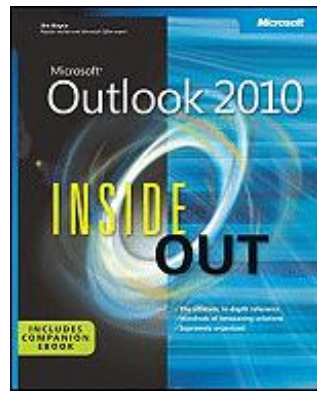
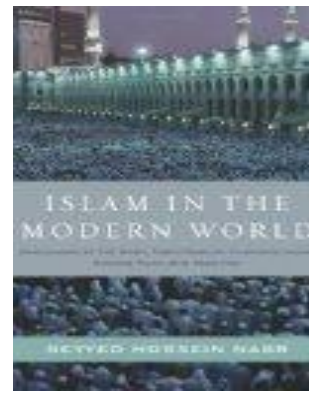




1. [Click for Details](#)



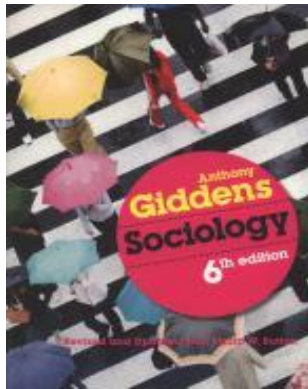
2. [Click for Details](#)



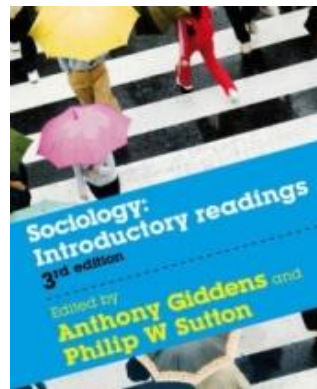
3. [Click for Details](#)



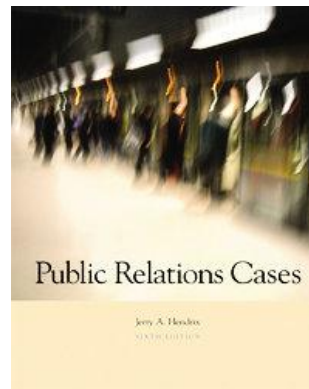
4. [Click for Details](#)



5. [Click for Details](#)



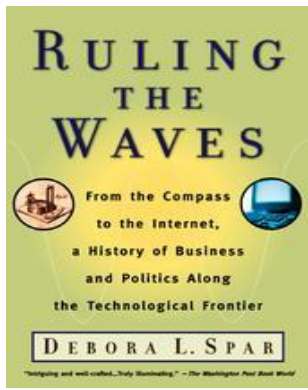
6. [Click for Details](#)



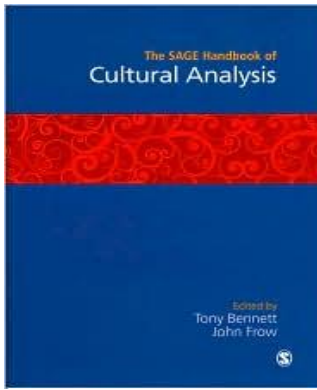
7. [Click for Details](#)



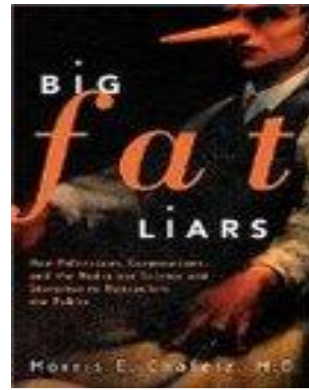
8. [Click for Details](#)



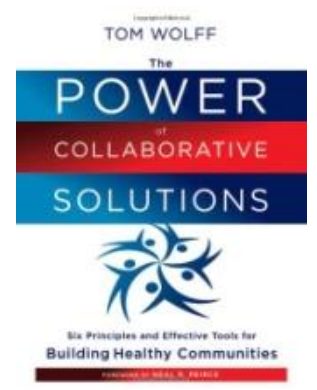
9. [Click for Details](#)



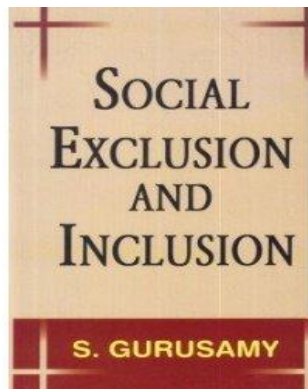
10. [Click for Details](#)



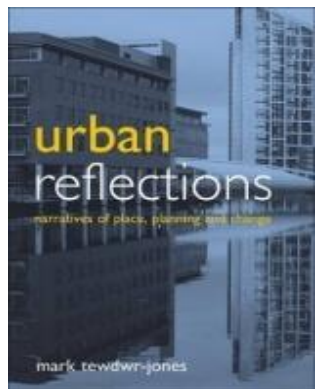
11. [Click for Details](#)



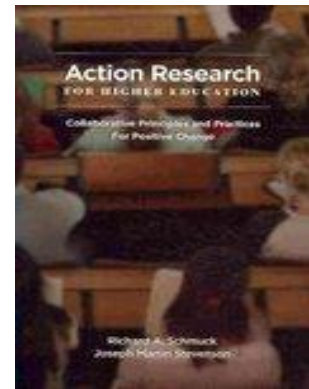
12. [Click for Details](#)



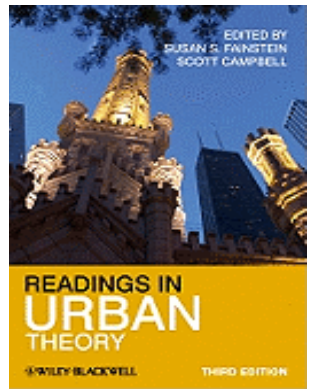
13. [Click for Details](#)



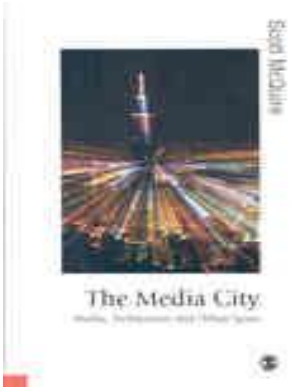
14. [Click for Details](#)



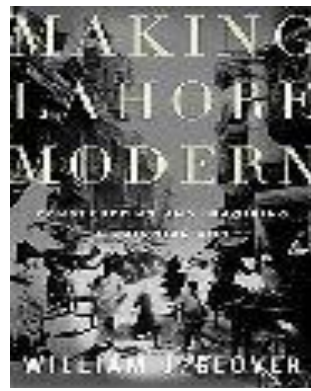
15. [Click for Details](#)



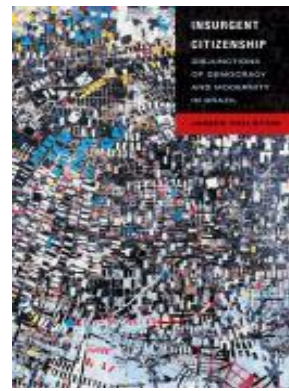
16. [Click for Details](#)



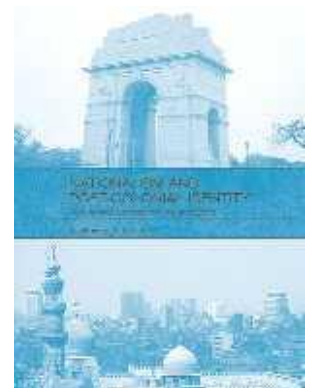
17. [Click for Details](#)



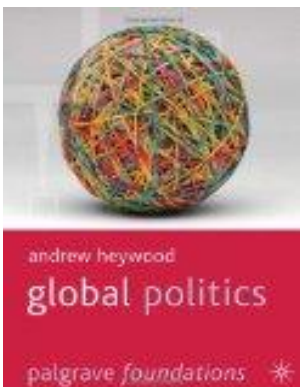
18. [Click for Details](#)



