Volume 2
Issue 6
November- December 2023

The Mithibai Chronicles

The Mithibai Chronicles is a bimonthly newsletter of Mithibai College Jitendra Library. The main objective of this Newsletter is to provide information about New Arrivals and other library resources to library users. Additionally, it serves as a communication channel between a library and its users. Activities conducted in the library are communicated to the users via this Newsletter. The Mithibai Chronicles will surely quench the thirst of the young, vibrant minds of Mithibai College. We are sure that you will enjoy reading this Newsletter.

Mrs. Archana Garate
Librarian

केवल कुछ समय के लिए पुस्तकों को रटकर ज्ञान अर्जित न करे, बल्कि पुस्तकों को ध्यान से पढ़कर पूरी उम्र भर के लिए ज्ञान अर्जित करे।

Newsletter at a Glance

Newly Arrived Books
Book Reviews
Online Periodicals:
From ProQuest Database

Happy Reading!

A BIMONTHLY NEWSLETTER

या कुन्देन्दुतुषारहारधवला या शुभ्रवस्त्रावृता।

या वीणावरदण्डमण्डितकरा या श्वेतपद्मासना॥

या ब्रह्माच्युत शंकरप्रभृतिभिर्देवैः सदा वन्दिता।

सा मां पातु सरस्वती भगवती निःशेषजाड्यापहा॥1॥

अर्थात्

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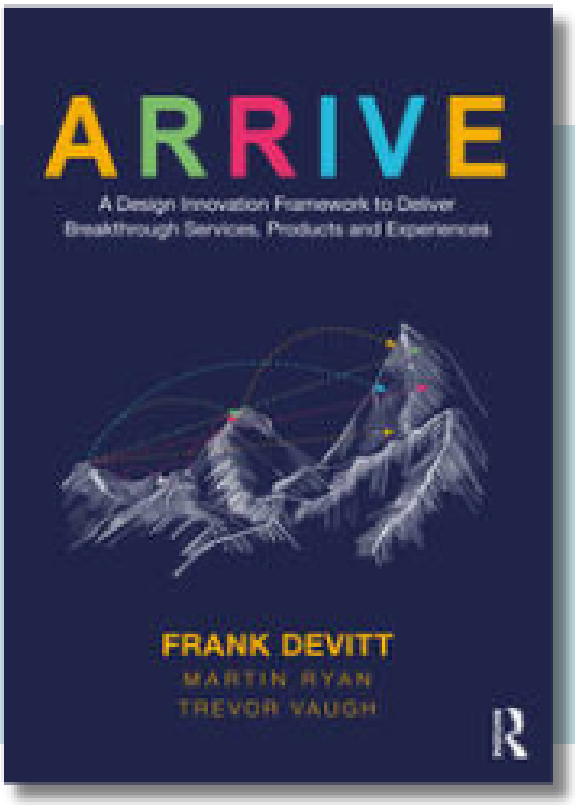
माँ भगवती सरस्वती जो विद्या तथा ज्ञान की देवी है, कुन्द के फूल, चंद्रमा, हिमराशि और मोती के हार की तरह धवल वर्ण की हैं तथा जो हमेशा श्वेत वस्त्र धारण करती हैं, एवं इनके हाथ में वीणा-दण्ड शोभायमान रहती है, जो श्वेत कमलों पर आसन ग्रहण किये हुए हैं और भगवान ब्रह्मा, विष्णु एवं शंकर आदि देवताओं द्वारा हमेशा पूजी जाती है, वही संपूर्ण जड़ता तथा अज्ञान को दूर करने वाली माँ सरस्वती हर विपत्ति से हमारी रक्षा करें !

BOOK REVIEW



ARRIVE:

A Design Innovation Framework to Deliver Breakthrough Services, Products and Experiences

BY MARC DEISENORTH

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658.406 3/ DEV/ VAU

This book is an excellent best-practice guide for senior managers and directors with innovation responsibilities. It describes how organisations of all sizes and sectors can apply design thinking principles, coupled with commercial awareness, to their innovation agenda. It explains how to keep the customer experience at the centre of innovation efforts and when to apply the range of available practices. It provides a clear, extensive rationale for all advice and techniques offered.

Design thinking has become the number one innovation methodology for many businesses, but there has been a lack of clarity about how best to adopt it. It often requires significant mindset and behavioural changes and managers must have a coherent and integrated understanding in order to guide its adoption effectively. Many design thinking implementations are inadequate or sub-optimal through focusing too much on details of individual methods or being too abstract, with ill-defined objectives. This book uniquely provides integrated clarity and rationale across all levels of design thinking practice and introduces the ARRIVE framework for design thinking in business innovation, which the authors have developed over ten years of practice and research.
ARRIVE = Audit – Research – Reframe – Ideate – Validate – Execute.

The book contains a chapter for each of A-R-R-I-V-E, each of which has explanatory background and step-by-step methods instruction in a clear and standard format.
Using the ARRIVE framework, the book provides high-level understanding, rationale and step-by-step guidance for CEOs, senior innovation leaders, innovation project managers and design practitioners in diverse public and private sectors. It applies equally well to innovation of products, services or systems.

SOURCE: https://www.routledge.com/ARRIVE-A-Design-Innovation-Framework-to-Deliver-Breakthrough-Services-Products-and-Experiences/Devitt-Ryan-Vaugh/p/book/9780367618377

BOOK REVIEW

BEHAVIORAL ETHICS IN PRACTICE

Why We Sometimes Make the Wrong Decisions

BY CARA BIASUCCI, & ROBERT PRENTICE

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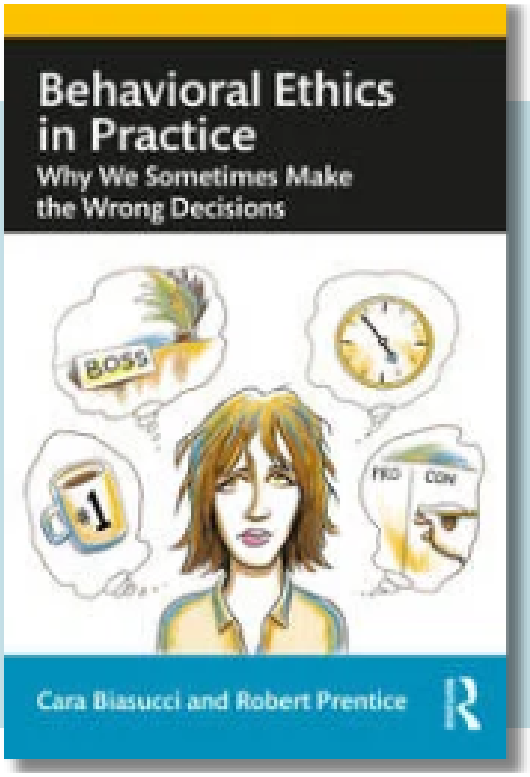


This book is an accessible, research-based introduction to behavioral ethics. Often ethics education is incomplete because it ignores how and why people make moral decisions. But using exciting new research from fields such as behavioural psychology, cognitive science, and evolutionary biology, the study of behavioural ethics uncovers the common reasons why good people often screw up.

Scientists have long studied the ways human beings make decisions, but only recently have researchers begun to focus specifically on ethical decision making. Unlike philosophy and religion, which aim to tell people how to think and act about various moral issues, behavioral ethics research reveals the factors that influence how people really make moral decisions. Most people get into ethical trouble for doing obviously wrong things. Aristotle cannot help, but learning about behavioral ethics can. By supplementing traditional approaches to teaching ethics with a clear, detailed, research-based introduction to behavioral ethics, beginners can quickly become familiar with the important elements of this new field. This book includes the bonus of being coordinated with Ethics Unwrapped – a free, online, educational resource featuring award-winning videos and teaching materials on a variety of behavioral ethics (and general ethics) topics.

This book is a useful supplement for virtually every ethics course, and important in any course where incorporating practical ethics in an engaging manner is paramount. The content applies to every discipline –business ethics, journalism, medicine, legal ethics, and others – because its chief subject is the nature of moral decision making. The book is also highly relevant to practitioners across all sectors.

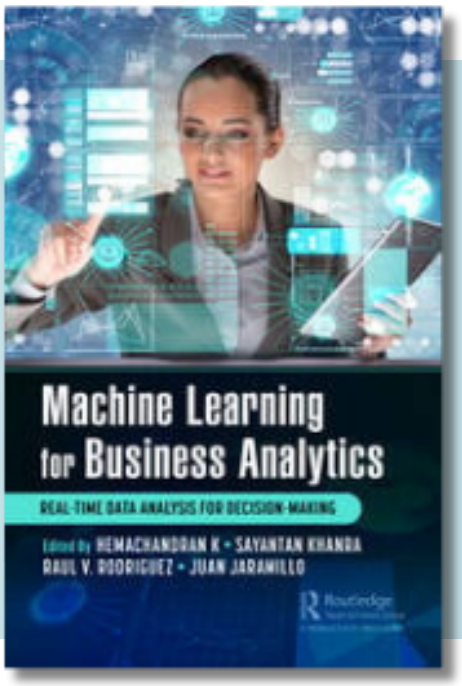
SOURCE:https://www.routledge.com/Behavioral-Ethics-in-Practice-Why-We-Sometimes-Make-the-Wrong-Decisions/Biasucci-Prentice/p/book/9780367341657

BOOK REVIEW

MACHINE LEARNING FOR BUSINESS ANALYTICS

Real-Time Data Analysis for Decision-Making

BY HEMACHANDRAN K, SAYANTAN KHANRA, RAUL V. RODRIGUEZ & JUAN JARAMILLO



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Machine Learning is an integral tool in a business analyst's arsenal because the rate at which data is being generated from different sources is increasing and working on complex unstructured data is becoming inevitable. Data collection, data cleaning, and data mining are rapidly becoming more difficult to analyze than just importing information from a primary or secondary source. The machine learning model plays a crucial role in predicting the future performance and results of a company. In real-time, data collection and data wrangling are the important steps in deploying the models. Analytics is a tool for visualizing and steering data and statistics. Business analysts can work with different datasets -- choosing an appropriate machine learning model results in accurate analyzing, forecasting the future, and making informed decisions.

