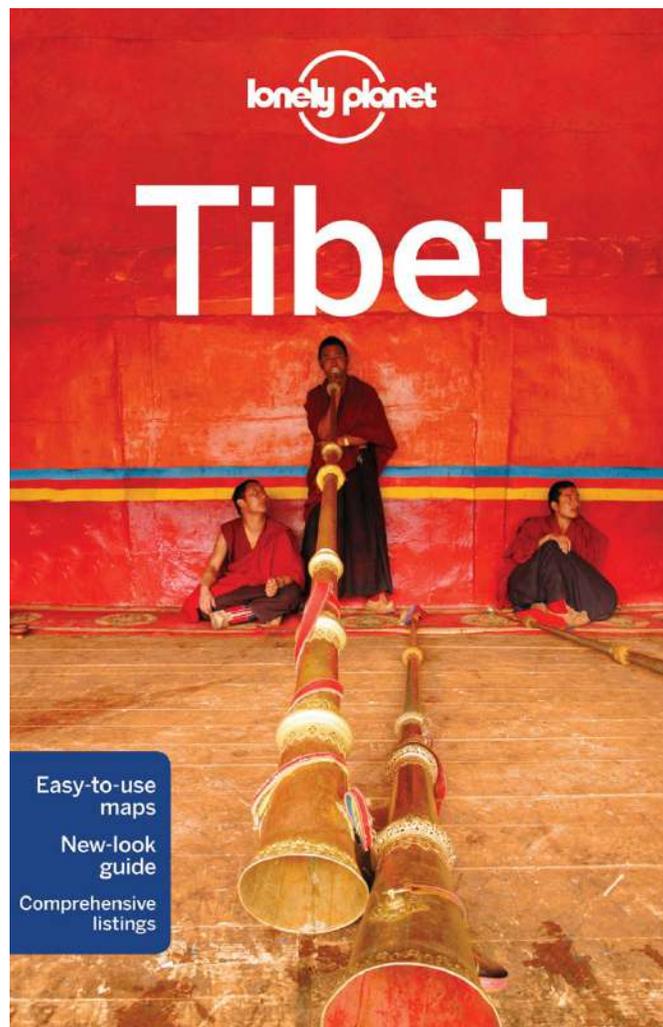
**BEIJING: CHINA TRAVEL KIT SERIES**

By Xu Mingqiang (Accession No. S20490)



## LONELY PLANET TIBET

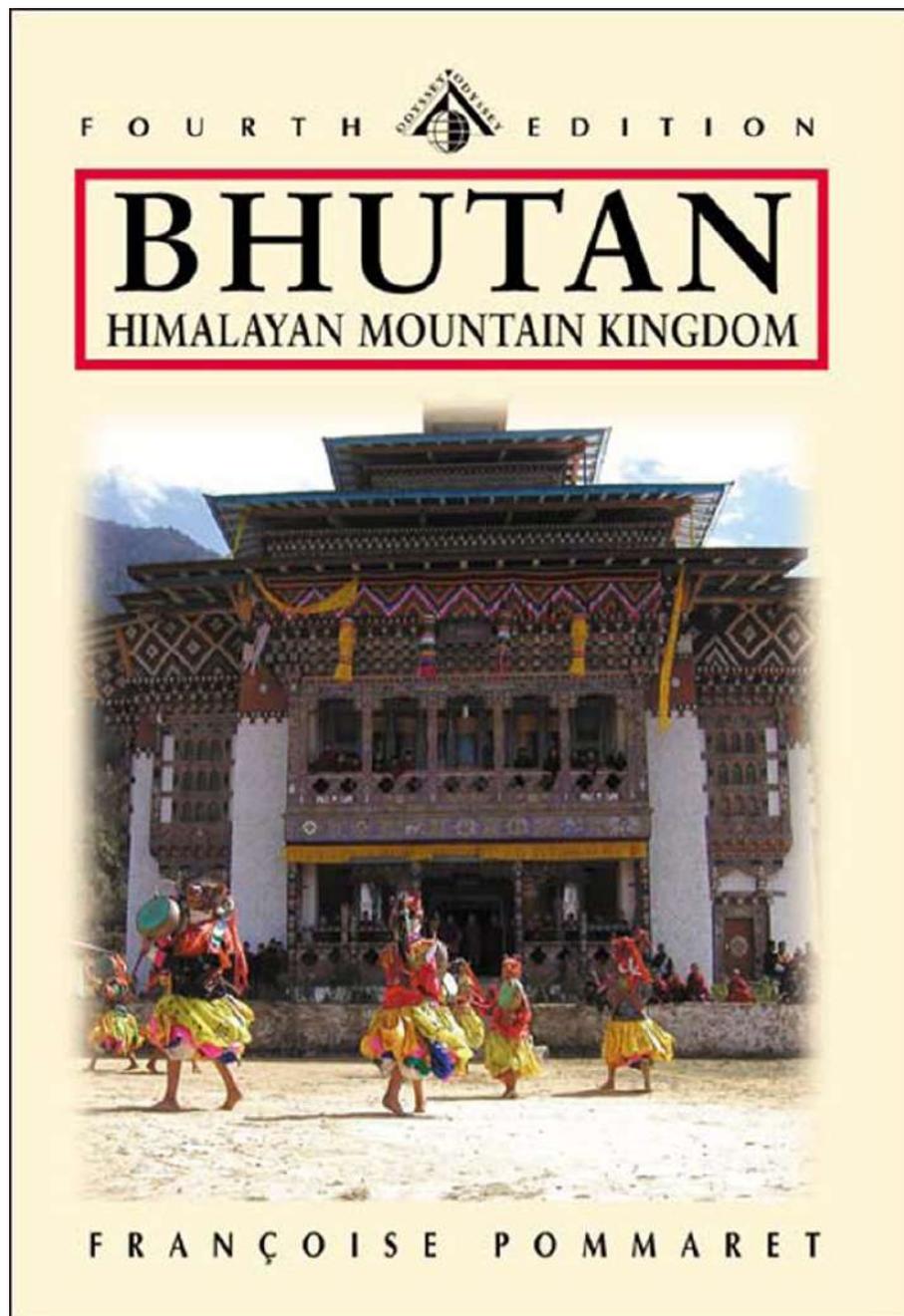
By Bradley Mayhew & Robert Kelly (Accession No. S20492)



**Abstract:** Tibet offers fabulous monasteries, breath-taking high-altitude treks, stunning views of the world's highest mountains and one of the most likeable peoples you will ever meet. Lonely Planet will get you to the heart of Tibet, with amazing travel experiences and the best planning advice: Inspirational images, city walks and recommendations from our expert Planning features and top itineraries to help you plan the perfect trip Local secrets and hidden travel gems that will make your trip unique Plus top itineraries, in-depth feature on Buddhism and Tibet landscapes Coverage includes: Plan your trip, Lhasa, Ü, tsang, Western Tibet (Ngari), Eastern Tibet (Kham), Tibetan Treks, Gateway Cities, understand and survival chapters.

**BHUTAN: HIMALAYAN MOUNTAIN KINGDOM: ODYSSEY GUIDE**

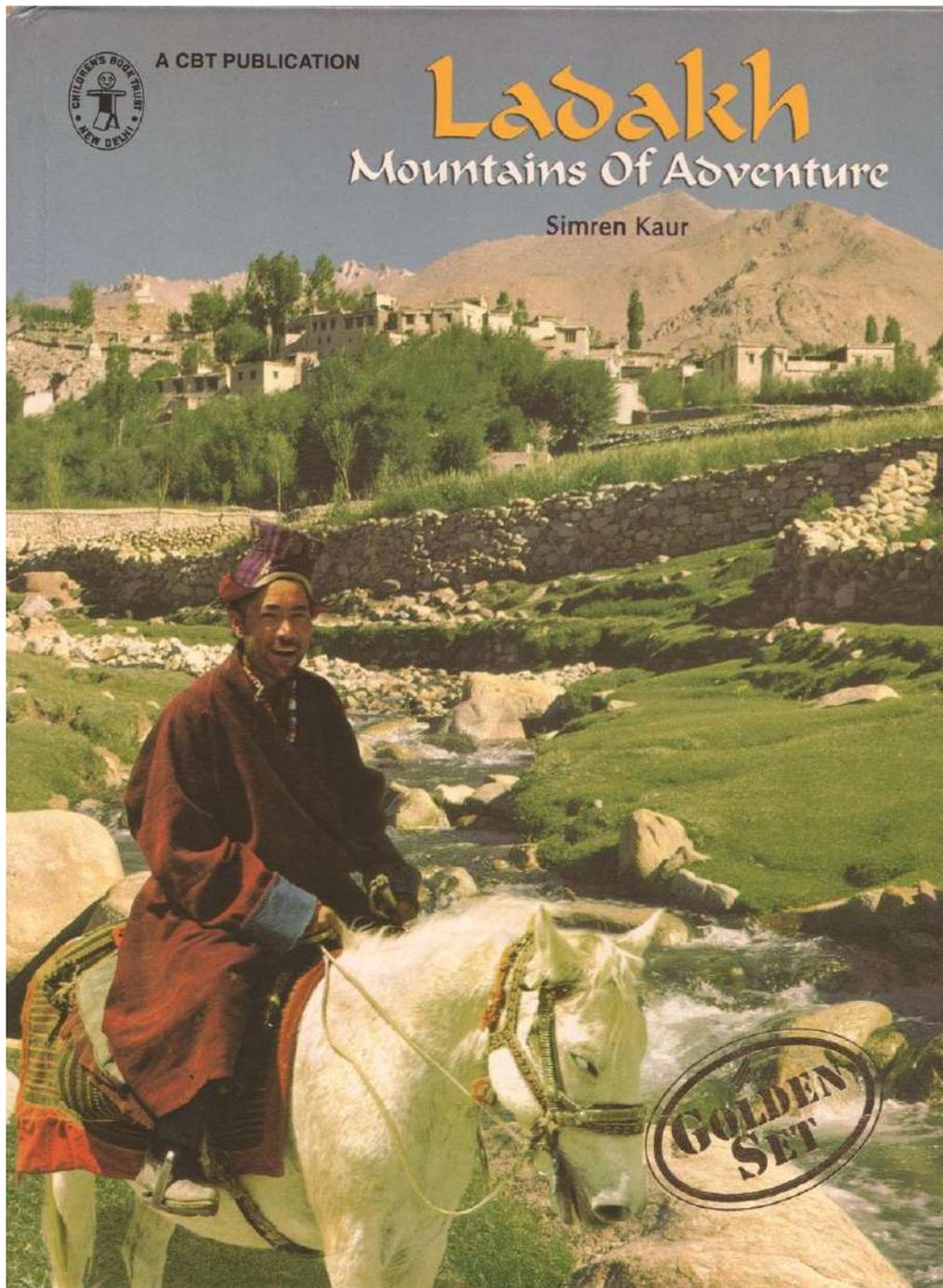
By Francoise Pommaret & Elisabeth B Booz (Accession No. S20493)



**Abstract:** On the rooftop of the world, shoe-horned into the Grand Himalayas, Bhutan or Thunder Dragon is a fiercely independent kingdom. Isolated, charming, peaceful and religious, the Bhutanese are a pragmatic, sensitive people who take from the West what will benefit.