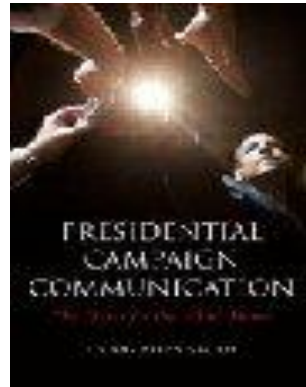
19. [Click for Details](#)



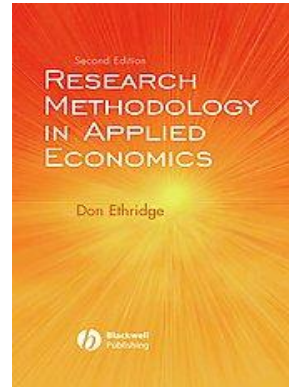
20. [Click for Details](#)



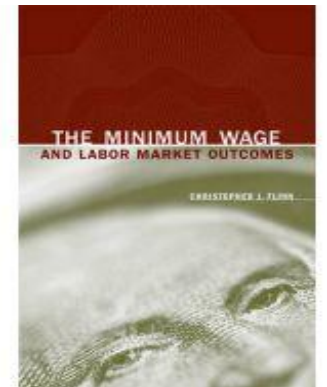
21. [Click for Details](#)



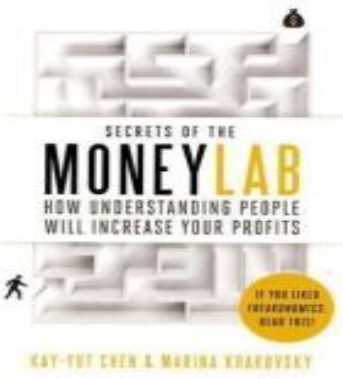
22. [Click for Details](#)



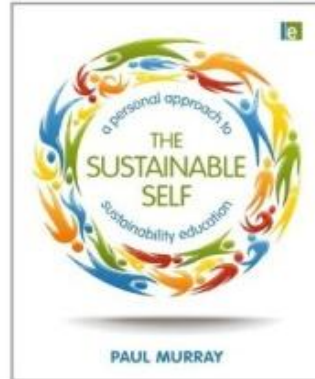
23. [Click for Details](#)



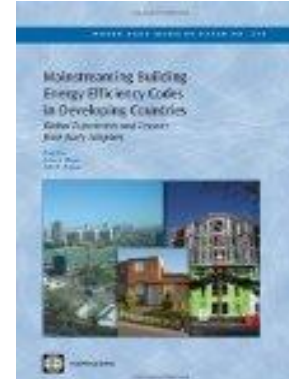
24. [Click for Details](#)



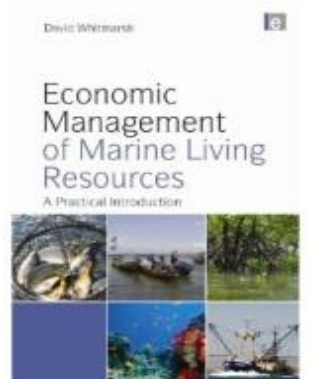
25. [Click for Details](#)



26. [Click for Details](#)



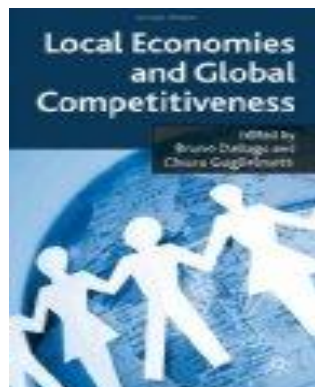
27. [Click for Details](#)



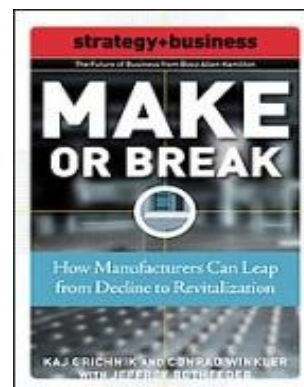
28. [Click for Details](#)



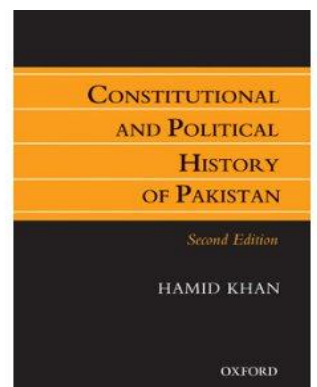
29. [Click for Details](#)



30. [Click for Details](#)



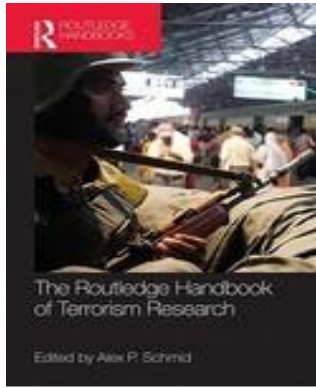
31. [Click for Details](#)



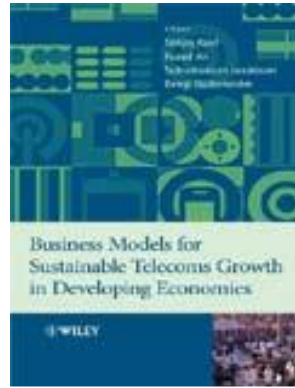
32. [Click for Details](#)



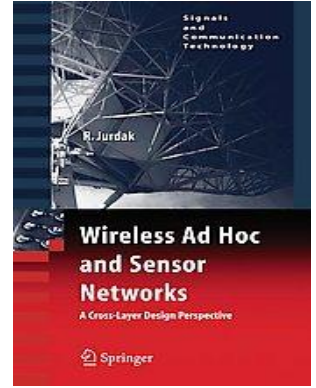
33. [Click for Details](#)



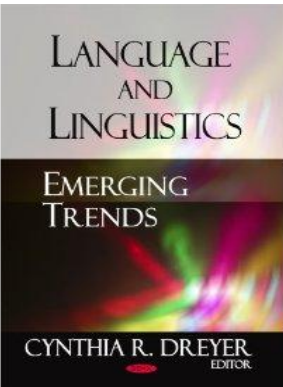
34. [Click for Details](#)



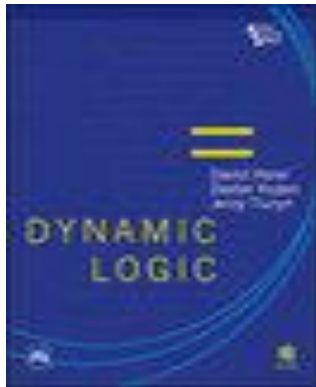
35. [Click for Details](#)



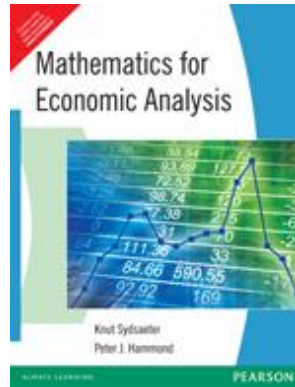
36. [Click for Details](#)



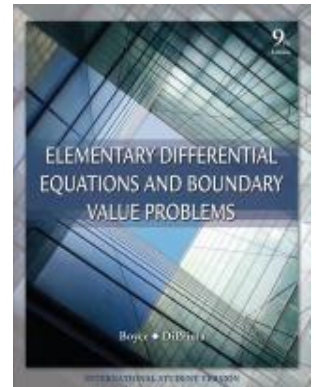
37. [Click for Details](#)



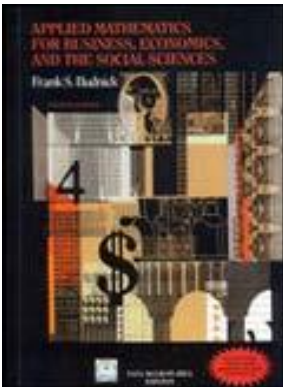
38. [Click for Details](#)



