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For further details
Contact:
librarymmk@gmail.com

Librarian's Message

Greetings to all!

A warm welcome to the 2020-2021 academic year! 2020 has been a challenging year for the library with Covid-19 and I would like to acknowledge the significant leadership by our Principal Dr. CA Kishore Peshori and the support of library staff to ensure continuity of library services for students and staff.

The pandemic has required all of us to adapt and get creative. When the lockdown put an end to personal visits to the library, it prompted us to envision new ways to deliver information to the users. As a result, we published two Library bulletins last academic year with online links to important open educational resources and study materials. You can access the same on the college website as well as on Library OPAC.

This bulletin is intended to keep library users up to date with library activities. In this issue, we provide information on NLST and also include an updated infographic on library OPAC (online catalogue). We also include information on the new arrivals in the library.

We look forward to welcoming you to the campus. Please stay safe and healthy.

**Ligimol Benny,
Librarian**

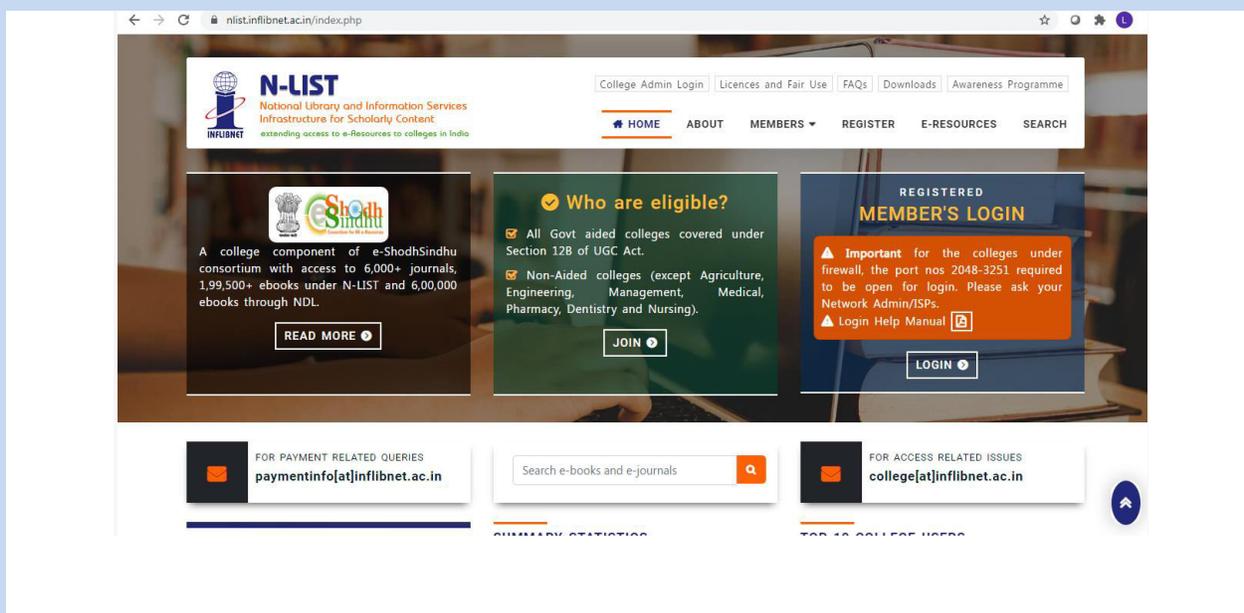
Bookmark Competition

On the occasion of Diamond Jubilee celebrations of Smt. MMK College of Commerce and Economics, the college Library is proud to announce a Bookmark Making Competition for our students in September 2021. The competition will be held off line if the situation permits, otherwise will have it online. We will communicate with you about the exact timing and other details in August.

NLIST: E-Books and E-Journals

The library is happy to inform you that we have a collection of more than 3,00,000 e books and more than 60000 e-journals through NLIST subscription. N-LIST stands for 'National Library and Information Services Infrastructure for Scholarly Content'. The programme was funded by the MHRD under NME-ICT to extend access to selected e-resources to colleges covered under Section 12B of UGC Act.