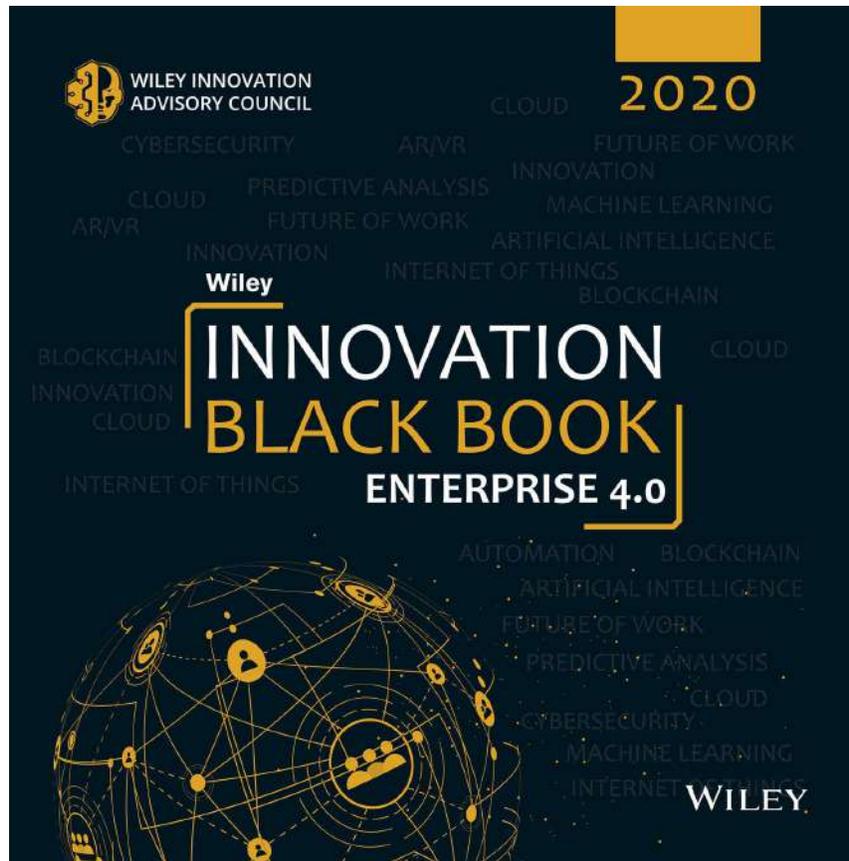
**LADAKH: MOUNTAINS OF ADVENTURE**

By Simren Kaur (Accession No. S20494)



## INNOVATION BLACK BOOK ENTERPRISE 4.0

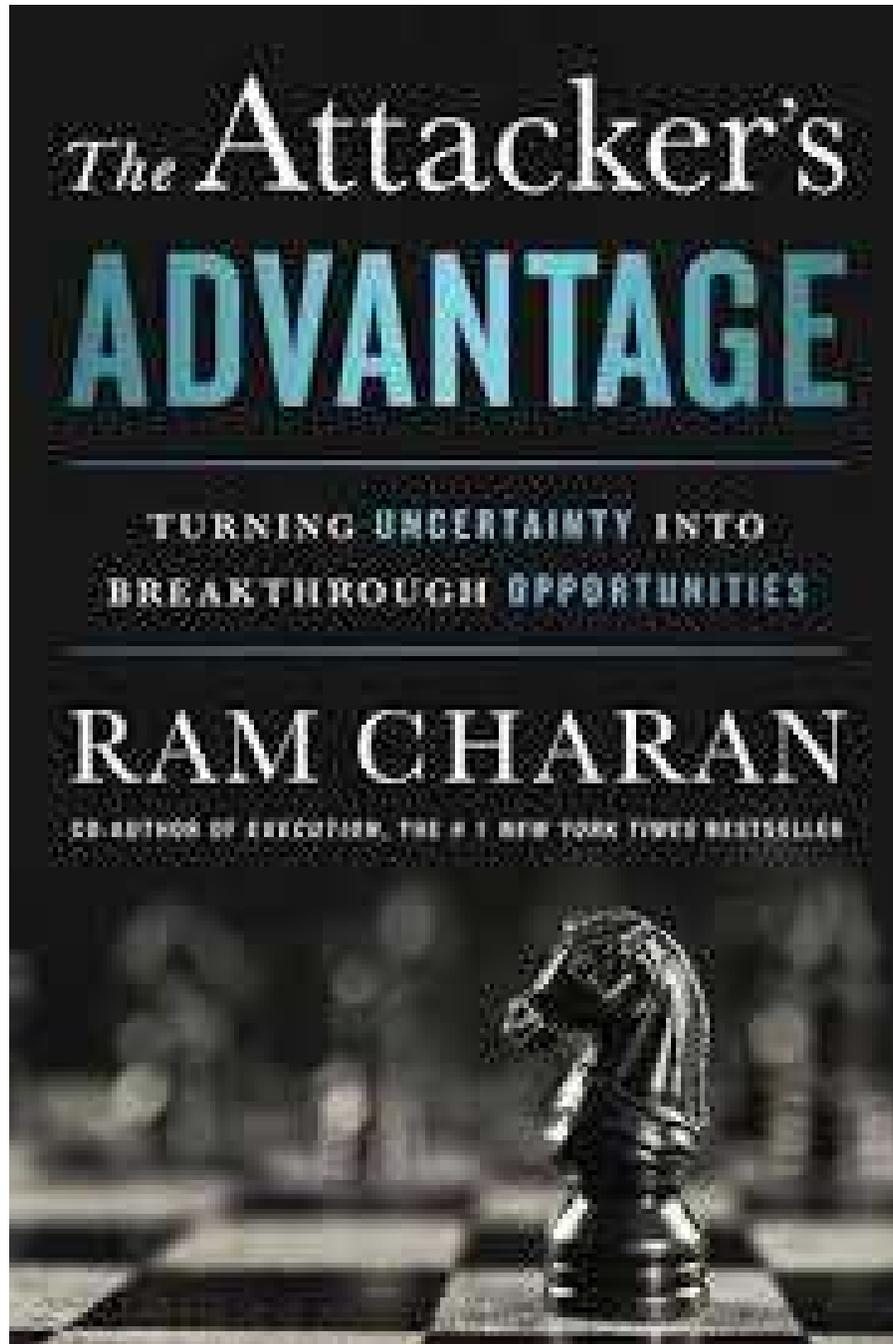
By Wiley Innovation Advisory Council (Accession No. S20495)



**Abstract:** Truly the voice of the industry, The Wiley innovation black Book is an annual presentation by Wiley, bringing together the collective wisdom of industry thought leaders in form of possibilities and future scenarios of how the technology and businesses of the future are expected to transform. The Theme of Wiley innovation black Book 2020 is enterprise 4. The enterprise of the future. The truly digital enterprise in industry 4.0 centers around digital business models and customer experiences, augmented by digital interfaces and data-based innovative processes, products, services and capabilities.

**ATTACKER'S ADVANTAGE: TURNING UNCERTAINTY INTO BREAKTHROUGH OPPORTUNITIES**

By Ram Charan (Accession No. S20496)



**STRESS & WORK: PERSPECTIVES ON UNDERSTANDING & MANAGING STRESS**

By D M Pestonji & Satish Pandey (Accession No. S20497)

# STRESS and Work

Perspectives on Understanding  
and Managing Stress



Edited by  
**D. M. Pestonjee**  
**Satish Pandey**



**Abstract:** Stress and Work focuses on the problem of stress from various angles and perspectives and provides empirical findings relevant to different occupational settings. It provides comprehensive research literature, which has been divided along the following theoretical perspectives: Occupational Stress and Burnout; Work–Family Conflict and Stress; Positive Stress Management; and Stress and Spirituality. This volume will be a resource-book for researchers and practitioners of management, psychology, sociology, and behavioral sciences. The prospective reader of human society and human nature will find this volume to be of immense utility.

**COMPETITIVE STRATEGY: A CONTEMPORARY RETAKE**

By C Bhaktavatsala Rao & Leadercrest Academy (Accession No. S20498)



A CONTEMPORARY RETAKE

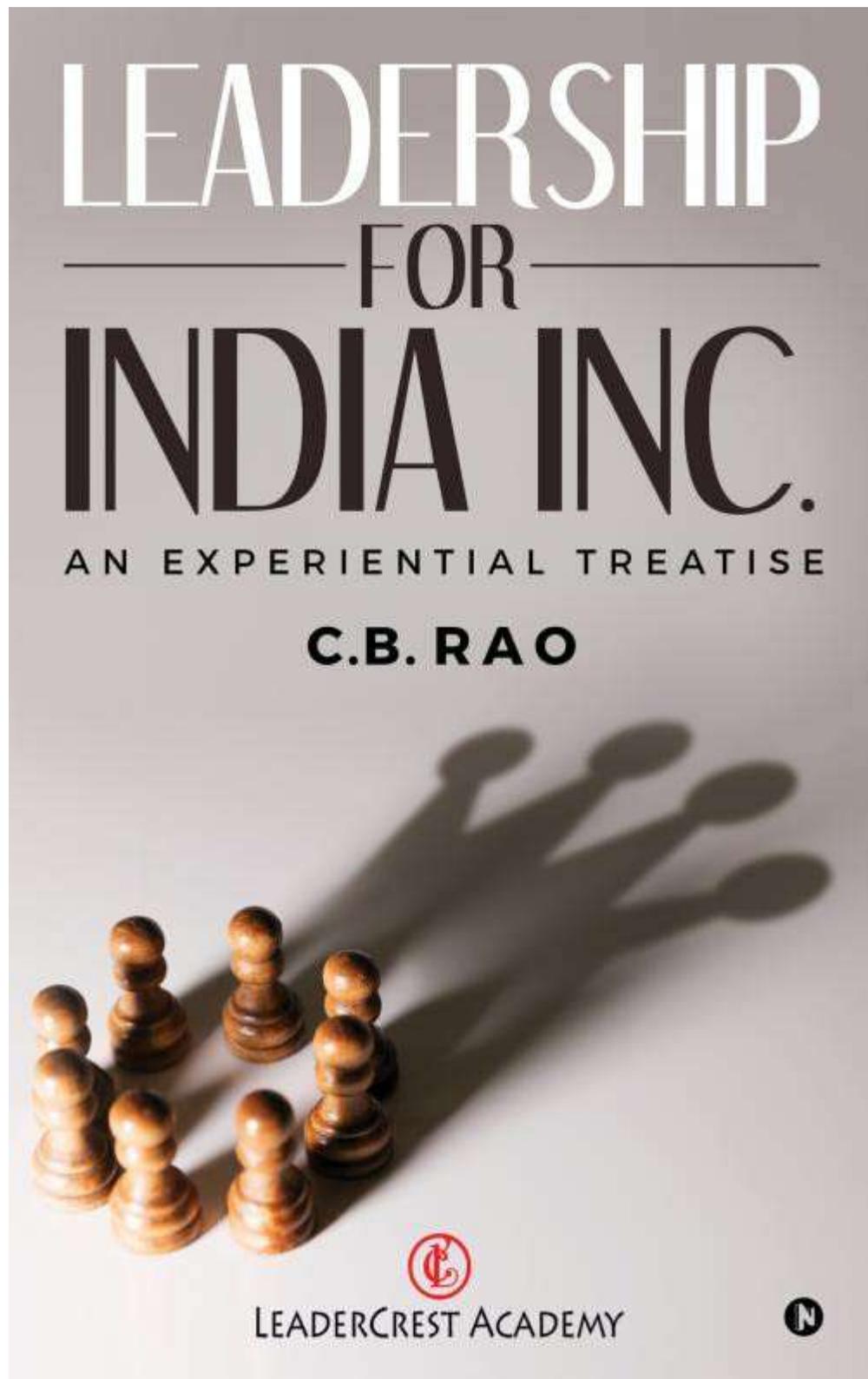
**C B RAO**



LEADERCREST ACADEMY

**LEADERSHIP FOR INDIA INC.: AN EXPERIENTIAL TREATISE**

By C Bhaktavatsala Rao & Leadercrest Academy (Accession No. S20501)



INDIA AS GLOBAL START-UP HUB: MISSION WITH PASSION

By C Bhaktavatsala Rao & Leadercrest Academy (Accession No. S20502)

# INDIA AS GLOBAL START-UP HUB

MISSION WITH PASSION



C B RAO



LEADERCREST ACADEMY

**TECHNOLOGY & COMPETITIVE STRATEGY: PERSPECTIVES FOR INNOVATORS,  
DIFFERENTIATORS & FOLLOWERS**

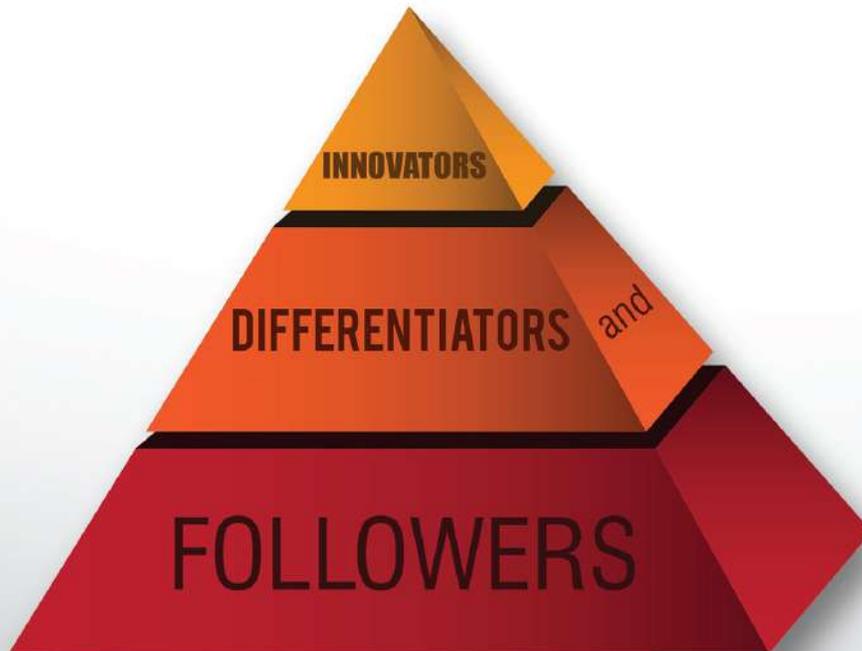
By C Bhaktavatsala Rao & Leadercrest Academy (Accession No. S20503)