The global machine learning market was valued at $1.58 billion in 2017 and is expected to reach $20.83 billion in 2024- growing at a CAGR of 44.06% between 2017 and 2024. The authors have compiled important knowledge on machine learning real-time applications in business analytics. This book enables readers to get broad knowledge in the field of machine learning models and to carry out their future research work. The future trends of machine learning for business analytics are explained with real case studies.

Essentially, this book acts as a guide to all business analysts. The authors blend the basics of data analytics and machine learning and extend its application to business analytics. This book acts as a superb introduction and covers the applications and implications of machine learning. The authors provide first-hand experience of the applications of machine learning for business analytics in the section on real-time analysis. Case studies put the theory into practice so that you may receive hands-on experience with machine learning and data analytics. This book is a valuable source for practitioners, industrialists, technologists, and researchers.

https://www.routledge.com/Machine-Learning-for-Business-Analytics-Real-Time-Data-Analysis-for-Decision-Making/K-Khanra-Rodriguez-Jaramillo/p/book/9781032072777

BOOK REVIEW

RESOURCING THE START-UP BUSINESS

Creating Dynamic Entrepreneurial Learning Capabilities

BY OSWALD JONES, ALLAN MACPHERSON & DILANI JAYAWARNA

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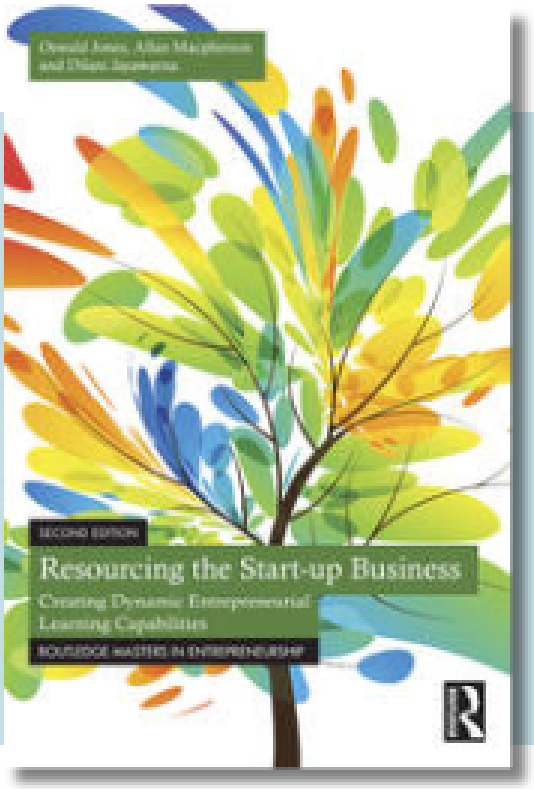

Starting a business successfully requires numerous skills and resources. The alarming rate of failures associated with new ventures suggests that potential entrepreneurs would welcome expert advice at the most vital stage in the life of any business.

Drawing on the most up-to-date and relevant research, this concise textbook is an accessible guide to harnessing the appropriate resources when launching a new start-up business. The focus is on the wide range of tangible and intangible resources available to entrepreneurs in the early stages of a new venture. This second edition brings in material on crowdfunding, digitalization and Covid-19, and dedicates new chapters to:

- lean start-ups and business models
- idea generation and opportunity development and
- business incubators and accelerators.

The book supports students with learning objectives, a summary, discussion questions and a practical call to action in each chapter. A teaching guide and slides are also available for instructors. Resourcing the Start-up Business will be a valuable textbook for students of entrepreneurship and new venture creation globally. The expert author team focus on those resources, skills, capabilities and learning required by any entrepreneur in the process of starting a new business. Specifically, this text aims Drawing on the most up-to-date and most relevant research, this concise textbook provides students and academics of entrepreneurship with a practical guide to acquiring the appropriate resources in order to start a new firm.

SOURCE: https://www.routledge.com/Resourcing-the-Start-up-Business-Creating-Dynamic-Entrepreneurial-Learning/Jones-Macpherson-Jayawarna/p/book/9781032320038#:~:text=Drawing%20on%20the%20most%20up,stages%20of%20a%20new%20venture.

BOOK REVIEW

THE ENTREPRENEURIAL PROCESS

Seeing and Seizing Opportunities

BY NILS NILSSON

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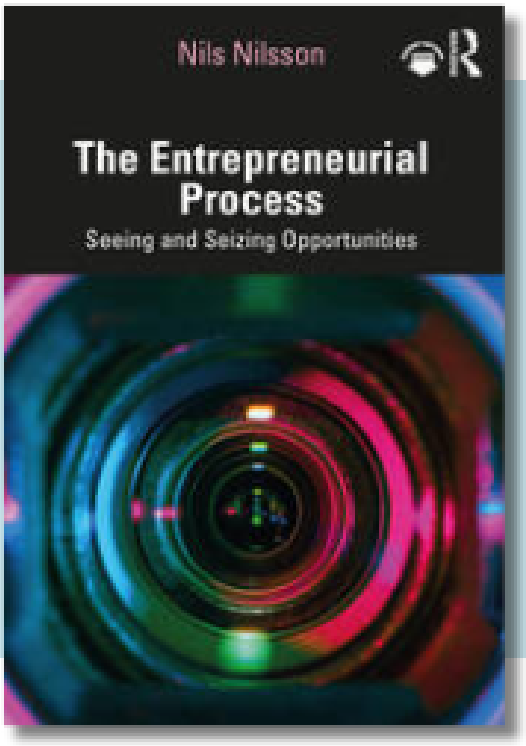

This book provides an understanding of 'opportunity recognition' as a catalyst and crux of the entrepreneurial process. Grounded in research, it introduces the key concepts at the heart of entrepreneurship theory and practice and demonstrates how entrepreneurship differs from management in language, priorities and practice.

The book's central framework is mapped around 'seeing and seizing opportunities', where the entrepreneur enters a situation, eventually sees an opportunity and takes it through a process of idea development into an actionable entrepreneurial initiative. This captures the book's four core elements: person(s), environment, opportunity and process. The Entrepreneurial Process is unique in its explanation of how key concepts are related and how they can be applied practically to business models, plans and action. Case studies from real-life organizations, reflective questions and short exercises throughout encourage student learning and enable true engagement with the subject matter, building students' entrepreneurial efficacy.

A 'one-stop shop' of key theoretical perspectives on entrepreneurship, opportunity recognition and business modelling, this textbook is essential for undergraduate and postgraduate students on introductory entrepreneurship and enterprise courses. Its practical and applied nature also makes it suitable for MBA and executive education.

SOURCE: https://www.routledge.com/The-Entrepreneurial-Process-Seeing-and-Seizing-Opportunities/Nilsson/p/book/9780367565343

BOOK REVIEW

GO START UP

Your Best Guide to Unlocking the Values and Culture of Success

BY KARAN KASHYAP

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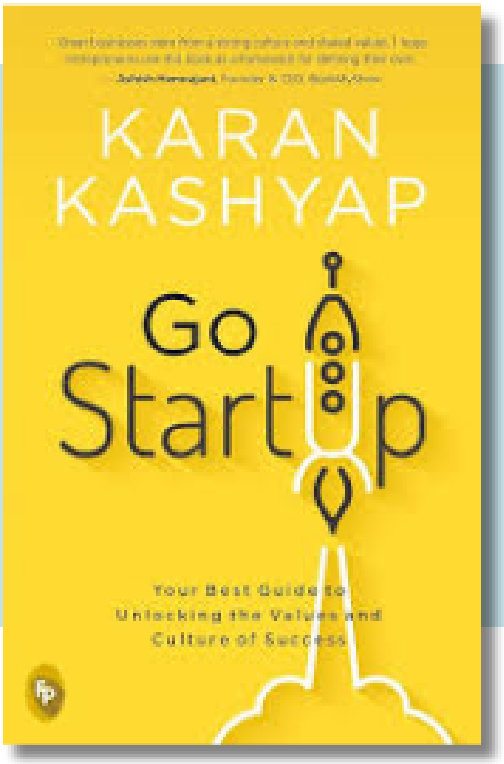


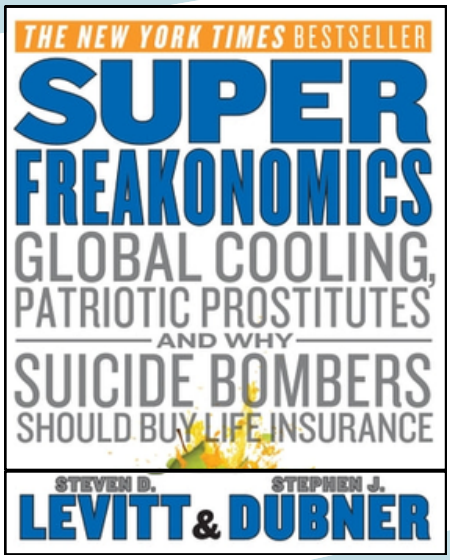
Startup culture has been on the rise and while it is a dream-come-true for aspiring entrepreneurs to have their own startup turn into a successful venture, the important aspects that are often overlooked are the culture and values built for the employees and for the clients. Go Startup emphasizes on this aspect of building and running a successful startup — the book is divided into three sections.

