# BIBLIOPHILE

## MONTHLY NEWSLETTER OF CENTRAL LIBRARY

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**Nava Nalanda** Central Library

TIET, PATIALA -147004

# ABOUT BIBLIOPHILE

## JULY 2025

### IN THIS ISSUE

- Newly added computer science, fiction, management, COMPETITIVE examination, electrical engineering, and social science-related books in the library collection

- Quarterly institutional publication statistics of Scopus

Greetings from the Editorial Board of Bibliophile — A Monthly Newsletter of Nava Nalanda Central Library!

We are delighted to introduce Bibliophile, a monthly gateway to the dynamic world of library resources, services, and scholarly activities at TIET. Each edition of Bibliophile offers: New Arrivals — A handpicked selection of the latest additions to our library collection, spanning genres from contemporary fiction and historical novels to non-fiction, academic, and technical publications. Library Highlights — Key events, workshops, and activities that reflect the vibrant learning environment fostered by the Nava Nalanda Central Library. Academic Excellence — Celebrating the achievements of the TIET fraternity, including recent publications, patents, and other scholarly accomplishments. The TIET publications have surpassed 1500+ article indexing in SCOPUS with an highly cited work of more than three lakh citations and an h-Index of 184.

Stay informed, inspired, and connected with your library. Bibliophile is more than a newsletter—it's your monthly companion in academic discovery and intellectual growth.

Editorial Board

# TABLE OF CONTENTS

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# TABLE OF CONTENTS

# TABLE OF CONTENTS

NAVA NALANDA CENTRAL LIBRARY

# TABLE OF CONTENTS

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# TABLE OF CONTENTS

## Bibliographic Details

- **Author:** Amish
- **Publisher:** Harper Collins
- **Year :** 2010
- **ISBN:** 9789356290525
- **Pages:** 417p.
- **Call No:** 823.92 AM-I

# Immortals of Meluha

## About The Book

1900 BC. In what modern Indians mistakenly call the Indus Valley Civilization. The inhabitants of that period called it the land of Meluha ? a near perfect empire created many centuries earlier by Lord Ram.

The only hope for the Suryavanshis is an ancient legend: ? When evil reaches epic proportions, when all seems lost, when it appears that your enemies have triumphed, a hero will emerge.? Is the rough-hewn Tibetan immigrant Shiva, really that hero? And does he want to be that hero at all? Drawn suddenly to his destiny, by duty as well as by love, will Shiva lead the Suryavanshi vengeance and destroy evil? This is the first book in a trilogy on Shiva, the simple man whose karma re-cast him as our Mahadev, the God of Gods.
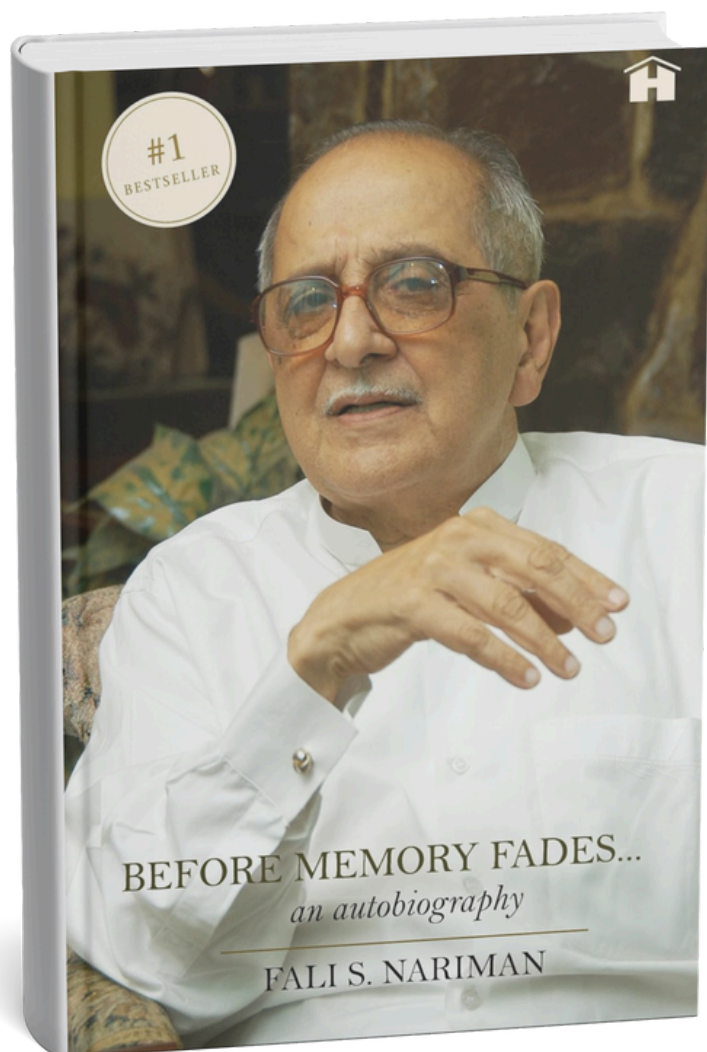
## Bibliographic Details

- **Author:** Fali Sam Nariman
- **Publisher:** Hay House Publishers
- **Year :** 2010
- **ISBN:** 9789381431450
- **Pages:** 459p.
- **Call No:** 340.092 NA-B

# Before Memory Fades : An Autobiography

## About The Book

Over the decades, Fali S. Nariman has attained the status of a pre-eminent advocate whose views are not only heard by those in the corridors of power – both judicial and political – but also respected. This volume presents his life journey right from his childhood in Rangoon to the present. Starting with his formative years, when he had the good fortune to interact with many eminent judges and advocates, the author moves on to deal with a wide variety of important subjects, such as:

- The sanctity of the Indian Constitution and attempts to tamper with it.
- Crucial cases that have made a decisive impact on the nation, especially on the interpretation of the law.