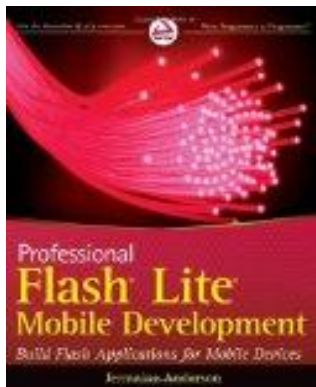
39. [Click for Details](#)



40. [Click for Details](#)



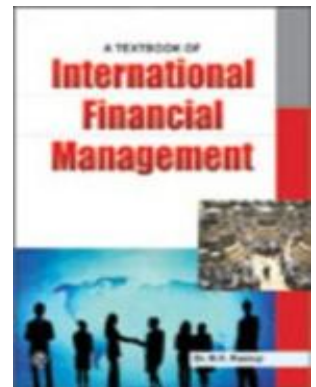
41. [Click for Details](#)



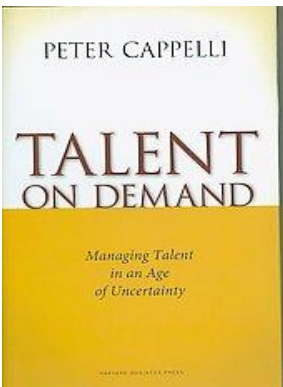
42. [Click for Details](#)



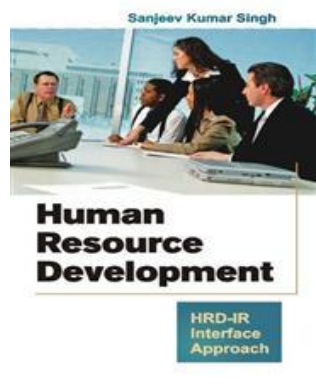
43. [Click for Details](#)



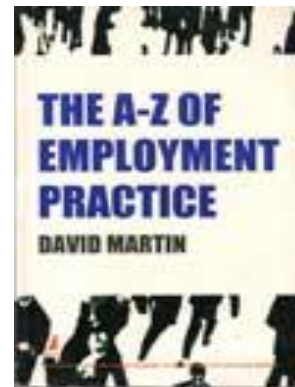
44. [Click for Details](#)



45. [Click for Details](#)



46. [Click for Details](#)



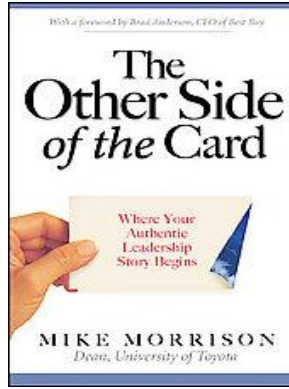
47. [Click for Details](#)



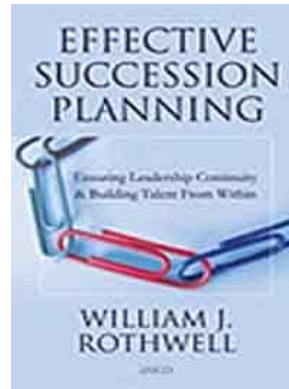
48. [Click for Details](#)



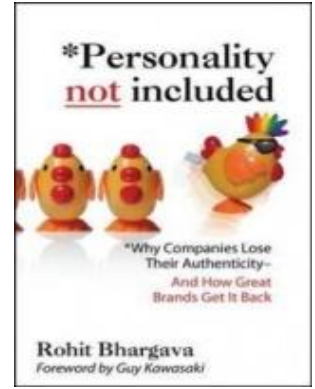
49. [Click for Details](#)



50. [Click for Details](#)



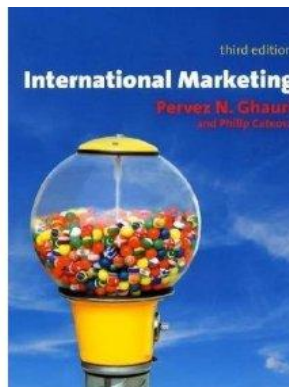
51. [Click for Details](#)



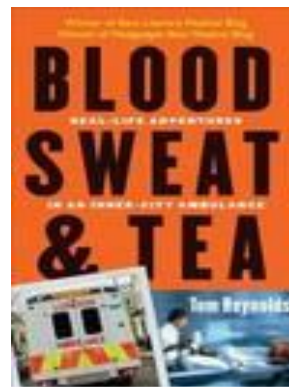
52. [Click for Details](#)



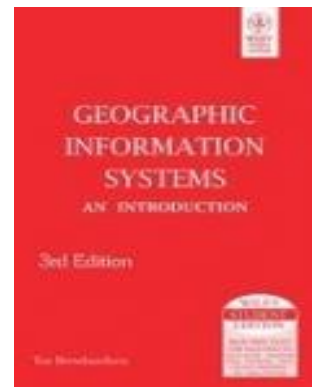
53. [Click for Details](#)



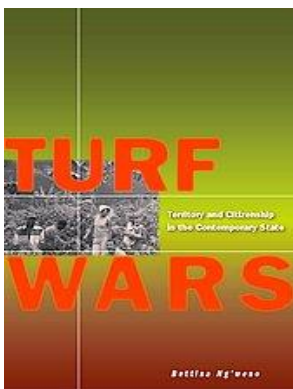
54. [Click for Details](#)



55. [Click for Details](#)



56. [Click for Details](#)



57. [Click for Details](#)



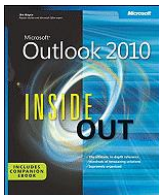
1



<b>Title:</b>	Transaction on Computational Science V: Special Issue on Cognitive Knowledge Representation
<b>Author/Editor:</b>	Gavrilova, Marina L. ed.
<b>Imprint:</b>	Springer, 2009
<b>Subject:</b>	Computer engineering
<b>Location:</b>	004.1 G24 - [available at main campus]

The LNCS journal Transactions on Computational Science reflects recent developments in the field of Computational Science, conceiving the field not as a mere ancillary science but rather as an innovative approach supporting many other scientific disciplines. The journal focuses on original high-quality research in the realm of computational science in parallel and distributed environments, encompassing the facilitating theoretical foundations and the applications of large-scale computations and massive data processing. It addresses researchers and practitioners in areas ranging from aerospace to biochemistry, from electronics to geosciences, from mathematics to software architecture, presenting verifiable computational methods, findings and solutions and enabling industrial users to apply techniques of leading-edge, large-scale, high performance computational methods.

2



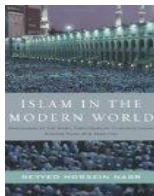
**Title:** Microsoft Outlook 2010 Inside Out  
**Author/Editor:** Boyce, Jim  
**Imprint:** PHI Learning, 2011  
**Subject:** Microsoft-Outlook  
**Location:** 005.369 B692 - [available at both campuses]

This in-depth reference packs hundreds of timesaving solutions, troubleshooting tips, and workarounds in a supremely organized format.

- Learn advanced techniques for managing e-mail and RSS features,
- Connect with others in real time through voice, video, and instant messaging ,
- Organize and share your calendar, tasks, and notes for greater Efficiency ,
- Use Business Contact Manager to keep track of client information,
- Configure and customize Outlook 2010 with advanced set-up options,
- Implement virus protection, encryption, spam filters, and other security features,
- Set up a VPN, remote LAN, HTTP over RPC, and Outlook Web Access,
- Create macros and custom forms with Microsoft Visual Basic® for Applications

[Back to Contents](#)

3



**Title:** Islam in the Modern World: Challenged by the West, Threatened by Fundamentalism, Keeping Faith with Tradition

**Author/Editor:** Nasr, Seyyed Hossein

**Imprint:** HarperOne, 2010

**Subject:** Islam fundamentalism

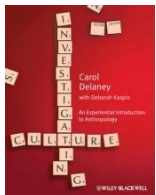
**Location:** 297.09 N17 - [available at both campuses]

This book deals with the hot-button issues of concern to the West:

- holy wars
- women's roles in Islam
- the rise of fundamentalism
- the future of Shi'ism in Iran

Additionally, the author explores lesser-known controversies within Islam, such as the challenge of modern science to religious belief, controversial art and architecture in Islamic cities, the role of the madrassas in education, and urban conditions and challenges in the Islamic world. *Islam in the Modern World* offers an inside look at this increasingly factious religion with increasing global relevance.