LEADERCREST ACADEMY

# **TECHNOLOGY AND COMPETITIVE STRATEGY**

**PERSPECTIVES FOR**

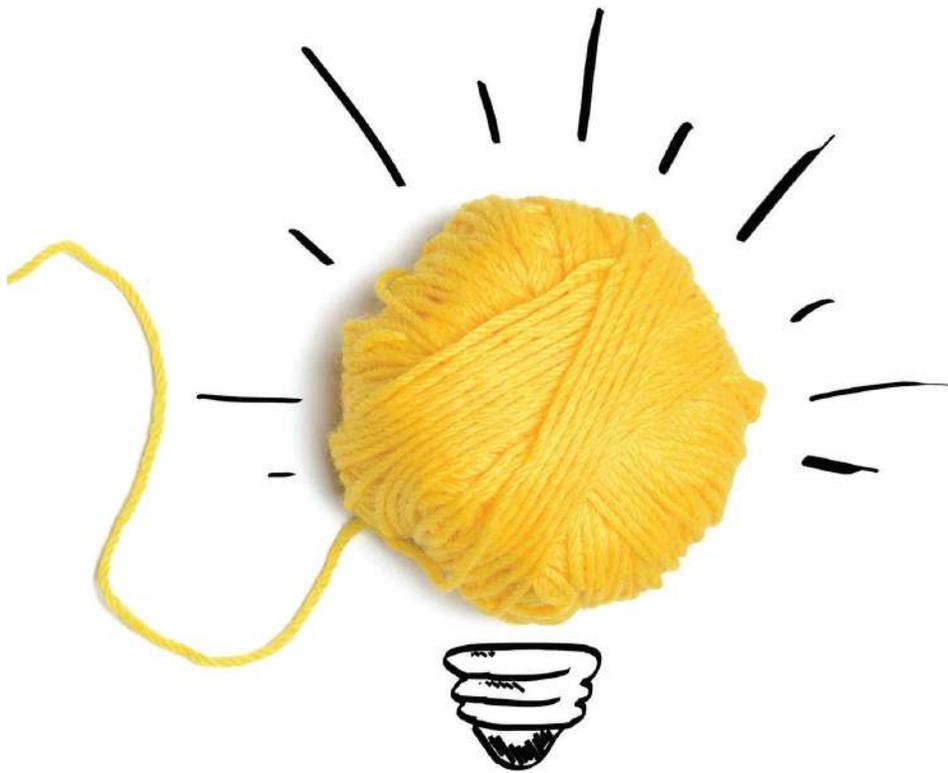


**C B RAO**



**FROM START UP TO RAMP UP: INDIAN CONTEXT & GLOBAL INSIGHTS**  
By C Bhaktavatsala Rao & Leadercrest Academy (Accession No. S20504)

**C B Rao**



# **FROM START-UP TO RAMP-UP**

Indian Context and Global Insights



LEADERCREST ACADEMY

**COMPETITIVE STRATEGIES FOR INDIAN SMEs LESSONS FROM CHINA: KNOW SPECIAL IDEAS TO SHARPEN YOUR BUSINESS SKILLS**

By Jaimin Vasa (Accession No. S20505)

DR. JAIMIN VASA

Sharpen Your  
Business Skills

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**COMPETITIVE  
STRATEGIES  
FOR INDIAN SMEs**



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LESSONS FROM CHINA

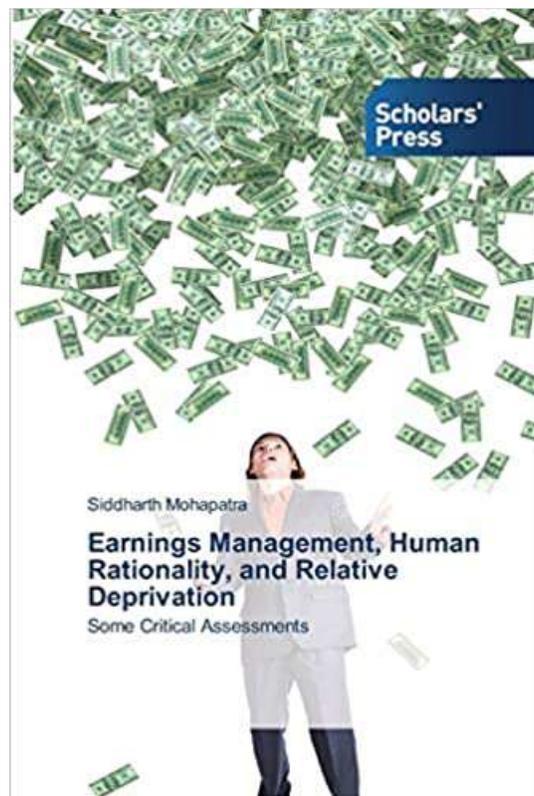
**FOREWORD**

Pankaj R. Patel  
Chairman & Managing Director  
Zydus Cadila



**Abstract:** India & China, being oldest civilisations promises to have exciting phase of growth in the future. Still you will realise that China is far ahead than India. Dont you? You might be feeling sometimes that your counterpart in China has a lot more business ease and opportunity than you have in India. Why is it so? Now you too can take your business on a newer heights by comparing two neighbouring countries with their competitive landscape, things that sets them apart, points that triggers growth. By applying the outcome that is readily available in this book will help your business for skyrocketing growth! Keep this in mind.

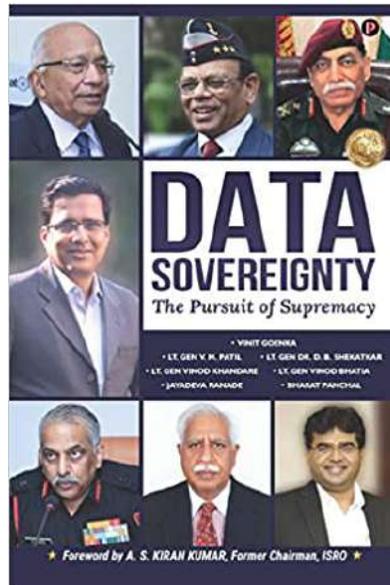
**EARNINGS MANAGEMENT, HUMAN RATIONALITY & RELATIVE DEPRIVATION: SOME CRITICAL ASSESSMENTS** By Siddharth Mohapatra (Accession No. S20506)



**Abstract:** Although lawful, the widespread use of earnings management in financial reporting gives reasons to believe that companies may be indulging in illegally manipulating earnings in stead of managing them prudently. What motivate it are not straightforward because the nature of human motivation is complex. Although, earnings management is deemed an intentional action, wherein company decision-makers use managerial discretions and judgements to achieve desired earnings numbers; yet nothing has been said beyond this. In this empirical study, based on a real case, using vignettes, we have attempted to study relative deprivation - i.e., peoples reaction to objective situations depends on their subjective comparisons - as one of the causes behind decision-makers reasoning process to manipulate earnings. Our findings are mixed in the sense that while answering if relative deprivation causes earnings management to stray into earnings manipulations, the respondents have rendered varied levels of support to it under two different situations. Notwithstanding, we have some interesting findings as regards relative deprivation effecting manipulative earnings management practices.

## DATA SOVEREIGNTY: THE PURSUIT OF SUPREMACY

By Vinit Goenka and & Many Others (Accession No. S20507)



**Abstract:** Throughout history, we have witnessed several struggles, battles, and wars as each imperial power has been in pursuit to assert their supremacy and gain dominance over the wealth and resources of other countries. This Pursuit of Supremacy is ingrained in every human, and the extent of individual aspiration to dominate others defines an individual's leadership style - while a dictator may be the person who with might of his resources and powers, forces his dominance, a benevolent person thrives on his ability of influencing thoughts or actions - on others. It has always been a human endeavour to assert their domination over others and to ensure an unequal state where the weaker community is set to serve the dominant powers' interests. This book deep dives into concepts and our narrative of Data Colonisation. Let's do some context setting around the various colonisations that have sprung up in human history in pursuit of supremacy. A textbook definition of Colonisation is a process by which the central system of power dominates the surrounding land and its components. The primary purpose of this colonisation was economic and to ensure that the conqueror had exclusive rights on the countries that were conquered and ruled. These subservient countries became the exclusive property of the conqueror - source of its cheap imports and unique export markets for high priced goods and services. The citizens of the conqueror were, thus, ensured an enhanced quality of life.

**TRANSFORMING INDIAN HIGHER EDUCATION**  
By H Chaturvedi (Accession No. S20508)

**TRANSFORMING  
INDIAN  
HIGHER  
EDUCATION**



EDITOR

**H CHATURVEDI**

BLOOMSBURY

## FOURTH INDUSTRIAL REVOLUTION

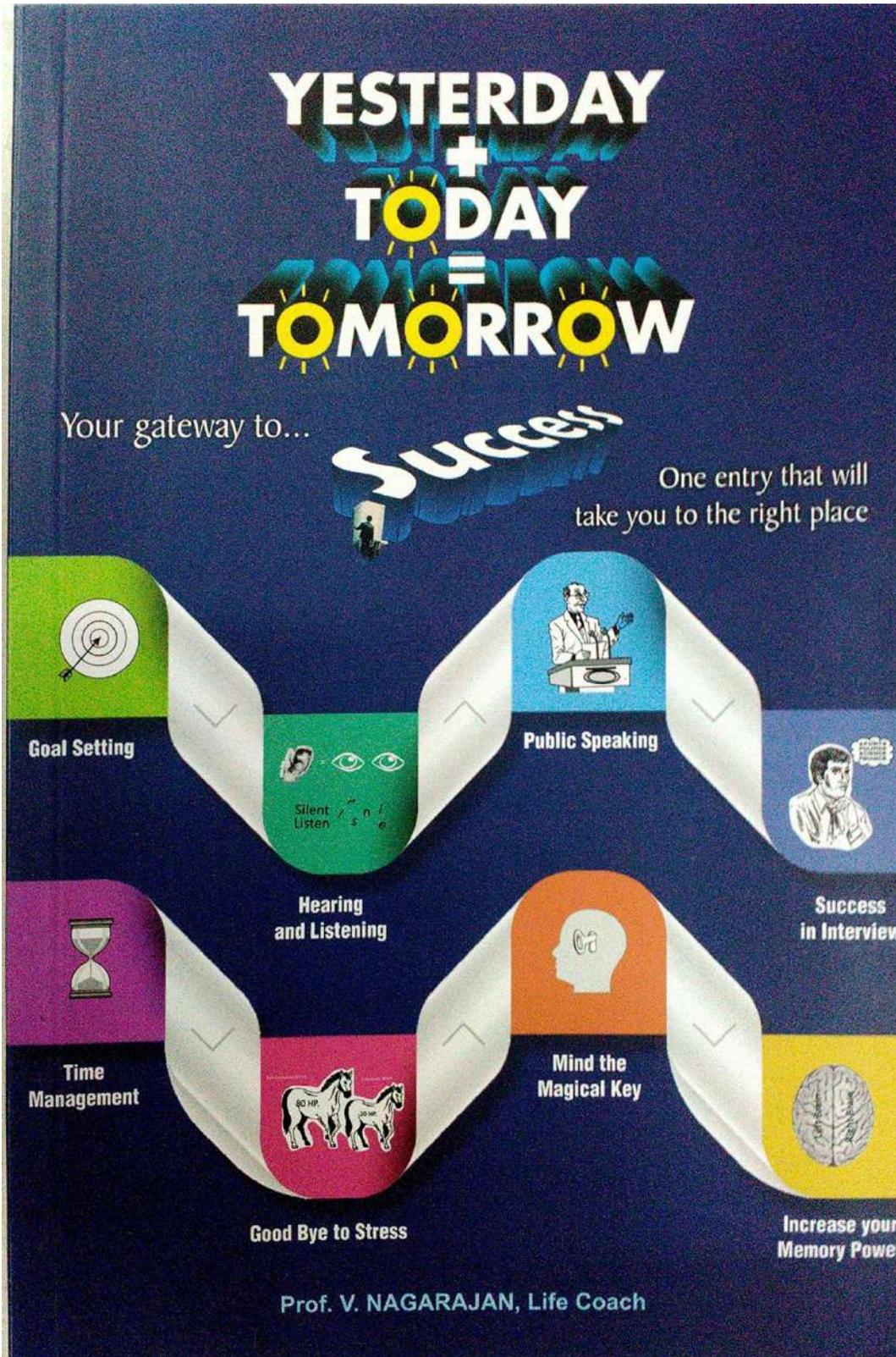
By Klaus Schwab (Accession No. S20509)



