



Book Alert

New Additions to the Central Library

July - August - 2017

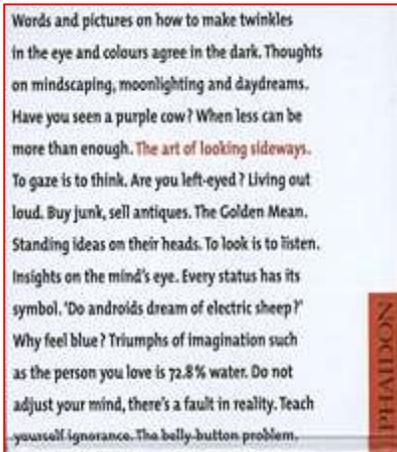


Manav Rachna International University
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Architecture & Interior Design



[The Art of Looking Sideways](#)

by American Institute of Architects

Publisher: Images Publishing Group 2006

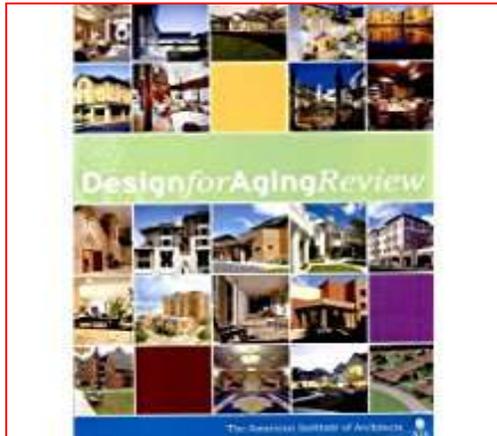
Edition: 4th ed.

ISBN-978-1864701876

Availability: Items available for reference: E Block Library [Call number: 720] (1)

This book does not set out to teach lessons, but it is full of wisdom and insight collected from all over the world. Describing himself as a visual jackdaw, master designer Alan Fletcher has distilled a lifetime of experience and reflection into a brilliantly witty and inimitable exploration of such subjects as perception, color, pattern, proportion, paradox, illusion, language, alphabets, words, letters, ideas, creativity, culture, style, aesthetics and value.

The Art of Looking Sideways is the ultimate guide to visual awareness, a magical compilation that will entertain and inspire all those who enjoy the interplay between word and image, and who relish the odd and the unexpected.



Design for Aging Review

by American Institute of Architects

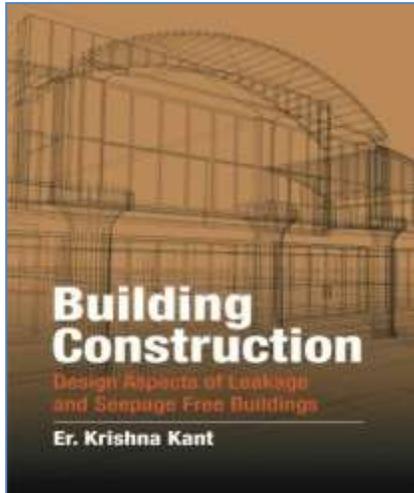
Publisher: Images Publishing Group 2006

Edition: 8th ed.

ISBN-13-978-1864701876

Availability: Items available for reference:
E Block Library [Call number: 725.56] (1).

This edition contains more than 20 exemplary projects from the 2004-2005 competition (eighth cycle) that encompass a broad view of facilities designed for senior citizens, including nursing home, dementia care, assisted living, and continuing care retirement communities. This newest edition now includes client commentary, specific project challenges and solutions, and projects that incorporate sustainable design. The book was first published in 2006. The six merit recipients were featured in the [*Blueprints for Living*](#) newsletter of the AIA Design for Aging.



Building Construction

by Kant, Krishna

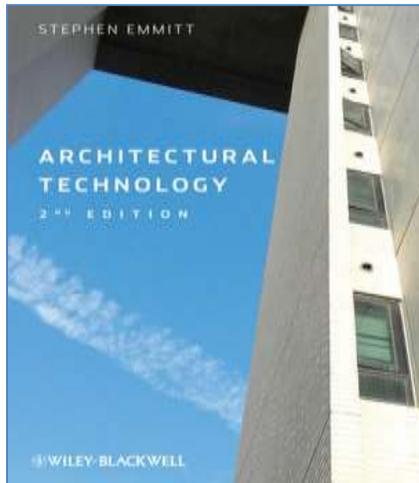
Publisher: McGraw Hill Education 2012

ISBN-978-1259006067

Availability: Items available for reference:

E Block Library [Call number: 690] (1).

What is built brick by brick may get destroyed by drop by drop leakage and seepage of water in buildings. Utmost care is required to be taken during planning, construction and subsequent maintenance of buildings to ensure leakage and seepage free interiors and exteriors during their life time. Literature, specially dedicated to design and construction aspects leading to leakage and seepage free buildings, has been wanting. Present book not only brings out expectations of users from the buildings but also systematically deals with all methodologies and steps that lead to user-friendly buildings which are free from leakages and seepages. Subject matter has been dealt in a very professional manner with extensive illustrations so as to make adaption of suggested methods simple and easy. Better quality, comforts and aesthetics are obtained at no extra cost. The book is intended to serve all professionals in construction industry like architects, engineers, students and builders as well as users.



Architectural Technology

by Emmitt, Stephen

Publisher: McGraw Hill Education (2012)

Edition: 2nd ed.

ISBN- 978-1444361049

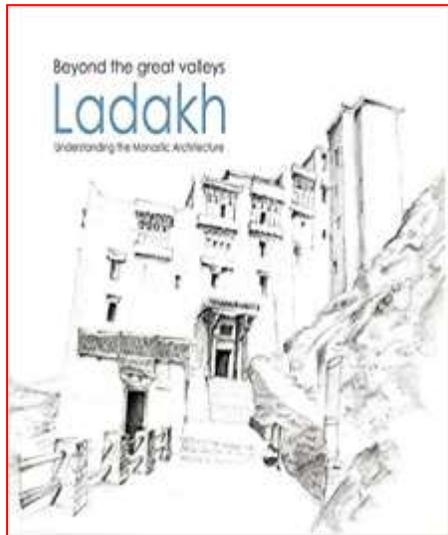
Availability: Items available for reference:

E Block Library [Call number: 721] (1)

Building upon solid teaching practice from the previous edition, *Architectural Technology* is now more concisely structured to take the reader through the whole life cycle of a building, emphasising sustainability and building performance. Material on digital information, building information modelling (BIM) and information communication technologies has been updated. Most chapters have been re-titled to emphasise the importance of design and make the book more accessible to a wider range of students. Chapters conclude with updated/more extensive links to further reading.

- Bridges the knowledge gap between design and construction
- Tackles the core subjects of management, technologies and design from a sustainable building angle
- Addresses the buildability and performance of a design from a whole life perspective

Thoroughly revised and updated this undergraduate level textbook is essential for Architectural Technology courses. Students studying Architectural Engineering, Architecture, Building Surveying; and more general Construction courses, will find the material invaluable.



[Beyond the Great Valleys of Ladakh](#)

by Navi Mumbai Bharati Vidyapeeth College of Architecture

Publisher: COPAL Publishing Group 2016

Edition: 1st ed.

ISBN- 978-9383419364

Availability: Items available for reference:

E Block Library [Call number: 712] (1).

The unique landscape of white chortens, terraced Gompas, wooden mosques scattered in the barrenness of the land made it stand out and encouraged more and more travellers to explore and search for the lost "Sangri-la". Of course no one found Shangri-La; but in the process discovered something even more profound and rich. The place which is still older than time, which had long trade relations with Central Asia, where the Himalayas and the Karakoram ranges rest. Its art and architecture inspired from India, Tibet, central Asia and made richer by amalgamation of Muslim cultures from Persia. The architecture is perplexing at times, not only because of the terrain it is built on, low rooms, or small openings; but it is different also in the way we perceive it from our sense.

The book documents the heritage of Buddhist monasteries in Ladakh, India. In addition, its important features and its present state of conservation has been addressed in a elaborative way.