4



**Title:** Investigating Culture: An Experiential Introduction to Anthropology, 2nd ed.

**Author/Editor:** Delaney, Carol

**Imprint:** Wiley-Blackwell, 2011

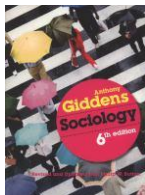
**Subject:** Anthropology

**Location:** 301 D37 - [available at main campus]

- Revised and enhanced new edition that incorporates additional material and classroom feedback
- Accessible to a wider range of students and educational settings
- Provides a refreshing alternative to traditional textbooks by challenging students to think in new ways and to apply ideas of culture to their own lives
- Focuses on the ways that humans orient themselves, e.g., in space and time, according to language, food, the body, and the symbols provided by public myth and ritual
- Includes chapters that frame the central issues and provide examples from a range of cultures, with selected readings, additional suggested readings, and student exercises



5

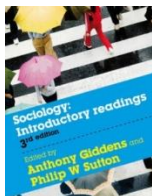


**Title:** Sociology, 6th ed.  
**Author/Editor:** Giddens, Anthony  
**Imprint:** Polity Press, 2009  
**Subject:** Sociology  
**Location:** 301 G36 - [available at main campus]

- substantive new material on education, media, social theory, inequalities, politics and government, and a whole new chapter on war and terrorism
- further revisions and updating in all the chapters
- a strong focus on global sociology, and the sociological imagination
- new 'classic studies' boxes, which examine in detail influential empirical research
- additional 'thinking critically' sections woven through the text, to stimulate students' own insights
- specially chosen, eye-catching photographs, which capture the everyday drama of the social world



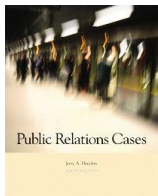
6



- Title:** Sociology: Introductory Readings, 3rd ed.
- Author/Editor:** Giddens, Anthony Ed.
- Imprint:** Polity Press, 2010
- Subject:** Sociology
- Location:** 301 G36 - [available at main campus]

The third edition of this best-selling introductory reader in sociology has been thoroughly restructured, and fully revised and updated to offer a stimulating and wide-ranging set of readings for students approaching sociology for the first time.

7



**Title:** Public Relations Cases, 6th ed.

**Author/Editor:** Hendrix, Jerry A.

**Imprint:** Thomson Wadsworth, 2004

**Subject:** Mass media-Communication

**Location:** 302.23 H384 - [available at main campus]

The Sixth Edition of PUBLIC RELATIONS CASES continues to study examples of public relations by following the author's philosophy that great PR comes from interactive participation among sources and receivers of information. The text walks students through the evaluation of excellent case studies and helps students to why select public relations cases had the effect they did. This text's excellent organization, practical and theoretical coverage of topics, and variety of cases have been its consistent strengths.



8

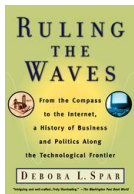


<b>Title:</b>	Conflict Coaching: Conflict Management Strategies and Skills for the Individual
<b>Author/Editor:</b>	Jones, Tricia S.
<b>Imprint:</b>	Sage Publications, 2008
<b>Subject:</b>	Conflict management, Mediation
<b>Location:</b>	303.69 J726 - [available at main campus]

Rooted in research and theory, the text is organized into three sections, Introducing Conflict Coaching, Conducting Conflict Coaching, and Integrating Conflict Coaching, and offers a practical model for coaching. It is a useful volume for students and practitioners in a range of academic disciplines including communication, business, education, law, psychology, sociology, and social work.



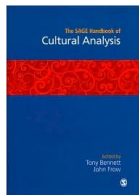
9



- Title:** Ruling the Waves: Cycles of Discovery, Chaos, and Wealth from the Compass to the Internet
- Author/Editor:** Spar, Debora L.
- Imprint:** Harcourt, Inc., 2001
- Subject:** Information technology-Economic aspects
- Location:** 303.483 S25 - [available at main campus]

Beginning with the development of the compass, *Ruling the Waves* examines a series of technological revolutions that promised, in their time, to transform the world's politics and business. With Debora Spar's gifted storytelling, each chapter reads like an adventure tale as she recounts the histories of the printing press and maps; of the telegraph, radio, and satellite television; of software, encryption, and the advent of digital music. At each of these junctures Spar suggests that invention led to both a wave of commerce and of chaos.

10



**Title:** The Sage Handbook of Cultural Analysis

**Author/Editor:** Bennett, Tony Ed.

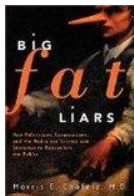
**Imprint:** Sage Publications, 2008

**Subject:** Culture

**Location:** 306.01 B43 - [available at main campus]

With the 'cultural turn', the concept of culture has assumed enormous importance in our understanding of the interrelations between social, political, and economic structures, patterns of everyday interaction, and systems of meaning-making. In **The SAGE Handbook of Cultural Analysis**, the leading figures in their fields explore the implications of this paradigm shift. Addressed to academics and advanced students in all fields of the social sciences and humanities, this **Handbook** is at once a synthesis of advances in the field, with a comprehensive coverage of the scholarly literature, and a collection of original and provocative essays by some of the brightest intellectuals of our time.

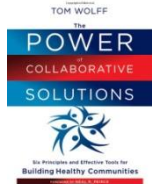
11



<b>Title:</b>	Big fat Liars: How Politicians, Corporations, and the Media Use Science and Statistics to Manipulate the Public
<b>Author/Editor:</b>	Chafetz, Morris E.
<b>Imprint:</b>	Nelson Current, 2005
<b>Subject:</b>	Knowledge, Sociology of, Expertise-Social aspects
<b>Location:</b>	306.42 C34 - [available at both campuses]

With mounds of solid evidence that contradicts common thought, Morris Chafetz shows the lies behind the facts about today's big issues (for instance, the obesity epidemic we hear so much about is the result not of a fatter population but instead a change in bookkeeping in a federal agency, and the evidence used now to frighten us about global warming was used a generation ago to frighten us about global cooling) and encourages readers to look through the money-motivated façade of statistics and government controls and return to a strong attitude of personal responsibility.

12



**Title:** The Power of Collaborative Solutions: Six Principles and Effective Tools for Building Healthy Communities

**Author/Editor:** Wolff, Tom

**Imprint:** Jossey-Bass, 2010

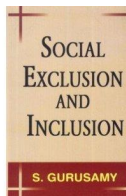
**Subject:** Community development-United States

**Location:** 307.14 W83 - [available at both campuses]

In this groundbreaking book, Tom Wolff spells out six proven principles for creating collaborative solutions for healthy communities. The Power of Collaborative Solutions addresses contemporary social problems by helping people of diverse circumstances and backgrounds work together to solve community challenges. Filled with clear principles, illustrative stories, and practical tools, this book shows how to make lasting change really happen.



13

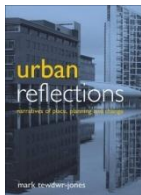


**Title:** Social Exclusion and Inclusion  
**Author/Editor:** Gurusamy, S.  
**Imprint:** A. P. H. Publishing Corporation, 2011  
**Subject:** Urban Sociology  
**Location:** 307.76 G96 - [available at both campuses]

This book is an outcome of the research papers presented in various technical sessions in the National Seminar on Social Exclusion and Marginalisation. The focused issues deliberated in the seminar were Social Exclusion and Marginalisation had been the major issue in almost all sessions with specific segments like Dalit and Adivasi: Human Rights Perspective, Women and Children Perspective, The Elderly Persons and Economic Dimensions, Dimensions and Implications, Inclusive Growth, Plight of Transgender, Human Rights Education in Curriculum etc.

[Back to Contents](#)

14



<b>Title:</b>	Urban Reflections: Narratives of place, planning and change
<b>Author/Editor:</b>	Tewdwr-Jones, Mark
<b>Imprint:</b>	The Policy Press, 2011
<b>Subject:</b>	City planning
<b>Location:</b>	307.76 T31 - [available at main campus]

Urban Reflections looks at how places change, the role of planners in bringing about urban change, and the public's attitudes to that change. Drawing on geographical, cinematic and photographic readings, the book offers a fresh incisive story of urban change, one that evokes both real and imagined perspectives of places and planning, and questions what role and purpose urban planning serves in the 21st century. It will interest urban and architectural historians, planners, geographers and all concerned with understanding urban planning and attitudes toward the contemporary city.

