

# New Book Alerts

What's New at the Library



Compiled By:

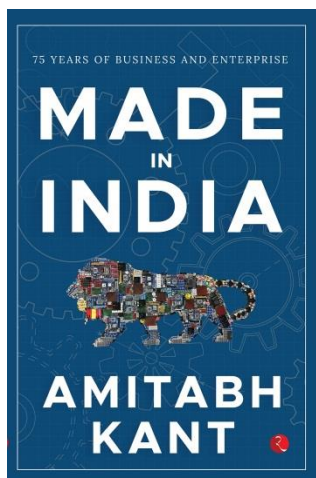
Kumar Sanjay, Director (Library)

Varsha Satija, LIA

**NITI AAYOG**

**LIBRARY**

## **1. Made in India:75 Years of Business And Enterprise/Amitabh Kant**



Mr Amitabh Kant is presently G20 Sherpa of India during its Presidency year. He was CEO, NITI Aayog (National Institution for Transforming India).

Seventy-five years after India attained freedom at the stroke of the midnight hour, the Indian economy has emerged as one of the largest in the world, with a vibrant start-up ecosystem. It has certainly come a long way since the time economic performance, shackled by socialist policies and the License-Permit-Quota Raj, was christened the Hindu rate of growth.

This is a groundbreaking account of the development of Indian business and enterprise from the colonial period to the present. It not only introduces readers to formative business leaders (including Jamsetji Tata, Ghanshyam Das Birla and Walchand Hirachand Doshi) and leading firms (Wadia Group, Kirloskar Brothers Limited and Shapoorji Pallonji) but also analyse their presence in the countrys economy, their growth over time and their true impact on society.

**Pub - Rupa Publications**

**Accession No. 157862**

**Call No- 338.954 K16M**

## **2 . Win- Win Corporations/Shashank Shah**



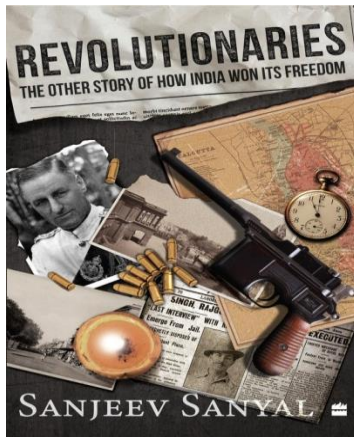
Shashank Shah identifies six Indian companies and tells you how they are truly outstanding in the way do business. Each of them has remarkable practices when it comes to stakeholder management. Whether the stakeholder is a customer, employee, investor, vendor, dealer, or even society at large, these companies exemplify that looking at their interests doesn't really mean compromising on your own. This book gives an insightful glimpse into what motivates exceptional companies and hoe they are a cut above the rest. It also tells you how you can make your company a Win-Win Corporation.

**Pub- Penguin Random House**

**Accession No – C-21478**

**Call No – 658.40120954 S524**

### **3. Revolutionaries :The Other Story Of How India Won Its Freedom/ Sanjeev Sanyal**



The history of India's struggle for freedom is usually told from the perspective of the non-violent movement. Yet, the story of armed resistance to colonial occupation is just as important. Names such as Vinayak Savarkar, Aurobindo Ghosh, Rashbehari Bose, Bagha Jatin, Sachindra Nath Sanyal, Bhagat Singh, Chandrashekhar Azad and Subhas Chandra Bose are still widely remembered. Their story is almost always presented as acts of individual heroism and not as part of a wider movement that had any overarching strategy or significant impact on the overall struggle for Independence.

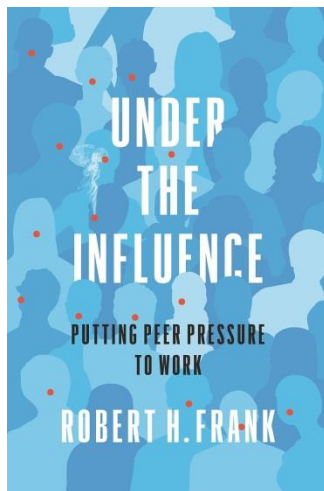
In reality, the revolutionaries were part of a large network that sustained armed resistance against the British Empire for half a century. They not only created a wide network inside India but also established nodes in Britain, France, Thailand, Germany, Persia, Russia, Italy, Ireland, the United States, Japan and Singapore.

**Pub – HarperCollins**

**Accession No – 157860**

**Call No – 323.440954 S238R**

#### **4. Under The Influence: putting peer pressure to work/Robert H. Frank**



Robert H. Frank is the H. J. Louis Professor of Management and Professor of Economics at Cornell University's Johnson Graduate School of Management.