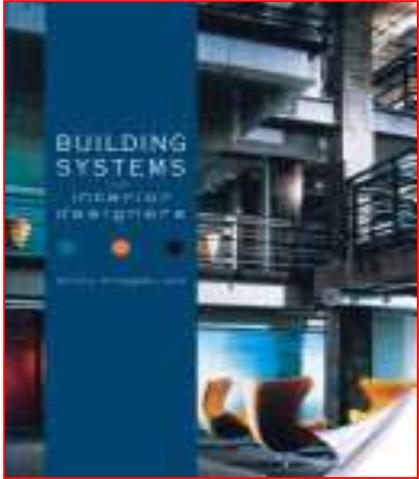
[Building Systems for Interior Designers](#)

by Binggeli, Corky

Publisher: John Wiley & Sons 2003

Edition: 1st ed.

ISBN- 9780471266518



The first desk reference on technical building systems for interior designers *Building Systems for Interior Designers* is the first book to explain technical building systems and engineering issues in a clear and accessible way to interior designers. The technical knowledge and vocabulary presented here allow interior designers to communicate more effectively with architects, engineers, and contractors while collaborating on projects, leading to more accurate solutions for problems related to a broad range of other building considerations with an impact on interior design. Information on sustainable design is integrated throughout the book, making it a relevant tool for current and emerging trends in building design.

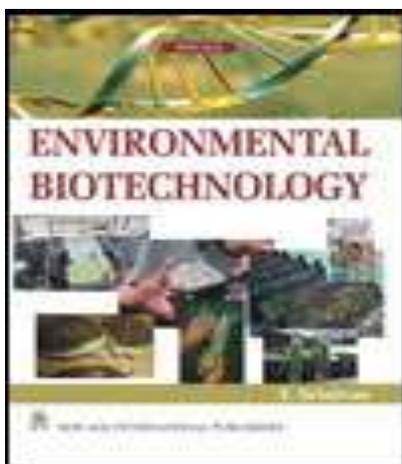
Written in a straightforward, nontechnical style that maintains depth and accuracy, this book is the first complete text applicable to interior design courses and provides thorough preparation for the NCIDQ exam. Engaging, clear illustrations support the text, which is accessible to those without a math or physics background.

Topics covered include:

- Heating and air conditioning systems
- Environmental issues

- Water and waste
- Thermal comfort
- HVAC systems
- Electricity
- Lighting
- Security and communications systems
- Fire safety
- Transportation systems

Biotechnology



Environmental Biotechnology

by Srinivas, T

Publisher: New Age International 2014

Edition: 1sr ed.

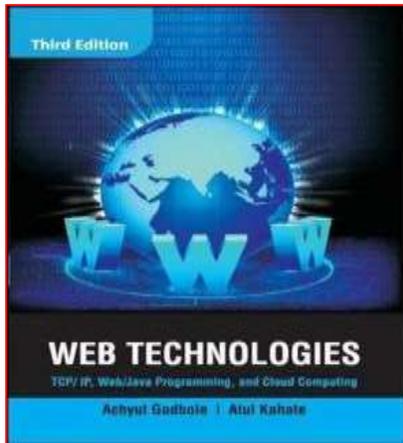
ISBN:9788122422863

Availability: Items available for reference:

E Block Library [Call number: 660.6] (1)

This book is meant for undergraduate students of Biotechnology, Chemical and Civil Engineering courses and also for postgraduate students of Environmental Studies. It encompasses topics related to pollution abatement and treatment of wastewater and solid waste management emphasizing on biological treatment methods. Design aspects of the biological treatment units are the distinctive features of this book. Principles of bioremediation are briefly covered.

Computer Science



Web Technologies: TCP/IP, Web/Java Programming & Cloud Computing

by Godbole, Achyut & Kahate, Atul

Publisher: McGraw Hill Education 2016

Edition: 3rd ed.

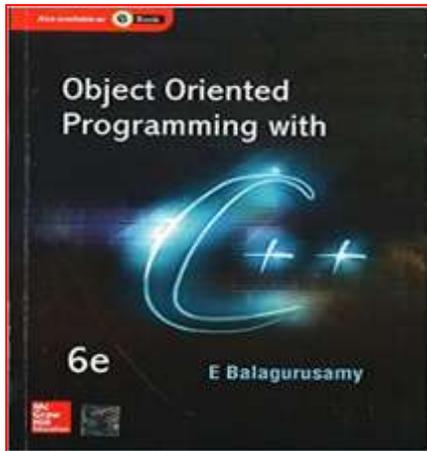
ISBN- 978-1259062681

Availability: Items available for loan: Central Library
[Call number: 006.76] (1).

Web Technologies, third edition discusses the architectural and the programming features of Web technology in the most lucid way. The step-by-step sequential introduction to the subject makes it a useful guide to anyone who is familiar with the concepts of Web technologies. The revised edition gives prominence to programming aspects along with the inclusion of the topics like PHP and latest advancements like Cloud computing.

Feature:

- Balanced coverage encompassing TCP/IP Architecture and Programming aspects
- New chapters on PHP, Web Usability and Cloud Computing
- Java programming aspects enhanced through elaboration of the topics viz., Java Servlets, JavaScript



Object Oriented Programming with C++

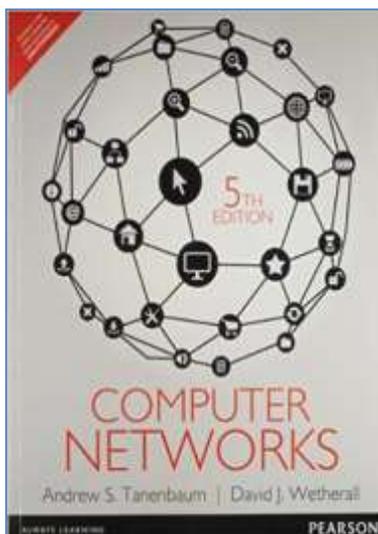
by Balagurusamy, E

Publisher: McGraw Hill Education 2013

Edition: 6th ed.

Availability: Items available for loan: Central Library [Call number: 005.133] (1).

The book sheds light upon many concepts that are crucial to Object Oriented Programming. Some of them are overloading, RTTI, type casting and abstract classes. The other topics that the book goes through are dynamic memory allocation, structures and union, etc. The author uses a direct language which is extremely easy and illustrative so that the students can understand the concepts of Object Oriented Programming in C++ effectively.



Computer Networks

by Tanenbaum, Andrew S. & Wetherall, David J

Publisher: Pearson Education 2016

Edition: 5th ed.

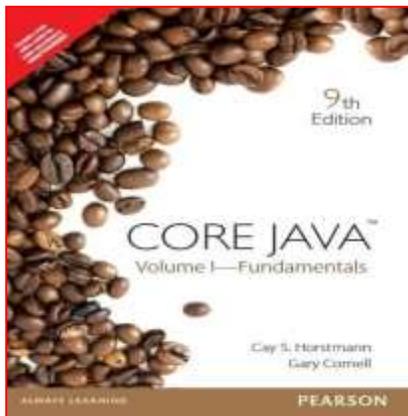
ISBN: 978-9332518742

Availability: Items available for loan: Central Library [Call number: 004.6] (1).

. The book is an introduction to computer networking for those seeking information on various aspects of establishing and maintaining wireless networks. A computer

network is a group of computers that share data over a wireless or cable-connected set-up. To establish a computer network one needs to be equipped with the basic guidelines that help to lay down complex networks.

The book places emphasis on topics of 802.11, 802.16, Bluetooth, paired and fixed coverage of ADSL, 3G cellular, gigabit Ethernet, MPLS and peer-to-peer networks. The latest edition comprehensively discusses fibre to the home, RFID, delay torrent networking, 802.11 security, internet routing, congestion control, quality of service, real-time transport and content distribution.



[Core Java: Volume I-Fundamentals](#)

by Cay S. Horstmann

Publisher: Pearson Education 2013

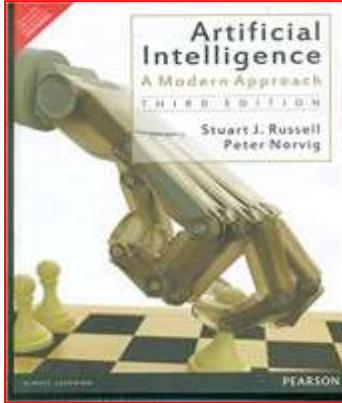
Edition: 9th ed.