*Read from the Library*
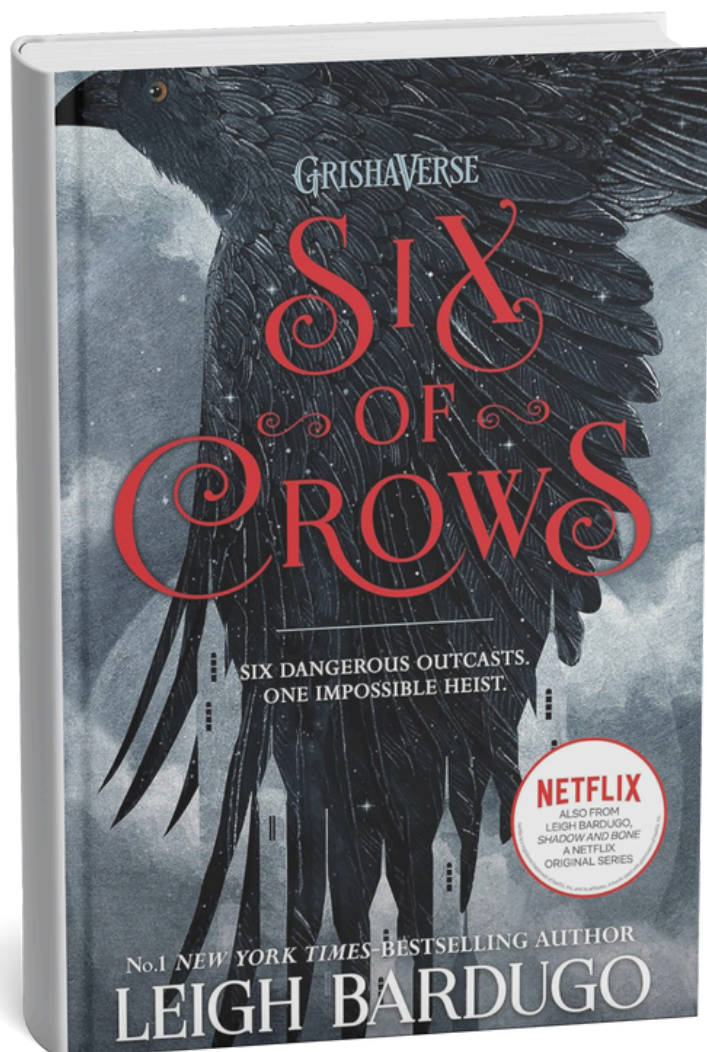
## Bibliographic Details

- **Author:** Leigh Bardugo
- **Publisher:** Hachette Children's Group
- **Year :** 2015
- **ISBN:** 9781780622286
- **Pages:** 494p.
- **Call No:** 813.54 BA-S

# Six of Crows

## About The Book

Ketterdam: a bustling hub of international trade where anything can be had for the right price? and no one knows that better than criminal prodigy Kaz Brekker. Kaz is offered a chance at a deadly heist that could make him rich beyond his wildest dreams. But he can't pull it off alone....

A convict with a thirst for revenge.

A sharpshooter who can't walk away from a wager.
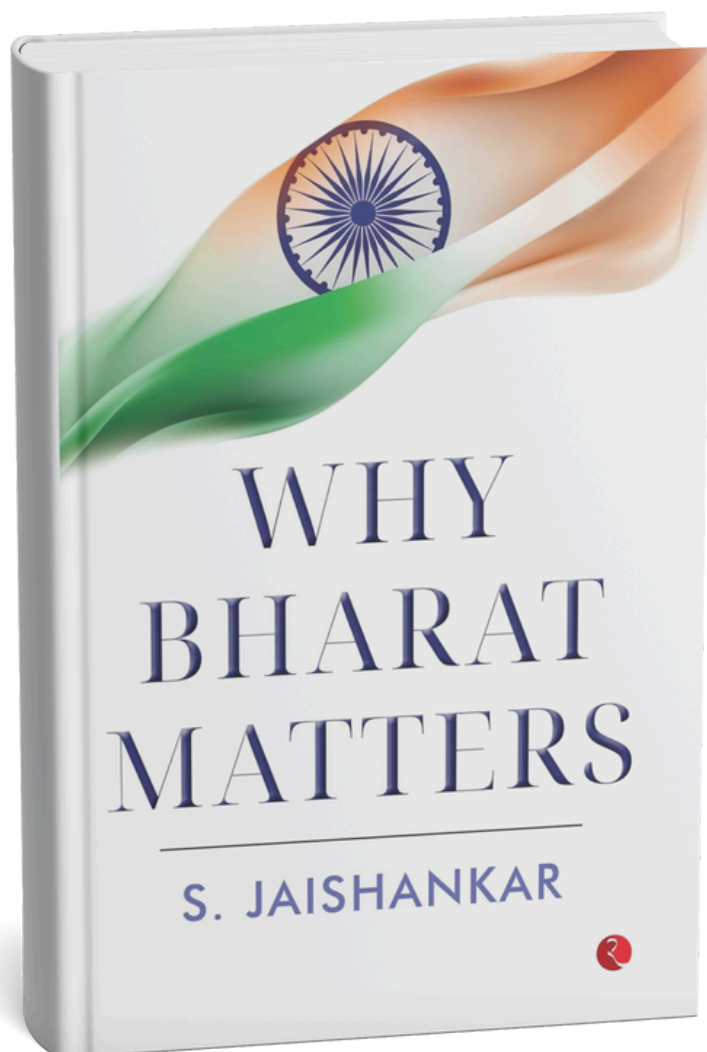
A runaway with a privileged past.

A spy known as the Wraith.

A Heartrender using her magic to survive the slums.

A thief with a gift for unlikely escapes.

Six dangerous outcasts. One impossible heist. Kaz's crew is the only thing that might stand between the world and destruction–if they don't kill each other first.

*Read from the Library*

## Bibliographic Details

- **Author:** S. Jaishankar
- **Publisher:** Rupa Publications
- **Year :** 2024
- **ISBN:** 9789357027601
- **Pages:** 226p.
- **Call No:** 327.54 JA-W

# Why Bharat Matters

## About The Book

In *Why Bharat Matters,* S. Jaishankar argues that while rising powers seek stability most of all, India must plan to rise amidst serious unpredictability. This process is also exceptional as it represents the rejuvenation of a civilizational state. Simultaneously, he also explains why foreign policy in a globalized world matters increasingly to all citizens in their daily lives.

This book is a must-read for every Indian to understand and seriously reflect on the reality of our times that is becoming clearer with each passing day—that India matters because it is Bharat.

