

Nirma University, Ahmedabad
Institute of Management

List of Must Read Books

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| ML 153.44 GLA | M0018386 |
| Gladwell, Malcolm | |
| Blink: The Power of Thinking without Thinking | |
| Little Brown and Company: New York, 2005 | 277p |
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| ML 158.1 DEB | M01963 |
| De Bono, Edward | |
| How to be More Interesting | |
| Penguin Books: London, 1997 | 291p |
| Summary: Self Development | |
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| ML 303.4 TOF | M09023 |
| Toffler, Alvin | |
| Future Shock | |
| Bantam Books: New York, 1990 | 561p |
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| ML 303.483 FRI | M0019316 |
| Friedman, Thomas L. | |
| The World is Flat: A Brief History of the Globalized World in the Twenty-First Century | |
| Penguin Books: London, 2005 | 488p |
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| ML 303.483 FRI | M0020089 |
| Friedman, Thomas L. | |
| The World is Flat: A Brief History of the Globalized World in the Twenty-First Century | |
| Penguin Books: London, 2005 | 488p |
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| ML 330.22 LEV | M0019087 |
| Levitt, Steven D. | |
| Freakonomics: A Rouge Economist Explores the Hidden Side of Everything | |
| Penguin Books: London, 2005 | 242p |
| <hr/> | |
| ML 332.45 POR | M10495 |
| Porter, Michael E. | |
| Can Japan Compete? | |
| Macmillan Education Ltd.: London, 2000 | 208p |
| <hr/> | |
| ML 332.7015195 BRI | M0029738 |
| Brigo, Damiano | |
| Counterparty Credit Risk, Collateral and Funding: With Pricing Cases for All Asset Classes | |
| John Wiley and Sons: Chichester, 2013 | 435p |
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| ML 337.110954 NAI | M03754 |
| Naisbitt, John | |
| Megatrends Asia: Eight Asian Megatrends That Are Reshaping Our World | |
| Simon & Schuster: New York, 1997 | 298p |
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| ML 338.95 DRU | M00686 |
| Drucker, Peter F. | |
| Drucker on Asia: A Dialogue Between Peter Drucker and Isao Nakauchi | |
| Butterworth-Heinemann Ltd.: Oxford, 1995 | 192p |
| Summary: Times of Challenge: China; Borderless World; Japan; Knowledge Society; Entrepreneurship & Innovation | |
| Time to Reinvent: Individual; Business; Society; Government | |
| <hr/> | |
| ML 382.1042 POR | M08378 |
| Porter, Michael E. | |
| On Competition | |
| Harvard Business Review Press: Boston, 1996 | 485p |
| <hr/> | |
| ML 600 FRE | M0022291 |
| Frenay, Robert | |
| Pulse: How Nature is Inspiring the Technology of the 21st Century | |
| Little Brown and Company: London, 2006 | 545p |
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| ML 650.1 FRE | M00475 |
| Freiberg, Kevin | |

Nuts!: Southwest Airlines' Crazy Recipe for Business and Personal Success

Bard Press: Austin, Texas, 1996 363p

ML 650.1 GAT M01005

Gates, Bill

The Road Ahead

Penguin Books: London, 1995 286p

ML 650.1 ING M0020377

Ingebretsen, Mark

Why Companies Fail: The 10 Big Reasons Business Crumble and How to Keep Yours Strong and Solid

Crown Business: New York, 2003 292p

ML 650.1 LEW M08934

The New New Thing: How Some Man You've Never heard of Just Changed Your Life

Hodder & Stoughton: London, 1999 288p

ML 650.1 LEW M14561

The New New Thing: A Silicon Valley Story

W. W. Norton & Company: New York, 2000 268p

ML 650.1 MAY M0019818

Mayo, Anthony J.