[Back to Contents](#)



**Title:** Action Research for Higher Educators: Collaborative Principles and Practice for Positive Change

**Author/Editor:** Schmuck, Richard A.

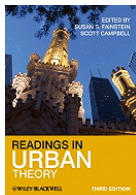
**Imprint:** Academica Press, 2010

**Subject:** Education, Higher—Research

**Location:** 307.72 S41 - [available at main campus]

A practical reference for higher-education faculties shares specific information for minority institutions as well as state and private schools seeking to raise research engagement, covering general applications of action research, guidelines for instruction intervention and faculty mentoring recommendations.

16

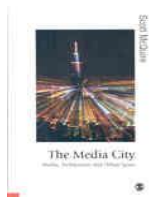


- Title:** Readings in Urban Theory, 3rd ed.
- Author/Editor:** Fainstein, Susan S. Ed.
- Imprint:** Wiley-Blackwell, 2011
- Subject:** Cities and towns, Urban economics
- Location:** 307.76 F147 - [available at main campus]

Updated with a majority of new readings, the Third Edition of Readings in Urban Theory expands its focus to present the most recent developments in urban and regional theories and policies in a globalized world. \* Around 75% of the readings included are new for the third edition \* Unifies readings by an orientation toward political economy and normative themes of social justice \* Expands the focus on international planning, including globalization and theories of development \* Addresses the full range of core urban theory so as to remain the primary text in courses.

[Back to Contents](#)

17



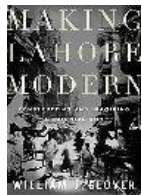
**Title:** The Media City: Media, Architecture and Urban Space  
**Author/Editor:** McQuire, Scott  
**Imprint:** Sage Publications, 2008  
**Subject:** City and towns-Great Britain  
**Location:** 307.76 M11 - [available at main campus]

Offering social commentary at the deepest levels of historical and critical reference, The Media City links Myspace to Howard Hughes; trams to cinema; security cameras to exploding buildings; reality TV to Marx; and Lenin on privacy to Kracauer on the mass ornament. Wide-ranging and richly illustrated, it intersects disciplines and connects phenomena which are too often left isolated from each other to propose a new way of understanding public and private space and social life in contemporary cities.

[Back to Contents](#)



18



- Title:** Making Lahore Modern: Constructing and Imagining a Colonial City
- Author/Editor:** Glover, William J.
- Imprint:** University of Minnesota Press, 2008
- Subject:** City planning-Pakistan-Lahore
- Location:** 307.76 G51 - [available at main campus]

In *Making Lahore Modern*, William J. Glover investigates the traditions that shaped colonial Lahore. In particular, he focuses on the conviction that both British and Indian actors who implemented urbanization came to share: that the material fabric of the city could lead to social and moral improvement. This belief in the power of the physical environment to shape individual and collective sentiments, he argues, links the colonial history of Lahore to nineteenth-century urbanization around the world.

19

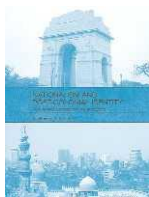


- Title:** Insurgent Citizenship: Disjunctions of Democracy and Modernity in Brazil
- Author/Editor:** Holston, James
- Imprint:** Princeton University Press, 2008
- Subject:** Urban anthropology-Brazil, Urban poor-Brazil
- Location:** 307.760 H65 - [available at main campus]

Insurgent citizenships have arisen in cities around the world. This book examines the insurgence of democratic citizenship in the urban peripheries of São Paulo, Brazil, its entanglement with entrenched systems of inequality, and its contradiction in violence. James Holston argues that for two centuries Brazilians have practiced a type of citizenship all too common among nation-states--one that is universally inclusive in national membership and massively inegalitarian in distributing rights and in its legalization of social differences



20

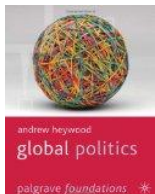


<b>Title:</b>	Nationalism and Post-Colonial Identity: Culture and ideology in India and Egypt
<b>Author/Editor:</b>	Mondal, Anshuman A.
<b>Imprint:</b>	Routledge, 2010
<b>Subject:</b>	Nationalism
<b>Location:</b>	320.540954 M74 - [available at main campus]

How have nations and nationhood become the dominant form of political organization today? What is the role of culture in nationalism? In what ways have the ideological development of nationalisms in the post-colonial world shaped understandings of contemporary political problems such as the rise of radical Islam, communalism, and the failure of secular-liberal democracy? This book offers the first comparative study of two highly significant anti-colonial nationalisms. Its close analysis of nationalist discourse in India and Egypt is situated within a new theoretical framework for studying nationalism, based on a trenchant critique of theorists such as Benedict Anderson, Ernest Gellner, Eric Hobsbawm and Anthony Smith.



21



**Title:** Global Politics

**Author/Editor:** Heywood, Andrew

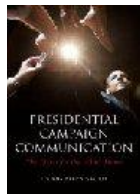
**Imprint:** Palgrave Macmillan, 2011

**Subject:** International politics, Globalization-Politics

**Location:** 321.01 H34 - [available at main campus]

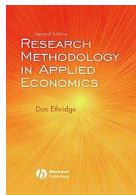
This book is a major new introduction to international relations/global politics. Written by a leading textbook author, it is engaging, stimulating and forward-looking, covering all the topics and theory students require at an introductory level.

[Back to Contents](#)



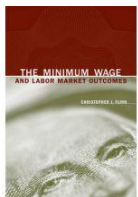
- Title:** Presidential Campaign Communication: The Quest for the White House
- Author/Editor:** Smith, Craig Allen
- Imprint:** Polity , 2010
- Subject:** Election campaigns
- Location:** 324.9 S57 - [available at main campus]

Presidential Campaign Communication is designed to help readers understand and appreciate more fully the ways that the people of the United States use the process of human communication to select their Presidents. It explores presidential politics as one of the things about which Americans talk, thereby building relationships and redefining communities and shaping public identities and priorities.



<b>Title:</b>	Research Methodology in Applied Economics: Organizing, Planning and Conducting Economic Research, 2nd ed.
<b>Author/Editor:</b>	Ethridge, Don
<b>Imprint:</b>	Blackwell Publishing, 2004
<b>Subject:</b>	Economics-Research, Economics-Methodology
<b>Location:</b>	330.9072 E39 - [available at both campuses]

Emphasizing research methodology as it applies to economics, Ethridge provides (1) an overview of the conceptual and philosophical basis of research methodology and (2) procedural guidelines on designing, coordinating, and conducting research projects. This textbook integrates philosophies, concepts, and procedures in research methodology, adding practical tips such as how to write a research proposal, how to apply for funding, and how to write reports that effectively present research. This edition updates and increases the use of relevant examples for today's students, faculty, and researchers.



**Title:** The Minimum Wage and Labor Market Outcomes

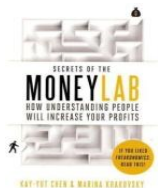
**Author/Editor:** Flinn, Christopher J.

**Imprint:** The MIT Press, 2010

**Subject:** Labor market

**Location:** 331.23 F646 - [available at main campus]

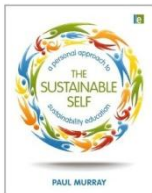
In *The Minimum Wage and Labor Market Outcomes*, Christopher Flinn argues that in assessing the effects of the minimum wage (in the United States and elsewhere), a behavioral framework is invaluable for guiding empirical work and the interpretation of results. Flinn develops a job search and wage bargaining model that is capable of generating labor market outcomes consistent with observed wage and unemployment duration distributions, and also can account for observed changes in employment rates and wages after a minimum wage change. Flinn uses previous studies from the minimum wage literature to demonstrate how his model can be used to rationalize and synthesize the diverse results found in widely varying institutional contexts.