Our college is registered under the NLIST programme and hence entitled to access the e-resources. It covers all the disciplines namely Sciences, Social Sciences and Humanities including Linguistic and Languages. The staff and students of the college may login to the website of NLIST and enjoy the above facilities. The login details are available with the Librarian.



The screenshot shows the NLIST website homepage. The header includes the NLIST logo and navigation links: College Admin Login, Licences and Fair Use, FAQs, Downloads, Awareness Programme, HOME, ABOUT, MEMBERS, REGISTER, E-RESOURCES, and SEARCH. The main content area is divided into three columns. The left column features the e-ShodhSindhu logo and text: 'A college component of e-ShodhSindhu consortium with access to 6,000+ journals, 1,99,500+ ebooks under N-LIST and 6,00,000 ebooks through NDL.' with a 'READ MORE' button. The middle column is titled 'Who are eligible?' and lists criteria: 'All Govt aided colleges covered under Section 12B of UGC Act.' and 'Non-Aided colleges (except Agriculture, Engineering, Management, Medical, Pharmacy, Dentistry and Nursing).' with a 'JOIN' button. The right column is titled 'REGISTERED MEMBER'S LOGIN' and includes an 'Important' notice: 'Important for the colleges under firewall, the port nos 2048-3251 required to be open for login. Please ask your Network Admin/ISPs.' and a 'Login Help Manual' link, with a 'LOGIN' button. The footer contains contact information for payment and access related issues, a search bar for e-books and e-journals, and a 'FOR ACCESS RELATED ISSUES' link.

Library OPAC (Online Catalogue)

We are going through a phase when the need for a digital library is very essential. I am glad to inform you that our college library has decided to take up that challenge and move forward. We bought the dCOLL (Digital Collection) module of the library software SLIM21 as its first step during the last academic year and digital collection development is in progress. The users can search Library OPAC through the college website and can access its e-resources.

SLIM21 Home Advanced Search My Info Browse Arrivals Expected Reference Items Journal List Media List Rules

ActiveUsers:7 Hits:246676 Show My Basket Introduction Information Ask Us Help

Searching in main collection only

Library About Library Item Types

Select Collection: Main
Searching: All
Main
EBooks
EJournals/In-House Journals
Institutional Repository
NewsClippings
Photographs
PPT
Reports

Latest 10 items

Library OPAC Address E-Mail Us

SLIM21 Home Advanced Search My Info Browse Arrivals Expected Reference Items Journal List Media List Rules

ActiveUsers:6 Hits:246677 Show My Basket Introduction Information Ask Us Help

Search For Select Field Specify Position In Field

digital marketing Any Anywhere in the Field

And Kotler Author / Creator Anywhere in the Field

And Author / Creator Anywhere in the Field

Scope More Conditions Reset Search

Select Item Types Items with media links Language: Afrikaans

Article
Book
Bound Volume
CD

Publication Years Accession Dates (dd-mmm-yyyy) Accession Numbers

From 2015 To 2021 From To From To

Search Result

SLIM Query Result Set

SLIM21 Home Advanced Search My Info Browse Arrivals Expected Reference Items Journal List Media List Rules

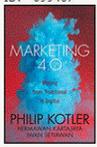
ActiveUsers:6 Hits:246677 [Show My Basket](#) [Introduction](#) [Information](#) [Ask Us](#) [Help](#)

Searching in main collection only.

[Hide Options](#)

Sort Order: Items / Page: Modern View

Search string: - digital marketing Field: Any (Contains) And Kotler Field: Author (Contains) (1) answer(s). [All pages to Basket](#) [Page To Basket](#)

