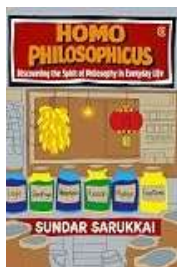


Social Science



Homo Philosophicus: Discovering the Spirit of philosophy in Everyday Life

Author: Sundar Sarukkai

Publisher: Context

Overview: An accessible, cross-cultural guide to integrated philosophical thinking. Drawing on three decades of teaching and synthesizing Indian, Western, Chinese, and world traditions, Sarukkai demonstrates how philosophical inquiry shape's human identity, illuminates everyday experience, and provides practical frameworks for contemporary issues like language, gender, class, and caste.

Acc. No: 103418 - 103470

Call No: [100 SAR-H](#)



Research Methods in Psychology

Author: Beth Morling

Publisher: W. W. Norton & Company

Overview: Research Methods in Psychology: Evaluating a World of Information (5th Ed.) by Beth Morling provides a comprehensive pedagogical framework for training students to consume and produce psychological research. This updated edition integrates qualitative methodology, revised statistical paradigms, ethical guidelines for generative AI, and expanded diversity in sampling and scientific representation. [Read more.](#)

Acc. No: 103343

Call No: [150.721 MOR-R](#)



The Rational Use of Cognitive Resources

Author: Falk Lieder, Frederick Callaway and Thomas L. Griffiths

Publisher: Princeton University Press

Overview: The Rational Use of Cognitive Resources introduces resource-rational analysis a formal framework reframing human and artificial intelligence around the optimal allocation of limited computational power and time. Author Falk Lieder (along with co-authors Frederick Callaway and Thomas L. Griffiths) challenges classical economic utility maximization by showing how heuristics and cognitive biases reflect optimal strategies under computational constraints. [Read more.](#)

Acc. No: 103348

Call No: [153.4 LIE-R](#)



When AI Enquired: A Story of Reason, Intelligence and Truth

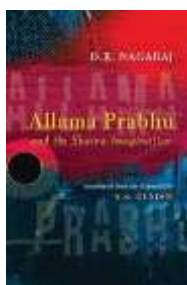
Author: Shrikant Bhat

Publisher: Notion Press

Overview: The book explores the intersection of artificial intelligence, cognitive philosophy, and Eastern metaphysics. Beginning with the logical foundations of machine learning and computational reasoning, Bhat uses AI as a philosophical lens to drive rational self-enquiry, ultimately arriving at non-dualist insights on consciousness and the self that parallel the core tenets of the *Bhagavad Gita*.

Acc. No: 103486

Call No: [210 BHA-W](#)



Allama Prabhu and the Shaiva Imagination

Author: D.R. Nagaraj

Publisher: Permanent Black

Overview: Allama Prabhu and the Shaiva Imagination by cultural critic D.R. Nagaraj (translated by N.S. Gundur) explores the life, philosophy, and vachanas of the 12th-century Shaiva mystic Allama Prabhu. Framing Allama as an epistemological iconoclast, Nagaraj situates his enigmatic verse within medieval Shaivism, the Bhakti movement, and broader Indian mysticism alongside thinkers like Basava, Abhinavagupta, and Gorakhnath.

Acc. No: 103352

Call No: [294.5514 NAG-A](#)



Biographies of Companionship: Living with Bovines in Tamil Country

Author: Vignesh Soundararaj

Publisher: Brill

Overview: This book weaves together little moments of companionship a human trying to cajole a mother cow to accept her newborn calf, a cow secretly burying biscuits in the backyard, a human biting a bull's tail, a cow kicking a human, a calf's nose being roped, humans, bulls, and cows walking together. These moments narrate the biography of companionship between humans and bovines.

Acc. No: 103385

Call No: [304.24 SOU-B](#)



Globalizing Wildlife

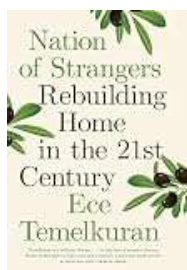
Editor: Raf De Bont, Vanessa Bateman and Tom Quick

Publisher: The University of North Carolina Press

Overview: Globalizing Wildlife applies the more-than-human turn to global history by examining how nonhuman animals shaped and constituted 19th- and 20th-century globalization. Through species-diverse case studies from grey parrot trade to rat extermination campaigns and sea otter relocations the volume demonstrates how wildlife actively influenced global economic, ecological, and geopolitical trajectories.

Acc. No: 103359

Call No: [304.27 GLO-G](#)



Nation of Strangers: Rebuilding Home in the 21st Century

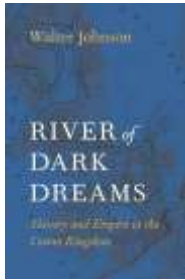
Author: Ece Temelkuran

Publisher: Scribner Canada

Overview: A collection of personal, politically attuned letters addressing global displacement, political alienation, and rising fascism. Writing from a decade of exile, Temelkuran explores how the growing population of refugees, political exiles, and economically excluded individuals can build solidarity and create a sense of home together amid global instability.