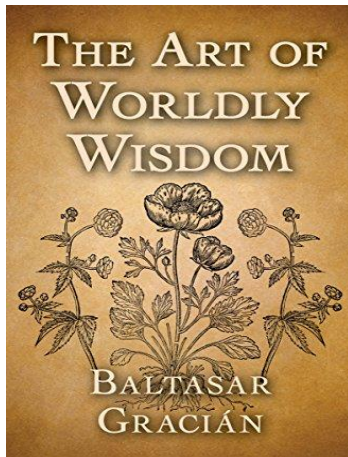
From New York Times bestselling author and economics columnist Robert Frank, bold new ideas for creating environments that promise a brighter future. Psychologists have long understood that social environments profoundly shape our behavior, sometimes for the better, often for the worse. But social influence is a two-way street—our environments are themselves products of our behavior. Under the Influence explains how to unlock the latent power of social context. It reveals how our environments encourage smoking, bullying, tax cheating, sexual predation, problem drinking, and wasteful energy use.

**Pub –Princeton University Press**

**Accession No-157861**

**Call No- 303.3 F829U**

## **5. The Art of worldly wisdom/ Baltasar Gracian**



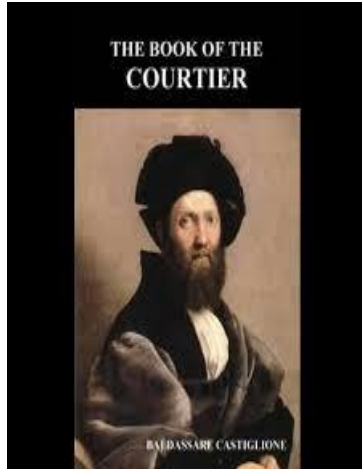
Baltasar Gracián y Morales, SJ (8 January 1601 – 6 December 1658), formerly Anglicized as Baltazar Gracian,[1] was a Spanish Jesuit and baroque prose writer and philosopher. He was born in Belmonte, near Calatayud (Aragón). His proto-existentialist writings were lauded by Nietzsche and Schopenhauer.

**Pub- B.N. Publishing**

**Accession No-157864**

**Call No- 868.302 G731A**

## **6. The Book of the Courtier/Baldesar Castiglione**



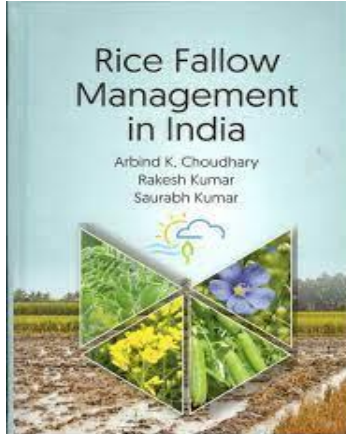
Written by Baldasar Castiglione, count of Novilara and an Italian courtier himself, "The Book of the Courtier" remains as one of the most important and definitive accounts of Renaissance court life. Organized as a series of fictional conversations that occur between the courtiers of the Duke of Urbino in 1507, "The Book of the Courtier" discusses the expectations of a courtier who must have a warrior spirit, be athletic, and have good knowledge of the humanities, classics and fine arts. As the members of the court try to describe the perfect gentleman of the court over the course of four evenings they engage in a debate over the nature of nobility, humor, women, and love in the age of the Italian Renaissance. The English translation of Leonard E. Opdycke of this important historical writing is presented here in this edition of "The Book of the Courtier".

**Pub- Penguin Books**

**Call No- 395 C351T**

**Accession No- 157865**

## **7. Rice Fallow Management in India/ Arbind K. Choudhary**



Over 11.68 Mha estimated rice-fallows are visualized as potential areas to sustain food security for ever growing human population in India. These areas remain idle post-rice cultivation largely due to moisture related constraint. However, these potential areas provide ample opportunity to increase production of short-lived and low water consuming cool season pulse legumes, oilseeds and horticultural crops which can grow on residual soil moisture. The first chapter of the book describes details of the strategies and policy dimension that can be applied for enhancing pulses production from rice-fallow areas. Intensification of oilseed Brassicas, which meet out over 36% of the total edible oil of the country, has been covered in the next chapter. That how can the application of conservation agriculture bring about sustainable intensification of rice-fallows has been considered along with research-based findings in chapter 3. Similarly, in the next chapter, authors have elaborated their findings and success stories to sustainably intensify rice-fallows with vegetables, spices and aromatic crops. The next two chapters are devoted to water and nutrient management for intensification of rice-fallow production systems.