ISBN: 9789332518902

Availability: Items available for loan:

Central Library [Call number: 005.133] (1)

Core Java: Volume 1 Fundamentals is a comprehensive book on Java SE 7. The book comprises of chapters on Java programming environment, objects and classes, inheritance, interfaces and inner classes, graphic programming and generic programming. In addition, the book consists of several code examples, which will help in better understanding of the concepts. This book is essential for senior programmers and computer science engineers.



[Artificial Intelligence: A Modern Approach](#)

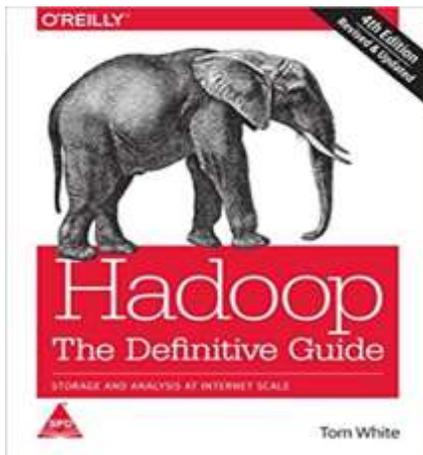
by Russell, Stuart J & Norvig, Peter

Publisher: Pearson 2017

Edition: 3rd ed.

Availability: Items available for loan: Central Library [Call number: 006.3] (1)

There have been important applications of AI technology, such as the widespread deployment of practical speech recognition, machine translation, autonomous vehicles and household robotics. There have been algorithmic landmarks, such as the solution of the game of checkers. There has also been a great deal of theoretical progress, particularly in areas such as probabilistic reasoning, machine learning and computer vision.



[Hadoop: The Definitive Guide](#)

by White, Tom

Publisher: Shroff 2015

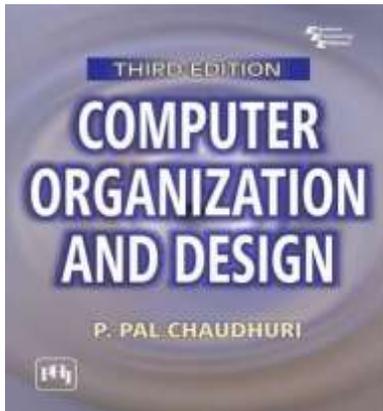
Edition: 4th ed.

ISBN- 978-9352130672

Availability: Items available for loan Central Library [Call number: 005.74] (5)

This book is best for programmers looking to examine datasets of any size and for managers who want to set up and run Hadoop groups. In this book, author Tom White offers new chapters on YARN and numerous Hadoop-related assignments such as Parquet, Flume, Crunch and Spark. The reader gets to learn about current

changes to Hadoop and discover new case studies on Hadoop's role in healthcare organizations and genomics data processing.



Computer Organization and Design

by Chaudhuri, P. Pal

Publisher: PHI Learning 2017

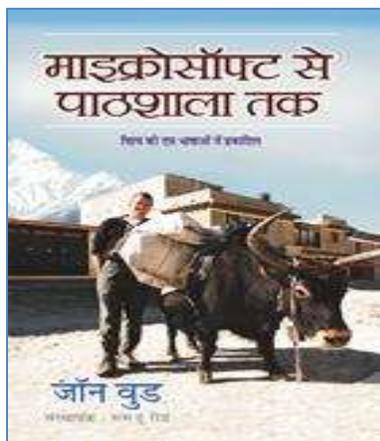
Edition: 3rd ed.

ISBN- 9788120335110

Availability: Items available for loan Central Library [Call number: 004.22] (2)

This revised and updated third edition on computer organization and design strives to make the students keep pace with the changes, both in technology and pedagogy in the fast growing discipline of computer science and engineering. The basic principles of how the intended behaviour of complex functions can be realized with the interconnected network of digital blocks are explained in an easy-to-understand style.

General



Microsoft Se Pathshala Tak

by Wood, John

Publisher: Prabhat Prakashan 2007

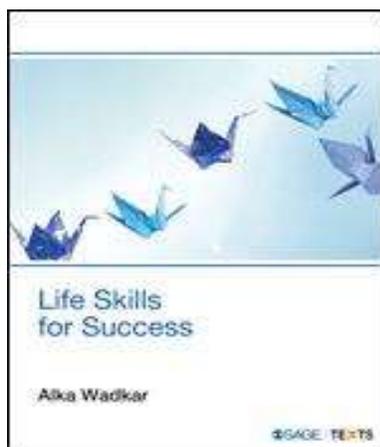
Language: Hindi

ISBN: 8173156654

Edition: 1st ed.

Availability: Items available for loan: Central Library [Call number: 370] (1)

This story of John Wood is an interesting account of the world-renowned 'Microsoft' company from the company to the new twist of life, where its goal is to give priceless gifts of education to millions of children around the world. "



Life Skills for Success

by Wadkar, Alka

Publisher: Sage 2016

ISBN: 8173156654

Edition: 1st ed.

Availability: Items available for loan: Central Library [Call number: 158] (1)

Life Skills for Success uses the basics of psychology to explain and help deal with everyday challenges like stress, health, work, personal relationships, communication, assertiveness and self-esteem. It has been written to serve the requirements of students across all courses who will gain critical insight into vital aspects of life by understanding their nature, cause and effect.

This book will be an indispensable resource for students to help them improve their interpersonal skills, social interactions and self-management ability to gain success in personal and professional life.

Key Features

- Helps understanding of nature, cause, effect and ways to deal with critical challenges in everyday life
- Perspectives from daily aspects like communication difficulties, stress management, anger and fear, team work, proactive thinking, creativity, time management, etc.



Cradle to Cradle: Remaking the Way We Make Things

by McDonough, William & Braungart, Michael

Publisher: Sage 2009

ISBN: 8173156654

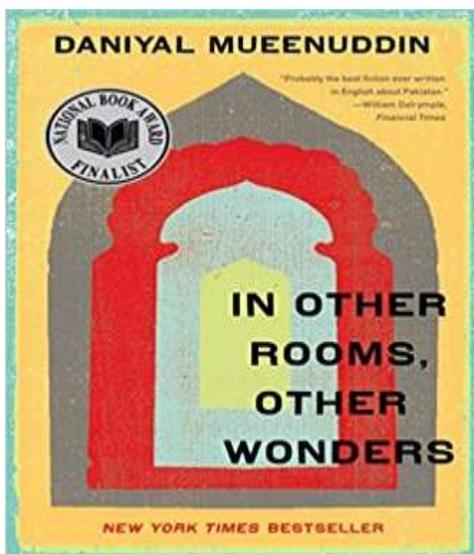
Edition: 1st ed.

Availability: Items available for loan: Central Library

[Call number: 628.4458]

"Reduce, reuse, recycle" urge environmentalists; in other words, do more with less in order to minimize damage. But as this provocative, visionary book argues, this approach perpetuates a one-way, "cradle to grave" manufacturing model that dates to the Industrial Revolution and casts off as much as 90 percent of the materials it uses as waste, much of it toxic. Why not challenge the notion that human industry must inevitably damage the natural world?

In fact, why not take nature itself as our model? A tree produces thousands of blossoms in order to create another tree, yet we do not consider its abundance wasteful but safe, beautiful, and highly effective; hence, "waste equals food" is the first principle the book sets forth. Products might be designed so that, after their useful life, they provide nourishment for something new-either as "biological nutrients" that safely re-enter the environment or as "technical nutrients" that circulate within closed-loop industrial cycles, without being "downcycled" into low-grade uses (as most "recyclables" now are).



[In Other Rooms, Other Wonders](#)

by Mueenuddin, Daniyal

Publisher: W. W. Norton 2010

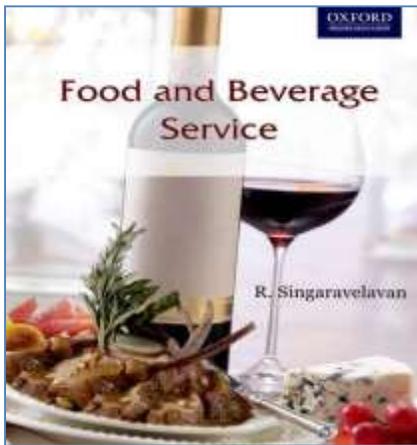
Edition: 1st ed.