Acc. No: 103415

Call No: [305.906914 TEM-N](#)



River of Dark Dreams – Slavery and Empire in the Cotton Kingdom

Author: Walter Johnson

Publisher: Belknap Press

Overview: Walter Johnson explores the Mississippi Valley's transformation into the capitalist engine of the antebellum American South, driven by steam technology, aggressive territorial expansion, and the brutal coercion of enslaved labour. Johnson links the daily realities of plantation labour and pro-slavery ideology to Atlantic commodity markets and Southern imperial ambitions leading up to the Civil War.

Acc. No: 103380

Call No: [305.800977 JOH-R](#)



Under Grey Smoggy Skies: Living Homeless on the Streets of India's Cities

Author: Harsh Mander

Publisher: Yoda Press

Overview: Under Grey Smoggy Skies: Living Homeless on the Streets of India's Cities by social activist and researcher Harsh Mander provides a humanized, field-based examination of urban homelessness across major Indian metropolises.

Acc. No: 103342

Call No: [305.569 MAN-U](#)



The New Rich in China: Future rulers, present lives

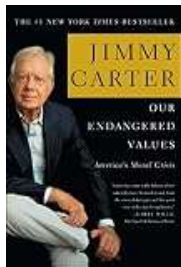
Author: David Goodman

Publisher: Routledge

Overview: The investigates the political, socio-economic, and cultural characteristics of the wealthy elite and new occupational groups emerging after 1978. The volume critically evaluates whether China's new rich constitute a conventional middle class, analysing their agency, lifestyle, status, and potential to shape social change both within China and globally.

Acc. No: 103387

Call No: [305.550951 NEW-N](#)



Our Endangered Values: America's Moral Crisis

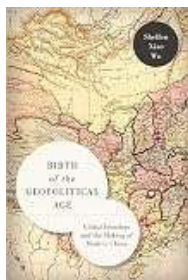
Author: Jimmy Carter

Publisher: Simon & Schuster

Overview: Jimmy Carter addresses the blurring of boundaries between government policy and religious fundamentalism in American public life. Drawing on his faith and political career, Carter defends the constitutional separation of church and state while critiquing trends in domestic civil liberties, foreign intervention, environmental policy, and social issues.

Acc. No: 103407

Call No: [306.0973 CAR-O](#)



Birth of the Geopolitical Age: Global Frontiers and the Making of Modern China

Author: Shellen Xiao Wu

Publisher: Stanford University Press

Overview: Shellen Xiao Wu details how 19th- and 20th-century global frontier development, scientific imperialism, and colonial agricultural settlement shaped modern Chinese state-building. Wu shows how China adapted global frontier strategies to preserve its imperial territorial boundaries and project geopolitical power in East Asia. [Read more.](#)

Acc. No: 103363

Call No: [320.120951 XIA-B](#)



Saving Apartheid: White Internationalism at the End of the Cold War

Author: Augusta Dell'Omo

Publisher: Columbia University Press

Overview: Augusta Dell'Omo examines how a transatlantic coalition of far-right activists, evangelical broadcasters, and conservative networks mobilized during the 1980s to defend apartheid in South Africa. The book traces how pro-apartheid advocates reframed white supremacy into human rights-centric, antistatist, and neoliberal discourses, laying the foundational networks for contemporary global far-right movements. [Read more.](#)

Acc. No: 103370

Call No: [320.5390968 DEL-S](#)



New Turkey and the Far Right: How Reactionary Nationalism Remade a Country

Author: Selim Koru

Publisher: I.B Tauris

Overview: New Turkey and the Far Right: How Reactionary Nationalism Remade a Country by Selim Koru examines the political ideas, anti-Western resentment, and far-right nationalist ideology driving Erdoğan's regime change. De-exceptionalizing Turkish politics, Koru situates the creation of the "New Turkey" within a global rise of revisionist, reactionary nationalism alongside movements in Russia, India, and the United States. [Read more.](#)

Acc. No: 103376

Call No: [320.9561 KOR-N](#)



Ruling the Savage Periphery: Frontier Governance and the Making of the Modern State

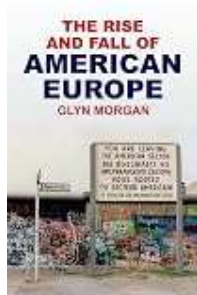
Author: Benjamin D. Hopkins

Publisher: Harvard University Press

Overview: Benjamin D. Hopkins theorizes "frontier governmentality" a trans-imperial administrative model used by 19th-century empires to exploit Indigenous labour and manage borderlands. Hopkins traces how this colonial template produced the contemporary global order, where border dwellers and marginalized states remain systematically encapsulated, exploited, and security governed. [Read more.](#)