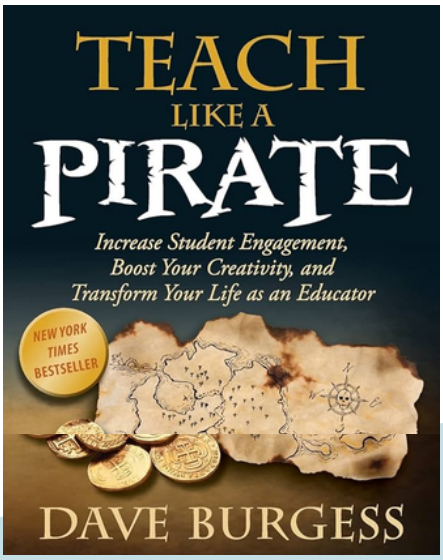
Section one delves on how to build this mindset, section two talks about real life stories with examples and the last section has worksheets for the reader to apply the concepts they learnt so far, along with reference material. The book stays true to the concepts it promises to cover in the blurb. It has good number of flow diagrams and illustrations to convey the concepts easily to the reader.

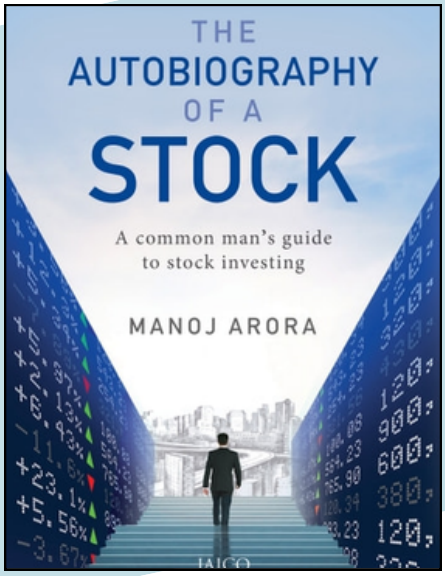
The book has good jargon that may appeal to serious readers and those who already have exposure to life at Startups. The concepts and advise shared in the books are practical, relevant and to the point. The book covers all the aspects of a Startup like the founder, employees, work culture and the values that need to inculcated from the beginning. Pick this one if you aspire to be an entrepreneur or work at a Startup or simply interested in learning about what makes a Startup a long term success.

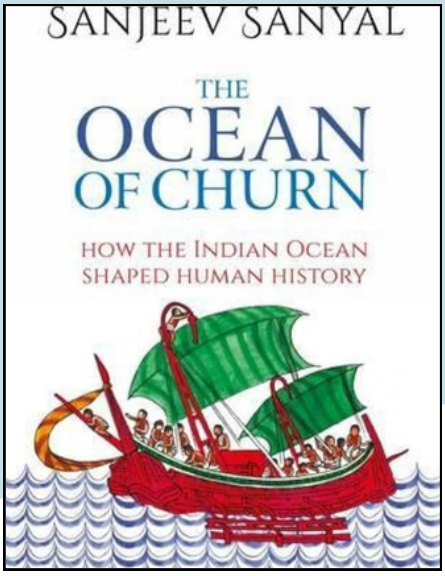
SOURCE: https://medium.com/kiranmayi-g/book-review-go-start-up-your-best-guide-to-unlocking-the-values-and-culture-of-success-by-karan-2c7964f6853a

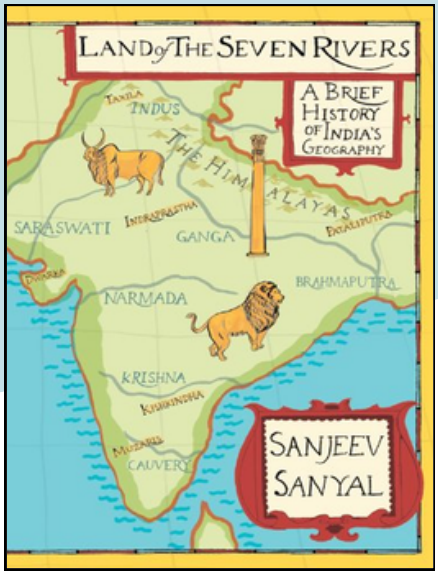
NEW ARRIVALS

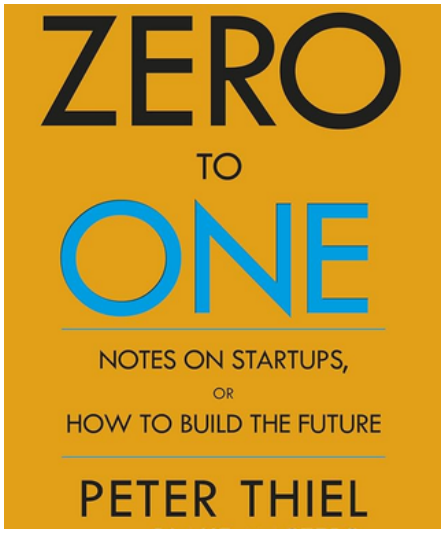


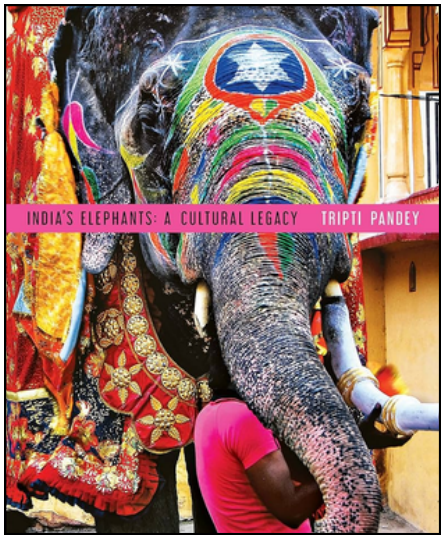


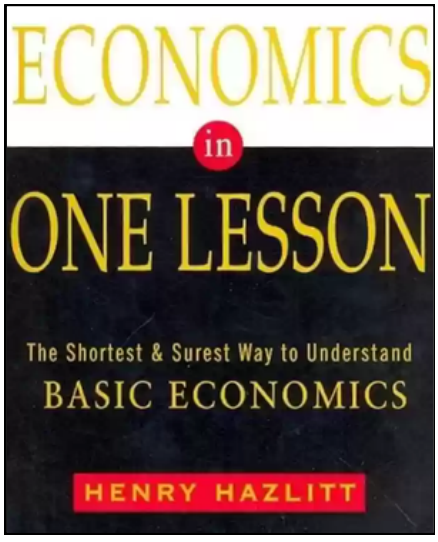












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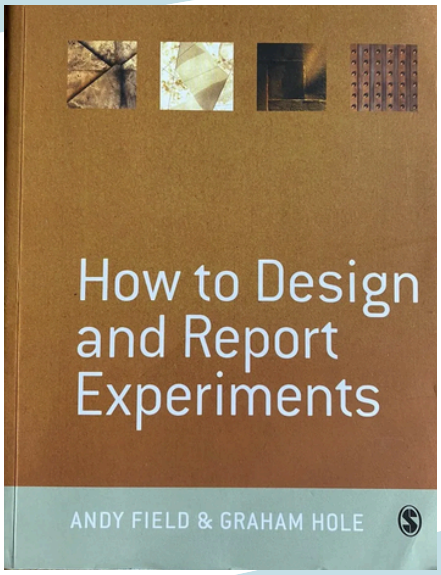