ISBN: 978-0393337204

Availability: Items available for loan: Central Library [Call number: 810] (1)

Passing from the mannered drawing rooms of Pakistan's cities to the harsh mud villages beyond, Daniyal Mueenuddin's linked stories describe the interwoven lives of an aging feudal landowner, his servants and managers, and his extended family, industrialists who have lost touch with the land. In the spirit of Joyce's *Dubliners* and Turgenev's *A Sportsman's Sketches*, these stories comprehensively illuminate a world, describing members of parliament and farm workers, Islamabad society girls and desperate servant women. A hard-driven politician at the height of his powers falls critically ill and seeks to perpetuate his legacy; a girl from a declining Lahori family becomes a wealthy relative's mistress, thinking there will be no cost; an electrician confronts a violent assailant in order to protect his most valuable possession; a maidservant who advances herself through sexual favors unexpectedly falls in love.

Hospitality & Hotel Administration



Food and Beverage Service

by Singaravelavan, R

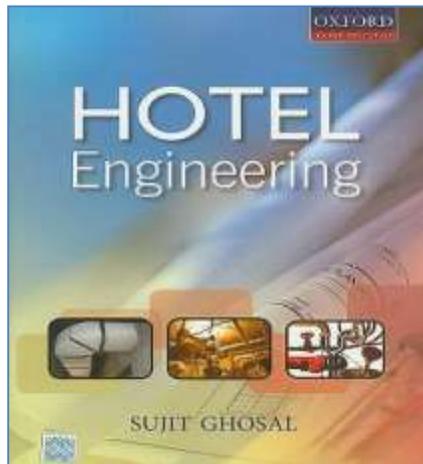
Publisher: Oxford University Press 2011

ISBN: 978-0198065272

Availability: Items available for loan: Central Library [Call number: 642.5] (1).

Food and Beverage Service is a comprehensive textbook designed to cater to the needs of the students of degree diploma courses of hotel management and certificate courses of food craft institutes. It covers all aspects of the food and beverage department F&B as required by the syllabi of hotel management courses. Divided into six parts, Part I begins with an introduction to the food service industry and includes a discussion on the equipment used, types of service, and the employment opportunities. Part II discusses the essential menu knowledge that all professionals in this field must have, along with the ways to plan the menu well. Part III includes the procedures of service, as also the methods for order taking and billing. Part IV discusses alcoholic and non-alcoholic beverages and tobacco, while Part V elucidates the service.

operations in a cellar and a bar The last part Part VI discusses catering for various functions supervisory roles customer relationship management and food safety With its up-to-date coverage and practice-oriented approach the book would also be helpful to professionals for carrying out training programmes in the industry



Hotel Engineering

by Ghosal, Sujit

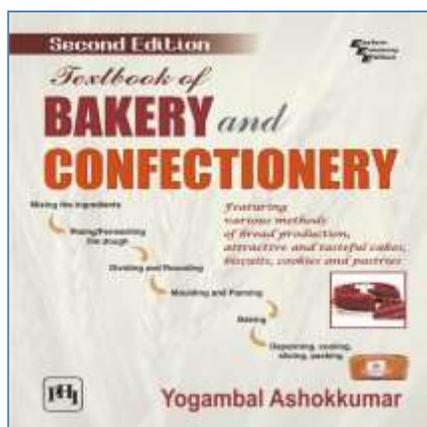
Publisher: Oxford University Press

ISBN: 978-0198062912

Availability: Items available for loan:
Central Library [Call number: 813.54
LE-L] (1).

Hotel Engineering, by Sujit Ghosal, is a comprehensive book in the Indian context for Hotel Management students, which covers basics of engineering in the hotel context, explanation of working of engineering systems, provision of rules and regulations in a succinct way.

This title covers all the relevant topics of hotel engineering. Beginning with an introduction to engineering systems in a hotel, it further discusses the basic concepts of work, power, energy and fundamental electrical systems in a hotel, and wiring and safety measures in dealing with electrical systems. It explains in detail the science of illumination, lighting requirements, and lighting devices for different functional areas in a hotel, along with concerns related to maintenance of buildings, swimming pool, utility systems and safety aspects. The book also discusses troubleshooting guides of engineering systems in hotel industry.



Textbook of Bakery and Confectionery

by Ashokkumar, Yogambal

Publisher: Prentice Hall India.2012

ISBN: 978-8120346031

Edition: 2nd ed.

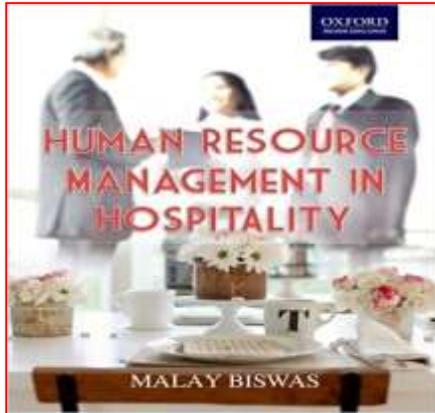
Availability: Items available for loan: Central Library [Call number:641.8] (1)

This revised edition updates and simplifies the existing text in a number of places, and also includes a large number of colour photos of finished products and ingredients, which will provide the readers with clear knowledge about them.

This book is mainly intended as a textbook for undergraduate students pursuing courses in Hotel Management, Catering and Nutrition Science and Home Science. Besides, the book can also be useful as a guide for home bakers and industrial bakers as well as those engaged in the profession.

Key Features

- Describes many new bakery items as well as the use of modern machinery in bakery and confectionery.
- Gives a number of Review Questions at the end of each chapter.
- Provides Short Questions and Answers and two Model Question Papers for self-assessment.



Human Resource Management in Hospitality

by Biswas, Malay

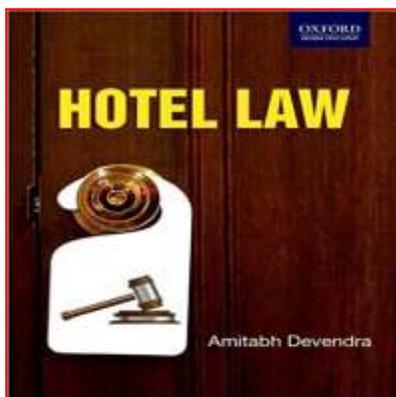
Publisher: Oxford University Press 2012

ISBN: 978-0198069850

Availability: Items available for loan: Central Library
[Call number 647.94] (10).

Human Resource Management in Hospitality is a comprehensive textbook, designed especially for students of hotel management programmes. It explores the core concepts of human resource management (HRM) and uses numerous industry-related examples and case studies to explain them.

Beginning with an introduction to HRM, the book goes on to explore relevant theoretical concepts like manpower planning, recruitment, training and development. It then elaborates on employee motivation, performance appraisal, compensation and benefit management, and job satisfaction. It then throws light on organizational culture, conflict management and collective bargaining, Indian labour laws in hospitality, and disciplinary action. The book concludes by looking at contemporary issues such as HR information system (HRIS), and international HRM.



Hotel Law

by Devendra, Amitabh

Publisher: Oxford University Press 2013

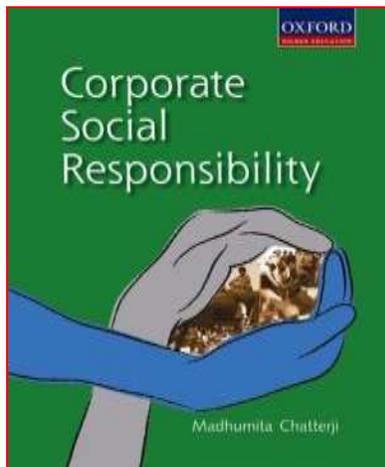
ISBN 978-0198084013

Availability: Items available for loan: Central Library
[Call number:343.078] (3)

Hotel Law is a comprehensive textbook specially designed to meet the needs of students of under graduate and post graduate hotel management programmes. The book covers the various laws related to the hotel industry and illustrates them through various examples and cases.