**Compiled by :**
**Acquisition Section, NNCL**

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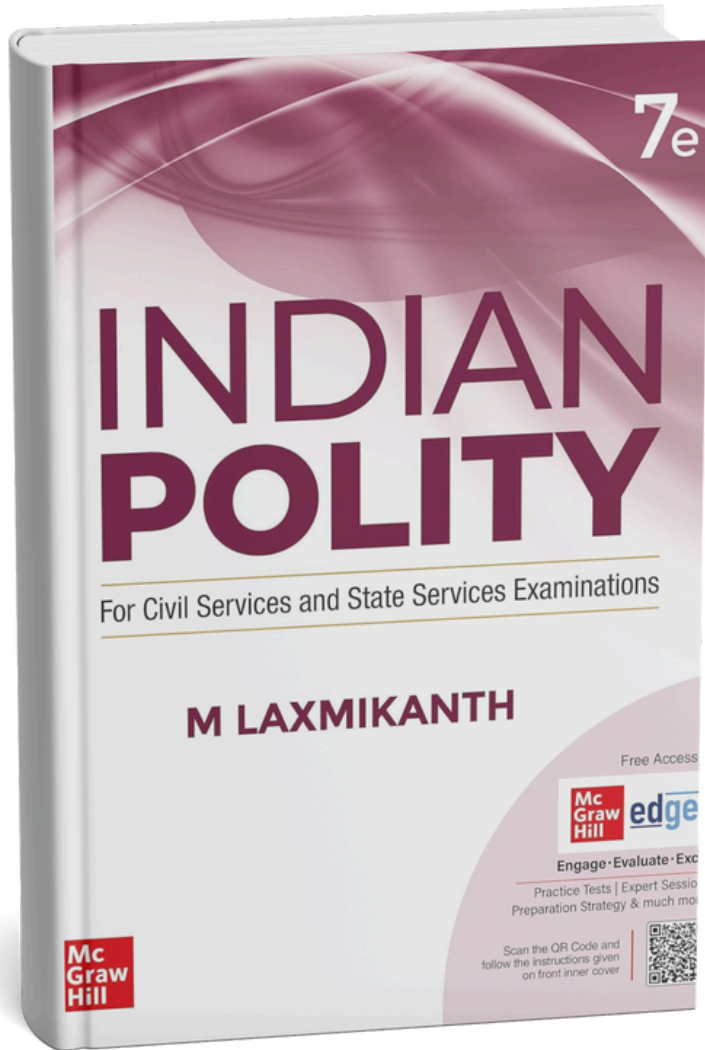
## Bibliographic Details

- **Author:** M. Laxmikanth
- **Publisher:** McGraw Hill Education
- **Year :** 2024
- **ISBN:** 9789355325341
- **Pages:** 804p.
- **Call No:** 320.954 LA-I

# Indian Polity : For Civil Services and State Services Examinations

## About The Book

The book conceived to cater to the requirements of not just the students appearing for competitive examinations but also postgraduates, research scholars, academicians and general readers who are interested in the country's political, civil, and constitutional issues. The chapters have been thoroughly revised as per the recent developments.
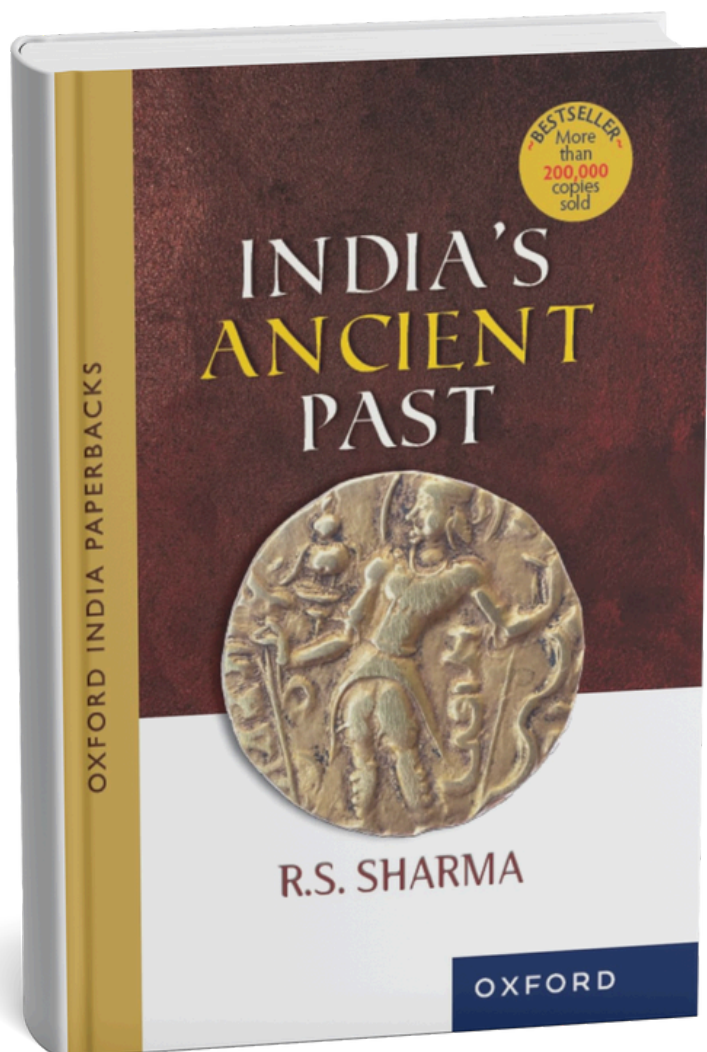
**Key Features:-**

- **92 chapters covering the entire political and constitution spectrum of India**
- **New Chapters include Law & Delimitation Commission, Bar Council, World Constitutions, NCW, for Child rights, for the minorities etc.**
- **9 relevant appendices**

*Read from the Library*

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More than 200,000 copies sold

OXFORD INDIA PAPERBACKS

**INDIA'S ANCIENT PAST**

**R.S. SHARMA**

OXFORD

## Bibliographic Details

- **Author:** R.S. Sharma
- **Publisher:** Oxford University Press
- **Year :** 2005
- **ISBN:** 9789354977527
- **Pages:** 387p.
- **Call No:** 934 SH-I

# India's Ancient Past

## About The Book

*India's Ancient Past* is a comprehensive work that captures the historical strides from neolithic and chalcolithic times to Harappan civilization, Vedic times, rise of Mauryas, Gupta's. Satvahanas right up to the times of Harshavardhana. Rise and fall of empires and reign of kings has been placed in the context of the ancient social milieu, the existing varna system, developments in science and technology, commerce and trade and the cultural legacy that shaped society.