Acc. No: 103356

Call No: [323.11 HOP-R](#)



The Rise and Fall of American Europe

Author: Glyn Morgan

Publisher: Polity

Overview: Glyn Morgan examines the origins, trajectory, and contemporary decline of the post-WWII transatlantic order established under US security guarantees and trade frameworks. The text analyses the strain placed on European integration by shifting American political dynamics specifically the rise of MAGA nationalism and evaluates alternative geopolitical paths, including a National-Sovereigntist, Global, or sovereign European Europe. [Read more.](#)

Acc. No: 103369

Call No: [327.4073 MOR-R](#)



The New Age of Catastrophe

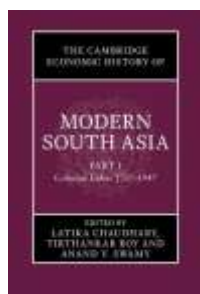
Author: Alex Callinicos

Publisher: Polity

Overview: Alex Callinicos analyses contemporary global existential threats ecological breakdown, economic stagnation, pandemic risks, and imperialist conflicts as interconnected symptoms of a structural crisis in modern capitalism. Callinicos argues that while this multidimensional crisis fuels far-right politics, it simultaneously sparks mass revolts and anti-systemic social movements capable of challenging global oppression.

Acc. No: 103381

Call No: [330.122 CAL-N](#)



The Cambridge Economic History of Modern South Asia – 2 part

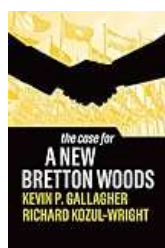
Author: Latika Chaudhary, Tirthankar Roy and Anand V. Swamy

Publisher: Cambridge University Press

Overview: The Cambridge Economic History of Modern South Asia, edited by Latika Chaudhary, Tirthankar Roy, and Anand V. Swamy, provides a comprehensive reference history of economic development across Bangladesh, India, and Pakistan. The volume integrates updated scholarship on gender, caste, environment, and entrepreneurship to reassess the impacts of colonial rule and evaluate post-independence economic trajectories over the past 75 years.

Acc. No: 103338

Call No: [330.954 CAM-C](#)



The Case for a New Bretton Woods

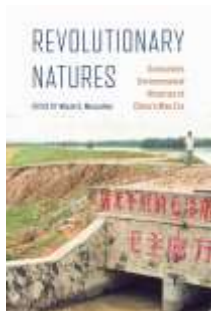
Author: Kevin P. Gallagher, Richard Kozul-Wright

Publisher: Polity

Overview: The book outlines a strategic blueprint for reforming global money, finance, and trade governance following post-2008 and COVID-19 economic disruptions. The authors argue for rewriting international financial rules to combat climate breakdown, political instability, and systemic inequality through a modernized multilateral order.

Acc. No: 103379

Call No: [332.042 GAL-C](#)



Revolutionary Natures: Grassroots Environmental Histories of China's Mao Era

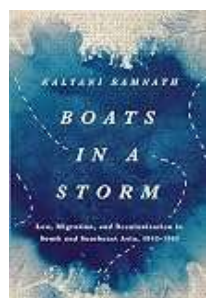
Editor: Micah S. Muscolino

Publisher: University of Washington Press

Overview: Micah S. Muscolino, reassesses ecological transformation in Mao-era China by examining the interactions between state industrialization, grassroots resistance, material scarcity, and nonhuman agency. Through local archives and oral histories, the volume reveals how environmental destruction coexisted with early conservation efforts, tracing the roots of modern Chinese ecological dilemmas.

Acc. No: 103367

Call No: [333.720951 REV-R](#)



Boats in a Storm: Law, Migration, and Decolonization in South and Southeast Asia, 1942–1962

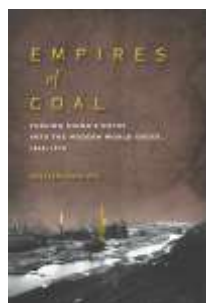
Author: Kalyani Ramnath

Publisher: Stanford University Press

Overview: Kalyani Ramnath examines how wartime displacements and post-imperial border closures disrupted Indian Ocean migrant networks across India, Burma, Ceylon, and Malaya. Drawing on archives across Asia and London, Ramnath illustrates how mobile traders, labourers, and financiers navigated new citizenship regimes, legal barriers, and rising ethno-nationalisms during the decolonization era. [Read more.](#)

Acc. No: 103351

Call No: [341.48095 RAM-B](#)