The book begins with an introduction to the Indian hospitality industry and hospitality laws. The coverage includes discussion on various laws, such as labour laws, law of torts, Prevention of Food Adulteration Act 1954 (PFA), the Food Safety and Standards Act of India 2006 (FSSAI), and liquor licensing. The impact of the environment on hotel operations is also discussed with a special focus on waste management in the different departments of a hotel.

Management & Commerce



Corporate Social Responsibility

by Chatterji, Madhumita

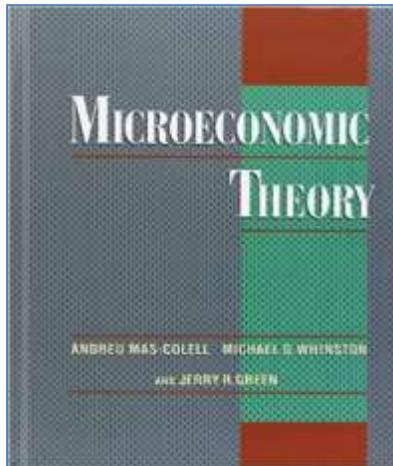
Publisher: Oxford University Press 2017

ISBN: 9780198069836

Availability: Items available for loan: Central Library
[Call number: 658.408] (4).

Corporate Social Responsibility is a comprehensive textbook designed for post graduate management students. It revolves around the premise that CSR is management of a company's impact on its stakeholders, the environment, and the community in which it operates and is more than just a philanthropic activity for some charitable causes.

The book begins by providing an understanding of CSR, its evolution, and stakeholder concept, and then moves on elaborate on roles of various institutions and CSR models. It then provides a framework for rating CSR and discusses sustainability and its challenges, and discusses CSR in the Indian and global arena. The book includes a unique comparative study of CSR in different countries with actual data collected. It finally ends with a discussion on the future of CSR



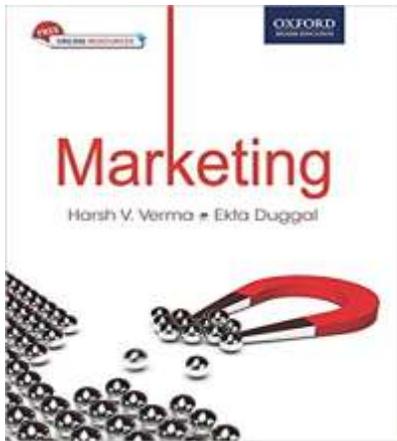
Microeconomic Theory

By Mas-Colell, Andreu,
Whinston, Michael D & Green, Jerry R
Publisher: Oxford University Press 2006
ISBN: 9780195102680
Availability: Items available for loan:
Central Library. [Call number: 338.5] (5).

Microeconomic Theory comprehensively covers all aspects of modern microeconomic theory and provides an in - depth analysis of the fundamentals of the subject.

All essential topics are free to be customised as per the instructor's teaching style. The first part of Microeconomic Theory is titled Individual Decision - Making and it explains topics like customer choice, aggregate demand, production and risk aversion. Game Theory forms the second part of the guide and it has been designed in a free - standing format. The basic elements of non - cooperative games, dynamic games and simultaneous - move games are covered here.

The third part, Market Equilibrium and Market failure, contains topics like signalling, market power and screening. This is followed by General Equilibrium theory and examples. Readers will have the opportunity to learn about equilibrium and time, equilibrium under uncertainty and the positive theory of equilibrium. The final part of the guide is titled Welfare Economic and Incentives. The authors take a special case study and show social preferences over two alternatives.



Marketing

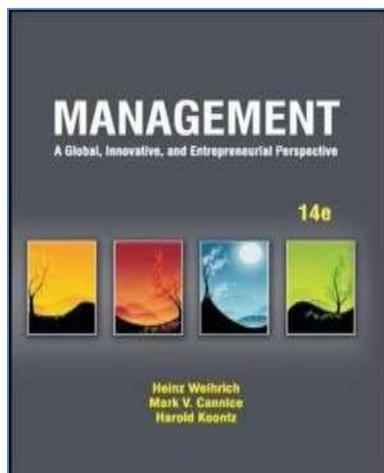
Author: Balachandran, G.

Publisher: 2012 Oxford University Press N

ISBN-978-0199459100

Availability: Items available for loan: Central Library [Call number: 658.8] (10).

Marketing is a textbook designed to meet the requirements of the students of both business management and commerce for a fundamental course in marketing. It explains the concepts with the help of numerous examples and cases.



Management: A Global, Innovative & Entrepreneurial Perspective

by Wehrich, Heniz, Cannice, Mark V & Koontz Harold

Publisher: McGraw Hill Education

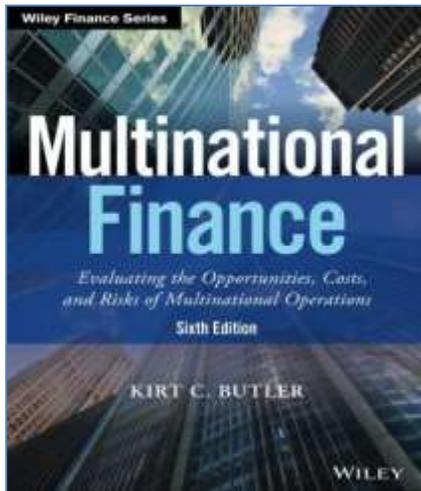
Edition: 14th ed.

ISBN: 9781259026836

Availability: Items available for loan: Central Library [Call number: 658] (5)

The fourteenth edition of Management continues to follow the systems approach to management. The new edition takes an innovative perspective of managing along with the existing international as well as entrepreneurial perspectives. Comprehensively

written, it encapsulates the latest trends in management in a very dynamic manner. It includes discussion on contemporary topics such as Business Analytics; Product, Service, and Process Innovation; Entrepreneurial Management in the Silicon Valley; Process Fairness and Transparency. Also, integrated are new international, innovative and entrepreneurial perspective boxed items having current examples from across the world.



[Multinational Finance: Evaluating the Opportunities, Costs & Risk of Multination Operations](#)

by Butler, Kirt C

Publisher: Wiley 2017

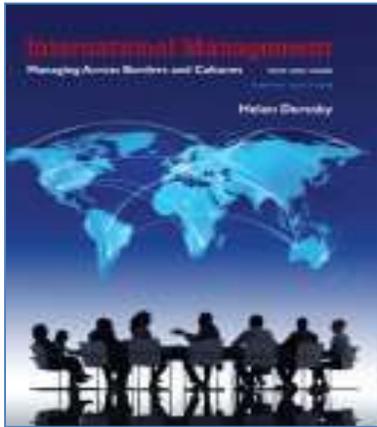
ISBN: 978-1-119-21968-2

Edition: 6th ed.

Availability: Items available for loan: Central Library [Call number: 658.1599] (5).

Multinational Finance offers an advanced exploration of international corporate finance concepts and operations. Despite its status as one of the most rigorous texts on the topic, this book remains accessible and readable without sacrificing depth of coverage. Sidebars, key terms, essays, conceptual questions, and problems with solutions help aid in the learning process, while suggested readings and PowerPoint handouts reinforce the material and offer avenues for further exploration. This new sixth edition includes Excel templates that allow students to use real-world tools in a learning environment, and the modular structure facilitates course customization to individual objectives, interests, and preparatory level. The emphasis is on the basics of financial management, but coverage includes unique chapters on treasury management, asset pricing, hedging, options, and portfolio management in addition to traditional finance topics.

International finance is a diverse field with myriad specialties and a vast array of possible interests. This book allows students to view the field through the lens of a financial manager with investment or financial options in more than one country to give them a practical feel for real-world application.



[International Management: Managing Across Borders & Cultures](#)

by Deresky, Helen

Publisher: Pearson 2016

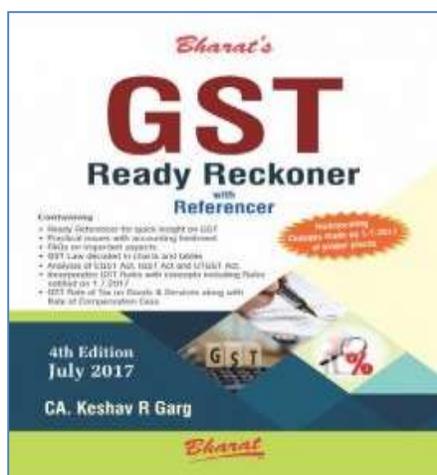
Edition: 9th ed.