**Abstract:** The founder and executive chairman of the World Economic Forum on how the impending technological revolution will change our lives We are on the brink of the Fourth Industrial Revolution. And this one will be unlike any other in human history. Characterized by new technologies fusing the physical, digital and biological worlds, the Fourth Industrial Revolution will impact all disciplines, economies and industries - and it will do so at an unprecedented rate. World Economic Forum data predicts that by 2025 we will see: commercial use of nanomaterials 200 times stronger than steel and a million times thinner than human hair; the first transplant of a 3D-printed liver; 10% of all cars on US roads being driverless; and much more besides. In The Fourth Industrial Revolution, Schwab outlines the key technologies driving this revolution, discusses the major impacts on governments, businesses, civil society and individuals, and offers bold ideas for what can be done to shape a better future for all.

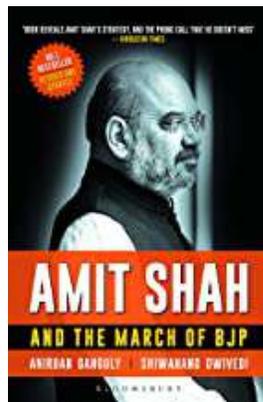
**YESTERDAY + TODAY = TOMORROW: WORTH ITS WEIGHT IN GOLD**

By V Nagarajan (Accession No. S20510)



## AMIT SHAH & THE MARCH OF BJP

By Anirban Ganguly & Shivanand Dwivedi (Accession No. S20511)

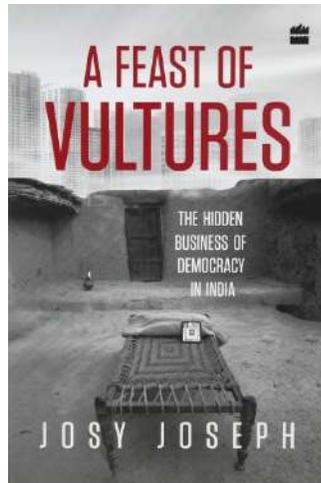


**Abstract:** The story of Amit Shah's political life, struggles, rise and triumph is little known. For a leader who is often referred to as the Chanakya of Indian politics, who has dominated India's fast-paced and complex political stage since 2014, has altered its electoral map by leading the Bharatiya Janata Party (BJP) to successive historic victories post the May 2014 general elections, there is very little that is recorded or narrated. So, it's no surprise that the curiosity he evokes is ever on the rise. Most of what is written about Amit Shah is based on conjectures, hearsay, assumptions and biases. The real Amit Shah—the once booth-worker and now national president of the largest political party in the world, the master strategist who has pushed the BJP to an organisational pinnacle and yet talks of scaling peaks, a man who is unhesitant in his stand on nationalism and on anything which concerns India's national interest—has remained in the shadows, self-effaced, away from the limelight. The story of how he expanded the BJP into a pan-India party and the convergence of organisational science and ideology that has made the BJP a unique and formidable political entity is a story that needs to be told. The book narrates the personal and political journey of Amit Shah, captures the ideological world that shaped him and gives an account of the party that he is leading and shaping today. It is for the first time that his story is being told—an authentic, no-holds-barred portrayal of one of the most influential leaders of our times. To the political worker, the observer and to anyone even remotely interested in Indian politics, irrespective of their profession or political leaning, especially since the unfolding of Indian politics in the summer of 2014, this is a captivating exploration of the political life and journey of one of its central characters.

## A FEAST OF VULTURES: THE HIDDEN BUSINESS OF DEMOCRACY IN INDIA

By Josy

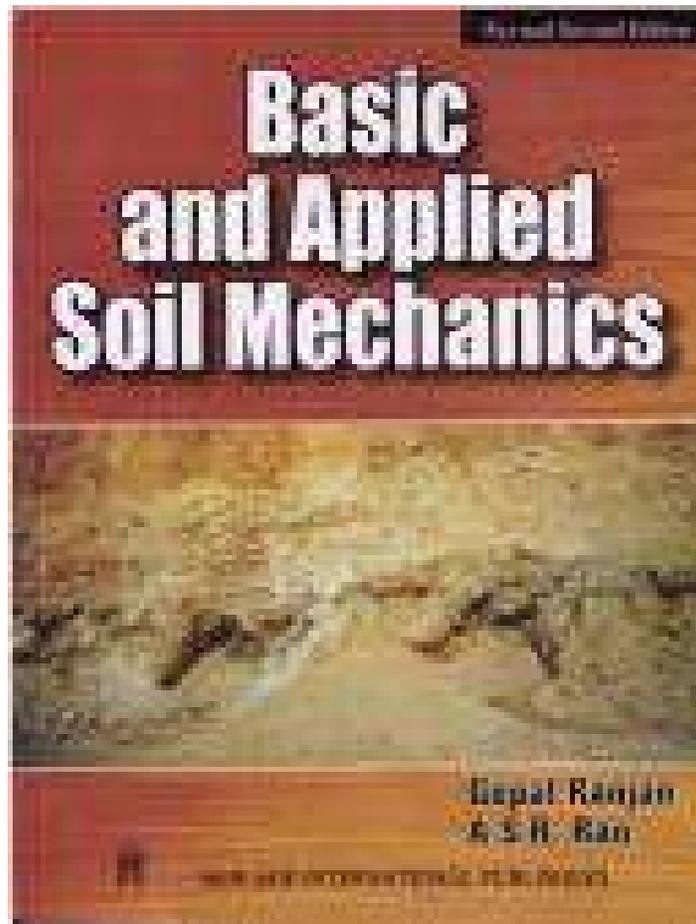
Joseph (Accession No. S20512)



**Abstract:** Every day, millions of people -- the rich, the poor and the many foreign visitors -- are hunting for ways to get their business done in modern India. If they search in the right places and offer the appropriate price, there is always a facilitator who can get the job done. This book is a sneak preview of those searches, the middlemen who do those jobs, and the many opportunities that the fast-growing economy offers. Josy Joseph draws upon two decades as an investigative journalist to expose a problem so pervasive that we do not have the words to speak of it. The story is big: that of treacherous business rivalries, of how some industrial houses practically own the country, of the shadowy men who run the nations politics. The story is small: a village needs a road and a hospital, a graveyard needs a wall, people need toilets. A Feast of Vultures is an unprecedented, multiple-level inquiry into modern India, and the picture it reveals is both explosive and frightening. Within these covers is unimpeachable evidence against some of the countrys biggest business houses and political figures, and the reopening of major scandals that have shaped its political narratives. Through hard-nosed investigations and the meticulous gathering of documentary evidence, Joseph clinically examines and irrefutably documents the non-reportable. It is a troubling narrative, but also a call to action and a cry for change. A tour de force through the wildly beating heart of post-socialist India, the book is a must-read for anyone interested in understanding the large, unwieldy truth about this nation.

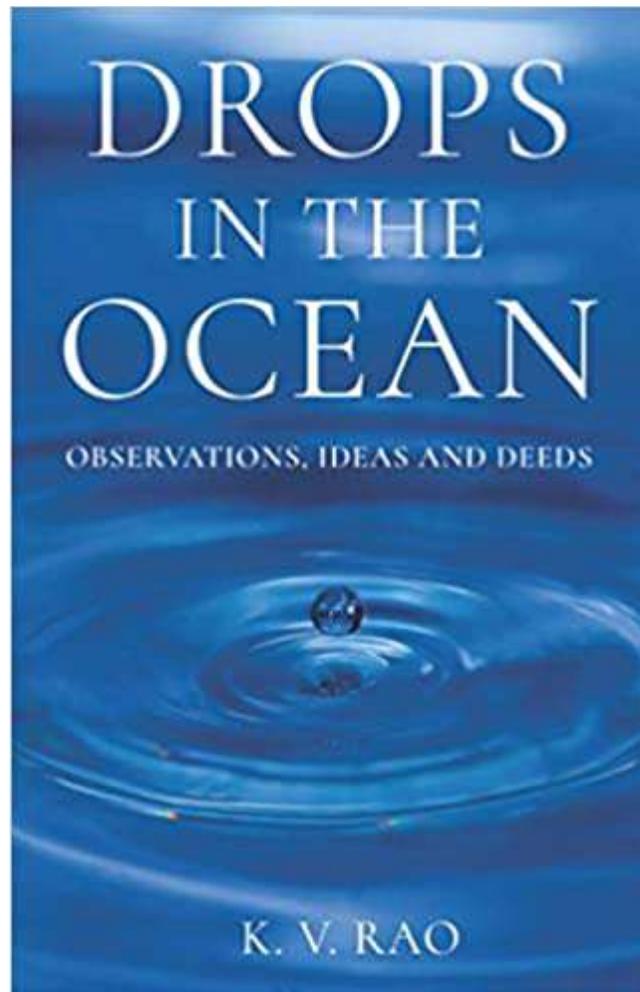
**BASIC & APPLIED SOIL MECHANICS**

By Gopal Ranjan & ASR Rao (Accession No. S20514)



## **DROPS IN THE OCEAN: OBSERVATIONS, IDEAS & DEEDS**

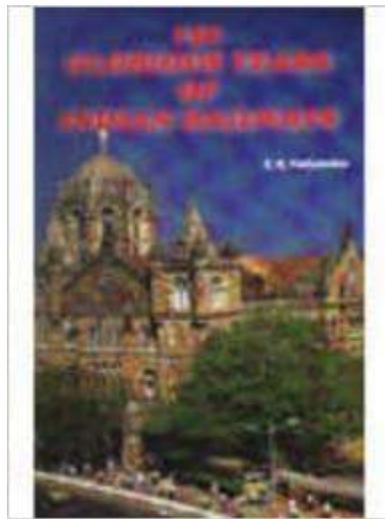
By K V Rao (Accession No. S20515)



**Abstract:** The book is all about the Observations, Ideas and Deeds or Works done by a Civil servant of Indian Railways. The author talks about how his observations of even small and little things, how he tried to address or solve them with his innovative ideas and executed them for the larger interest of the society. About the Author: Shri K.V.Rao, is an ex civil servant, belong to IRTS (Indian Railways Traffic Service) 1986 batch, served in Ministry of Railways, Govt of India up to 2020. He has done lot of innovative works after formulating his observations in to new ideas beneficial for the Railways, Rail users customers and the society.