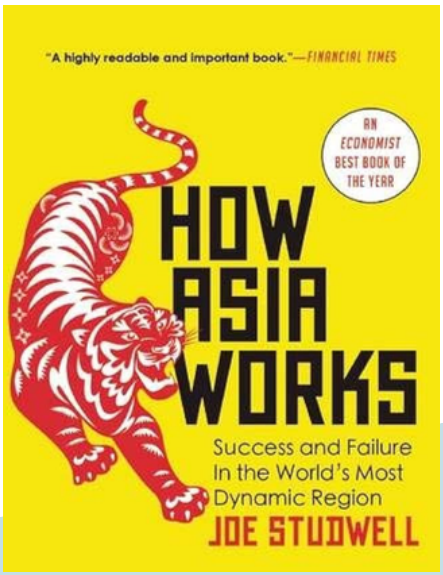

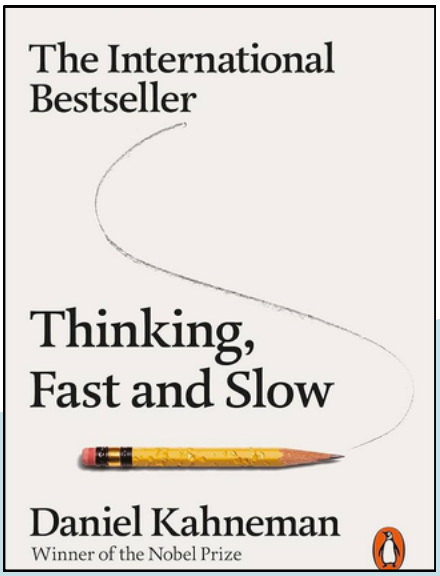

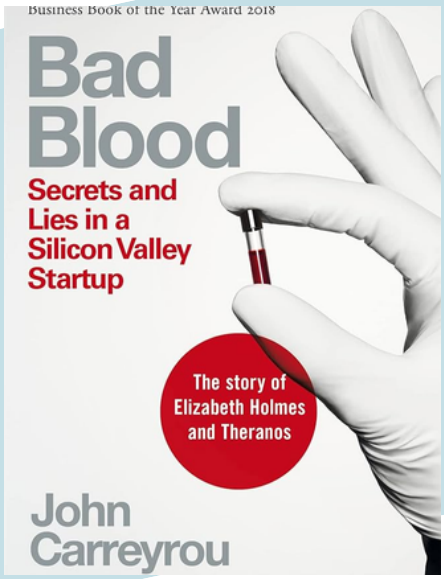

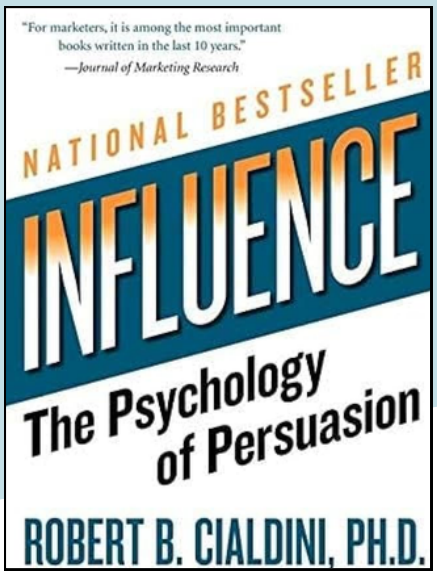

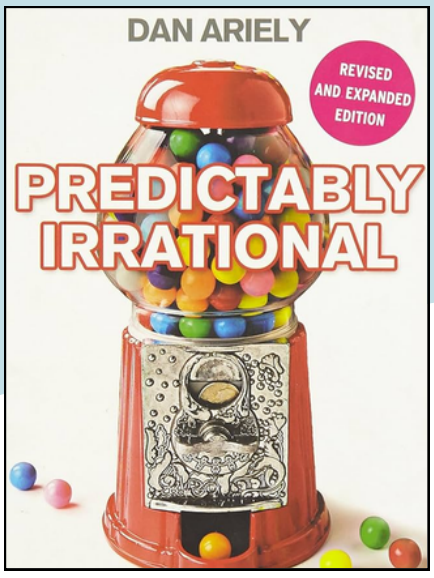

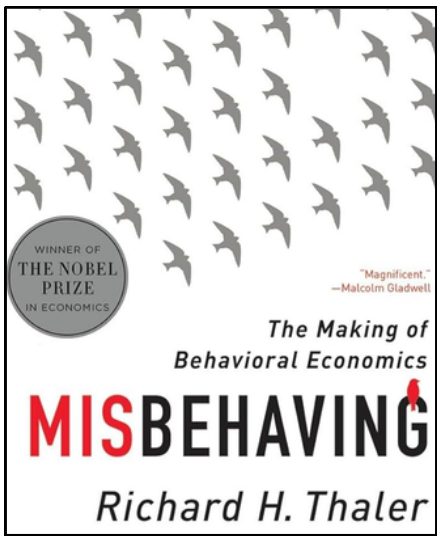

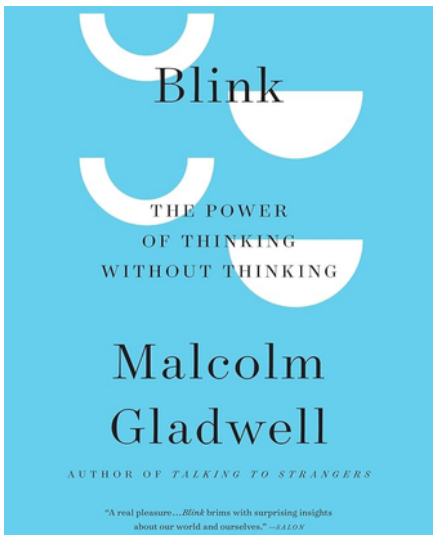

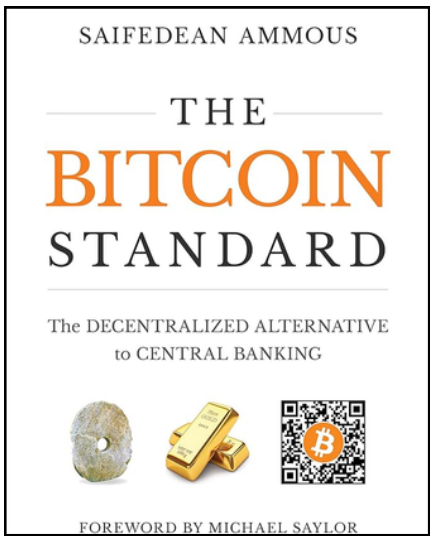

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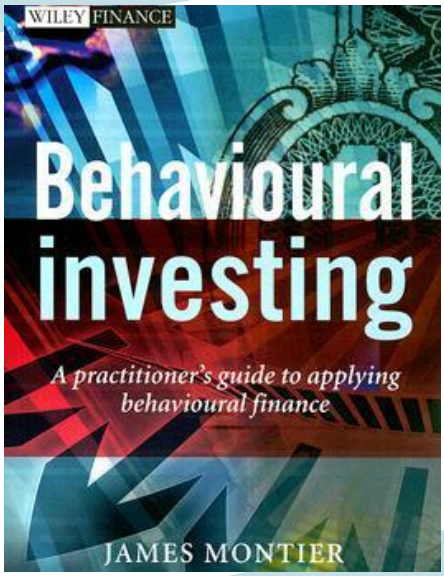
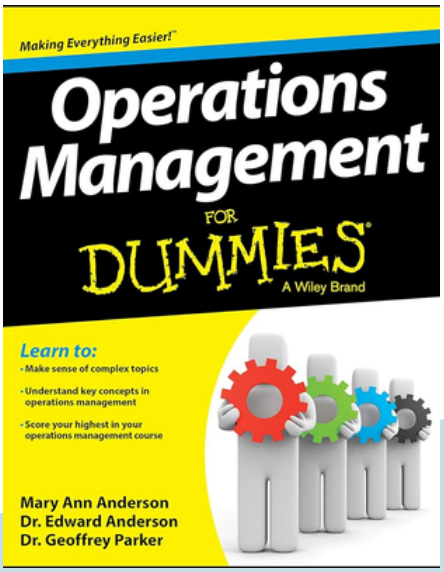
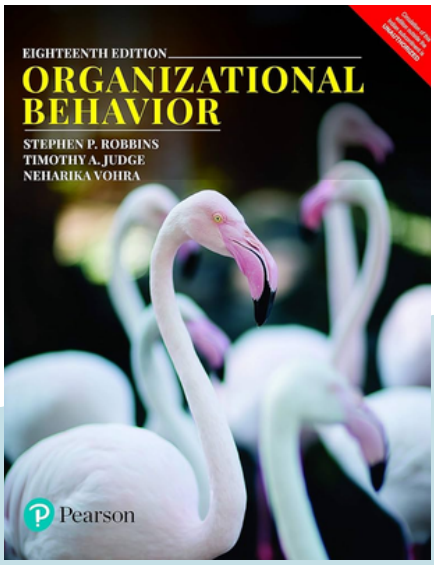
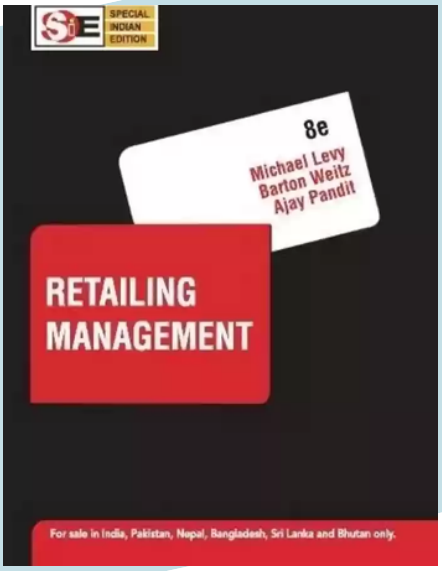
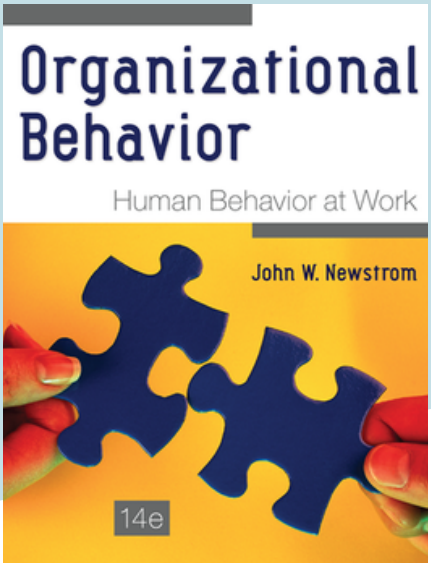
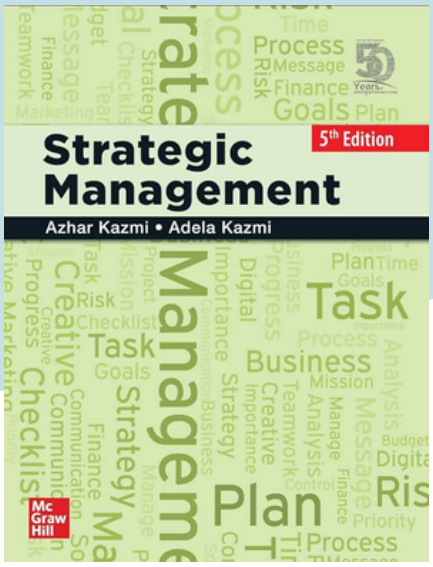