In Their Time: The Greatest Business Leaders of the Twentieth Century

Harvard Business Review Press: Boston, 2005 444p

ML 650.1 MER M03829

Merchant, Minhaz

Aditya Vikaram Birla: A Biography

Penguin Books: New York, 1997 304p

ML 650.1 MOH M11540

Mohan, Chandra

Managing from Zero to Blue Chip: Weaving New Managerial Paradigms; 33-Years of PTL and Swaraj Tractor

Think Inc.: New Delhi, 2001 275p

ML 650.1 ORF M0019843

Orfalea, Paul

Copy This!: Lessons from a Hyperactive Dyslexic Who Turned a Bright Idea into One of America's Best Companies

Workman Publishing: New York, 2005 225p

ML 650.1 PIR M0020090

Piramal, Gita

Smart Leadership: Insights for CEOs

Portfolio: New York, 2005 207p

ML 650.1 SOD M0020346

Soderquist, Don

The Wal Mart Way

Dorling Kindersley (India) Pvt. Ltd.: New Delhi, 2005 204p

ML 650.1 STE M0019154

Stewart, James B.

Disney War: The Battle for the Magic Kingdom

Simon & Schuster: New York, 2005 572p

ML 650.11 ADA M10028

Adamson, Jim

The Denny's Story: How a Company in Crisis Resurrected its Good Name

John Wiley & Sons, Inc.: New York, 2000 205p

ML 650.11 BOR M0017590

Born, Georgina

Uncertain Vision: Birt, Dyke and the Reinvention of the BBC

Secker & Warburg: London, 2004 564p

ML 650.11 CAL M0017915

Callahan, David

Kindred Spirits: Harvard Business School's Extraordinary Class 1949 and How They Transformed

American Business

John Wiley & Sons Inc.: New Jersey, 2002 296p

ML 650.11 GRA M13281

Grasslin, Jurgen

Jurgen Schrempp and the Making of an Auto Dynasty

McGraw-Hill Book Company: New York, 2000 210p

ML 650.11 KIL M0017943

Kiley, David

Driven: Inside BMW, the Most Admired Car Company in the World

John Wiley & Sons Inc.: New Jersey, 2004 310p

ML 650.11 KLE M0018908

Klepacki, Laura

Avon: Building the World's Premier Company for Women

John Wiley & Sons Inc.: New Jersey, 2005 264p

ML 650.11 MCL M0018501

Mclean, Bethany

The Smartest Guys in the Room: The Amazing Rise and Scandalous Fall of Enron

Penguin Books: New York, 2004 440p

ML 650.11 WYN M0017290

Wynbrandt, James

Flying High: How JetBlue Founder and CEO David Neeleman Beats the Competitions.... Even in the World's Most Turbulent Industry

John Wiley & Sons Canada Ltd.: Toronto, 2004 298p

ML 650.14 KOT M01637

Kotter, John P.

The New Rules: Eight Business Breakthroughs to Career Success in The 21st Century

Simon & Schuster: New York, 1995 239p

ML 650.14 PET M08432

Peter, Tom J.

The Brand You 50: Fifty ways to Transform yourself from an "Employee" into a Brand that Shouts Distinction, Commitment and Passion

Alfred A. Knopf: New York, 1999 205p

ML 658 DRU M01311

Drucker, Peter F.

Managing for Result: Economic Tasks and Risk-taking Decisions

Allied Publishers Ltd.: Ahmedabad, 1994 240p

ML 658 DRU M12371

Drucker, Peter F.

The Essential Drucker: In One Volume the Best of Sixty Years of Peter Drucker's Essential Writings on Management

Harper Collins College Publishers: New York, 2001 358p

ML 658 DRU M12745

Drucker, Peter F.

The Essential Drucker: "The Pre-eminent Management thinker of our Time"

Butterworth-Heinemann Ltd.: Oxford, 2001 358p

ML 658 SUM M0019901

Birkinshaw, Julian

Sumantra Ghoshal on Management: A Force for Good

Prentice Hall: New York, 2005 378p

ML 658.022 DRU M01300

Drucker, Peter F.

Innovation and Entrepreneurship

Harper Collins Publishers: New York, 1985 277p

ML 658.049 BAR M11950*

Bartlett, Christopher A.