## 150 YEARS OF GLORIOUS YEARS OF INDIAN RAILWAYS

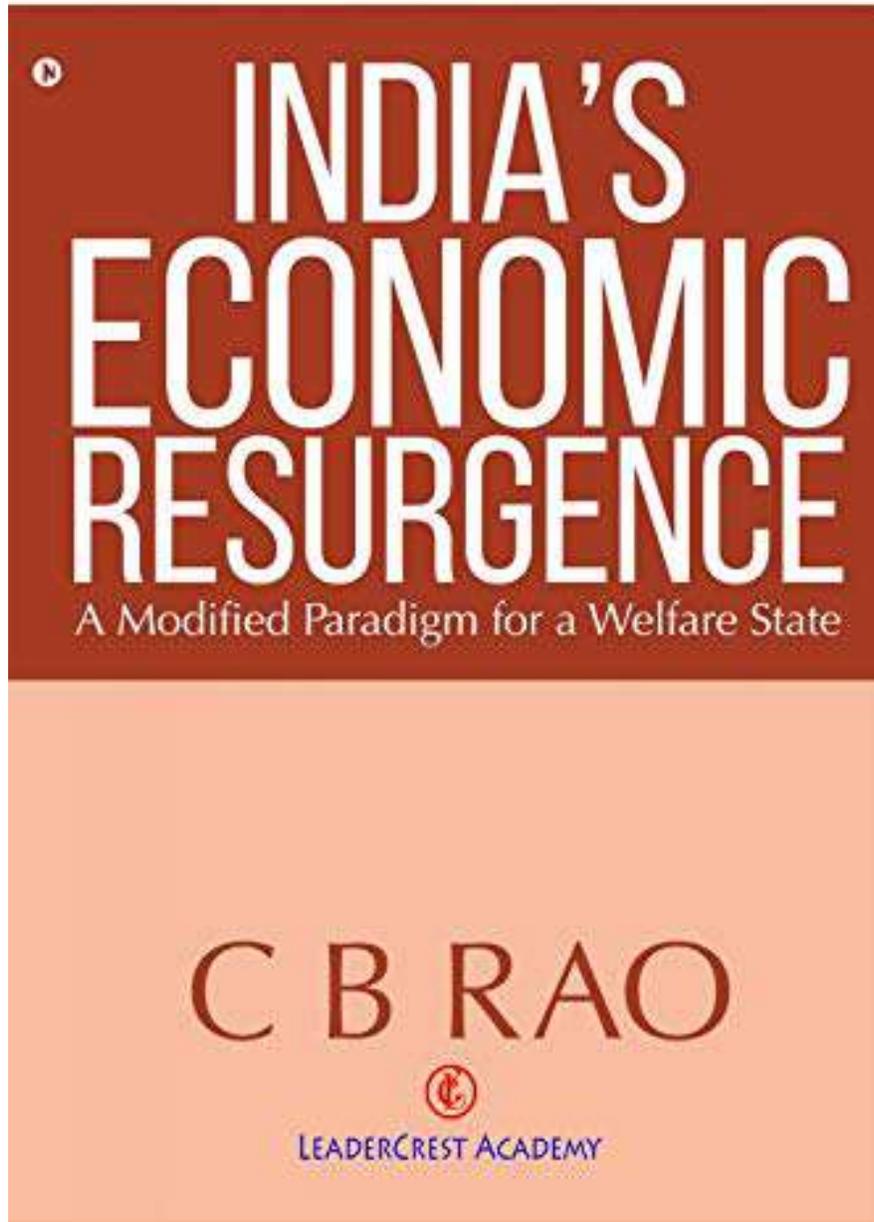
By K R Vaidyanathan (Accession No. S20516)



**Abstract:** Book Summary of 150 Glorious Years Of Indian Railways This book gives the history of Indian Railways from the earliest beginnings and provides fascinating details about development of steam, diesel and electric locomotives and descriptions of great trains famous stations, signaling system above all what it takes to make the services run smoothly.

**INDIA'S ECONOMIC RESURGENCE: A MODIFIED PARADIGM FOR A WEFARE STATE**

By C Bhaktavatsala Rao & Leadercrest Academy (Accession No. S20517)



**PRODUCT STRATEGY & CORPORATE SUCCESS**

By C Bhaktavatsala Rao & Leadercrest Academy (Accession No. S20518)

Concepts and Cases from  
the Indian Automobile Industry

# PRODUCT STRATEGY AND CORPORATE SUCCESS



C B RAO

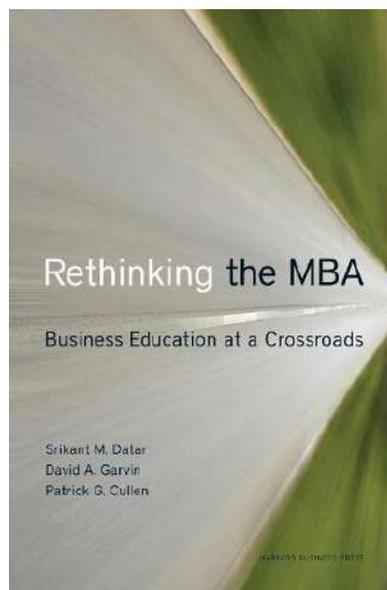


LEADERCREST ACADEMY



## RETHINKING THE MBA: BUSINESS EDUCATION AT A CROSSROADS

By Srikant M Datar; David A Garvin & Patrick G Cullen (Accession No. S20519)



**Abstract:** "Business Schools Face Test of Faith." "Is It Time to Retrain B-Schools?" As these headlines make clear, business education is at a major crossroads. For decades, MBA graduates from top-tier schools set the standard for cutting-edge business knowledge and skills. Now the business world has changed, say the authors of Rethinking the MBA, and MBA programs must change with it. Increasingly, managers and recruiters are questioning conventional business education. Their concerns? Among other things, MBA programs aren't giving students the heightened cultural awareness and global perspectives they need. Newly minted MBAs lack essential leadership skills. Creative and critical thinking demand far more attention. In this compelling and authoritative new book, the authors:· Document a rising chorus of concerns about business schools gleaned from extensive interviews with deans and executives, and from a detailed analysis of current curricula and emerging trends in graduate business education· Provide case studies showing how leading MBA programs have begun reinventing themselves for the better· Offer concrete ideas for how business schools can surmount the challenges that come with reinvention, including securing faculty with new skills and experimenting with new pedagogies rich with examples and thoroughly researched, rethinking the MBA reveals why and how business schools must define a better pathway for the future.

# ORGANIZATIONAL DEVELOPMENT & ALIGNMENT: THE TENSEGRITY MANDALA FRAMEWORK

By Gagandeep Singh & Raghu Ananthanarayanan (Accession No. S20520)

## *Organizational* Development and *Alignment* The Tensegrity Mandala Framework



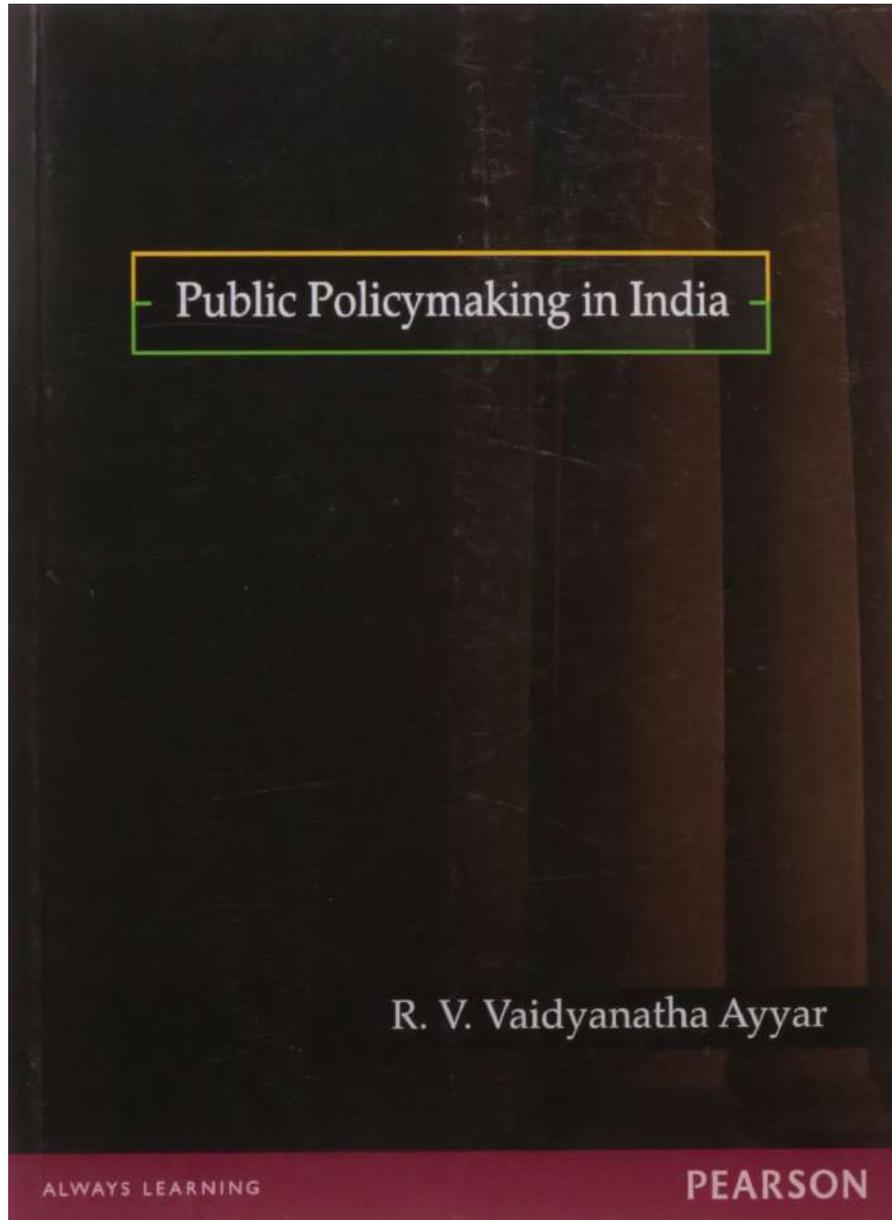
Gagandeep Singh  
Raghu Ananthanarayanan



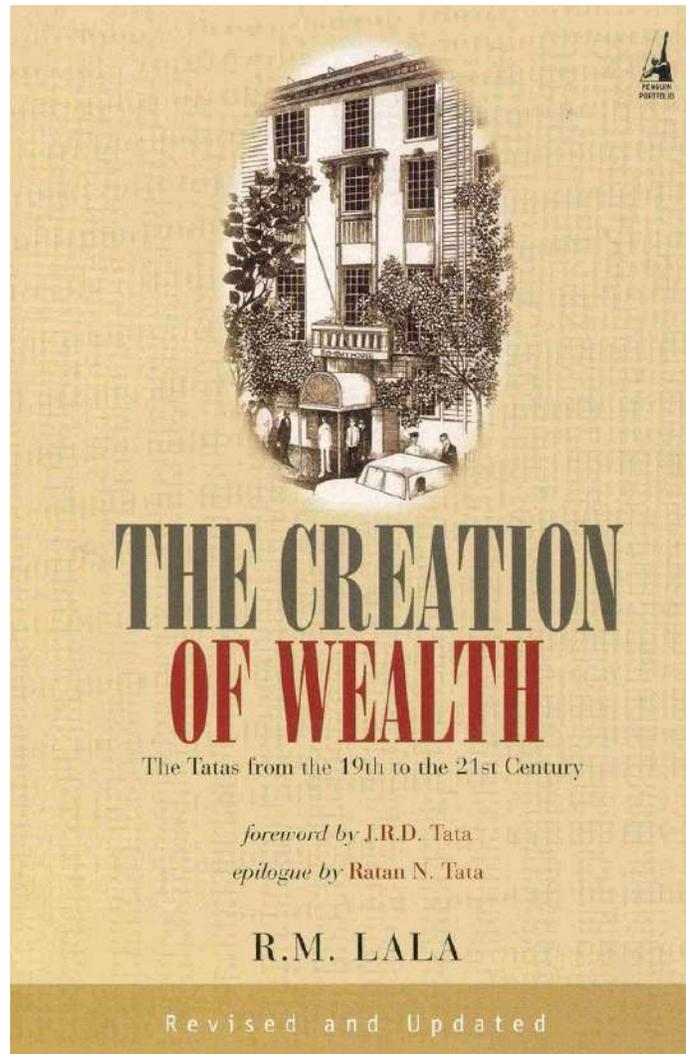
**Abstract:** Organizational Development and Alignment: The Tensegrity Mandala Framework takes a close look at the underlying axioms of Organization Design and Alignment that have not only proliferated rigid structures and oppressive hierarchies, but also have rendered employees worldwide as mere instruments and dehumanized the organizational context. By looking at an organizational system as inherently a Tensegrity structure, an architectural paradigm vitalized by Buckminster Fuller, the book offers the reader insights into the dynamic tensions, role-holding, and dialog possibilities that pervade the modern organization across stakeholders such as investors, customers, employees and the ecology. By containing the organization as a 'Mandala', a dynamic force field with arrays of polarities and counter-pulls that burden the leadership, it explicates the various dilemmas that are contained within, and offers insights into design, policies, culture and role-effectiveness. The Tensegrity Mandala empowers the organization of today towards reflexivity and transformation. It serves as a blueprint for growth, organization development, dialog, and institutionalizing leadership.