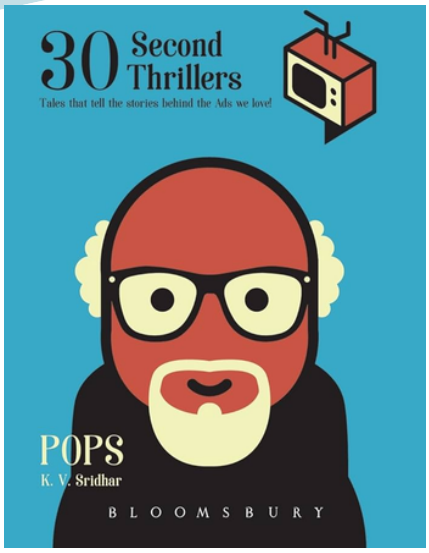


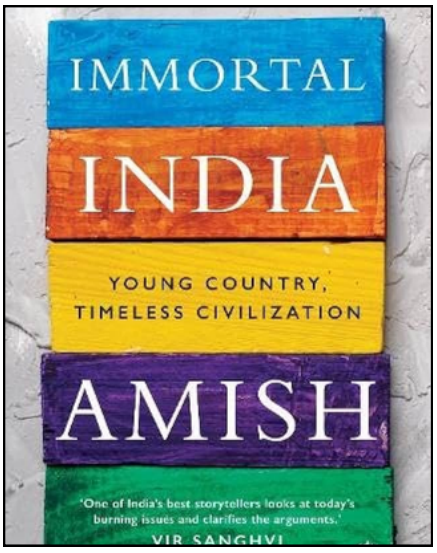


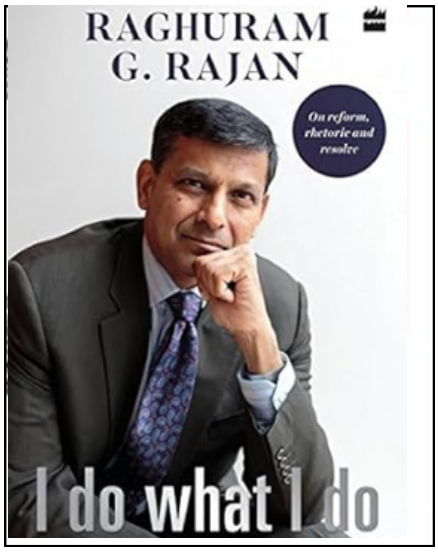




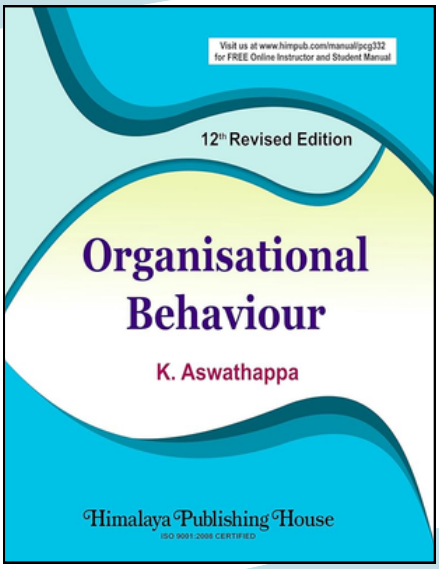


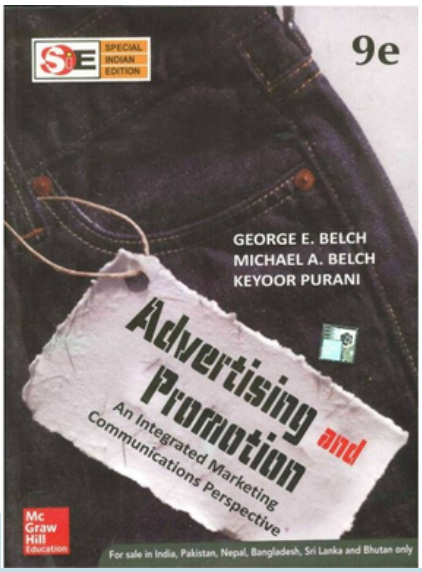


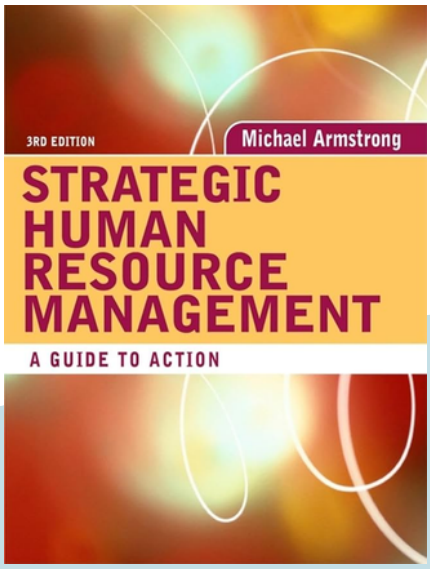


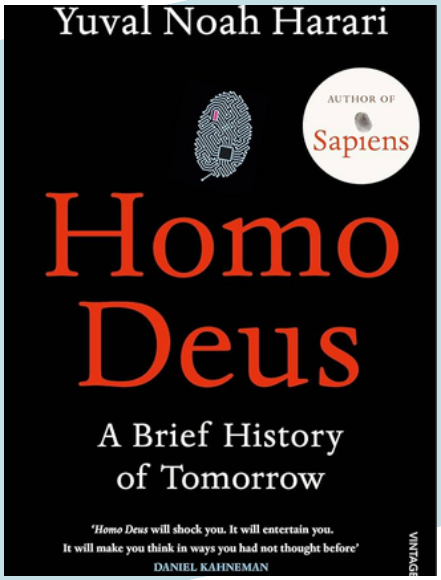


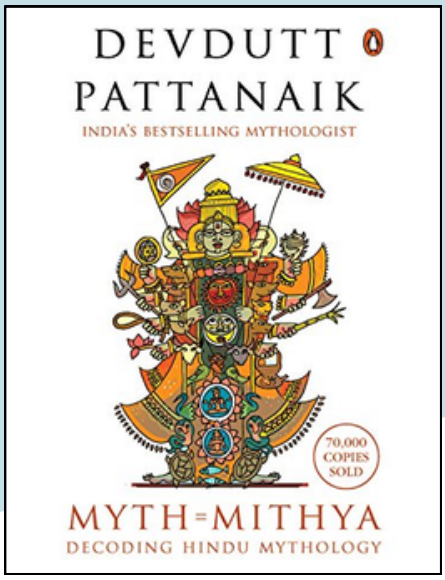
NEW ARRIVALS

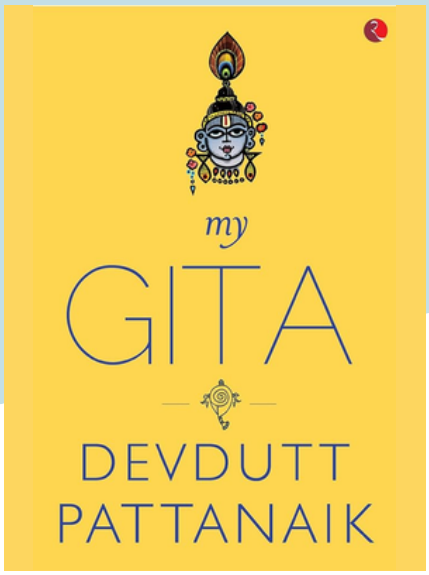


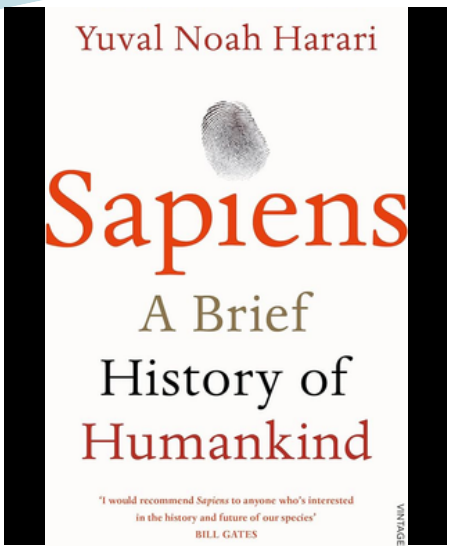


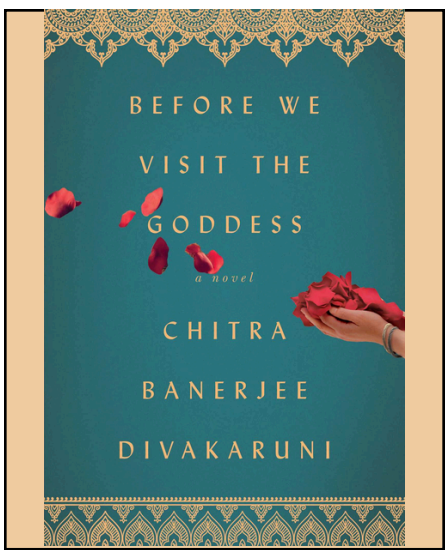


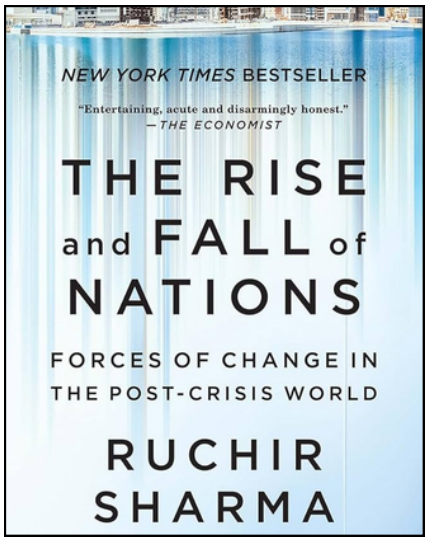