**Title:** Secrets of the Moneylab: How understanding people will increase your profits  
**Author/Editor:** Chen, Kat-Yut  
**Imprint:** Portfolio Penguin, 2010  
**Subject:** Investments  
**Location:** 332.6 C41 - [available at both campuses]

Books like 'Freakonomics' and 'Nudge' have introduced the world to behavioural economics, but how do you apply these ideas to your business? 'Secrets of the MoneyLab' outlines just what business can learn from the findings of the new economics and social psychology.

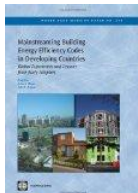
26



<b>Title:</b>	The Sustainable Self: The Personal Approach to Sustainability Education
<b>Author/Editor:</b>	Murray, Paul
<b>Imprint:</b>	Earthscan, 2011
<b>Subject:</b>	Sustainable living
<b>Location:</b>	333.72 M961 - [available at both campuses]

*The Sustainable Self* is the perfect resource for lecturers, trainers, students and professionals of any discipline who need to teach or learn about sustainability. There is widespread agreement that we need to live more sustainable lives. But when up against entrenched habits and everyday obstacles, it can be difficult to turn good intentions into action. This book presents a complete curriculum for effecting a personal transformation towards sustainability, showing you how to align your personal and professional actions with your values and beliefs. Full of activities that can be done individually or in groups, it is supported by additional resources online including downloadable worksheets and directories of sustainability organisations. Recommended readings at the end of each chapter enable readers to pursue areas of personal or professional interest.

[Back to Contents](#)



**Title:** Mainstreaming Building Energy Efficiency Codes in Developing Countries

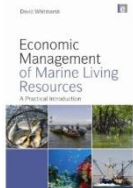
**Author/Editor:** Liu, Feng

**Imprint:** The World Bank, 2010

**Subject:** Building-Energy conservation-Developing countries

**Location:** 333.79 L74 - [available at main campus]

This book summarizes the experiences and lessons learned in the development and implementation of building energy efficiency codes (BEECs) from Europe and USA, as well as from China, Egypt, India and Mexico. It serves as a primer on the basic features and contents of BEECs and the commonly adopted compliance and enforcement approaches.



**Title:** Economic Management of Marine Living Resources: A Practical Introduction

**Author/Editor:** Whitmarsh, David

**Imprint:** Earthscan, 2011

**Subject:** Marine resources-Economic aspects

**Location:** 333.956 W58 - [available at main campus]

This textbook has two main objectives. Firstly, it outlines the problems associated with the management and conservation of marine living resources, with particular attention given to the twin concepts of economic value and sustainability. It demonstrates the contribution that economics can make to understanding these problems as well as helping to frame policies to mitigate them. Secondly, it looks in detail at the key methods that may be used to collect and analyse socio-economic data, oriented towards the information needs of decision makers and stakeholders involved in fisheries management. Together, these two objectives address the question: how does society make the best use of its marine living resources?



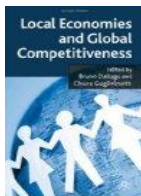
29



<b>Title:</b>	Entrepreneurship and Economic Development
<b>Author/Editor:</b>	Naude, Wim Ed.
<b>Imprint:</b>	Palgrave Macmillan, 2011
<b>Subject:</b>	Entrepreneurship-Developing countries, Economic development-Developing countries
<b>Location:</b>	338.04 N22 - [available at main campus]

In this book, leading international scholars provide a timely reconsideration of how and why entrepreneurship matters for economic development, particularly in emerging and developing economies. The book critically dissects the evolving relationship between entrepreneurs and the state.

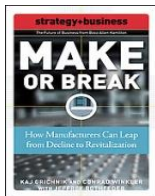
[Back to Contents](#)



- Title:** Local Economies and Global Competitiveness
- Author/Editor:** Dallago, Bruno Ed.
- Imprint:** Palgrave Macmillan, 2011
- Subject:** Economic development, Economic policy
- Location:** 338.9 D167 - [available at main campus]

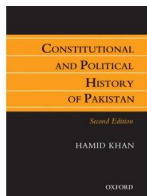
The globalized economy depends on local and context-specific factors. This edited volume addresses local-global nexuses via case studies of global interactions in developed and developing areas, and of particular firms' approaches to these issues. The chapters build up a prospectus on how best to create globally capable localities.

31



- Title:** Make or Break: How Manufacturers Can Leap from Decline to Revitalization
- Author/Editor:** Grichnik, Kaj
- Imprint:** McGraw-Hill, 2008
- Subject:** Manufacturing industries
- Location:** 338.776 G87 - [available at both campuses]

Break the manufacturing mold--and make new paths to phenomenal growth In a world of emerging markets, changing work forces, and accelerating innovation, manufacturing is once again a key corporate issue. Manufacturing expertise is a strategic competitive advantage, distinguishing winning companies (like Procter & Gamble, Lego, Toyota, Zara, and Tata) from those that have let their capabilities languish. It may not be easy to take back control of production, target sources for scarce (and environmentally sustainable) materials, and cultivate a motivated, talented labor force. But there are ways to do it; and successful companies will need to learn how.



**Title:** Constitutional and Political History of Pakistan, 2nd ed.

**Author/Editor:** Khan, Hamid

**Imprint:** Oxford University Press, 2009

**Subject:** Constitutional-History-Pakistan

**Location:** 342.029541 K11 - [available at both campuses]

This book analyses constitutional development in Pakistan from its conception to the present day. It provides a case-by-case account of constitution making in Pakistan, and the inclusion of all pertinent documentation makes this essential reading for the student of law and politics. It also provides a liberal, humanitarian reading of the travails of law members and the role of politicians and bureaucrats in the implementation of the law.

33



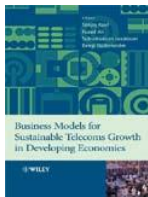
**Title:** Media Law: Sage Course Companions Knowledge and Skills for Success  
**Author/Editor:** Bloy, Duncan  
**Imprint:** Sage Publications, 2007  
**Subject:** Mass media-Law and legislation  
**Location:** 343.7309 B62 - [available at main campus]

Media Law is an essential and accessible introduction to the subject that will assist media; journalism and law students understand key concepts and aid their revision. This book, designed to complement existing textbooks will advise readers on how best to utilise the vast and ever growing array of information at their disposal. The tone and level of this guide makes it easy to follow and should prove invaluable in helping students construct assessed coursework. Established principles and contemporary developments in media law are covered and include: " Privacy and Confidentiality " Defamation " Contempt of Court " Reporting Restrictions " Freedom of Expression " Recent statutory and Case Law developments.



- Title:** The Routledge Handbook of Terrorism Research
- Author/Editor:** Schmid, Alex P. Ed.
- Imprint:** Routledge, 2011
- Subject:** Terrorism
- Location:** 363.325 S52 - [available at main campus]

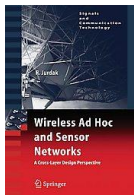
This major new Handbook synthesises more than two decades of scholarly research, and provides a comprehensive overview of the field of terrorism studies. The content of the Handbook is based on the responses to a questionnaire by nearly 100 experts from more than 20 countries as well as the specific expertise and experience of the volume editor and the various contributors. Together, they guide the reader through the voluminous literature on terrorism, and propose a new consensus definition of terrorism, based on an extensive review of existing conceptualisations.



<b>Title:</b>	Business Models for Sustainable Telecoms Growth in Developing Economies
<b>Author/Editor:</b>	Kaul, Sanjay
<b>Imprint:</b>	John Wiley & Sons, 2008
<b>Subject:</b>	Telecommunication-Developing countries
<b>Location:</b>	384.04 K16 - [available at main campus]

A little more than 3 billion people have access to basic mobile telephony with 48% living close to or below the poverty line. These people the so-called 'mass market' lack access to basic communications technology. An ongoing issue facing communications providers is how to facilitate and promote communications access to those who live in rural areas of developing economies. The authors utilize their considerable 'hands on' experience of working in successful telecommunications companies in order to address the challenges of creating facilitating and maintaining sustainable telecommunications growth in developing nations.