Empires of Coal: Fueling China's Entry into the Modern World Order, 1860–1920

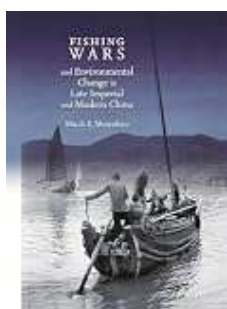
Author: Shellen Xiao Wu

Publisher: Stanford University Press

Overview: Empires of Coal: Fueling China's Entry into the Modern World Order, 1860–1920 by Shellen Xiao Wu demonstrates how geological exploration and coal extraction transformed late Qing and early Republican China. Wu shows how western scientific imperialism and domestic mineral rights statecraft reshaped China's place in global industrialization. [Read more.](#)

Acc. No: 103364

Call No: [338.2 WUE-E](#)



Fishing Wars and Environmental Change in Late Imperial and Modern China

Author: Micah S. Muscolino

Publisher: Harvard University Press

Overview: Micah S. Muscolino analyses the social, political, and ecological dynamics of China's Zhoushan Archipelago fisheries from the 19th-century expansion to the resource collapse of the 1970s. Muscolino examines how private institutions, state interventions, and transnational forces managed marine common-pool resources and shaped modern marine environmental history. [Read more.](#)

Acc. No: 103365

Call No: [338.3 MUS-F](#)



How to Blow Up a Pipeline: Learning to Fight in a World on Fire

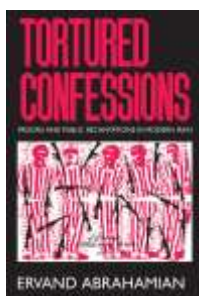
Author: Andreas Malm

Publisher: Verso

Overview: A philosophical and political manifesto arguing for the climate movement to escalate beyond peaceful protest toward direct action and property destruction against fossil fuel infrastructure. Drawing on historical revolutionary movements (suffrage, anti-apartheid, anti-slavery), Malm critiques strict pacifism and advocates for tactical sabotage to force an end to carbon extraction. [Read more.](#)

Acc. No: 103378

Call No: [363.73874 MAL-H](#)



Tortured Confessions: Prisons and Public Recantations in Modern Iran

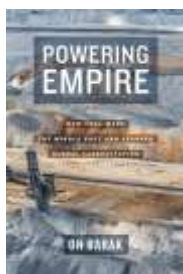
Author: Ervand Abrahamian

Publisher: University of California Press

Overview: Ervand Abrahamian examines the systematic use of torture and televised public recantations under the Pahlavi monarchy and the Islamic Republic. Abrahamian demonstrates how state-coerced confessions were weaponized via mass media to break political prisoners, delegitimize opposition, and enforce ideological compliance. [Read more.](#)

Acc. No: 103341

Call No: [365.64 ABR-T](#)



Powering Empire: How Coal Made the Middle East and Sparked Global Carbonization

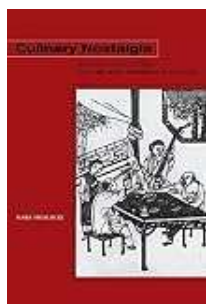
Author: On Barak

Publisher: University of California Press

Overview: On Barak traces how British coal infrastructure shaped the Middle East and established early geopolitics of carbon energy. Barak uncovers the imperial motives behind coal's expansion while exploring non-Western traditions, such as Islamic risk-aversion and Gandhian ethics, for alternative paths to modern climate justice. [Read more.](#)

Acc. No: 103361

Call No: [382.424 BAR-P](#)



Culinary Nostalgia: Regional Food Culture and the Urban Experience in Shanghai

Author: Mark Swislocki

Publisher: Stanford University Press

Overview: Culinary Nostalgia: Regional Food Culture and the Urban Experience in Shanghai by Mark Swislocki explores the cultural and historical role of food in Shanghai. The book examines how regional Chinese cuisines and Western culinary influences shaped urban identity, local memory, and Shanghai's evolving connection to China and the wider world. [Read more.](#)

Acc. No: 103396

Call No: [394 SWI-C](#)



Appetites: Food and Sex in Post-Socialist China

Author: Judith Farquhar

Publisher: Duke University Press

Overview: Judith Farquhar examines how bodily desires and physical pleasures specifically eating, medicine, and sexuality are historically shaped and politically constructed in modern China. Analysing Beijing urban life, medical texts, literature, film, and memories of both the Maoist era and market reforms, Farquhar demonstrates that embodiment is cultivated through public reflection and social transformation. [Read more.](#)

Acc. No: 103397

Call No: [394.1 FAR-A](#)



Puer Tea: Ancient Caravans and Urban Chic

Author: Jinghong Zhang

Publisher: University of Washington Press

Overview: Puer Tea: Ancient Caravans and Urban Chic by anthropologist Jinghong Zhang presents an ethnographic account of Puer tea's dramatic evolution from an ancient, localized handicraft in Yunnan to a high-status speculative commodity and urban status symbol. Zhang analyses the spaces of production, trade, connoisseurship, and consumption, tracing the boom, hyper-commodification, and eventual 2007 market crash of Puer tea.