ISBN: 9780134376042

Availability: Items available for loan: Central Library [Call number: 658] (3).

International Business is conducted around the globe across cultures, languages, traditions, and a range of economic, political, and technological landscapes. *International Management: Managing Across Borders and Cultures* examines the challenges to the manager's role associated with adaptive leadership and thoroughly prepares readers for the complicated yet fascinating discipline of international and global management.

No matter the size, companies operating overseas are faced with distinct scenarios. In order to be successful, they must accurately assess the components that shape their strategies, operations and overall function. The **Ninth Edition** trains readers and practicing managers for careers in this evolving global environment by exposing them to effective strategic, interpersonal, and organizational skills, while focusing on sustainability.



GST: Ready Reckoner with Reference

by Garg, Keshav R

Publisher: Bharat Law House 2017

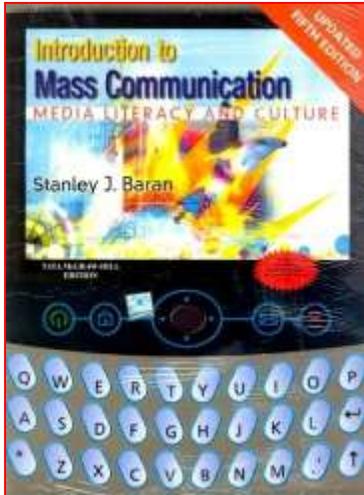
Edition: 4th ed.

ISBN: 9789351395188

Availability: Items available for loan: Central Library [Call number: 343.0558] (5)

This book has been written to elaborate the Central Goods & Service Tax Act, 2017 and other enactments as asserted to by the President on 12-4-2017. GST Ready Reconer gives the reader a quick insight of the Acts. Reference summaries the Act in just 74 pages covering all the important topics for a smooth transition o the new law. The book gives topic wise illustration including the procedure aspects which makes the reader clear about the GST law as he read this book chapter by chapter.

Mass Communication & Media



[Introduction to Mass Communication : Media Literacy and Culture](#)

By Baran, Stanley J

Publisher: Mcgraw Hill Education 2010

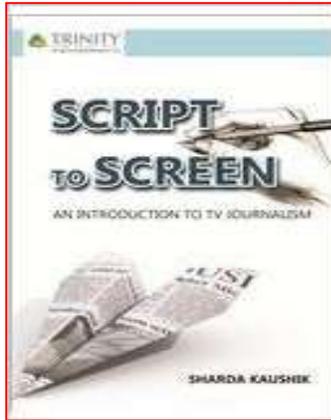
ISBN: 9780071070621

Edition: 5th ed.

Availability: Items available for loan: Central Library [Call number: 302.23] (1)

This text encourages students to take more active roles as media consumers and gives them a deeper understanding of the role that the media play in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. This was the first university-level text to make media literacy central to its approach.

Building on this tested emphasis, the updated fifth edition features a complete updating of industry statistics throughout, numerous new examples from the ongoing Iraq war, Virginia Tech shooting, the Don Imus controversy, and much more!



Script to Screen: An Introduction to TV Journalism

by Kaushik, Sharda

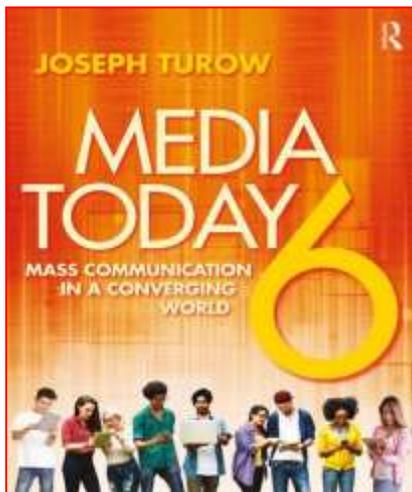
Publisher: Trinity 2017

ISBN: 978-9351381068

Edition: 1st ed.

Availability: Items available for loan: Central Library [Call number: 040] (3)

This book is designed to introduce learners to every genre of TV journalism news, documentaries, interviews and entertainment shows. The book trains them to identify news, to ask the right questions, to think visually, to script, to use voice and speech for greater impact and the importance of body language.



Media Today : Mass Communication in a Converging World

by Turow, Joseph

Publisher: Routledge 2017

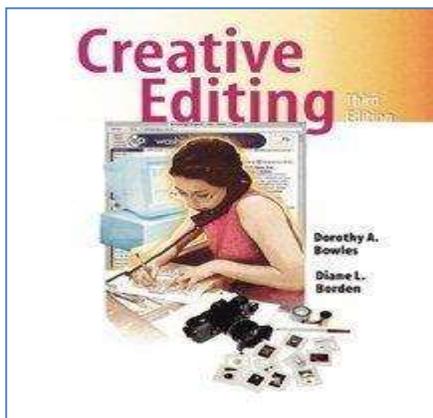
ISBN: 9788125059301

Edition: 6th ed.

Availability: Items available for loan: Central Library [Call number: 302.23] (1)

Media Today uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world. Through the convergence lens they learn to think critically about the role of media today and what these changes

mean for their lives presently and in the future. The book's media systems approach helps students to look carefully at how media content is created, distributed, and exhibited in the new world that the digital revolution has created. From newspapers to video games and social networking to mobile platforms, *Media Today* prepares students to live in the digital world of media.



Creative Editing

by Bowles ,Dorothy A & Borden, Diane L.

Publisher: Wadsworth 1999

ISBN: 9780534561789

Edition: 3rd ed.

Availability: Items available for loan: Central Library [Call number: 070.41] (1)

This all-in-one volume textbook and workbook covers principles, techniques, and approaches of editing, layout, and typography. The Third Edition offers expanded coverage of editing for the Web, magazine, and corporate publications, thus preparing students for editing in the 21st century



[The Dynamics of Mass Communication: Media in the Digital Age](#)

By Dominick, Joseph R.

Publisher: Wadsworth 1999

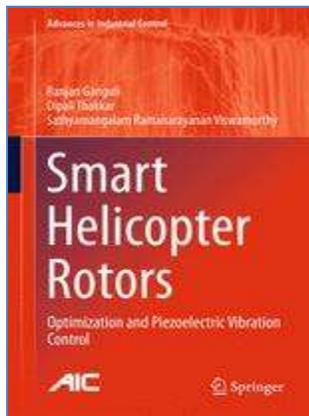
ISBN: 9780534561789

Edition: 3rd ed.

Availability: Items available for loan: Central Library [Call number: 302.23] (1)

Well-known for its balanced approach to media industries and professions, *Dynamics of Mass Communication* offers a lively, thorough, and objective introduction for mass communication majors and non majors alike. This new edition embraces the digital age and brings students up-to-date on the latest developments in mass communication, including iPods, blogs, broadband TV channels, user-generated content such as YouTube, social networking sites, and Web 2.0.

Mechanical Engineering



[Smart Helicopter Rotors: Optimization and Piezoelectric Vibration Control](#)

by Ganguli, Ranjan & Thakkar, Dipali

Publisher: Springer 2016

Edition: 1st ed.

ISBN- 978-3319247663

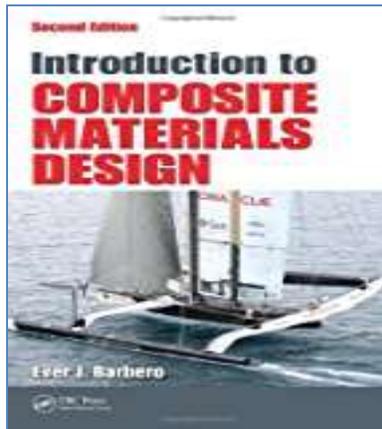
Availability: Items available for loan :Central Library [Call number: 620.3] (1)

Exploiting the properties of piezoelectric materials to minimize vibration in rotor-blade actuators, this book demonstrates the potential of smart helicopter rotors to achieve the smoothness of ride associated with jet-engine, fixed-wing aircraft.