Students and those interested in knowing about India's past do get to learn learn about empires, dynasties and the varied cultures that evolved in different geographical backgrounds over the millennia.
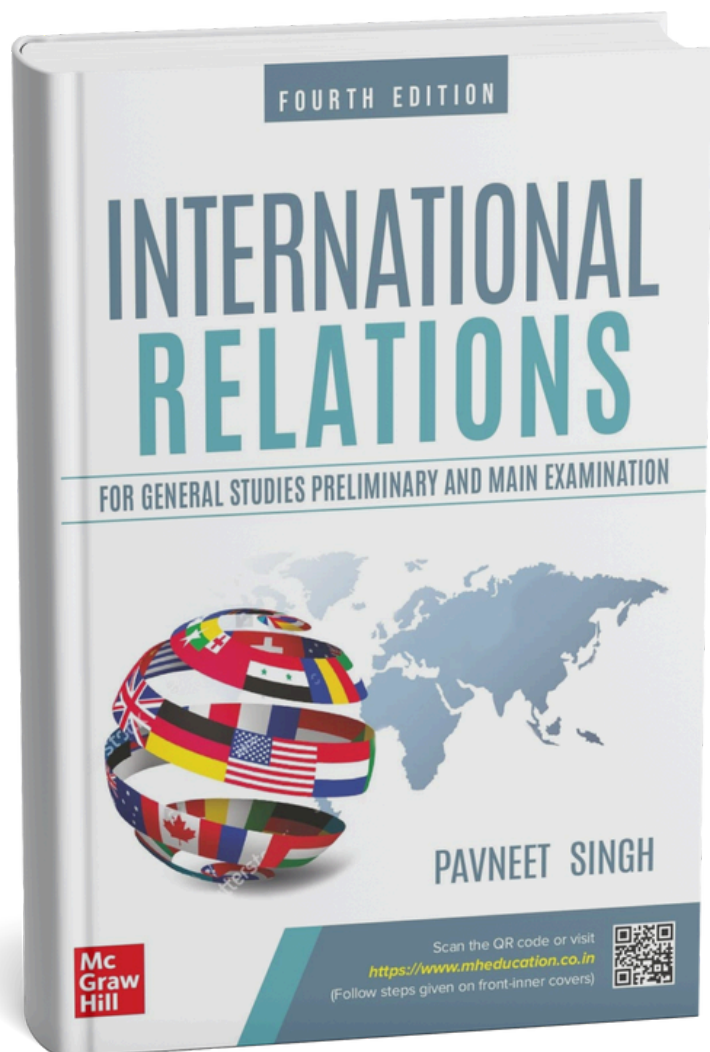
## Bibliographic Details

- **Author:** Pavneet Singh
- **Publisher:** McGraw Hill Education
- **Year :** 2023
- **ISBN:** 9789355322104
- **Pages:** 492p.
- **Call No:** 327 SI-I

# International Relations : For General Studies Preliminary and Main Examinations

## About The Book

This book is an all-encompassing manual on world politics, foreign policy and international relations that is a must read for all UPSC candidates. Covering the complete IR syllabus of General Studies and Political Science (optional) syllabus, the book is especially designed for an in-depth analytical understanding of the global world order and has been supplemented with numerous case studies and diagrams to aid the mnemonic reading of aspirants.
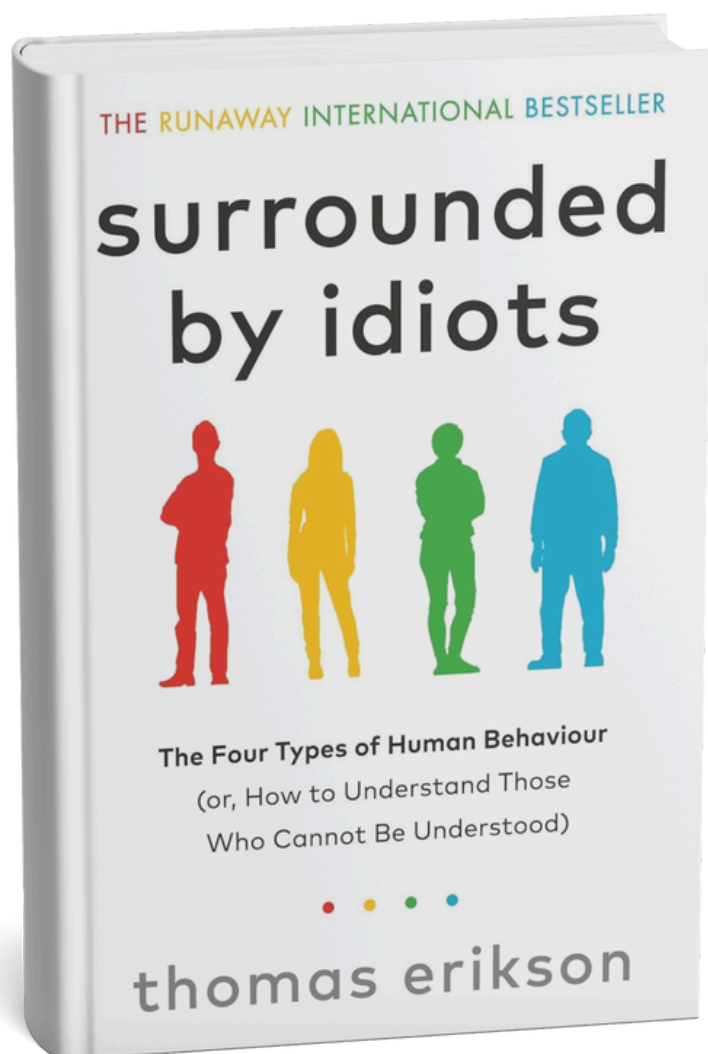
*Salient Features:-*

- **New chapters covering red design of Arab-Israel relations and India, Ukraine crisis, Taliban in Afghanistan, India's Necklace of Diamonds Strategy, Indo-Pacific, QUAD and AUKUS etc.**
- **Covers India's diplomatic relation with its neighbours**

**Compiled by :**
**Acquisition Section, NNCL**

*Read from the Library*

## Bibliographic Details

- **Author:** Thomas Erikson
- **Publisher:** Vermilion
- **Year :** 2014
- **ISBN:** 9781785042188
- **Pages:** 282p.
- **Call No:** 302.2 ER-S

**THE RUNAWAY INTERNATIONAL BESTSELLER**

# surrounded by idiots

### The Four Types of Human Behaviour
(or, How to Understand Those Who Cannot Be Understood)

## thomas erikson

# Surrounded by Idiots : The Four Types of Human Behavior

## About The Book

It offers a simple, yet ground-breaking method for assessing the personalities of people we communicate with - in and out of the office - based on four personality types (Red, Blue, Green and Yellow), and provides insights into how we can adjust the way(s) we speak and share information.