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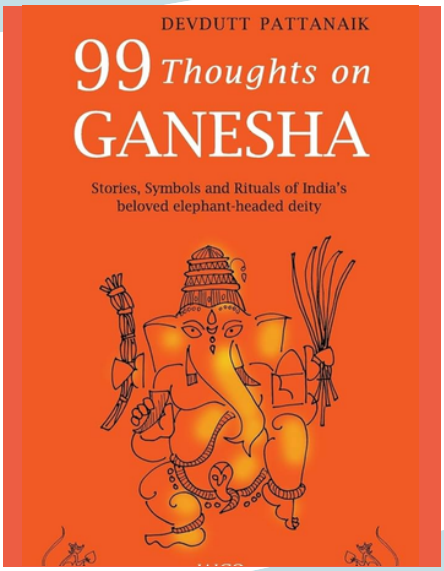

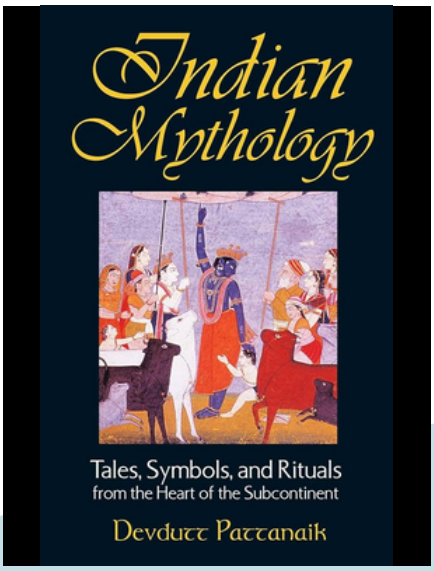

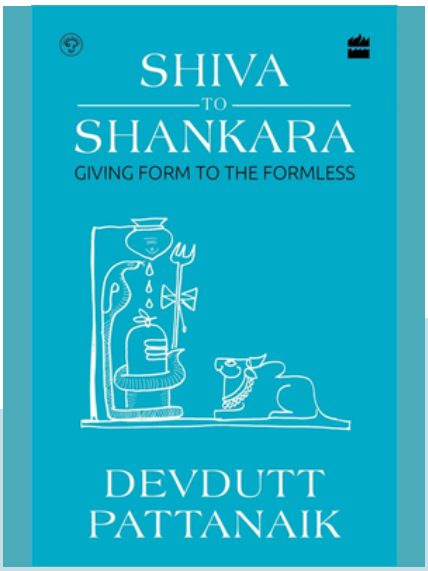

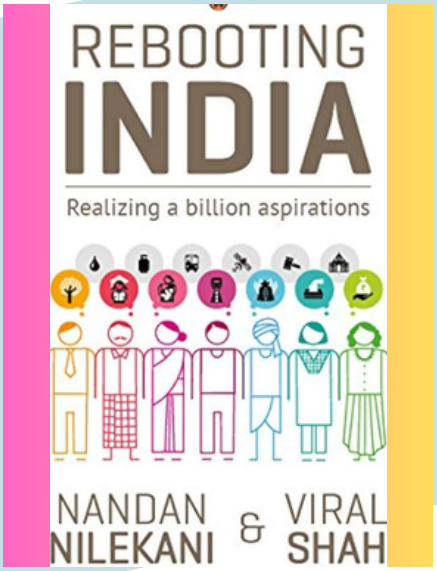

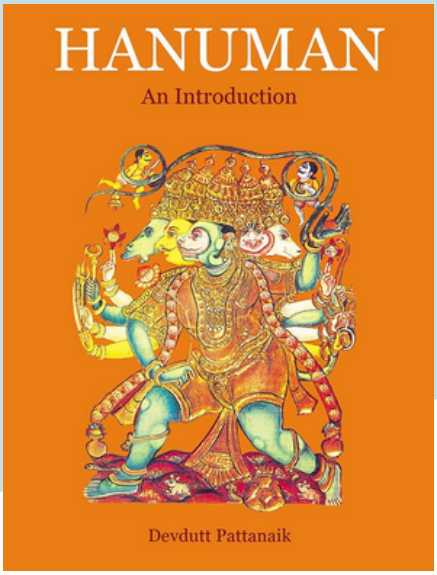

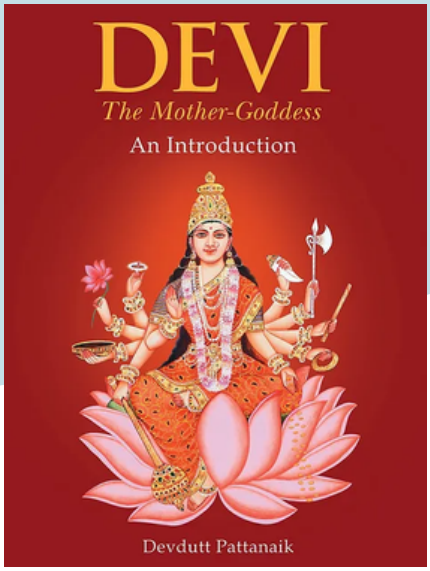

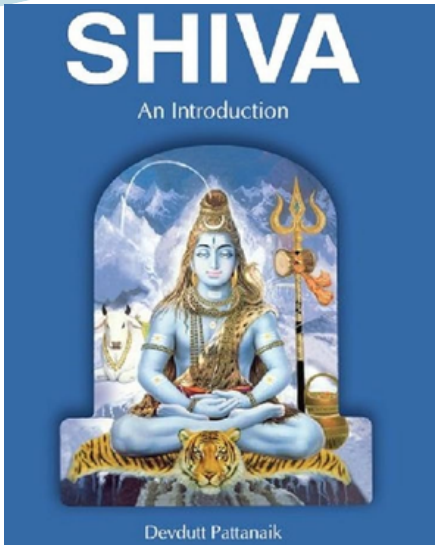

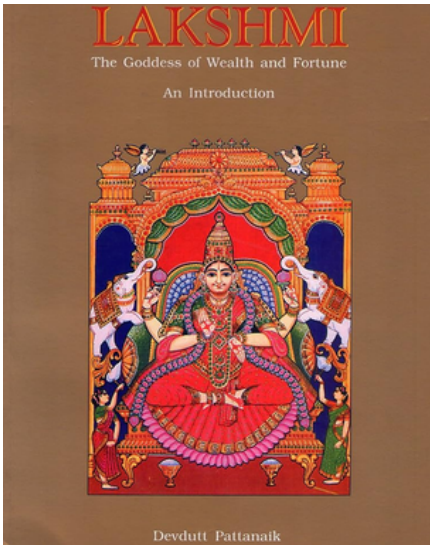

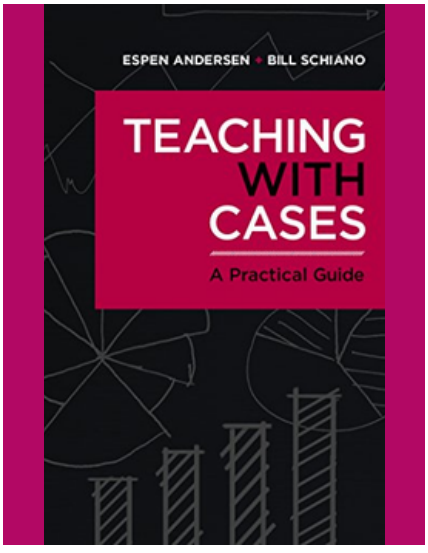

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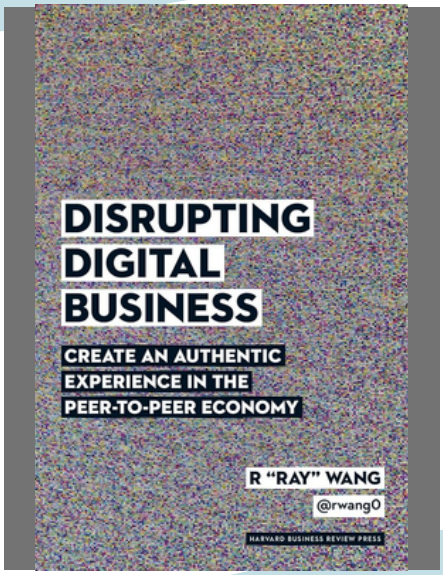