Srl	Item												
1	<p>ID: 099407</p>  <p>Marketing 4.0 : Moving from Traditional to Digital / Kotler, Philip; Kartajaya, Hermawan; Setiawan, Iwan 2017 <input type="button" value="Book"/></p> <p>Kotler, Philip ★★★★★ 0 Rating(s) & 0 Review(s)</p> <p>Publication New Delhi, Wiley India Pvt. Ltd., 2017 .</p> <p>Description xbx, 184 p.</p> <p>Standard Number 9788126566938</p> <p>Key Words Digital Marketing ; Marketing Management ; Marketing Trends</p> <p><input type="checkbox"/> In Basket <input checked="" type="checkbox"/> Reserve <input type="button" value="Export"/></p> <p>Circulation</p> <table border="1"> <thead> <tr> <th>Accession#</th> <th>Call#</th> <th>Current Location</th> <th>Status</th> <th>Policy</th> <th>Location</th> </tr> </thead> <tbody> <tr> <td>B05826</td> <td>658.8/KOT</td> <td>Main</td> <td>On Shelf</td> <td>General</td> <td></td> </tr> </tbody> </table>	Accession#	Call#	Current Location	Status	Policy	Location	B05826	658.8/KOT	Main	On Shelf	General	
Accession#	Call#	Current Location	Status	Policy	Location								
B05826	658.8/KOT	Main	On Shelf	General									

Users can also login to OPAC to find their account details by clicking on 'My Info' on menu bar. Please contact the librarian for login details.

SLIM My Library

SLIM21 Home Advanced Search My Info Browse Arrivals Expected Reference Items Journal List Media List Rules

My Readings SubmitNew Password My Rules About Me Logout

ActiveUsers:1 Hits:246755 [Show My Basket](#) [Introduction](#) [Information](#) [Ask Us](#) [Help](#)

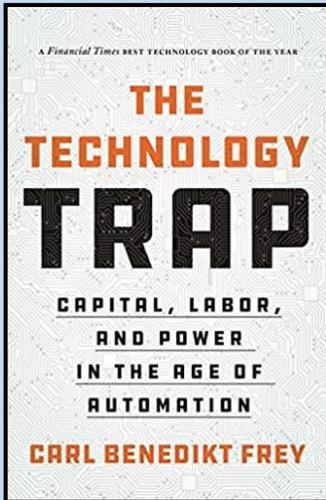
Searching in main collection only.

Fine due so far: Rs. 0
Loans 1 item(s).

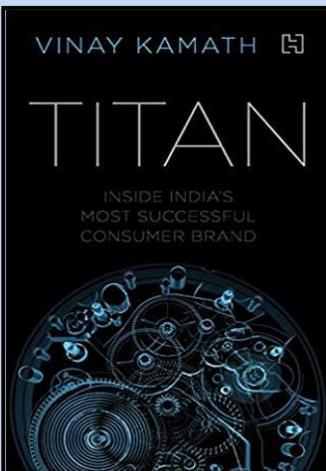
AccNum	Title	Author / Creator	Borrowed On	Due On	Status	Recalled	FineDue Now
B05846	Information Technology in Business Management - II : BMS Second Year : Fourth Semester (Ability Enhancement Compulsory Course)	Sanchla, Rimple	30-Mar-2021	20-Apr-2021	Issued	False	0

Claims 0 item(s). No Claims!

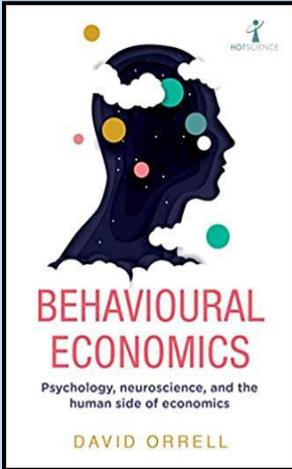
New Arrivals In the Library



The Technology Trap is a sweeping account of the history of technological progress and how it has radically shifted the distribution of economic and political power among society's members. As Carl Benedikt Frey shows, the Industrial Revolution created unprecedented wealth and prosperity over the long run, but the immediate consequences of mechanization were devastating for large swaths of the population. Middle-income jobs withered, wages stagnated, the labor share of income fell, profits surged, and economic inequality skyrocketed. These trends, Frey documents, broadly mirror those in our current age of automation. But just as the Industrial Revolution eventually brought about extraordinary benefits for society, artificial intelligence systems have the potential to do the same. The Technology Trap demonstrates that in the midst of another technological revolution, the lessons of the past can help us to more effectively face the present.