Managing Across Borders: The Transnational Solution

2nd ed Harvard Business Review Press: Boston, 1998 391p

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|-----------------|----------|---|
| ML 658.18 HAN | M14022 | The Handbook of Country Risk 2002: A Guide to International Business and Trade Kogan Page Limited: London, 2002 369p Summary: Trading Risk Analysis and Rating for Over 142 Countries Unique Country Risk Rating Payment Default Probabilities Industry Sector Overviews Key Economic Indicators |
| ML 658.3 BLA | M11005 | Blanchard, Ken The 3 Keys to Empowerment: Release the Power within People for Astonishing Results Manas Publications: New Delhi, 2000 281p |
| ML 658.312 ALL | M0019028 | Allen, David Ready for Anything Viking/Penguin Books India (P) Ltd.: New Delhi, 2004 164p |
| ML 658.314 BOS | M0017585 | Bossidy, Larry Confronting Reality: Doing What Matters to Get Things Right Random House: New York, 2004 264p |
| ML 658.4012 ARG | M10540 | Argyris, Chris Flawed Advice and the Management Trap: How Managers Can Know When They're Getting Good Advice and When They're Not Oxford University Press: New York, 2000 262p |
| ML 658.4012 POR | M04460 | Porter, Michael E. Competitive Advantage: Creating and Sustaining Superior Performance The Free Press: New York, 1998 557p |
| ML 658.4012 PRA | M0017343 | Prahalad, C. K. The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits Pearson Education (Singapore) Pte. Ltd.: Delhi, 2005 401p |
| ML 658.4012 RAJ | M0022717 | Rajpal, Pravin Achieving Business Excellence: Because there is no Other Choice CNBC India: Mumbai, 2007 462p Summary: New Perspective for High Growth, Innovation and Sustainable Competitive Advantages Specially Design for: Entrepreneurs Business Executives HR Professionals Trainers Management Aspirants |
| ML 658.403 SPI | M01148 | Spitzer, Quinn Heads, You Win!: How the Best Companies Think Simon & Schuster: New York, 1997 301p |
| ML 658.4038 EDV | M04698 | Edvinsson, Leif Intellectual Capital: The Proven Way to Establish Your Company's Real Value by Measuring its Hidden Brainpower Piatkus: London, 1997 225p |
| ML 658.4038 JOY | M0019124 | Joyner, Amy The ebay Millionaire: Titanium Power Seller Secrets for Building a Big Online Business John Wiley & Sons Inc.: New Jersey, 2005 248p |
| ML 658.4039 PUR | M16189 | Purington, Cliff |

Built to Learn: The Inside Story of How Rockwell Collins Became a True Learning Organization

American Management Association: New York, 2003 260p

ML 658.4052 SHA M12803

Shapiro, Ronald M.

The Power of Nice: How to Negotiate so Everyone Wins - Especially You!

John Wiley & Sons, Inc.: New York, 1998 268p

ML 658.4053 URS M16441

Ursiny, Tim

The Coward's Guide to Conflict: Empowering Solutions for Those Who Would Rather Run Than Fight

Magna Publishing Co. Ltd.: Mumbai, 2003 274p

ML 658.4053 WEI M0017054

Weissman, Jerry

Presenting to Win: The Art of Telling Your Story

Prentice Hall: New York, 2003 257p

ML 658.406 CHA M06907

Charan, Ram

Every Business is a Growth Business: How Your Company can Prosper Year After Year

Random House: New York, 1998 342p

ML 658.406 DAV M12057

Davis, Stan

Lessons from the Future Making Sense of Blurred World: From The World's Leading Futurist

Capstone Publishing Ltd.: Oxford, 2001 205p

ML 658.406 KLE M0017564

Klein, Janice A.

True Change: How Outsiders on the Inside Get Things Done in Organizations

John Wiley & Sons, Inc.: New York, 2004 207p

ML 658.406 PET M00528

Pettigrew, Andrew

Managing Change for Competitive Success

Blackwell: Cambridge, 1991 323p

ML 658.406 SEN M01778

Senge, Peter M.

The Fifth Discipline Fieldbook: Strategies and Tools For Building a Learning Organization

Bantam Doubleday Dell Publishing Group: New York, 1994 593p

ML 658.406 SEN M0019934

Senge, Peter

Presence: Exploring Profound Change in People, Organizations and Society

Nicholas Brealey Publishing: London, 2005 289p

ML 658.409 COO M01977

Cooper, Robert K.

Executive EQ: Emotional Intelligence in Business

Orion Business: London, 1997 358p

ML 658.409 KOT M01959

Kotter, John P.