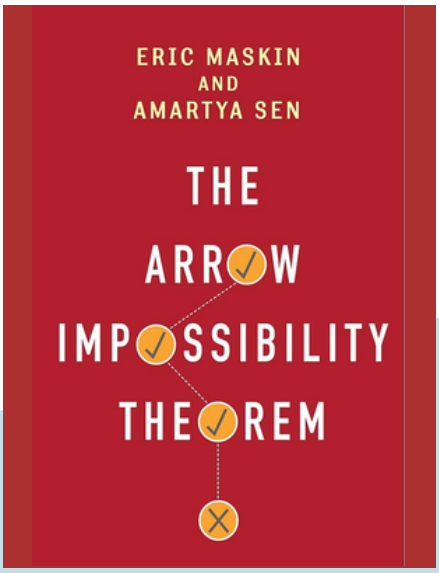

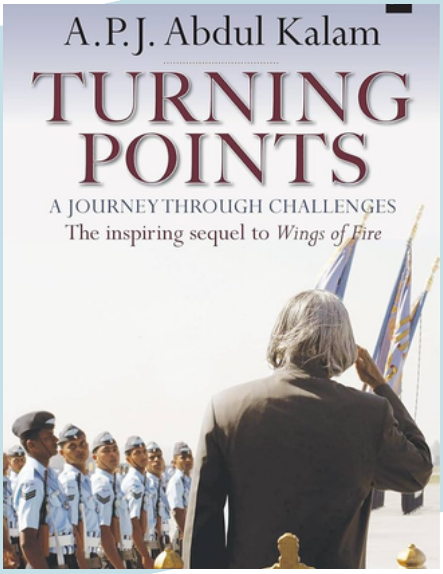

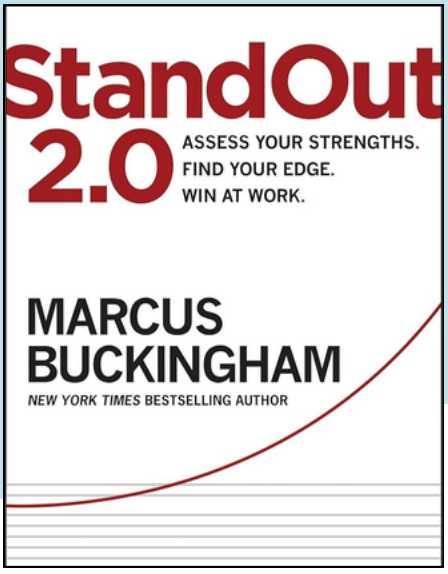

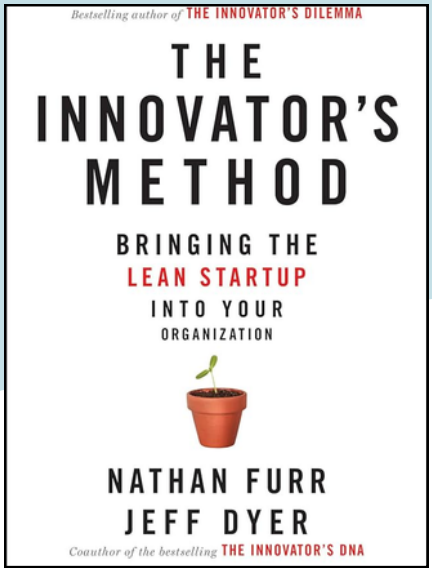

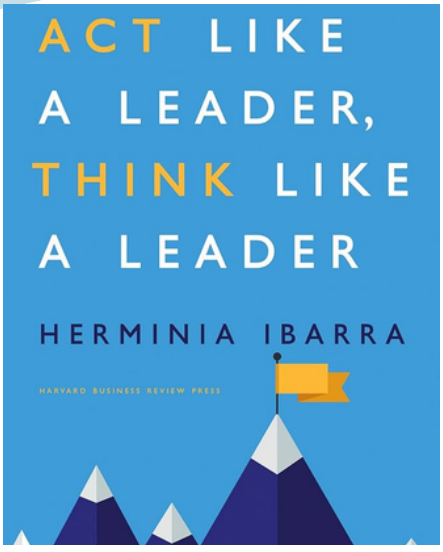

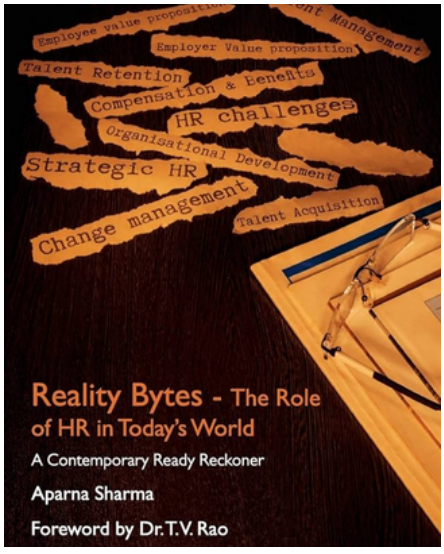

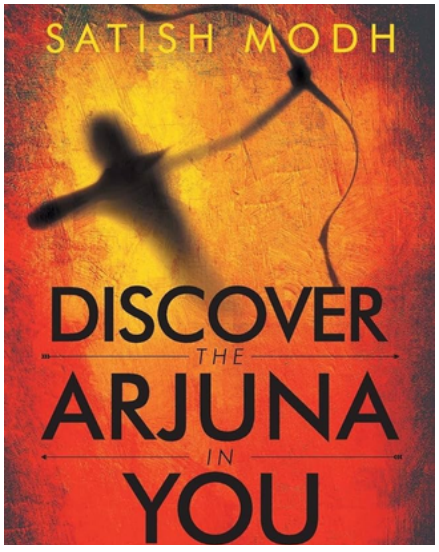

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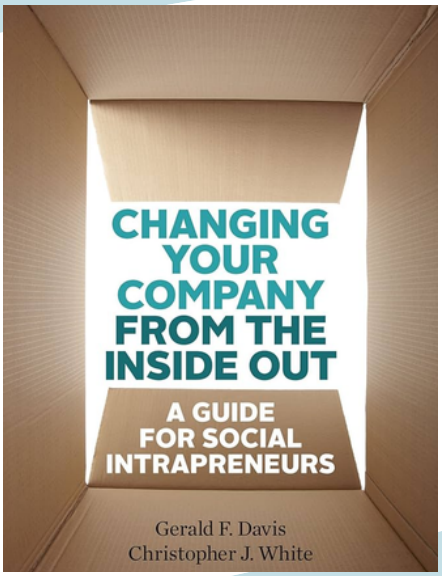