**PUBLIC POLICYMAKING IN INDIA**

By R V Vaidyanatha Ayyar (Accession No. S20523)



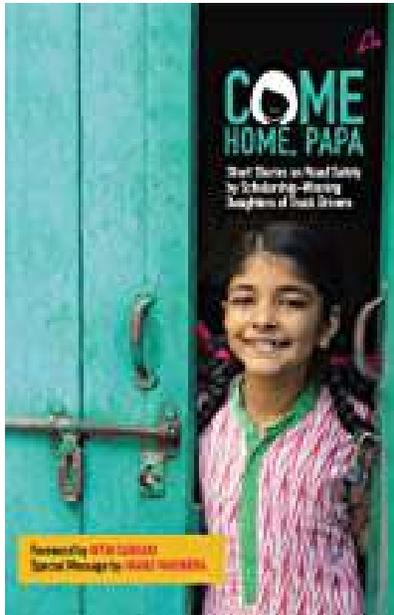
**CREATION OF WEALTH: THE TATAS FROM THE 19TH TO THE 21ST CENTURY**  
By Russi M Lala (Accession No. S20524)



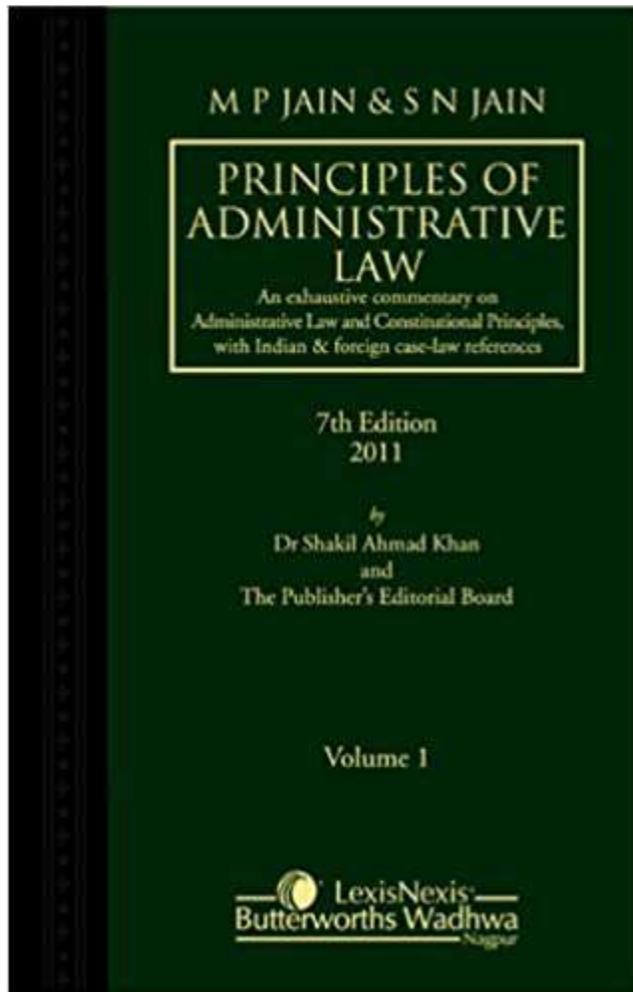
**Abstract:** When Jamsetji Tata started a trading firm in 1868, few could have guessed that he was also opening an important chapter in the making of modern India. Jamsetji saw that the three keys to India's industrial development were steel, hydroelectric power and technical education and research. A century and a half later, the Tatas can claim with justice to have lived up to the vision of their founder. But the road to success has never been smooth. Appearing for the first time in this edition is the story of how the Tatas, with Ratan Tata at the helm, have had to grapple with change in the post-1992 era of economic reforms. In a frank epilogue, Ratan Tata talks about the difficulties he faced in implementing change, including resistance from his colleagues. The Creation of Wealth is R. M. Lala's best-selling account of how the Tatas have been at the forefront in the making of the Indian nation "not just by their phenomenal achievements as industrialists and entrepreneurs but also by their signal contributions in areas like factory reforms, labour and social welfare, medical research, higher education, culture and arts and rural development.

## COME HOME PAPA: SHORT STORIES ON ROAD SAFETY BY SCHOLARSHIP WINNING DAUGHTERS OF TRUCK DRIVERS

By Mahindra Truck & Bus (Accession No. S20525)

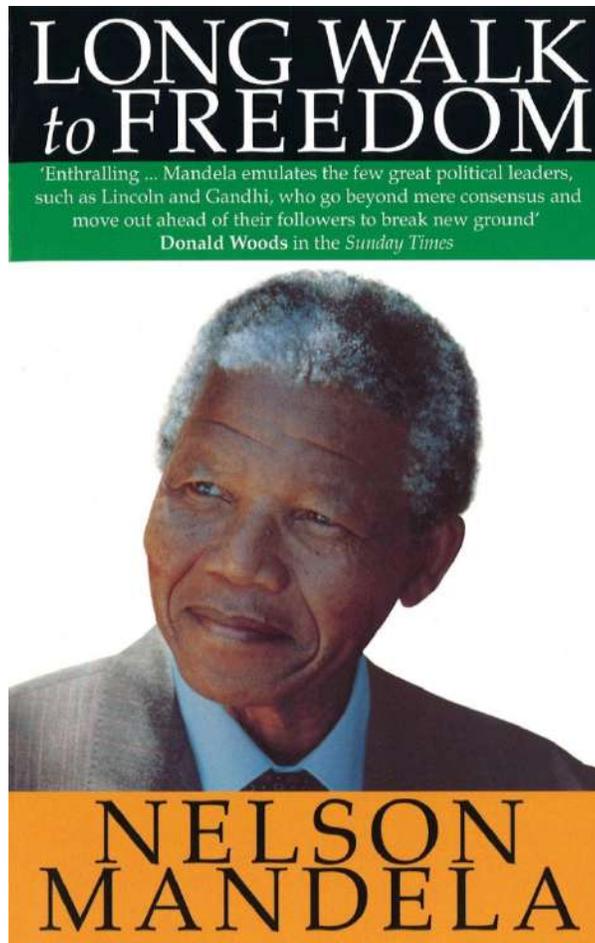


**Abstract:** In India, more than seventy-five percent of road accidents happen due to human error or carelessness. ... for safety ultimately the desire results cannot be achieved in the absence of responsible road usage. And responsible road usage at times needs to be encouraged by family members. - Nitin Gadkari My prayers and best wishes for more and more daughters of the truck drivers community to make their dreams a reality and leave a stamp of class and courage, by forging ahead against all odds. - Amitabh Bachchan Come Home Papa is a very important campaign. We need to follow safety measures because it is someones family member who is getting harmed. This could be us or our family members too. Please dont drink and drive. Dont speed on the highways. Take road safety seriously. - Varun Dhawan COME HOME PAPA - a, collaborative initiative of Mahindra Truck & Bus Division, Tell Me Your Story and the Ministry of Road Transport and Highways - is a collection of short stories on road safety and the challenges faced by people in the trucking profession, written by the daughters of truck drivers. These are stories that will help build relationships between socially and economically disparate sectors, bridging the gaps with common emotions.



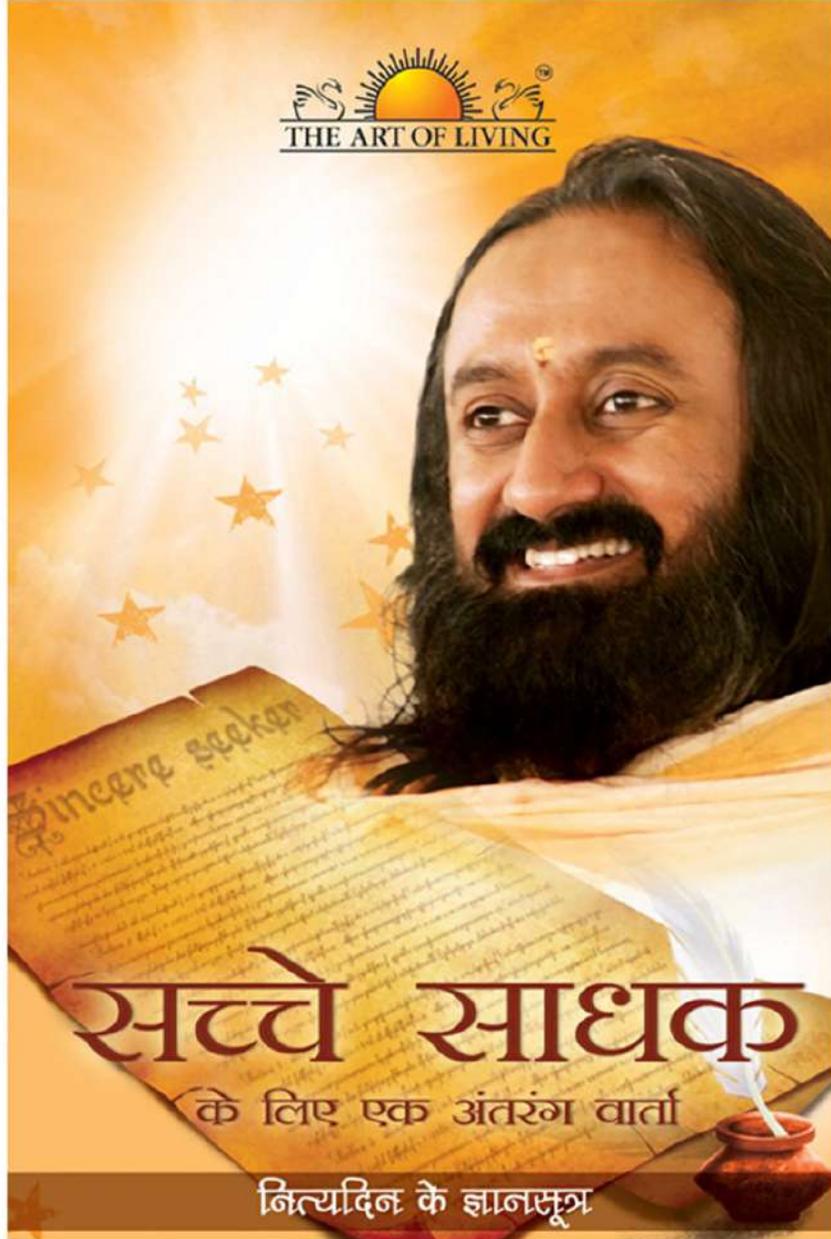
(Accession No. S20526)

**Abstract:** A leading treatise on the subject for over four decades, M P Jain & S N Jain Principles of Administrative Law provides a clear enunciation of the principles of Indian administrative law. An ever-increasing contact of the individual with the administrative machinery makes this book an ideal reference for judges, advocates, government officials, academicians, students and interested citizens.



(Accession No. S20527)

**Abstract:** These memoirs from one of the great leaders of our time are essential reading for anyone who wants to understand history - and then go out and change it. Barack Obama: The riveting memoirs of the outstanding moral and political leader of our time, Long Walk to Freedom brilliantly re-creates the drama of the experiences that helped shape Nelson Mandela's destiny. Emotive, compelling and uplifting, Long Walk to Freedom is the exhilarating story of an epic life; a story of hardship, resilience and ultimate triumph told with the clarity and eloquence of a born leader. Enthralling . . . Mandela emulates the few great political leaders such as Lincoln and Gandhi, who go beyond mere consensus and move out ahead of their followers to break new ground. Sunday Times: The authentic voice of Mandela shines through this book . . . humane, dignified and magnificently unembittered. The Times: Burns with the luminosity of faith in the invincible nature of human hope and dignity . . . Unforgettable. Andre Brink.