36



**Title:** Wireless Ad Hoc and Sensor Networks: A Cross-Layer Design Perspective

**Author/Editor:** Jurdak, Raja

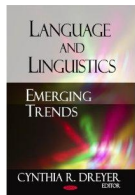
**Imprint:** Springer, 2007

**Subject:** Wireless communication

**Location:** 384.5 J976 - [available at city campus]

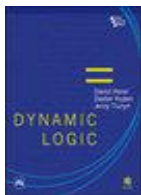
This book explores the optimization potential of cross-layer design approaches for wireless ad hoc and sensor network performance, covering both theory and practice. A theoretical section provides an overview of design issues in both strictly layered and cross-layer approaches. A practical section builds on these issues to explore three case studies of diverse ad hoc and sensor network applications and communication technologies.

[Back to Contents](#)



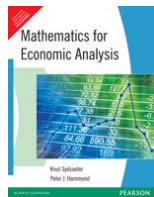
- Title:** Language and Linguistics: Emerging Trends
- Author/Editor:** Dreyer, Cynthia R. Ed.
- Imprint:** Nova Science Publishers, 2009
- Subject:** Language and languages, Linguistics
- Location:** 401 D825 - [available at main campus]

A language is a dynamic set of visual, auditory, or tactile symbols of communication and the elements used to manipulate them. Language can also refer to the use of such systems as a general phenomenon. Language is considered to be an exclusively human mode of communication; although animals make use of quite sophisticated communicative systems, none of these are known to make use of all of the properties that linguists use to define language. This book presents important research in the field from around the globe.



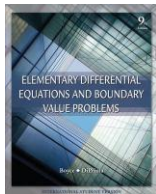
<b>Title:</b>	Dynamic Logic,
<b>Author/Editor:</b>	Harel, David
<b>Imprint:</b>	Prentice Hall of India, 2007
<b>Subject:</b>	Logic-Symbolic and mathematical
<b>Location:</b>	511.3 H212 - [available at both campuses]

Dynamic Logic is a formal system for reasoning about programs and it also enjoys the singular advantage of being strongly related to classical logic. Traditionally, this has meant formalizing correctness specifications are met by a particular program. This book presents a comprehensive introduction to Dynamic Logic (DL). It can be described as a blend of three complementary classical ingredients: first-order predicate logic, modal logic, and the algebra of regular events. These components merge to form a system of remarkable unity that is theoretically rich as well as practical.



<b>Title:</b>	Mathematics for Economic Analysis
<b>Author/Editor:</b>	Sydsaeter, Knut
<b>Imprint:</b>	Pearson, 2011
<b>Subject:</b>	Economics-Mathematical
<b>Location:</b>	511.8 S21 - [available at both campuses]

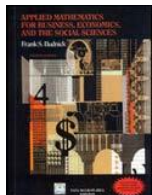
This book aims at helping students acquire mathematical skills they need in order to function properly as economists or as business analysts in the contemporary world. It is a mathematics book with material arranged to allow progressive learning of mathematical topics. It contains a large number of worked examples as well as problems.



<b>Title:</b>	Elementary Differential Equations and Boundary Value Problems: International Student, 9th ed.
<b>Author/Editor:</b>	Boyce, William E.
<b>Imprint:</b>	John Wiley & Sons, 2010
<b>Subject:</b>	Value problems
<b>Location:</b>	515.45 B692 - [available at both campuses]

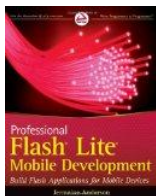
Written from the perspective of the applied mathematician, the latest edition of this bestselling book focuses on the theory and practical applications of Differential Equations to engineering and the sciences. Emphasis is placed on the methods of solution, analysis, and approximation. Use of technology, illustrations, and problem sets help readers develop an intuitive understanding of the material. Historical footnotes trace the development of the discipline and identify outstanding individual contributions. This book builds the foundation for anyone who needs to learn differential equations and then progress to more advanced studies.

41



<b>Title:</b>	Applied Mathematics for Business, Economics, and the Social Sciences, 4th ed.
<b>Author/Editor:</b>	Budnick, Frank S.
<b>Imprint:</b>	Tata McGraw-Hill, 2010
<b>Subject:</b>	Mathematics, Business mathematics
<b>Location:</b>	513.93 B85 - [available at both campuses]

This edition continues to provide an informal, non-intimidating presentation of the mathematical principles, techniques, and applications most useful for students in business, economics, management, and the life and social sciences. Designed primarily for a two-term course in applied mathematics (the book can be adapted easily for a one-term course) it provides a comprehensive treatment of selected topics in finite mathematics and calculus.



<b>Title:</b>	Professional Flash Lite Mobile Development
<b>Author/Editor:</b>	Anderson, Jermaine G.
<b>Imprint:</b>	Wiley Publishing, Inc., 2010
<b>Subject:</b>	Mobile technology
<b>Location:</b>	621.37 A23 - [available at main campus]

The author provides an overview on extending Flash Lite capabilities and shows you how to distribute complete applications using the Adobe Distributable Player and Packager.

- Discover how Adobe Flash Lite allows you to quickly create engaging mobile content to Flash-enabled mobile devices
- Demonstrates every step in the development process, from concept to completion
- Reinforces four critical topics throughout the book: ActionScript 2.0 mobile device considerations, PureMVC framework, native device properties, and the ability to extend Flash Lite.

THE  
SUCCESSFUL  
MANAGEMENT



OF  
INDEPENDENT BUSINESS  
BILL DIERUF, JR.

**Title:** The Successful Management of Independent Business

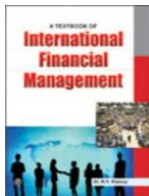
**Author/Editor:** Dieruf, Bill Jr.

**Imprint:** AuthorHouse, 2009

**Subject:** Management

**Location:** 658 D54 - [available at main campus]

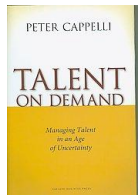
Bill Dieruf shares the secrets of his success in this book, secrets that apply to the management of any independent business: retail, wholesale, or manufacturing. In straightforward, easy-to-read language, Bill bypasses textbook principles and management theory, concentrating instead on proven techniques that can help you start a business or manage one better. If you follow the principles in this book, you will be successful.



<b>Title:</b>	A Textbook of International Financial Management
<b>Author/Editor:</b>	Rastogi, M. K.
<b>Imprint:</b>	University Science Press, 2011
<b>Subject:</b>	Finance management
<b>Location:</b>	658.1511 R183 - [available at both campuses]

The book **A Textbook of International Financial Management** is intended for students who will be involved in cross-border investment and financing decisions as multinational firm managers, transaction advisors (investment bankers, commercial bankers, or consultants), or investors (research analysts or money managers). Students seeking to reinforce the foundations of finance with particular attention to issues related to international finance and economics will also be encouraged.

45



**Title:** Talent on Demand: Managing Talent in an Age of Uncertainty  
**Author/Editor:** Cappelli, Peter  
**Imprint:** Harvard Business Press, 2008  
**Subject:** Human capital-Management  
**Location:** 658.3 C17 - [available at main campus]

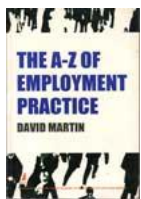
A critical study examines the talent management problem through a radical new lens and provides four new principles for ensuring that an organization has the skills it needs when it needs them.

46



- Title:** Human Resource Development: HRD-IR Interface Approach
- Author/Editor:** Singh, Sanjeev Kuman
- Imprint:** Atlantic Publishers, 2008
- Subject:** Personnel management
- Location:** 658.3 S64 - [available at main campus]

The book entitled Human Resource Development authored by Dr. Sanjeev Kumar Singh is a significant contribution in the area of Human Resources Management. This book will also be helpful for further Research work in the area of Human Resource Development. The pioneering research work contained in this book seeks to combine the emerging patterns of HRD. The endeavoured and enriched parameters of HRD analysed in this book may further be utilized for promoting HRD, and Research and Development.