Acc. No: 103400

Call No: [394.1 ZHA-P](#)



Tea in China: A Religious and Cultural History

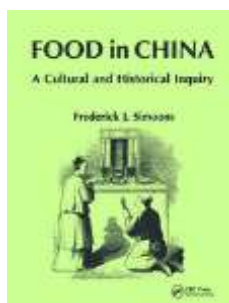
Author: James A. Benn

Publisher: University of Hawai'i Press

Overview: Tea in China: A Religious and Cultural History by James A. Benn traces the historical transformation of tea from a local medicinal botanical into an imperial beverage, economic powerhouse, and sacred commodity. The monograph details how Chan (Zen) Buddhist monastics utilized tea for meditation, developed monastic tea rituals, and forged shared aesthetic values with Chinese literati, fundamentally altering China's sacred and cultural landscape.

Acc. No: 103492

Call No: [394.150951 BEN-T](#)



Food in China: A Cultural and Historical Inquiry

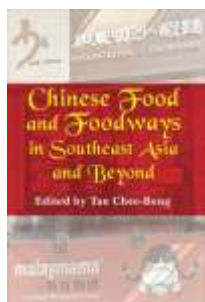
Author: Frederick J. Simoons

Publisher: CRC Press

Overview: Frederick J. Simoons offers a comprehensive ethnobotanical and historical survey of Chinese foodways prior to the establishment of the People's Republic of China. Anchored in the culinary traditions of Canton and the Southeast but encompassing all geographic regions of China, the volume examines the origins, domestication, diffusion, and cultural significance of a wide array of food plants, livestock, and wild resources across Chinese history.

Acc. No: 103488

Call No: [394.120951 SIM-F](#)



Chinese Food and Foodways in Southeast Asia and Beyond

Author: Chee-Beng Tan

Publisher: NUS Press

Overview: Chinese Food and Foodways in Southeast Asia and Beyond, edited by anthropologist Chee-Beng Tan, examines the global migration, localization, and hybridity of southern Chinese culinary traditions. Written by academic specialists, this scholarly volume analyses how Chinese migrants adapted traditional dishes to Southeast Asian ingredients and culture, creating distinct regional cuisines that subsequently spread worldwide through further diaspora networks.

Acc. No: 103404

Call No: [394.12089 CHI-C](#)



The Tale of Tea: A Comprehensive History of Tea from Prehistoric Times to the Present Day

Author: George L. Van Driem

Publisher: Brill

Overview: George van Driem presents an exhaustive scholarly history of tea as a primary driver of global economic history, trade wars, and geopolitics. The volume replaces popular myths with detailed research on the botanical origins, imperial Chinese cultural developments, Anglo-Dutch conflict, colonial plantation history, and the historical globalization of the beverage.

Acc. No: 103393

Call No: [394.1 DRI-T](#)



A soup for the Qan: Chinese dietary medicine of the Mongol era as seen in Hu Sihui's Yinshan zhengyao: introduction translation, commentary, and Chinese text

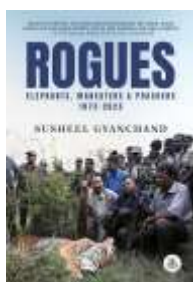
Author: Paul D. Buell and Eugene N. Anderson

Publisher: Brill

Overview: A Soup for the Qan by Paul D. Buell and Eugene N. Anderson is an annotated translation and study of Hu Sihui's 14th-century dietary manual, Yinshan Zhengyao. The work reveals the cross-cultural exchange of the Mongol Empire by analysing recipes, ingredients, and medical lore that blend Chinese medical theory with Middle Eastern, Central Asian, Indian, and Eurasian culinary traditions.

Acc. No: 103394

Call No: [615.8 BUE-A](#)



Rogues: Elephants, Maneaters and Poachers, 1973- 2023

Author: Susheel Gyanchand

Publisher: Storywell Books

Overview: Rogues: Elephants, Maneaters and Poachers, 1973–2023 by conservationist and angler G. Susheel (Susheel Gyanchand) draws on 50 years of experiences in India's forests and agricultural peripheries. The memoir chronicles escalating human-wildlife conflicts involving rogue elephants, predatory maneaters, and poaching while offering practical, field-tested solutions to ensure safety for both local communities and wildlife.