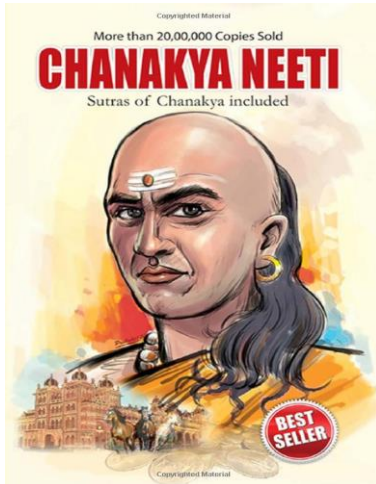
**Pub- International Books**

**Accession No – 157866**

**Call No- 633.180954 C545R**



**8. CHANAKYA NEETI: (Chanakya's Aphorism on Morality) Sutras of Chanakya included/ B.K. Chaturvedi**



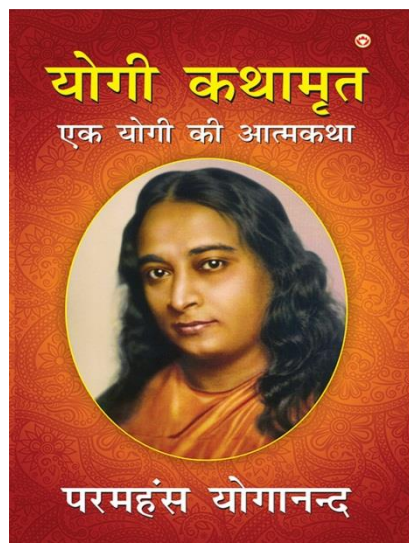
One of the greatest figures of wisdom and knowledge in the Indian history is Chanakya. Chanakya is regarded as a great thinker and diplomat in India who is traditionally identified as Kautilya or Vishnu Gupta. Originally a professor of economics and political science at the ancient Takshashila University, Chanakya managed the first Maurya Emperor Chandragupta's rise to power at a young age. Instead of acquiring the seat of kingdom for himself, he crowned Chandragupta Maurya as the emperor and served as his chief advisor. Chanakya Neeti is a treatise on the ideal way of life, and shows Chanakya's deep study of the Indian way of life. These practical and powerful strategies provide a path to live an orderly and planned life.

**Pub- Diamond Books**

**Accession No- 157869**

**Class No- 891.21 C492C**

## 9. एक योगी की आत्मकथा/ परमहंस योगानन्द



परमहंस योगानंद की यह आत्मकथा, पाठकों और योग के जिज्ञासुओं को संतों, योगियों, विज्ञान और चमत्कार, मृत्यु एवं पुनर्जन्म, मोक्ष व बंधन, की एक ऐसी अविस्मरणीय यात्रा पर ले जाती है, जिससे पाठक अभिभूत हो जाता है।

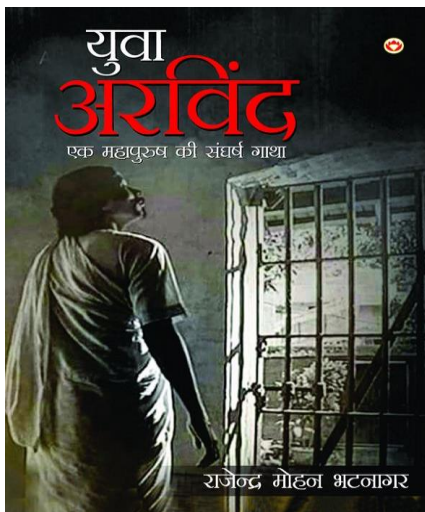
परमहंस योगानंद के सान्निध्य में 'क्रिया योग' की प्रक्रियाओं के शिक्षण से दीक्षित उनके अनुयायियों को बाहरी एवं आंतरिक तनाव, भ्रान्त धारणाओं, घृणा, भय और असुरक्षा से विदीर्ण जगत में आंतरिक शांति, आनंद, विवेक, प्रेम और परिपूर्णता को पाने का ज्ञान प्राप्त हुआ।

**Pub- Dimond Book**

**Call No- 920 Y54Y**

**Accession No- 157871**

## 10. युवा अरविन्द: एक महापुरुष की संघर्ष गाथा/राजेंद्र मोहन भटनागर



यह एक ऐसे महापुरुष की संघर्ष-कथा है, जो कठिनाइयों में भी आत्मा से निर्देशित होते रहे। वह इंग्लैंड में पढ़े। आई.सी.एस. की परीक्षा पास की, पर देश-भक्ति के जुनून में पद ठुकरा दिया। भारत लौटकर बड़ौदा शासन के ऊंचे वेतन को छोड़कर राष्ट्रीय कॉलेज में थोड़े वेतन पर प्राचार्य हो गए। 'वन्दे मातरम' कलकत्ता से निकाला, जो क्रांतिकारियों और देश-भक्तों के लिए प्रेरणा स्रोत बना। जिसके कारण अंग्रेज सरकार उन्हें जेल भेजने के लिए जी-जान से जुट गई। श्री अरविन्दो स्वयं क्रांतिकारी थे, विचार से पूर्ण कर्मयोगी थे। वह जीने की अदृश्य दिशाएं खोलने का आवाहन करते हैं - आओ, मुझे जानो! तमस से बाहर आकर सूर्य से चमको !! यह तीर्थ-यात्रा है, महर्षि अरविन्दो के जीवन की पूर्व-कथा की, उत्तर-कथा के लिए पढ़िए, दूसरा भाग 'अंतर्यात्रा'।

**Pub- Diamond Pocket Books**

**Accession No- 157872**

**Class No- 891.433 B575Y**