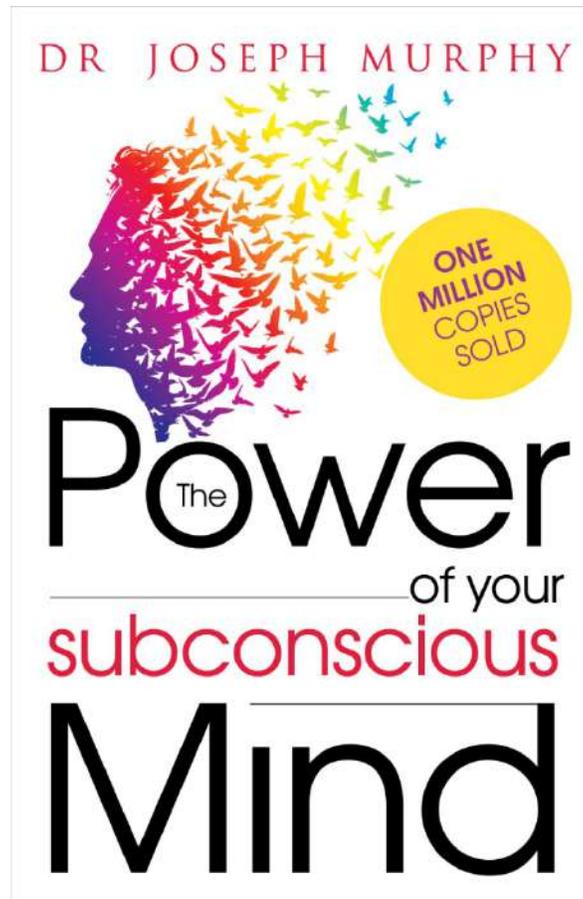
(परिग्रहण संख्या S20528)



# Patanjali Yoga Sutras

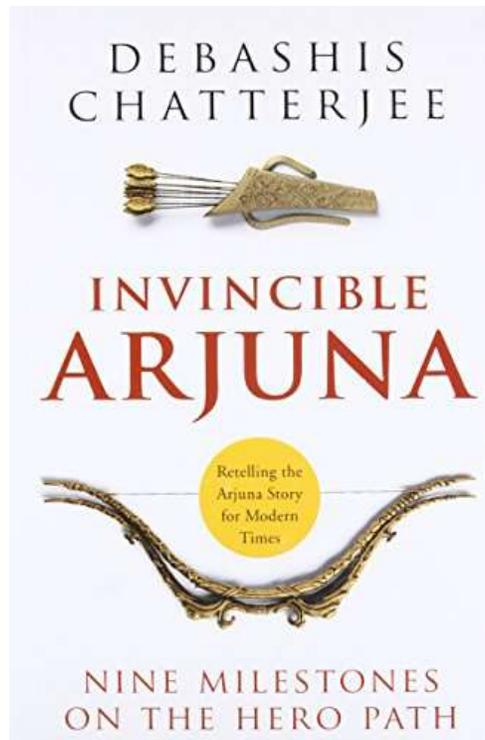
Commentary by Gurudev Sri Sri Ravi Shankar

(Accession No. S20529)



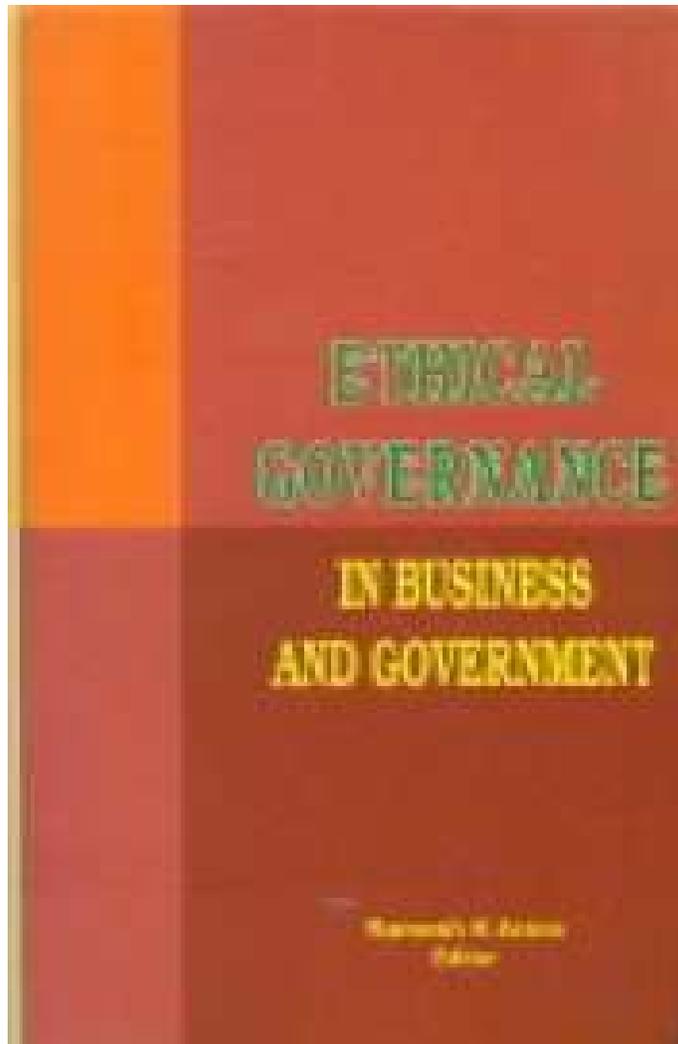
(Accession No. S20530)

**Abstract:** An ideal book to unravel your sub-conscious Did you know that your mind has a mind of its own? Yes! Without even realizing, our mind is often governed by another entity which is called the sub-conscious mind. This book can bring to your notice the innate power that the sub-conscious holds. We have some traits which seem like habits, but in reality these are those traits which are directly controlled by the sub-conscious mind, vis-à-vis your habits or your routine can be changed if you can control and direct your sub-conscious mind positively. To be able to control this mind power and use it to improve the quality of your life is no walk in the park. This is where this book acts as a guide and allows you to decipher the depths of the sub-conscious. In this book, The power of your subconscious mind, the author fuses his spiritual wisdom and scientific research to bring to light how the sub-conscious mind can be a major influence on our daily lives. Once you understand your subconscious mind, you can also control or get rid of the various phobias that you may have in turn opening a brand new world of positive energy.

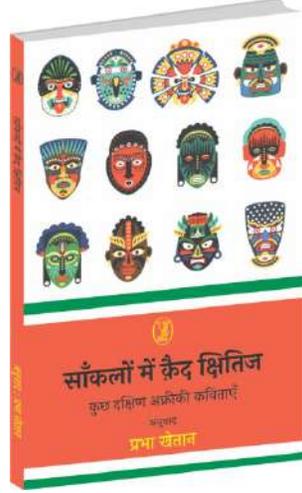


(Accession No. S20531)

**Abstract:** Tell me what you can see, Arjuna,' repeated Drona 'Do you see the tree?' 'No,' said Arjuna. 'Do you then see the bird?' There was a sense of rising excitement in Drona's voice. 'No! I can simply see the eye of the bird, nothing else,' responded Arjuna without taking his eyes off the target. 'Now, shoot!' Drona commanded in a shrill voice. Everyone who stood there saw Arjuna's arrow whizz past and heard a sharp click. The arrow was stuck in the middle of the bird's eye. That day, a legend was born. Arjuna was declared a shreshtha, a supreme human talent. Arjuna's most powerful weapon was not his Gandiva. His power came from ekagrata—his one-pointed concentration. Arjuna re-defined the limits of human achievement. He conquered his enemies with the sword of clarity and the shield of discrimination. In this creative re-imagining of the story of Arjuna, Debashis Chatterjee mines the Mahabharata and discovers nine precious lessons that will enable any one of us to become heroes in our own lives. Whether it is gaining mastery over life, harnessing our will power, or prioritising action choices—these life-lessons from that most charismatic of Pandavas can truly put each one of us on the hero-path. A magical blend of mythology and management, this book is worth reading and re-reading, many times over.



(Accession No. S20535)



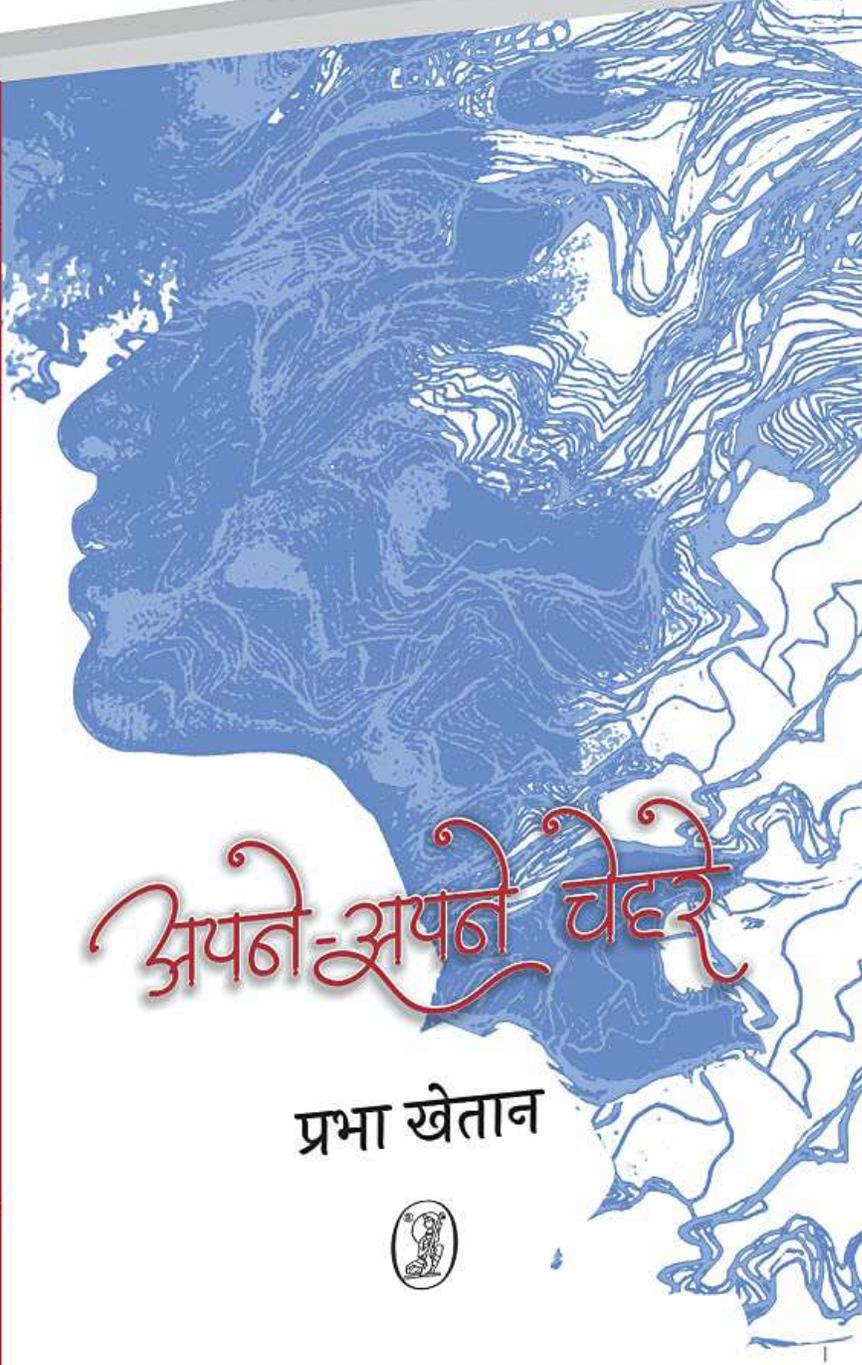
(परिग्रहण संख्या S20539)

**सारांश:** बरसों-बरस से दमन और अत्याचार की बेड़ियों में जकड़ा, छटपटाता, पल-पल अपनी अस्मिता की रक्षा के लिए तिलमिलाता, चीखता दक्षिण अफ्रीका।...जिसकी ज़मीन पर खून के इतिहास लिखे गये, तो कागज़ पर क्रान्ति गीत। अफ्रीका अब भी गीतों और कविताओं का देश है। अफ्रीकी अब भी कविता को क्रान्ति का सबसे बड़ा हथियार मानते हैं। आदमी के खून से लिखी गयी इन कुछ दक्षिण अफ्रीकी कविताओं का अनुवाद किया है प्रभा खेतान ने और इस संकलन को नाम दिया है साँकलों में कैद क्षितिज। ये उस क्षितिज की कविताएँ हैं, जो साँकलों की कैद में जकड़ा है, छटपटा रहा है, पर सर्व मुक्त है क्षितिज, इसलिए एक दिन उसे मुक्त होना ही है। मुक्ति की साँस की चाह से भरी ये कविताएँ मन-मस्तिष्क को चीरकर रख देती हैं और आँखों में दर्द का अथाह दरिया बह पड़ता है। ये कविताएँ दबे-घुटे अफ्रीकी जन की ही नहीं हैं, बल्कि इनकी संवेदना से दुनिया के हर कोने का दमित-दलित जन अपने पूरे-पूरे आवेग के साथ जुड़ा है इन कविताओं के अनुवाद में प्रभा खेतान ने मूल भावना को पकड़ा है और पीड़ा के ज्वार को व्यक्त करने में प्रयुक्त होने वाली वास्तविक भाषा में उसे अभिव्यक्त किया है। काव्य के मर्म की गहरी समझ रखने वाली प्रभा खेतान का सार्थक श्रम है यह संकलन।