Erikson will help you understand yourself better, hone communication and social skills, handle conflict with confidence, improve dynamics with your boss and team, and get the best out of the people you deal with and manage. Surrounded by Idiots will help you understand and influence those around you, even people you currently think are beyond all comprehension.

**Compiled by :**
**Acquisition Section, NNCL**

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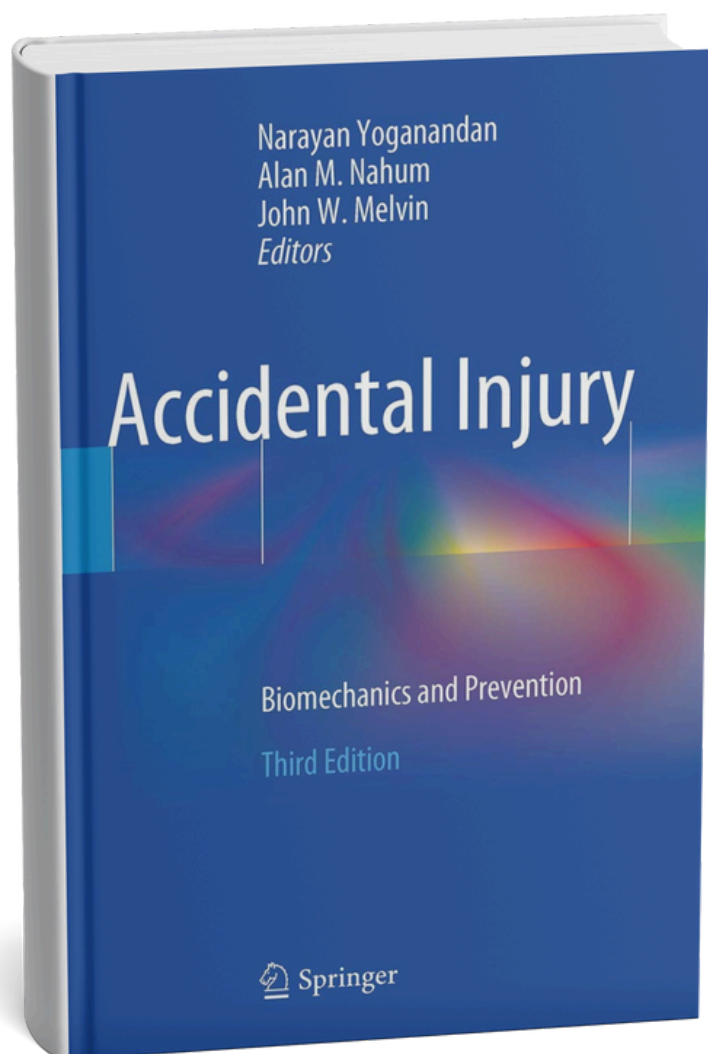
## Bibliographic Details

- **Author:** Narauan Yoganandan
- **Publisher:** Springer
- **Year :** 2015
- **ISBN:** 9781493936939
- **Pages:** 851p.
- **Call No:** 620.1028 YO-A

# Accidental Injury Biomechanics and Prevention

## About The Book

This book provides a state-of-the-art look at the applied biomechanics of accidental injury and prevention. The editors, Drs. Narayan Yoganandan, Alan M. Nahum and John W. Melvin are recognized international leaders and researchers in injury biomechanics, prevention and trauma medicine. They have assembled renowned researchers as authors for 29 chapters to cover individual aspects of human injury assessment and prevention.

This third edition is thoroughly revised and expanded with new chapters in different fields. Topics covered address automotive, aviation, military and other environments.

CISM COURSES AND LECTURES NO. 423
INTERNATIONAL CENTRE FOR MECHANICAL SCIENCES

**CRASHWORTHINESS**

ENERGY MANAGEMENT
AND OCCUPANT PROTECTION

EDITED BY
JORGE A.C. AMBROSIO

Springer-Verlag Wien GmbH
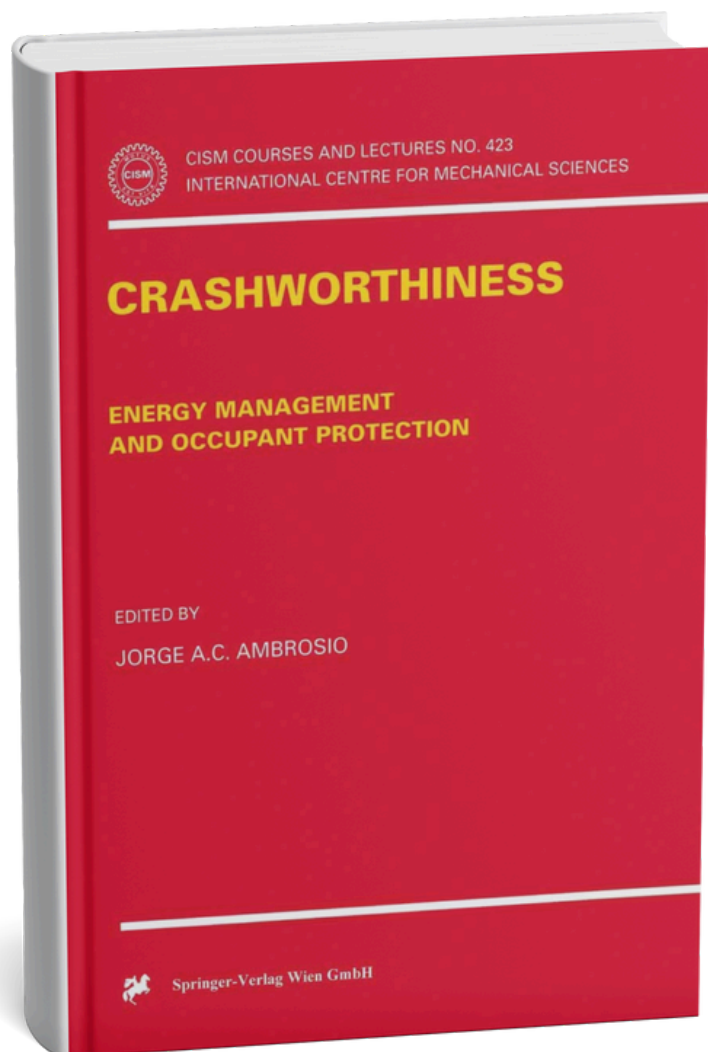
## Bibliographic Details

- **Author:** Jorge Ambrosio
- **Publisher:** Springer Verlag
- **Year :** 2001
- **ISBN:** 9783211833346
- **Pages:** 466p.
- **Call No:** 621.042 AM-C

# Crashworthiness Energy Management and Occupant Protection

## About The Book

From the fundamentals of impact mechanics and biomechanics to modern analysis and design techniques in impact energy management and occupant protection this book provides an overview of the application of nonlinear finite elements, conceptual modeling and multibody procedures, impact biomechanics, injury mechanisms, occupant mathematical modeling, and human surrogates in crashworthiness.