Acc. No: 103375

Call No: [639.90954 GYA-R](#)



Guardians of Land and Water: Rituals, Vulnerability, and Indigenous Belonging

Author: Jenny Bentley

Publisher: Seismo Press, Rachna Books

Overview: Guardians of Land and Water: Rituals, Vulnerability, and Indigenous Belonging by Jenny Bentley provides a decade-long ethnographic study of the Mútunci (Lepcha) community in the southeastern Himalayas. Bentley analyses ritual practices, power relations, and environmental world-making to demonstrate how Indigenous ontological concepts like Lyángdók Úngdók (protectors of land and water) mitigate marginality and foster belonging.

Acc. No: 103375

Call No: [639.90954 GYA-R](#)



Recipes from the Garden of Contentment: Yuan Mei's Manual of Gastronomy

Author: Yuan Mei

Publisher: Berkshire Publishing Group

Overview: Recipes from the Garden of Contentment: Yuan Mei's Manual of Gastronomy (Suiyuan Shidan) is the first full English translation of the landmark 18th-century culinary treatise by Qing dynasty poet Yuan Mei. Translated and annotated by Sean J. S. Chen in a bilingual edition, the work combines practical culinary recipes for delicacies such as bird's nest and shark's fin with philosophical essays on taste, culinary aesthetics, and Qing-era foodways.

Acc. No: 103403

Call No: [641.5951 YUA-R](#)



Chop Fry Watch Learn: Fu Pei-Mei and the Making of Modern Chinese Food

Author: Michelle T. King

Publisher: W.W. Norton and Company

Overview: Chop Fry Watch Learn: Fu Pei-mei and the Making of Modern Chinese Food by Michelle T. King is a cultural history and biography centered on Fu Pei-mei, Taiwan's iconic television chef and cookbook author. Through Fu's career and the domestic lives of mid-century Chinese women, King examines how post-1949 migration, television culture, culinary diplomacy, and family cookbooks reshaped modern Chinese food culture across the global diaspora.

Acc. No: 103489

Call No: [641.5092 KIN-C](#)



Fortune Cookie Chronicles: Adventures in the World of Chinese Food

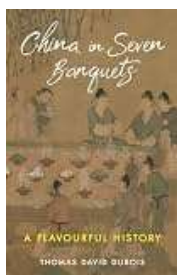
Author: Jennifer Lee

Publisher: Hachette Book Group

Overview: The Fortune Cookie Chronicles: Adventures in the World of Chinese Food by New York Times reporter Jennifer Lee investigates the cultural history, culinary dissemination, and geopolitical networks of Chinese American cuisine. Blending investigative journalism, sociology, and personal memoir, the book traces how an adapted culinary tradition became a ubiquitous American institution while illuminating issues of immigration, labour exploitation, and identity.

Acc. No: 103490

Call No: [641.5951 LEE-F](#)



China in Seven Banquets: A Flavourful History

Author: Thomas David DuBois

Publisher: Reaktion Books

Overview: Historian Thomas David DuBois traces the evolution of Chinese culinary traditions across imperial eras to the hyper globalized present through seven emblematic feasts. Blending historical analysis, literary depictions, contemporary food culture, and modern adaptations of traditional recipes, DuBois demonstrates how shifts in taste, dining customs, and food systems reflect broader cultural and socio-political transformations.

Acc. No: 103398

Call No: [641.5951 DUB-C](#)



From Juaad to Systematic Innovation: The Challenge for India

Author: Rishikesha Krishnan

Publisher: Utprerake Foundation

Overview: Rishikesha T. Krishnan addresses why India struggles to sustain major industrial innovations despite its abundant technical talent and penchant for juaad (creative improvisation). Synthesizing social, cultural, political, economic, and managerial perspectives, Krishnan evaluates India's innovation metrics and outlines a strategic roadmap for transitioning from informal, ad-hoc problem-solving to structured, scalable industrial R&D.

Acc. No: 103392

Call No: [658.4063 KRI-F](#)



Buyology: How Everything We Believe About Why We Buy is Wrong

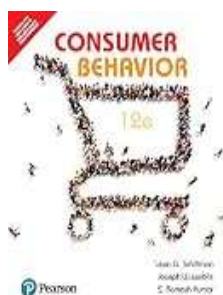
Author: Martin Lindstrom

Publisher: Penguin Books

Overview: Martin Lindstrom presents findings from a three-year neuro-marketing study involving over 2,000 volunteers using fMRI and SST brain-imaging technologies. The book explores subconscious triggers driving consumer decisions, demonstrating how traditional focus groups lie, anti-smoking warnings backfire by stimulating craving centers, sensory branding bypasses conscious reflection, and brand loyalty mimics religious devotion.