अपने-अपने चेहरे

प्रभा खेतान



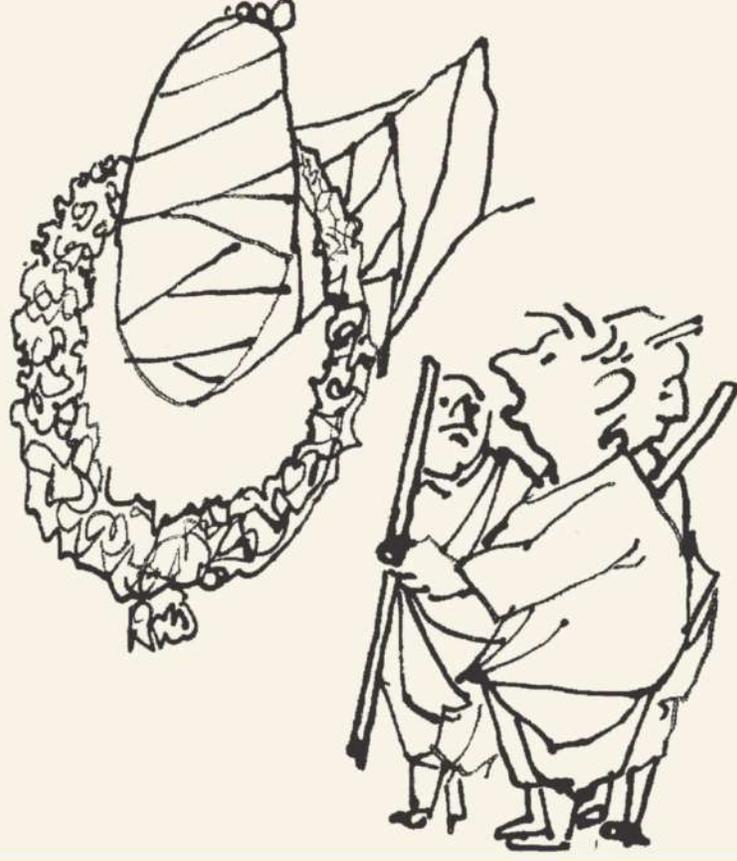
# अपने-अपने चेहरे

प्रभा खेतान



(परिग्रहण संख्या S20540)

**सारांश:** प्रभा खेतान का नाम कृष्णा सोबती, मन्नू भण्डारी और उषा प्रियंवदा के बाद की पीढ़ी की महत्वपूर्ण लेखिकाओं में लिया जाता है। लेखन और व्यवसाय दोनों को सफलतापूर्वक साधकर पितृसत्तावादी समाज में उन्होंने स्वयं को साबित किया है। उनकी अधिकांश रचनाओं में उनकी उपस्थिति उसी तरह झलकती है जैसे अपनी ही कहानी में लेखक खुद दर्शक, सूत्रधार और चरित्र की भूमिका में दिखाई देता है। उनके सभी उपन्यासों में पितृसत्तात्मक सामाजिक व्यवस्था के बीच स्वतन्त्रता और समानता के लिए संघर्षरत विभिन्न स्त्री चरित्र दिखाई देंगे। जहाँ एक ओर उन्होंने स्त्री जीवन की विविध समस्याओं को उठाया है वहीं दूसरी ओर स्त्री के इन समस्याओं से दो-चार होने वाली सामाजिक व्यवस्था की पड़ताल भी की है। अपने-अपने चेहरे की प्रमुख स्त्री पात्र रमा विवाहित पुरुष राजेन्द्र गोयनका से प्रेम करती है। वह उनके परिवार को खुश रखने का हरसम्भव प्रयास करती है। किन्तु फिर भी राजेन्द्र का परिवार उसे नहीं अपना पाता। समाज उस पर दूसरी औरत होने का लेबल चस्पाँ कर देता है। रमा दूसरी औरत के इस लेबल को हटाने का पूरा प्रयास करती है और अपना अलग अस्तित्व स्थापित करने के लिए दिन-रात परिश्रम करती है।



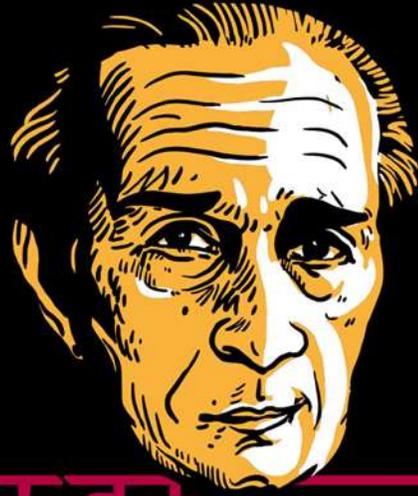
# विकलांग श्रद्धा का दौर हरिशंकर परसाई



(परिग्रहण संख्या S20541)

**सारांश:** हरिशंकर परसाईजन्म: 22 अगस्त, 1924। जन्म-स्थान: जमानी गाँव, जिला होशंगाबाद (मध्य प्रदेश)। मध्यवित्त परिवार। दो भाई, दो बहिनें। स्वयं अविवाहित। परिवार में बहन, भानजे और भानजी। मैट्रिक नहीं हुए थे कि माँ की मृत्यु हो गई और लकड़ी के कोयले की ठेकेदारी करते पिता को असाध्य बीमारी। फलस्वरूप गहन आर्थिक अभावों के बीच पारिवारिक जिम्मेदारियाँ। यहीं से वास्तविक जीवन संघर्ष, जिसने ताकत भी दी और दुनियावी शिक्षा भी। फिर भी आगे पढ़े। नागपुर विश्वविद्यालय से हिन्दी में एम.ए.। फिर 'डिप्लोमा इन टीचिंग'। निधन: 10 अगस्त, 1995। प्रकाशित कृतियाँ: हँसते हैं रोते हैं, जैसे उनके दिन फिरे, (कहानी-संग्रह); रानी नागफनी की कहानी, तट की खोज (उपन्यास) तथा, तब की बात और थी, भूत के पाँव पीछे, बेईमानी की परत, वैष्णव की फिसलन, पगडण्डियों का जमाना, शिकायत मुझे भी है, सदाचार का ताबीज, विकलांक श्रद्धा का दौर (सा.अ. पुरस्कार), तुलसीदास चंदन घिसैं, हम एक उम्र से वाकिफ हैं। जाने पहचाने लोग, (व्यंग्य निबंध-संग्रह)। रचनाओं के अनुवाद लगभग सभी भारतीय भाषाओं और अंग्रेजी में। मलयालम में सर्वाधिक 4 पुस्तकें। 'परसाई रचनावली' शीर्षक से छह खंडों में संकलित रचनाएँ।

हरिशंकर परसाई



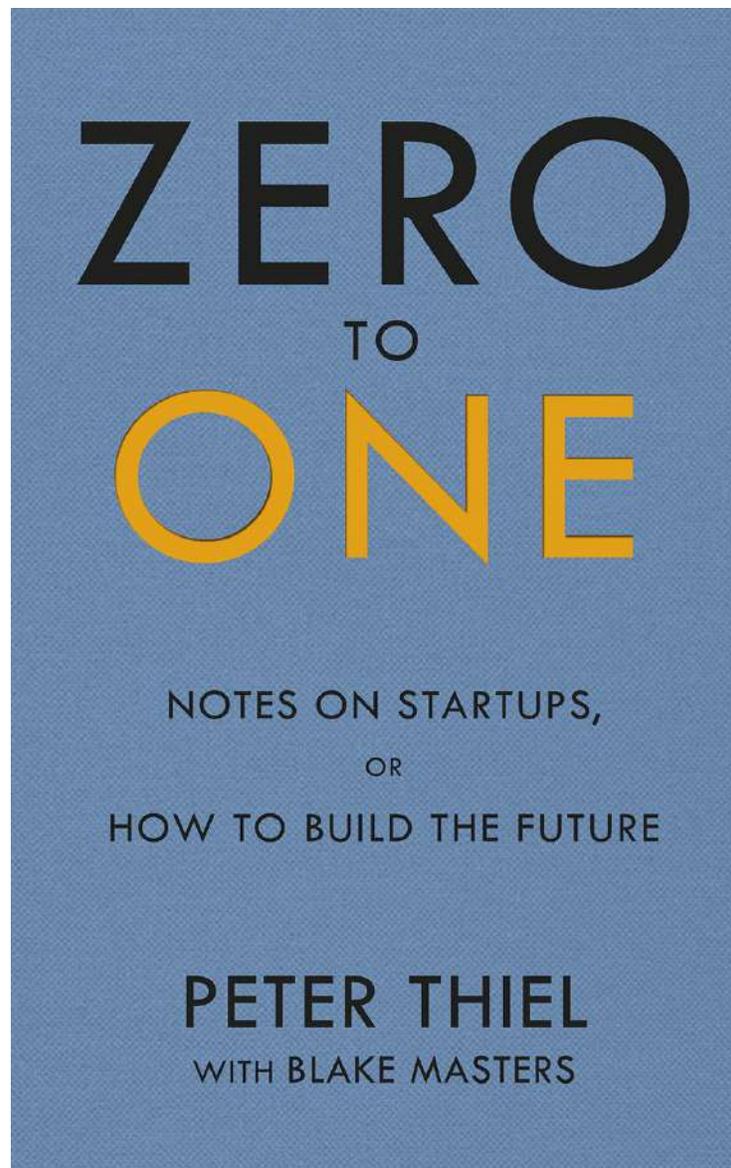
हम इक  
उम्र से  
वाकिफ़ हैं

विष को पचाकर जीने  
और लड़ने की स्मृति-कथा



(परिग्रहण संख्या S20542)

**सारांश:** परसाई जैसा बड़ा रचनाकार जब 'हम इक उस से वाकिफ हैं' होने की बात करता है तो उसका मतलब सिर्फ उतना ही नहीं होता, क्योंकि उसकी 'उम्र' एक युग का पर्याय बन चुकी होती है। इसलिए यह कृति परसाई जी के जीवनालेख के साथ-साथ एक लम्बे रचनात्मक दौर का भी अंकन है। परसाई जी ने इस पुस्तक में अपने जीवन की उन विभिन्न स्थितियों और घटनाओं का वर्णन किया है, जिनमें न केवल उनके रचनाकार व्यक्तित्व का निर्माण हुआ, बल्कि उनकी लेखनी को भी एक नई धार मिल सकी। उनका समूचा जीवन एक सक्रिय बुद्धिजीवी का जीवन रहा। वे सदा सिद्धान्त को कर्म से जोड़कर चले और अपनी रचनात्मकता पर काल्पनिक यथार्थवाद की छाया तक नहीं पडने दी। इसलिए आकस्मिक नहीं कि इस पुस्तक में हम उन्हें विभिन्न आन्दोलनरत संगठनों के कुशल संगठनकर्ता के रूप में भी देख पाते हैं। इसके अलावा यह कृति उनकी सहज व्यंग्यप्रधान शैली में विभिन्न क्षेत्रों में कार्यरत व्यक्तियों से भी परिचित कराती है, जो किसी भी तरह उनसे जुड़े। कहना न होगा कि परसाई जी का यह संस्मरणात्मक आत्मकथ्य उन तमाम पाठकों और रचनाकारों के लिए प्रेरणाप्रद है जो कि एक बुनियादी सामाजिक बदलाव में साहित्यकार की भी एक रचनात्मक भूमिका को स्वीकार करते हैं.



(Accession No. S20543)

**Abstract:** What Valuable Company is Nobody Building? The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. If you are copying these guys, you aren't learning from them. It's easier to copy a model than to make something new: doing what we already know how to do takes the world from 1 to  $n$ , adding more of something familiar. Every new creation goes from 0 to 1. This book is about how to get there.

(Compiled & Prepared by Mukesh, NAIR Library)