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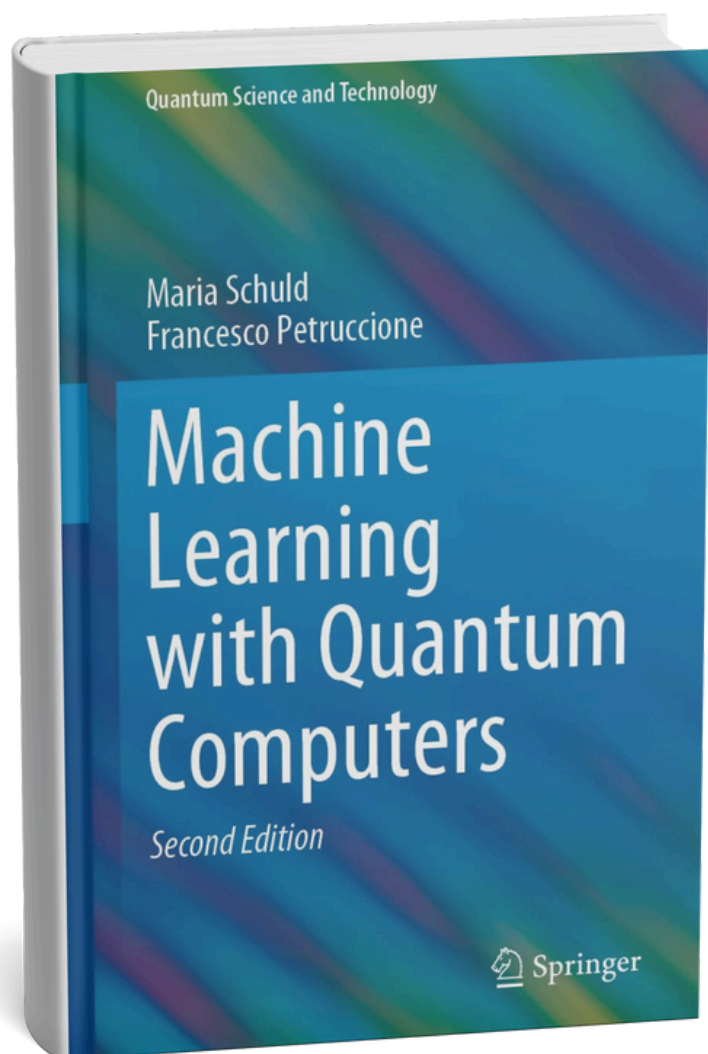
## Bibliographic Details

- **Author:** Maria Schuld
- **Publisher:** Springer
- **Year :** 2021
- **ISBN:** 9783030830977
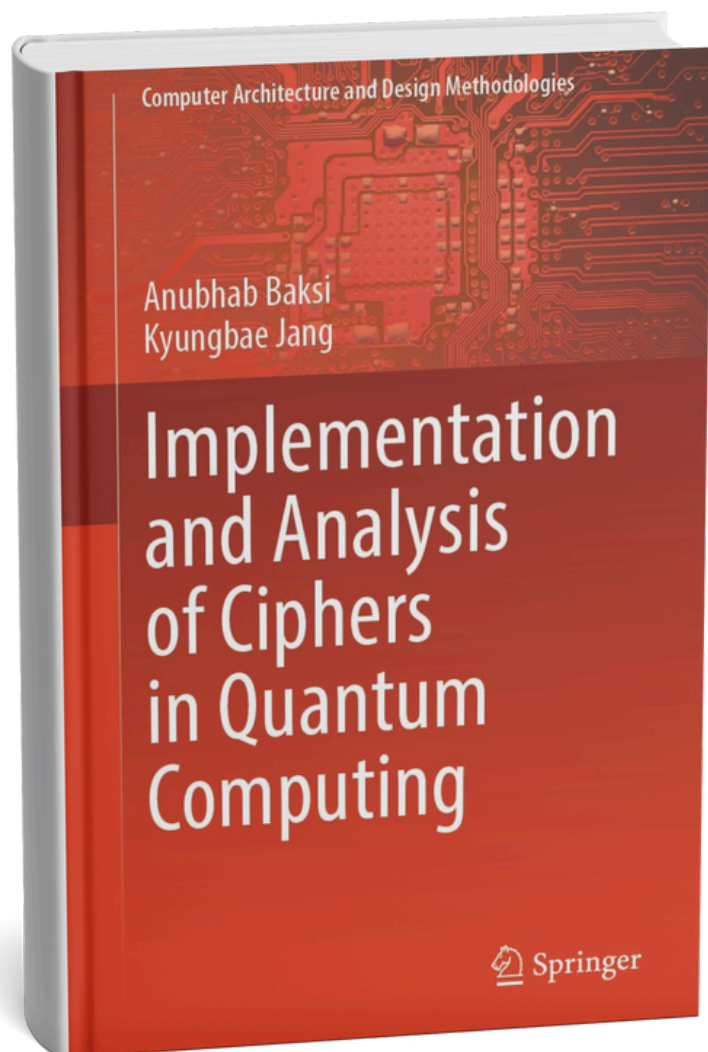- **Pages:** 312p.
- **Call No:** 006.31 SC-M

# Machine Learning with Quantum Computers

## About The Book

This book offers an introduction into quantum machine learning research, covering approaches that range from "near-term" to fault-tolerant quantum machine learning algorithms, and from theoretical to practical techniques that help us understand how quantum computers can learn from data. Among the topics discussed are parameterized quantum circuits, hybrid optimization, data encoding, quantum feature maps and kernel methods, quantum learning theory, as well as quantum neural networks.

The book aims at an audience of computer scientists and physicists at the graduate level onwards.