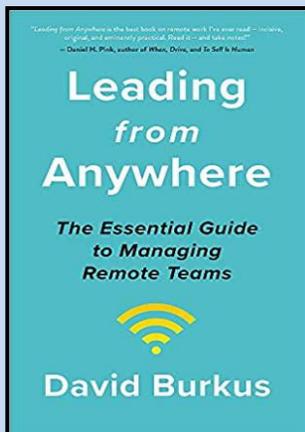


Titan: Inside India's Most Successful Consumer Brand takes readers from boardrooms to back rooms to reveal how a quintessential Indian brand from the house of the Tatas, not known till then for its success in the consumer goods market, reached such remarkable heights. It is a tale of innovation and fortitude, of thinking outside the box and staying the course, of obsession with detail and the courage to acknowledge failure. A story that will inspire every reader, here is the inside account of what continues to make Titan tick.

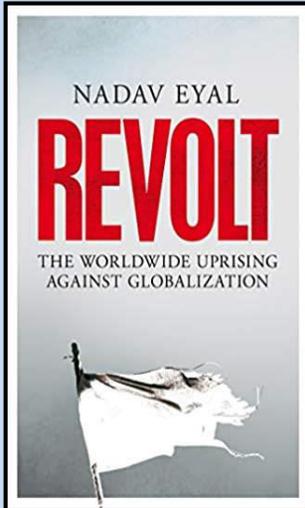


For centuries, economics was dominated by the idea that we are rational individuals who optimise our own 'utility'. Then, in the 1970s, psychologists demonstrated that the reality is a lot messier. We don't really know what our utility is, and we care about people other than ourselves. We are susceptible to external nudges. And far from being perfectly rational we are prone to 'cognitive biases' with complex effects on decision-making. David Orrell explores the findings from psychology and neuroscience that are shaking up economics – and that are being exploited by policy-makers and marketers alike to shape everything from how we shop for food to how we tackle climate change or the covid-1 pandemic. With clarity and wit, he assesses the lofty claims made for this most image-conscious of disciplines, ultimately

asking: is behavioural economics a scientific revolution, or just a scientific form of marketing?

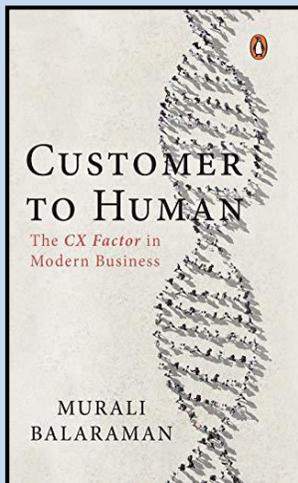


The ultimate guide to leading remote teams, tackling the key challenges that managers face - from hiring and on boarding new members from afar to building culture remotely, tracking productivity, communicating speedily, and retaining star employees. Structured around the lifecycle of working on a team, Burkus tackles the key inflection points and challenges that managers face in this new landscape from taking the team remote and adding new members, to communicating effectively and quickly, managing performance, keeping the team engaged, and celebrating individual departures or adjourning the team as a whole. If you want your remote team to have a harmonious work-life balance while increasing productivity, then this is your indispensable guide.

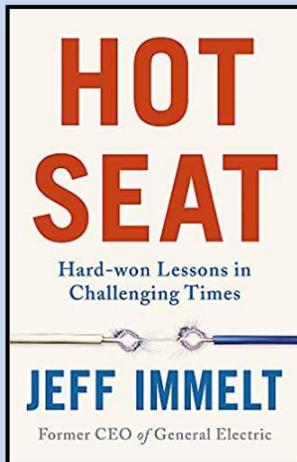


Revolt presents an eloquent and provocative challenge to the prevailing wisdom about the rise of nationalism and populism today, as Nadav Eyal demonstrates how modern globalization is unsustainable. He contends that the collapse of the current world order is not so much about the imbalance between technological advances and social progress, or the breakdown of liberal democracy, as it is about a passion to upend and destroy power structures that have become hollow, corrupt, or simply unresponsive to urgent needs. Eyal illuminates the forces both benign and malignant that have so rapidly transformed our economic, political, and cultural realities, shedding light not only on the globalized revolution that has come to define our time but also on the counterrevolution waged by those globalization has marginalized and exploited. With a mixture of

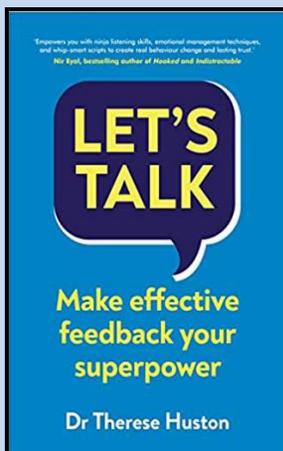
journalistic narrative, penetrating vignettes, and original analysis, Revolt shows that within the mainstream the left and right have much in common.