Vibration control is effected using the concepts of trailing-edge flaps and active-twist. The authors' optimization-based approach shows the advantage of multiple trailing-edge flaps and algorithms for full-authority control of dual trailing-edge-flap actuators are presented. Hysteresis nonlinearity in piezoelectric stack actuators is highlighted and compensated by use of another algorithm. The idea of response surfaces provides for optimal placement of trailing-edge flaps.

The concept of active twist involves the employment of piezoelectrically induced shear actuation in rotating beams. Shear is then demonstrated for a thin-walled aerofoil-section rotor blade under feedback-control vibration minimization. Active

twist is shown to be significant in reducing vibration caused by dynamic stall. The exposition of ideas, materials and algorithms in this monograph is supported by extensive reporting of results from numerical simulations of smart helicopter rotors.



[Introduction to Composite Materials Design](#)

by Ganguli, Ranjan & Thakkar, Dipali

Publisher: CRC Press 2016

Edition: 2nd ed.

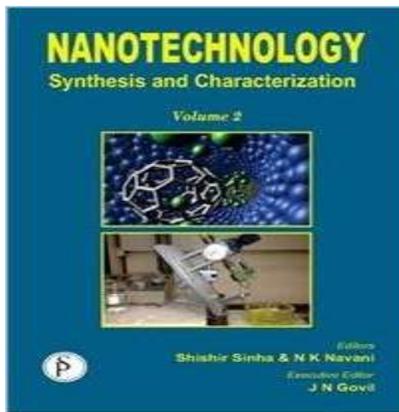
ISBN- 978-1420079159

Availability: Items available for loan: Central Library
[Call number: 620.118] (1)

New material in this second edition:

- Introduces new background topics, including design for reliability and fracture mechanics
- Revises and updates information on polymer matrices, modern fibers (e.g., carbon nanotubes, Basalt, Vectran) and fiber forms such as textiles/fabrics
- Includes new information on Vacuum Assisted Resin Transfer Molding (VARTM)
- Incorporates major advances in prediction of unidirectional-lamina properties
- Reworks sections on material failure, including the most advanced prediction and design methodologies, such as *in situ* strength and Mohr-Coulomb criterion, etc.
- Covers all aspects of preliminary design, relegating finite element analysis to a separate textbook

- Discusses methodology used to perform damage mechanics analysis of laminated composites accounting for the main damage modes: longitudinal tension, longitudinal compression, transverse tension, in-plane shear, and transverse compression
- Presents in-depth analysis of composites reinforced with plain, twill, and satin weaves, as well as with random fiber reinforcements
- Expands the analysis of thin walled beams with newly developed examples and MATLAB® code
- Addresses external strengthening of reinforced-concrete beams, columns, and structural members subjected to both axial and bending loads



NANOTECHNOLOGY: SYNTHESIS AND CHARACTERIZATION

by SINHA, SHISHIR

Publisher: Studium Press 2013

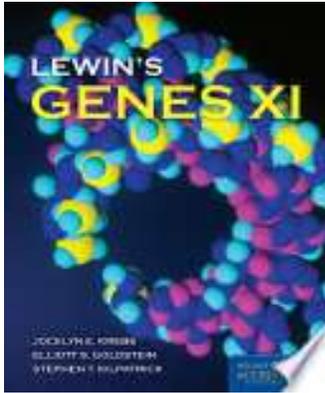
ISBN- 978-1626990029

Availability: Items available for loan: Central Library [Call number: 620.5] (1)

This book explores a range of methods adopted for the synthesis of different nanomaterials, various factors affecting the stability, methods to improve its synthesis characterization and applications. The book begins with nanocomposite particle synthesis with enhanced chemical and physical properties, one step sol-gel synthesis of porous inorganic glasses, novel methods for protein nanoparticles synthesis in organic solvents, nanofluids synthesis with enhanced thermophysical properties for

thermal engineering applications, synthesis and fictionalization of single and multiwalled carbon nanotubes for application in biomedical field, synthesis of metal nanoparticles with enhanced catalytic activity capable of reducing the polluting gases exhausted from automobiles. This book also discusses preparation of mesoporous ceramic thin films and nanoporous iron anodic films, fabrications of gold nanowires and nanotubes, liquid phase synthesis of biometallic nanoparticles, porphyrinoids organic nanoparticles; aromatic polyamide particle and nanofiller synthesis. With the need of assessing the risk posed by nanotechnology, it is essential to characterise the nanomaterials being synthesised. A range of methods employed for characterisation, such as X-Ray diffraction, Scanning and tr "

Medical, Health & Applied Science



Lewin's Genes XI

by Krebs, Jocelyn E., Goldstein, Elliott S & Stephen T. Kilpatrick

Publisher: Jones & Bartlett ,2014

Edition- 11th ed.

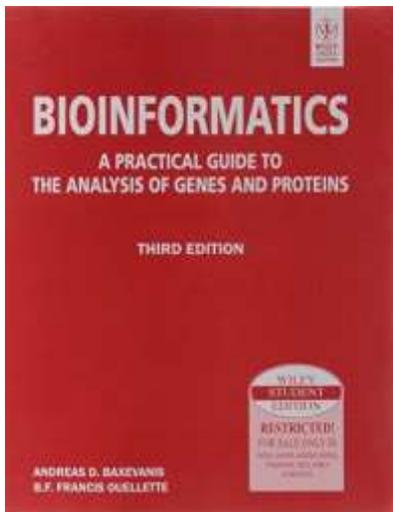
ISBN: 9781449659851

Availability: Items available for loan:

Central Library [Call number: 576.5] (1)

Molecular Biology is a rapidly advancing field with a constant flow of new information and cutting-edge developments that impact our lives. Lewin's GENES has long been the essential resource for providing the teaching community with the most modern presentation to this dynamic area of study. GENES XI continues this tradition by introducing the most current data from the field, covering gene structure, sequencing, organization, and expression. It has enlisted a wealth of subject-matter experts, from top institutions, to provide content updates and revisions in their individual areas of study. A reorganized chapter presentation provides a clear, more student-friendly introduction to course material than ever before. - Updated content throughout to keep pace with this fast-paced field. - Reorganized chapter presentation provides a clear, student-friendly introduction to course material. - Expanded coverage describing the connection between replication and the cell cycle is included, and presents eukaryotes as well as prokaryotes. - Available with new online Molecular Biology Animations. - Online access code for the companion website is included with

every new book. The companion website offers numerous study aids and learning tools to help students get the most out of their course. - Instructor's supplements include: PowerPoint Image Bank, PowerPoint Lecture Slides, and Test Bank.



[Bioinformatics: A Practical Guide to the Analysis of Genes & Proteins](#)

By Baxevanis, Andreas D & Ouellette, B.F. Francis
Publisher: Wiley India 2009

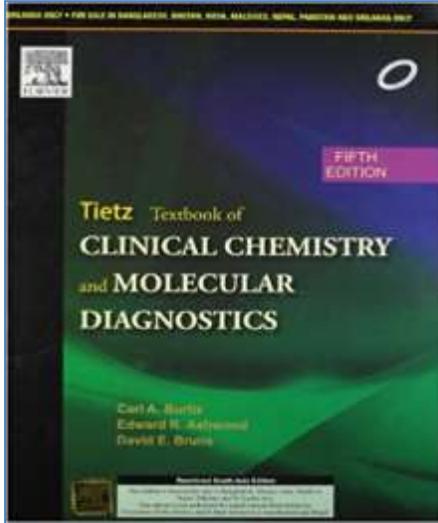
Edition- 3rd ed.

ISBN: 9788126521920

Availability: Items available for loan:

Central Library [Call number: 570.28] (2)

Bioinformatics is concerned with the use and development of computational tools and databases for the analysis of biological sequence, structure, and expression data. In just the past few years, bioinformatics has emerged as a mainstream discipline offering a critical scientific approach for addressing basic and applied problems in across all of biology. Today`s and tomorrow`s biologists, all of whom must be adequately trained to harness the constantly growing range of computational approaches, will learn how to access, analyze, and interpret data.