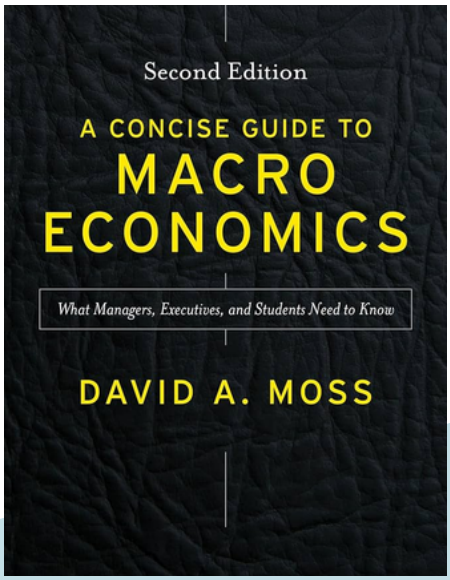

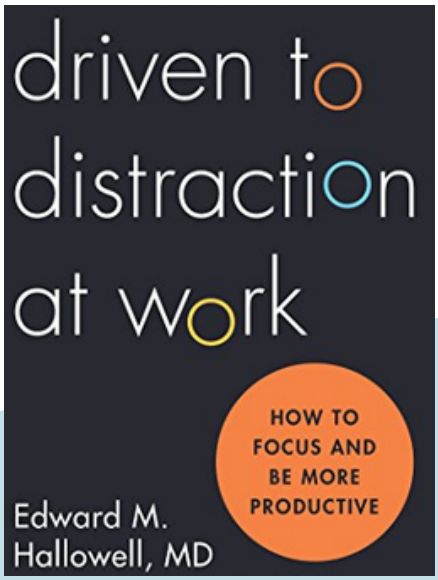

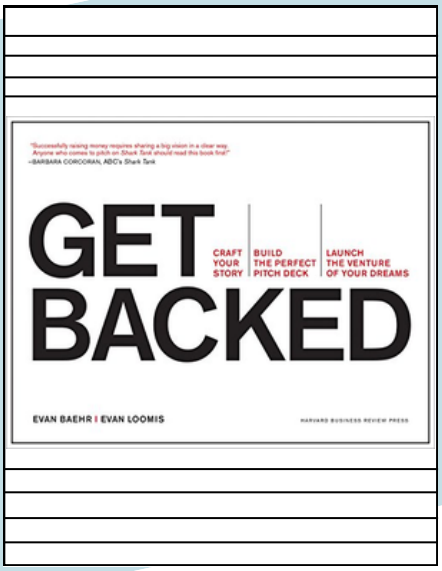

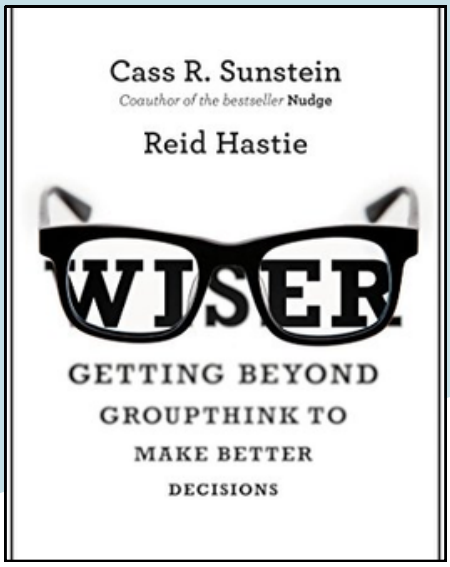

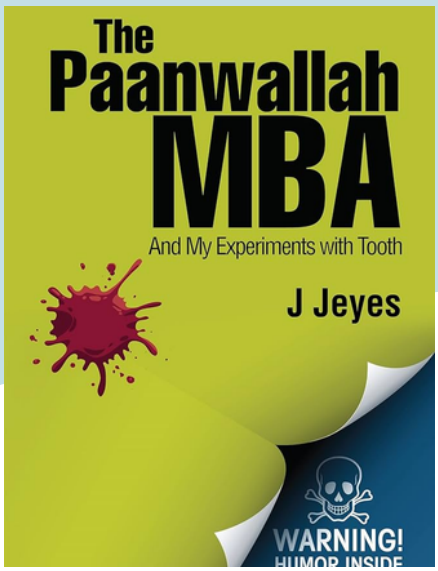

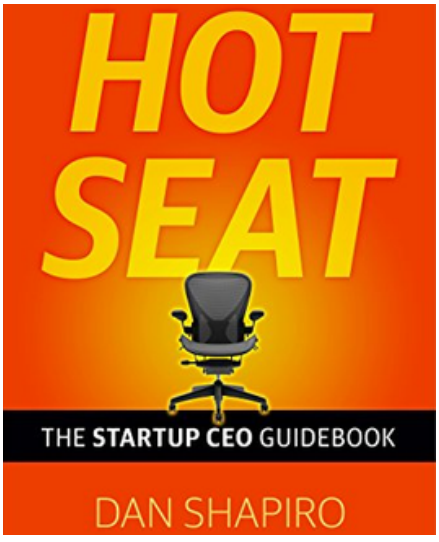

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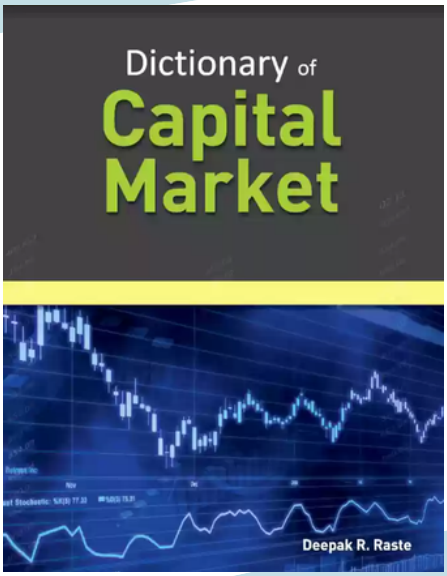

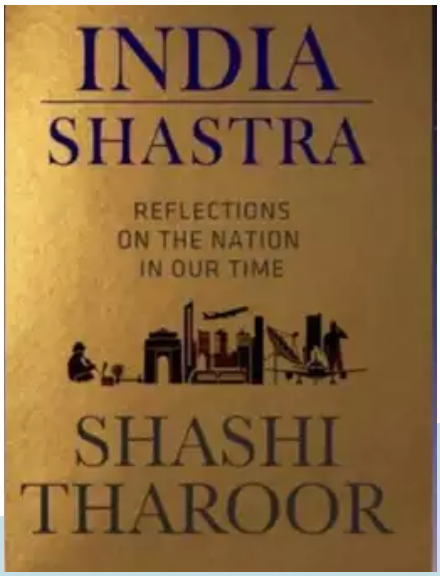

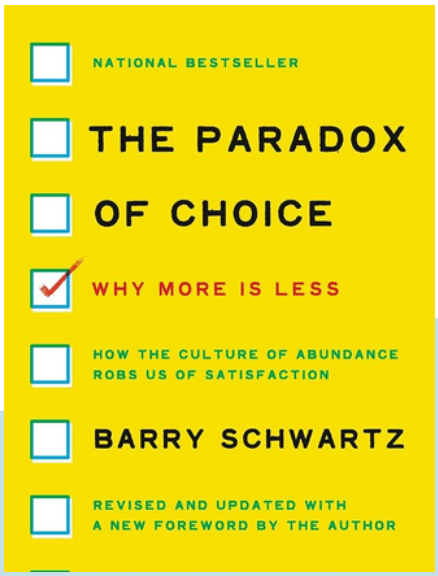

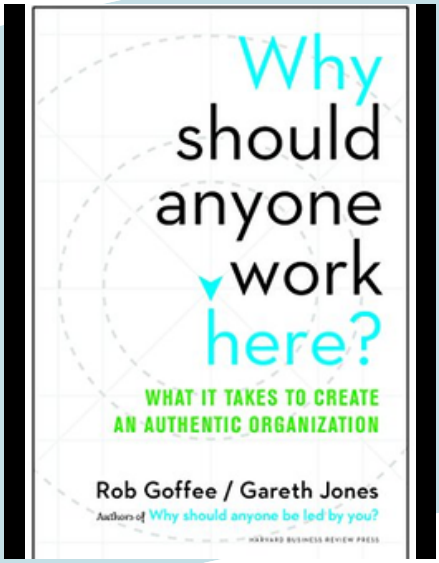

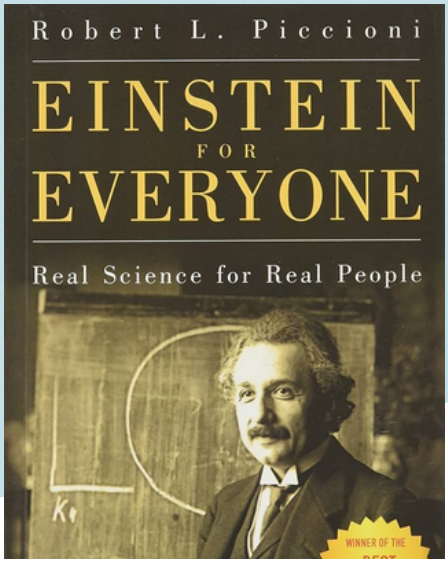

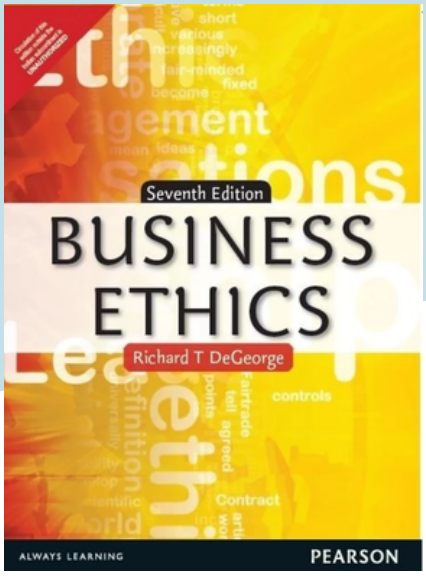

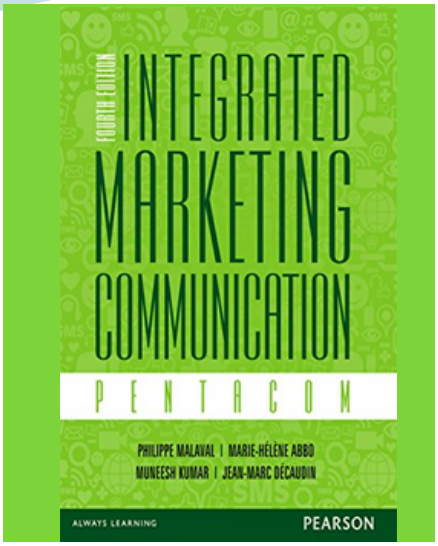

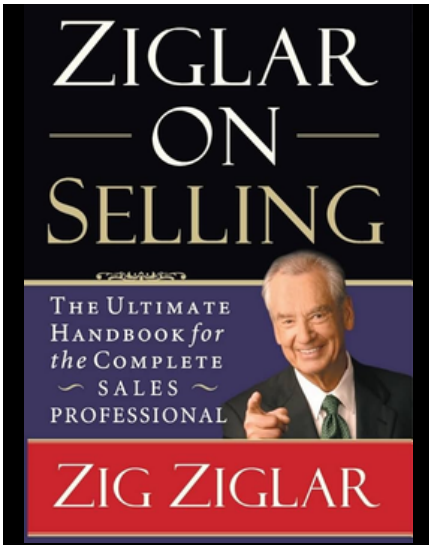

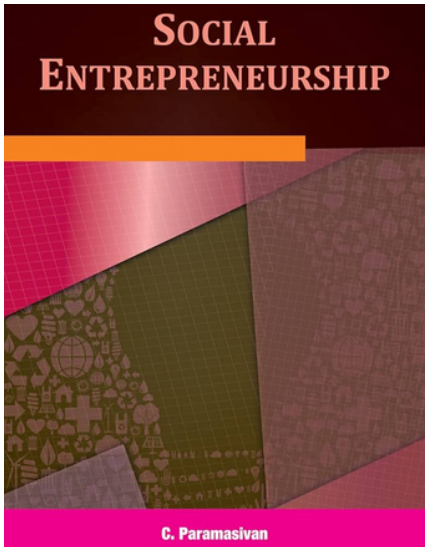

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ताकत का नया स्रोत कुछ लोगों के हाथ में धन होना नहीं है, बल्कि कई लोगों के हाथ में पुस्तकों का होना है।

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