Acc. No: 103478

Call No: [658.834 LIN-B](#)



Consumer Behavior

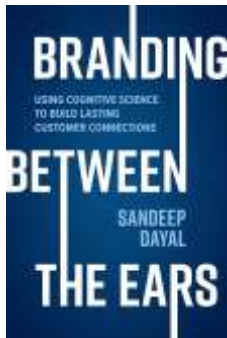
Author: Leon G. Schiffman, Joseph Wisenblit and S. Ramesh Kumar

Publisher: Pearson India

Overview: Consumer Behavior (12th Ed.) by Leon G. Schiffman provides a comprehensive framework for understanding how consumer decision-making informs successful marketing, advertising, and brand strategies. Adapted specifically to highlight the nuances of emerging Indian markets alongside global consumer trends, the text bridges psychological, socio-cultural, and digital factors to equip students for careers in market research, brand management, and consumer insights.

Acc. No: 103479

Call No: [658.8342 SCH-C](#)



Branding Between the Ears: Using Cognitive Science to Build Lasting Customer Connections

Author: Sandeep Dayal

Publisher: McGraw Hill

Overview: Branding Between the Ears: Using Cognitive Science to Build Lasting Customer Connections by Sandeep Dayal applies insights from behavioral psychology, social anthropology, and cognitive neuroscience to modern brand strategy. The book introduces the concept of the "cognitive brand," detailing how companies can build deep customer loyalty by anchoring their marketing around three subconscious drivers: brand vibes (emotional resonance), brand sense (logical coherence), and brand resolve.

Acc. No: 103481

Call No: [658.827 DAY-B](#)



Consumer Behavior: Buying, Having, and Being

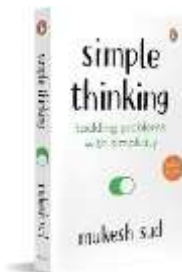
Author: Michael Solomon

Publisher: McGraw Hill

Overview: Consumer Behavior: Buying, Having, and Being (12th Ed.) explores consumer research through a socio-cultural and psychological lens, examining how products, services, and digital experiences shape individual identity and social connections. Moving beyond simple purchase mechanics, the textbook investigates the interplay between possessions, digital selves, social media trends, and consumer culture to demonstrate how marketing strategies intersect with everyday human life.

Acc. No: 103480

Call No: [658.8342 SOL-C](#)



Simple Thinking: Tackling Problems with Simplicity

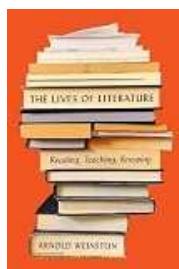
Author: Mukesh Sud

Publisher: Penguin Business

Overview: A practical decision-making and cognitive optimization guide that demonstrates how streamlined principles outperform over-engineered systems across organizational management, psychology, and daily life. Through case studies ranging from Mumbai's dabbawallas and FBI negotiations to Novak Djokovic's dietary overhaul and ant colony self-organization the book distils complex problem-solving into actionable, low-friction rules.

Acc. No: 103487

Call No: [658.403 SUD-S](#)



The Lives of Literature: Reading, Teaching, Knowing

Author: Arnold Weinstein

Publisher: Princeton University Press

Overview: An accessible, cross-cultural guide to integrated philosophical thinking. Drawing on three decades of teaching and synthesizing Indian, Western, Chinese, and world traditions, Sarukkai demonstrates how philosophical inquiry shape's human identity, illuminates everyday experience, and provides practical frameworks for contemporary issues like language, gender, class, and caste.

Acc. No: 103416

Call No: [801 WEI-L](#)



Lament for Siavash: On Death and Resurrection

Author: Shahrokh Meskoob

Publisher: Mage Publishers

Overview: Lament for Siavash: On Death and Resurrection by Shahrokh Meskoob (translated by Mahasti Afshar) presents a literary analysis of the Siavash narrative from Ferdowsi's Shahnameh. Meskoob weaves Zoroastrian myth, Sasanian history, and Persian philosophy to explore themes of moral agency, martyrdom, and spiritual resurrection in Iranian civilisation.

Acc. No: 103384

Call No: [891.5511 MES-L](#)



Swallowing Clouds: A Playful Journey through Chinese Culture, Language, and Cuisine

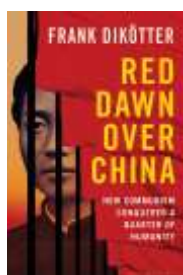
Author: Anthony Zee

Publisher: University of Washington Press

Overview: Swallowing Clouds: A Playful Journey Through Chinese Culture, Language, and Cuisine by physicist A. Zee is an engaging guide to deciphering Chinese restaurant menus through their linguistic, historical, and cultural roots. Zee breaks down Chinese characters and dish names to uncover the folklore, etymology, and cultural philosophy behind every day Chinese gastronomy.