The General Managers

The Free Press: New York, 1982 221p

ML 658.409 QUB M02825

Qubein, Nido R.

Stairway to Success: The Complete Blueprint for Personal and Professional Achievement

John Wiley & Sons, Inc.: New York, 1997 229p

ML 658.4092 BEN M01882

Bennis, Warren

Managing People is Like Herding the Cats

Executive Excellence Publishing: USA, 1997 236p

Summary: Leadership

ML 658.4092 BEN M14669

Bennis, Warren G.

Geeks and Geezers: How Era, Values and Defining Moments Shape Leaders

Harvard Business Review Press: Boston, 2002 224p

ML 658.4092 BEN M16206

Benton, D. A.

How to Act Like a CEO: 10 Rules for Getting to the Top and Staying There

Tata McGraw-Hill Publishing Company Ltd.: New Delhi, 2003 204p

ML 658.4092 KOT M00833

Kotter, John P.

Matsushita Leadership: Lessons from the 20th Century's Most Remarkable Entrepreneur

The Free Press: New York, 1997 302p

ML 658.40922 WEL M0018958

Welch, Jack

Winning

Harper Collins Publishers: London, 2005 372p

ML 658.4093 TRU M0022028

Trump, Donald J.

Why We Want You to be Rich: Two Men -One Message

Rich Press: USA, 2006 345p

ML 658.4098 COV M00376

Covey, Stephen R.

The Seven Habits of Highly Effective People: Restoring the Character Ethic

Simon & Schuster: New York, 1989 358p

ML 658.4098 COV M07969

Covey, Stephen R.

Living The 7 Habits: Stories of Courage and Inspiration

Simon & Schuster: New York, 1999 310p

ML 658.4098 COV M08127

Covey, Stephen

The 7 Habits of Highly Effective People

Fire Side: New York, 1989 360p

ML 658.4098 COV M0017909

Covey, Stephen R.

The 8th Habit: From Effectiveness to Greatness

Simon & Schuster: New York, 2004 408p

ML 658.4098 DRU M01485

Drucker, Peter F.

Managing in Turbulent Times

Harper Collins Publishers: New York, 1980 239p

ML 658.4098 DRU M01488

Drucker, Peter F.

The Practice of Management

Harper Collins Publishers: New York, 1954 404p

ML 658.4098 DRU M06217

Drucker, Peter F.

On the Profession of Management

Harvard Business Review Press: Boston, 1998 200p

ML 658.4098 MIC M03838

Micklethwait, John

The Witch Doctors: What the Management Gurus are Saying, Why it Matters and How to Make Sense of it

Random House UK Ltd.: London, 1997 407p

ML 658.4098 OUC M01758

Ouchi, William G.

Theory Z : How American Business can Meet The Japanese Challenge

Avon Books: New York, 1981 244p

ML 658.4098 SUR M0018503

Surowiecki, James

The Wisdom of Crowds: Why the Many Are Smarter than the Few

An Abacus Book: London, 2005 370p

ML 658.4098 TOF M01096

Toffler, Alvin

War and Anti War: Survival at the Dawn of the 21st Century

Warner Books: New York, 1993 411p

ML 658.7 GOL M10304

Goldratt, Eliyahu M.

Critical Chain

The North River Press: Great Barrington, MA, 1997 246p

ML 658.8 KER M0019126

Kermally, Sultan

Gurus on Marketing

Viva Books Pvt. Ltd.: New Delhi, 2004 156p

ML 658.8 KOT M0019121

Kotler, Philip

According to Kotler: The World's Foremost Authority on Marketing Answers Your Questions

AMACOM: New York, 2005 168p

ML 658.8 MAH M0020360

Mahajan, Vijay

The 86 % Solution: How to Succeed in the Biggest Market Opportunity of the 21st Century

Dorling Kindersley (India) Pvt. Ltd.: New Delhi, 2006 224p

ML 658.827 ROB M0018556

Roberts, Kevin

Lovemarks: The Future Beyond Brands

Power House: , 2004 219p

ML 659.1 RIE M16061

Ries, Al

Positioning: The Battle for Your Mind

Tata McGraw-Hill Publishing Company Ltd.: New Delhi, 2003 246p