Tietz Textbook of Clinical Chemistry & Molecular Diagnostic

by Burtis, Carl, Ashwood, Edward & Bruns, David

Publisher: Elsevier Health 2012

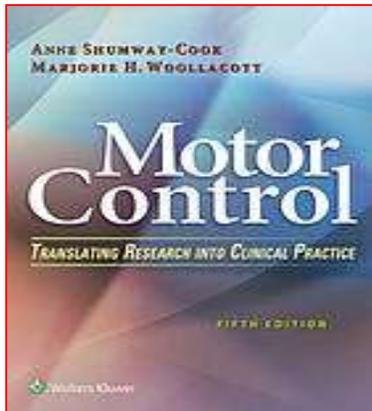
Edition: 5th ed.

ISBN: 978-8131232729

Availability: Items available for loan:

Central Library [Call number: 616.0756] (2)

As the definitive reference for clinical chemistry, Tietz Textbook of Clinical Chemistry and Molecular Diagnostics, 5th Edition offers the most current and authoritative guidance on selecting, performing and evaluating results of new and established laboratory tests. Up to date encyclopedic coverage details everything you need to know, including: analytical criteria for the medical usefulness of laboratory procedures, new approaches for establishing reference ranges; variables that affect tests and results, the impact of modern analytical tools on lab management and costs and applications of statistical methods.



[Motor control: Translating research into clinical practice](#)

by Shumway-Cook, Anne & Woollacott, Marjorie H.

Publisher: Wolters Kluwer 2017

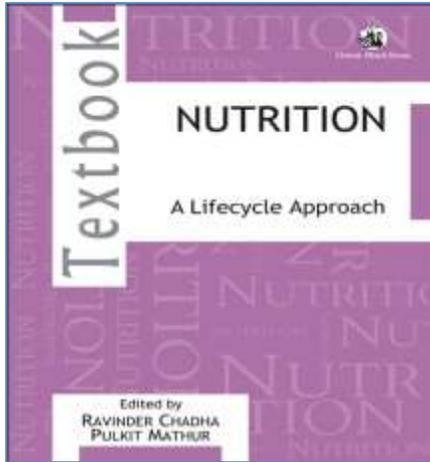
Edition: 5th ed.

ISBN: 9781496302632

Availability: Items available for loan:

Central Library [Call number: 612.8] (1)

Motor Control, 5th Edition remains the only book available that bridges the gap between current and emerging motor control research and its application to clinical practice. Written by leading experts in the field, this now classic resource prepares readers to effectively examine and treat patients with problems related to postural control, mobility, and upper extremity function using today's evidence-based best practices. To make information easier to understand and follow, chapters follow a standard format: normal control process issues, age-related issues, research on abnormal function, and clinical applications of current research, including methods for examining and treating patients with motor dyscontrol in each area. Featuring new pedagogy, new videos, and separate lifespan chapters on development of mobility and aging and mobility, the Fifth Edition reflects the current explosion of research in the field of motor control.



[Nutrition: A Lifecycle Approach](#)

by Chadha, Ravinder & Mathur, Pulkit

Publisher: Orient BlackSwan 2015

ISBN: 9788125059301

Edition: 1st

Availability: Items available for loan: Central Library [Call number: 613.2] (10)

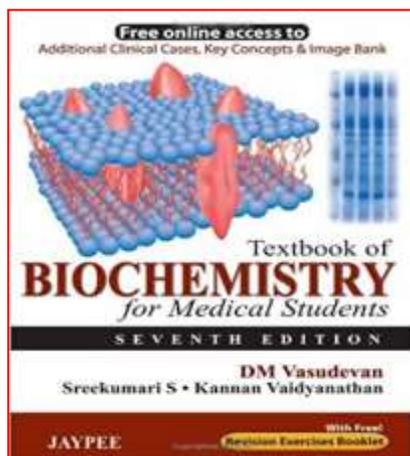
Nutrition: A Lifecycle Approach adopts a lifecycle approach to the study of nutrition. It has been divided into two sections:

- Introduction to Human Nutrition, which deals with basic concepts in nutrition and includes chapters on all major nutrients, their functions, and rich sources in the Indian diet.
- Lifecycle Nutrition, which discussed the nutritional requirements of different stages in the lifecycle.

The important features of this book are:

- Discusses the concept of food for different cultures and the relationship of food with nutrition and health.
- Detailed discussion on each nutrient—energy, carbohydrates, lipids, proteins, water, minerals, and vitamins.
- Details the different cooking methods and the effect they have on nutrient content.
- Focuses on the different life stages—adults, pregnant women, nursing mothers, preschool and school-age children, adolescents, and the elderly—and their nutritional requirements.
- Separate chapters on feeding children with special needs; sports nutrition; and the link between nutrition and immunity.

Simple and comprehensive, *Nutrition* is a core text for all undergraduate students of Nutrition and allied courses. It is also a useful book for the health conscious, who seek authentic, updated facts about nutrition.



[Textbook of Biochemistry for Medical Students](#)

By Vasudevan, DM

Publisher: Jaypee 2015

Edition: 7th ed.

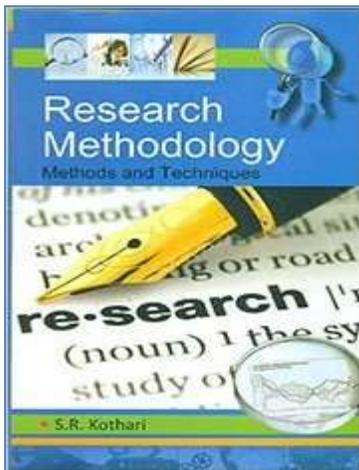
ISBN 978-9350905302

Availability: Items available for loan:

Central Library [Call number: 612.015] (1)

The seventh edition of this book is a comprehensive guide to biochemistry for medical students. Divided into six sections, the book examines in depth topics relating to chemical basics of life, metabolism, clinical and applied biochemistry, nutrition, molecular biology and hormones. New chapters have been added to this edition and each chapter includes clinical case studies to help students understand clinical relevance. A 274-page free booklet of revision exercises (9789350906378), providing essay questions, short notes, viva voce and multiple choice questions is included to help students in their exam preparation. Free online access to additional clinical cases, key concepts and an image bank is also provided. Key points *Fully updated, new edition providing students with comprehensive guide to biochemistry *Includes a free booklet of revision exercises and free online access *Highly illustrated with nearly 1500 figures, images, tables and illustrations

Research Methodology



[Research Methodology: Methods & Techniques](#)

By Kothari, SR

Publisher: Oxford Book Company 2016

ISBN 978-935030162

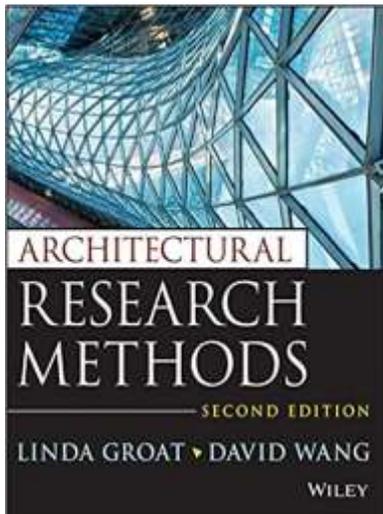
Availability: Items available for loan:

Central Library [Call number: 001.42] (1)

The motivation of research is practical and utilitarian. All research is undertaken with a practical end in view. Business research is born of natural curiosity and urge to know and it aims at pure theoretical knowledge, but research methodology, on the contrary, is utilitarian.

This book provides a simple and clear understanding of the subject to the students.

This book will be of immense help to research scholars and university teachers alike.



[Architectural Research Methods](#)

By Groat, Linda & Wang, David

Publisher: Wiley 2013

Edition: 2nd ed.

ISBN: 9780470908556

Availability: Items available for loan:

Central Library [Call number: 720.72] (1)

The leading text on architectural research, *Architectural Research Methods, Second Edition* is completely revised throughout to include current trends and innovations in research, and discusses interdisciplinary involvement with design/build, sustainability and policy, urban design, product design, and product systems. This practical guide for architects and designers employs real-life examples of how good research can be used, from project inception to completion. New coverage of design studio-based research shows how the strategies described can be employed while new discussion of the use of digital media help frame the scope of research.