*Read from the Library*

Computer Architecture and Design Methodologies

Anubhab Baksi
Kyungbae Jang

**Implementation and Analysis of Ciphers in Quantum Computing**

Springer

## Bibliographic Details

- **Author:** Anubhab Baksi
- **Publisher:** Springer
- **Year :** 2024
- **ISBN:** 9789819700240
- **Pages:** 151p.
- **Call No:** 004.1 BA-I

# Implementation and Analysis of Ciphers in Quantum Computing

## About The Book

This book deals with the upcoming threat that may be posed by quantum computers on modern-day security standards, particularly those involving symmetric key ciphers. This book consolidates all the major research works in one place and presents it with adequate clarity, making the subject matter easy to understand for seasoned researchers and students alike. It covers the prerequisite information, new research works (including some of the state of the art), thought-provoking problems for further research, and all the relevant source codes. This book is interesting to engineers, researchers, and students who work/study in the field of cryptography.
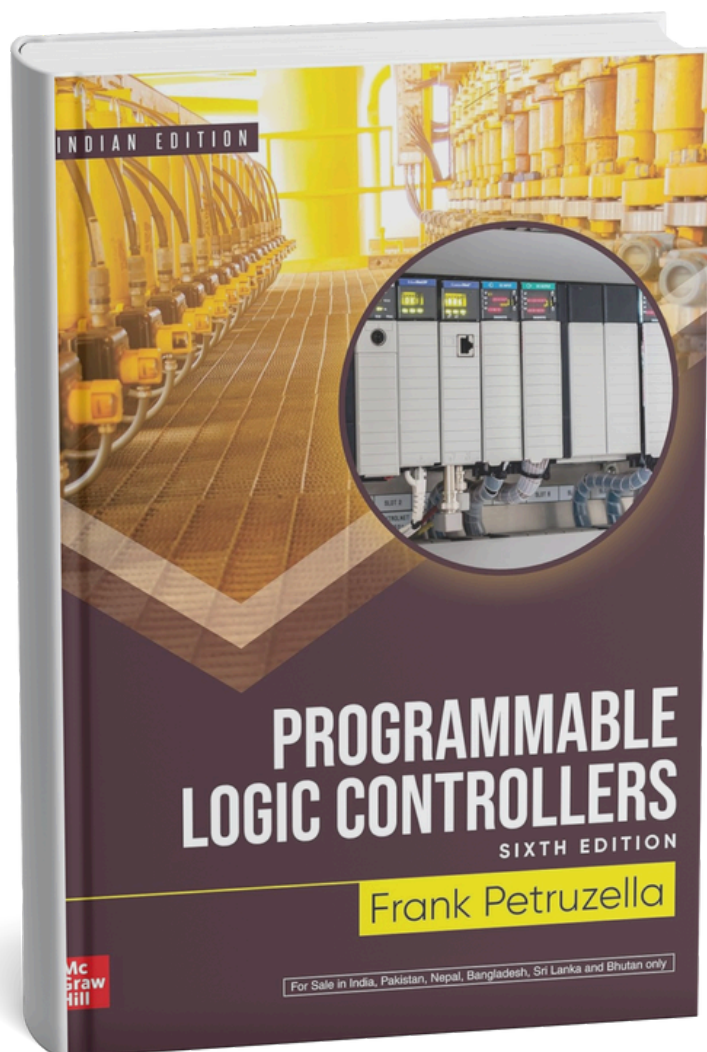
## Bibliographic Details

- **Author:** Frank Petruzella
- **Publisher:** McGraw Hill Education
- **Year :** 2023
- **ISBN:** 9789355325860
- **Pages:** 400p.
- **Call No:** 629.892 PE-P

# Programmable Logic Controllers

## About The Book

This book makes it easy to learn Programmable Logic Controllers (PLCs) from the ground up! As PLC technology has advanced, so have the programming languages and communications capabilities. The latest revision to the sixth edition includes the latest developments in programming, installing, and maintaining processes.

## Salient Features:-

- The text is written in an easy-to-read style that is designed for students with no prior PLC experience.
- Challenging problems ranging from easy to difficult level testing students' competence at various levels.
- Bulleted lists which are used to explain the step-by-step operations of programs.

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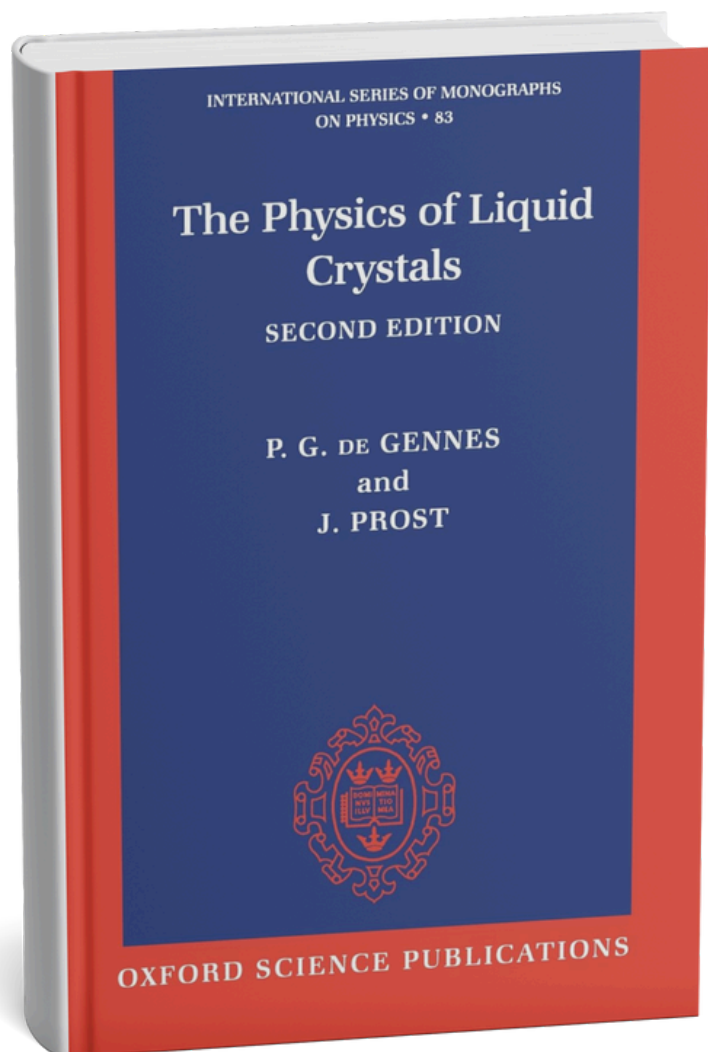
## Bibliographic Details

- **Author:** De P.G Gennes
- **Publisher:** Oxford University Press
- **Year :** 1993
- **ISBN:** 9780198517856
- **Pages:** 597p.
- **Call No:** 548.9 GE-P

# Physics of Liquid Crystals

## About The Book

This new edition covers the main properties of nematics, cholesterics, and smectics and columnar phases, particularly the symmetry and the mechanical and optical characteristics of each phase. The latter includes some applications to display systems. The emphasis on order-of-magnitude considerations should make it useful to researchers.