Acc. No: 103401

Call No: [951 ZEE-S](#)



Red Dawn Over China: How Communism Conquered a Quarter of Humanity

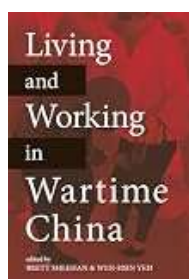
Author: Frank Dikötter

Publisher: Bloomsbury Publishing

Overview: Frank Dikötter re-examines the rise of the Chinese Communist Party (CCP) from its establishment in 1921 to its victory in 1949. Utilizing archival evidence, Dikötter challenges popular agrarian revolution narratives by emphasizing the decisive role of Soviet financial and military backing, Japanese wartime occupation, and brutal attrition tactics in securing Communist control over mainland China. [Read more.](#)

Acc. No: 103350

Call No: [951.05 DIK-R](#)



Living and Working in Wartime China

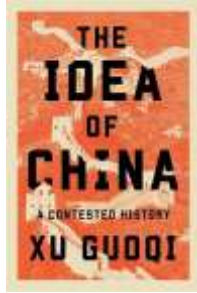
Editor: Brett Sheehan and Wen-hsin Yeh

Publisher: University of Hawai'i Press

Overview: Brett Sheehan and Wen-hsin Yeh, examines daily life, labour, and local coping strategies under Japanese occupation, Nationalist, and Communist regimes from 1937 to 1945. The essays reveal how ordinary citizens and mid-level technocrats navigated authoritarian demands, building managerial structures and survival mechanisms that shaped post-war Chinese society. [Read more.](#)

Acc. No: 103366

Call No: [951.042 LIV-L](#)



The Idea of China: A Contested History

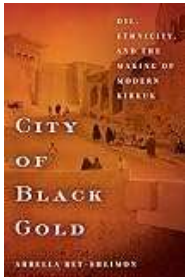
Author: Guoqi Xu

Publisher: Harvard University Press

Overview: The Idea of China: A Contested History by Xu Guoqi explores the transnational construction, subversion, and ongoing reinvention of Chinese national identity across centuries. Xu argues that "Chineseness" is an evolving concept forged through dialogue with global neighbours, diaspora communities, and internal dissenters rather than a static imperial legacy.

Acc. No: 103340

Call No: [951 GUO-I](#)



City of Black Gold: Oil, Ethnicity, and the Making of Modern Kirkuk

Author: Arbella Bet-Shlimon

Publisher: Stanford University Press

Overview: Arbella Bet-Shlimon traces how 20th-century oil extraction, British colonialism, and rapid urbanization transformed fluid communal identities in Kirkuk into rigid ethnic divisions among Kurds, Turkmens, and Arabs. Bet-Shlimon argues that modern ethnic conflict over the city is not an ancient, primordial trait, but an outcome of state power, urban development, and resource economics. [Read more.](#)

Acc. No: 103362

Call No: [956.74 BET-C](#)



Palestine Peace Not Apartheid

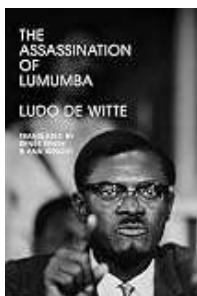
Author: Jimmy Carter

Publisher: Simon & Schuster

Overview: Palestine: Peace Not Apartheid by former U.S. President and Nobel Peace Prize laureate Jimmy Carter provides a political assessment of the Israeli-Palestinian conflict based on his decades of diplomatic engagement. Carter argues that a lasting two-state resolution requires Israel to end its occupation of Palestinian territories, respect pre-1967 borders, and dismantle systemically discriminatory land-use and settlement policies.

Acc. No: 103406

Call No: [956.04 CAR-P](#)



The Assassination of Lumumba

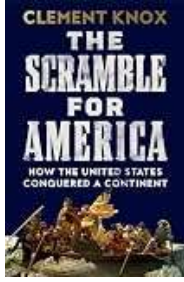
Author: De Witte Ludo

Publisher: Verso

Overview: The Assassination of Lumumba by sociologist Ludo De Witte provides a investigative and archival account of the 1961 execution of Patrice Lumumba, the first democratically elected prime minister of the Republic of Congo. Drawing on state documents and eyewitness accounts, De Witte details the direct complicity of the Belgian government, the CIA, and local conspirators in orchestrating Lumumba's overthrow, torture, murder, and cover-up.

Acc. No: 103371

Call No: [967.51031 WIT-A](#)



The Scramble for America: How the United States Conquered a Continent

Author: Clement Knox

Publisher: William Collins

Overview: The Scramble for America: How the United States Conquered a Continent by historian Clement Knox examines the 84-year territorial expansion of the U.S. from 1783 to 1867. Knox details how rapid continental conquest driven by settlers, prospectors, and soldiers reshaped the nation's trajectory, linking westward expansion to Indigenous dispossession, the spread of slavery, the Civil War, and America's rise to global power.

Acc. No: 103353

Call No: 973.2 KNO-S