<b>Title:</b>	The A-Z of Employment Practice
<b>Author/Editor:</b>	Martin, David
<b>Imprint:</b>	Viva Books, 2006
<b>Subject:</b>	Personnel management
<b>Location:</b>	658.31 M363 - [available at both campuses]

This book provides comprehensive, practical guidance on personnel law and practice at a time when employers are faced with a maze of legislation, obligations and potential penalties. It aims at providing detailed and practical advice on what to do and how to do it. The A to Z format ensures that sections appear under individual headings for instant ease of reference. Checklists, procedures and examples are all given as well as warnings on specific pitfalls.



<b>Title:</b>	Improving Employee Performance through Appraisal and Coaching, 2nd ed.
<b>Author/Editor:</b>	Kirkpatrick, Donald L.
<b>Imprint:</b>	PHI Learning, 2006
<b>Subject:</b>	Performance evaluation
<b>Location:</b>	658.3125 K636 - [available at both campuses]

The book contains tools needed to implement programs that get maximum results. It also provides clear, instructive examples from variety of industries, plus two complete case studies for performance management.

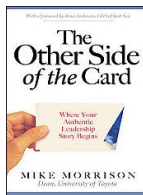
**The book is helpful for HR professional, a trainer, a manager and even an executive.**

**It will help to:** Start a new program or tailor your existing one to get maximum results. Understand job segments and set performance standards. Use coaching as an integral, ongoing driver of performance. Streamline the appraisal process. Prepare and conduct more effective appraisal interviews. Establish improvement plans.



- Title:** Aligning Modern Business Processes and Legacy Systems: A Component-Based Perspective
- Author/Editor:** Heuvel, Willem-Jan van den
- Imprint:** The MIT Press, 2007
- Subject:** Management information systems
- Location:** 658.403 H48 - [available at main campus]

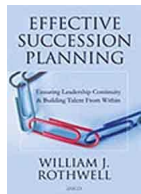
In this book, Willem-Jan van den Heuvel provides a methodological framework that offers pragmatic techniques for aligning component-based business processes and legacy systems. Van den Heuvel's methodology is based on three building blocks: reverse engineering, which allows legacy systems to be componentized; forward engineering, which derives a set of business components from requirements of the new business processes; and alignment of new business processes and componentized legacy systems.



- Title:** The Other Side of the Card: Where You Authentic Leadership Story Begins
- Author/Editor:** Morrison, Mike
- Imprint:** McGraw-Hill, 2007
- Subject:** Employee-Coaching of, Leadership
- Location:** 658.4092 M831 - [available at both campuses]

*The Other Side of the Card* is a compelling parable on finding one's true leadership voice. Using the business card as a symbol of personal identity and power, it helps readers understand that the blank side of their card-and the hidden part of their identity-is not empty space but limitless possibility. Through lively discussions and engaging exercises, Morrison introduces the principles and practices of personal leadership development. Readers discover how to find purpose in life and in the organization and to create meaningful change-the key to reaching one's true potential as a leader.

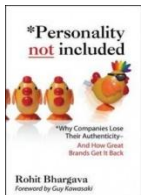
51



<b>Title:</b>	Effective Succession Planning: Ensuring Leadership Continuity & Building Talent From Within
<b>Author/Editor:</b>	Rothwell, William J.
<b>Imprint:</b>	Jaico Publishing House, 2008
<b>Subject:</b>	Leadership
<b>Location:</b>	658.4092 R74 - [available at both campuses]

Succession planning and management and leadership development figure prominently on the agenda of many top managers. Yet, the task often falls to human resource management (HRM) and workplace learning and performance (WLP) professionals to spearhead and coordinate efforts to establish and operate planned succession programs and avert succession crises. HRM and WLP professionals often need assistance when they coordinate, establish, operate, or evaluate SP&M programs. This book is intended to provide that help. It offers practical, how-to-do-it advice on SP&M.

[Back to Contents](#)



**Title:** Personality not included: Why Companies Lose Their Authenticity-And How Great Brands Get it Back

**Author/Editor:** Bhargava, Rohit

**Imprint:** McGraw-Hill, 2008

**Subject:** Branding (Marketing)

**Location:** 658.827 B11 - [available at both campuses]

*Personality Not Included* is a powerhouse resource packed with bold new insights that show you how to shed the lifeless armor of your business and rediscover the soul of your brand. Sharing stories from the ethos of the world's weirdest city, to how Manga has taken the comic book industry by storm, to showcasing brands like Intel, Boeing, ING, and Dyson, Bhargava shows you why personality matters from the inside out.



**Title:** Brandwashed: Trick Companies Use to Manipulate Our Minds and Persuade Us to Buy

**Author/Editor:** Lindstrom, Martin

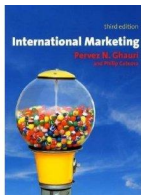
**Imprint:** Crown Business, 2011

**Subject:** Consumer behavior, Brand choice-Psychological aspects

**Location:** 658.8343 L64 - [available at both campuses]

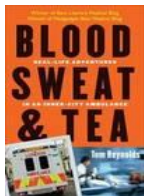
From the bestselling author of Buyology comes a shocking insider's look at how today's global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy. Marketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. Here, he turns the spotlight on his own industry, drawing on all he has witnessed behind closed doors, exposing for the first time the full extent of the psychological tricks and traps that companies devise to win our hard-earned dollars.

54



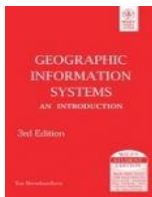
- Title:** International Marketing, 3rd ed.
- Author/Editor:** Ghauri, Pervez
- Imprint:** McGraw-Hill, 2010
- Subject:** Export marketing
- Location:** 658.84 G11 - [available at both campuses]

The third edition of "International Marketing" provides a complete introduction to international marketing in the twenty-first century. With up-to-date coverage of all core topics, an accessible writing style and distinct emphasis on culture, this new edition facilitates a deeper understanding of the subject. One of the only books to take a truly international approach, it's an ideal text for students studying international marketing.



- Title:** Blood, Sweat, and Tea: Real-Life Adventures in an Inner-City Ambulance
- Author/Editor:** Reynolds, Tom
- Imprint:** Andrew McMeel Publishing, LLC, 2008
- Subject:** Adventure-Fiction
- Location:** 808.3087 R333 - [available at main campus]

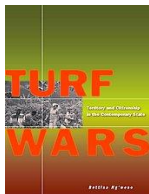
An alluring mix of humor, bravery, cynicism, and compassion." --"London Daily Telegraph" It's the stuff of "Grey's Anatomy, House," and "ER"-- only these events aren't unfolding on a Hollywood soundstage. Have you ever wondered what's going on inside the ambulance screaming past you during your rush-hour commute? Since 2003, Tom Reynolds (writing under an alias so as not to get sacked from his job), has kept a blog where he chronicles the day-in, day-out realities of his life on the job as an EMT with the London Ambulance Service.



- Title:** Geographic Information Systems: An Introduction, 3rd ed.
- Author/Editor:** Bernhardsen, Tor
- Imprint:** John Wiley & Sons, 2007
- Subject:** Geographic information system, City planning
- Location:** 910.285 B35 - [available at both campuses]

This book has found a significant niche providing a comprehensive overview of GIS without focusing on specific disciplines or software. This allows the book to truly present the basics of GIS without getting bogged down in the particulars of geography or engineering, and avoiding the pitfalls inherent in producing a text tied to a specific software application.

57



- Title:** Turf Wars: Territory & Citizenship in the Contemporary State
- Author/Editor:** Ng'weno, Bettina
- Imprint:** Stanford University Press, 2007
- Subject:** Blacks-Colombia-Government relations, Blacks-Colombia-Claims
- Location:** 986.10049 N11 - [available at main campus]

*Turf Wars* looks at two such claims pursued by Afro-Colombians in the 1990s and investigates how territory serves to connect and disconnect citizen and state in the context of today's changing state authority, legitimacy, and institutions. Drawing from a detailed and rich ethnographic study of everyday Afro-Colombian life, the author underscores the centrality of territory to modern states and the consequences of legal categorizations of race and ethnicity. Though focused on Afro-Colombian struggles for political space in their country, *Turf Wars* also illustrates how these struggles are part of events and entities operating on a much broader global front.