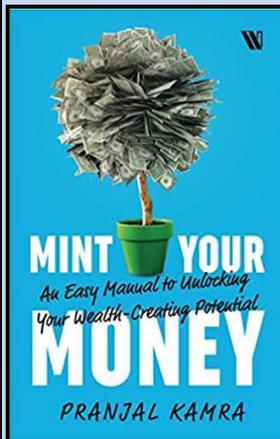
Customer to human stems from Murali balaraman's extensive experience in customer experience and customer Centricity. Murali took a pledge to give back his life's lessons many years ago and this book marks a step in that direction. It is filled with stories and experiences, to evoke the reader's interest and ideas that impact an organization or business. Every business has a customer, big or small, and that customer is the business's most important asset. Whether you are a start-up or an established business there is something for you in this book. It contains trends, insights, methods and technologies laid out in an easy-to-read format and is relevant for anyone seeking well-researched information in this field. It is also filled with invaluable stories on inspirational customer experiences (CX), agnostic to which industry you belong to.



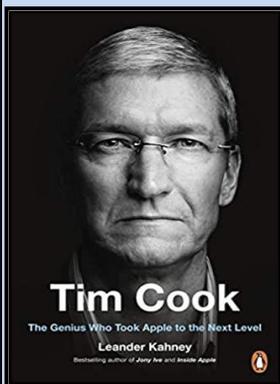
In September 2001, Jeff Immelt replaced the most famous CEO in history, Jack Welch, at the helm of General Electric. Less than a week into his tenure, the 9/11 terrorist attacks shook the nation, and the company, to its core. In *Hot Seat*, Immelt offers a rigorous, candid interrogation of himself and his tenure, detailing for the first time his proudest moments and his biggest mistakes. The most crucial component of leadership, he writes, is the willingness to make decisions. But knowing what to do is a thousand times easier than knowing when to do it. Perseverance, combined with clear communication, can ensure progress, if not perfection, he says. As the business world continues to be rocked by stunning economic upheaval, *Hot Seat* is an urgently needed, and unusually raw, source of authoritative guidance for decisive leadership in uncertain times.



In *Let's Talk*, Dr. Therese Huston shows how to deliver feedback effectively and with confidence. Starting with the best ways to approach the evaluation process, Huston explains the importance of siding with the other person, stating your good intentions and working out what kind of critique your employees want most - do they want to be appreciated, coached or evaluated? Huston then delves into the six practical tools you need to deliver impactful feedback, including how to take steps to ensure unconscious bias doesn't leak into your appraisal. Above all, Dr. Huston offers a step-by-step plan to prove that productive, collaborative assessments are straightforward and not, as they sometimes seem, a Jedi mind trick. This handbook offers the tools to help anyone, from executives to teachers to coaches, to improve performance, trust and morale and make a once-dreaded task feel natural.



If you want to Mint Your Money, it's never too late to start, and it's never too soon. In this personal finance guide, investor Pranjal Kamra discusses focused and practical ways of not just managing but growing your money. Whether you've just started working or are already retired, whether you're raking in money or barely getting by, you can (and need to) secure your financial future. With a firm focus on empowering the individual Pranjal demystifies investment, debt, tax and insurance, showing you how to make it all work for you. Intelligent and intelligible, Mint Your Money is specifically tailored to Indian needs and the Indian finance environment, so you can successfully grow your hard-earned money.



Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. Kahney also explores how Cook has used his visibility to make a difference beyond Apple's bottom line. Based on interviews with Cook's colleagues, Tim Cook gives us new insights into Apple's recent challenges and triumphs.

Please send your valuable feedback & Suggestion to librarymmk@gmail.com