The final chapter is devoted to phase transitions in smectics, including the celebrated analogy between Smectic A and superconductors. Throughout the book there is an emphasis on order-of-magnitude considerations.

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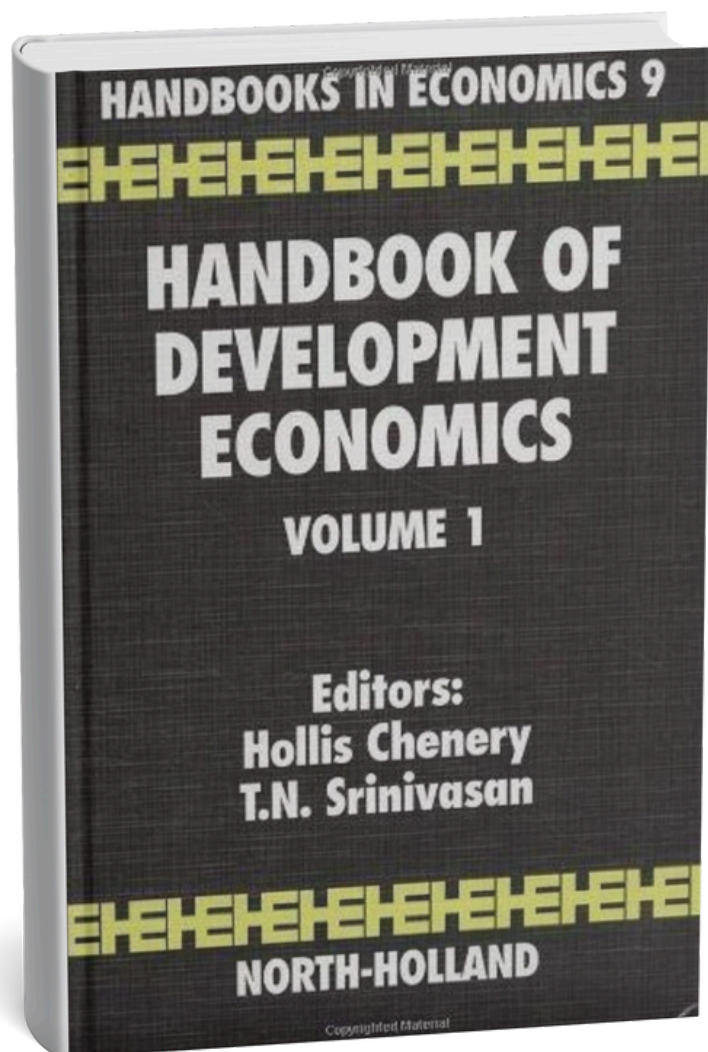
## Bibliographic Details

- **Author:** Hollis Chenery
- **Publisher:** Elsevier North Holland
- **Year :** 1998
- **ISBN:** 9780444703378
- **Pages:** 848p.
- **Call No:** 330 SR-H

# Handbook of Development Economics Vol. 1 (Vol. 1 of 5)

## About The Book

For this Handbook authors known to have different views regarding the nature of development economics have been selected. The Handbook is organised around the implications of different sets of assumptions and their associated research programs. It is divided into three volumes, each with three parts which focus on the broad processes of development.

Volume 1 of the Handbook begins by discussing the concept of development, its historical antecedents, and alternative approaches to the study of development, broadly construed.

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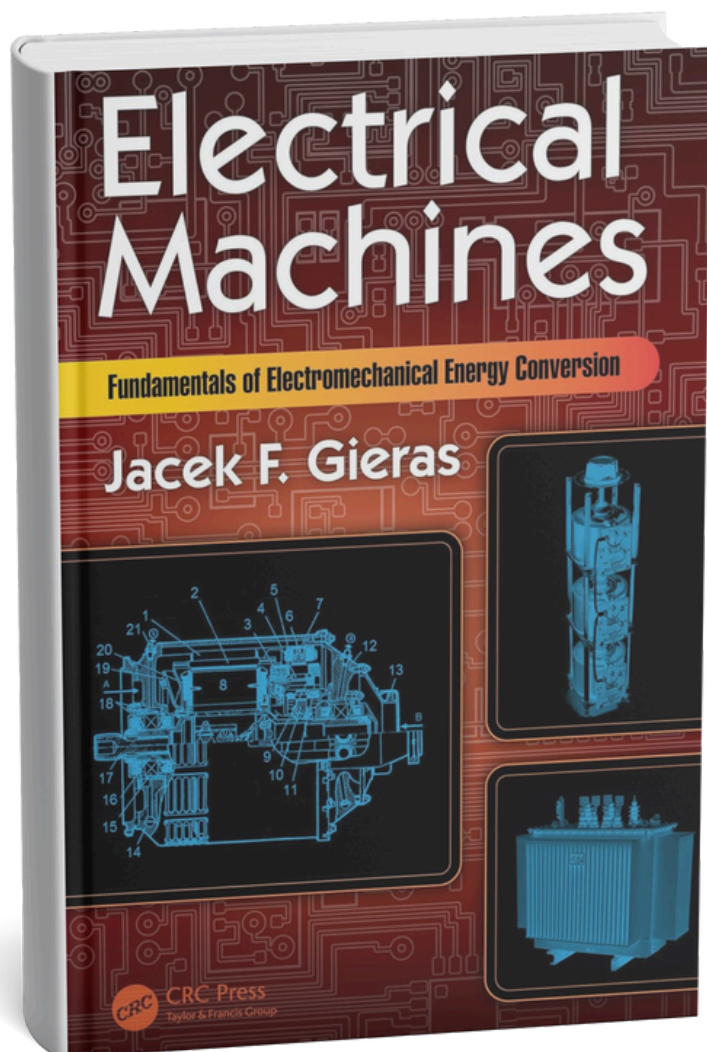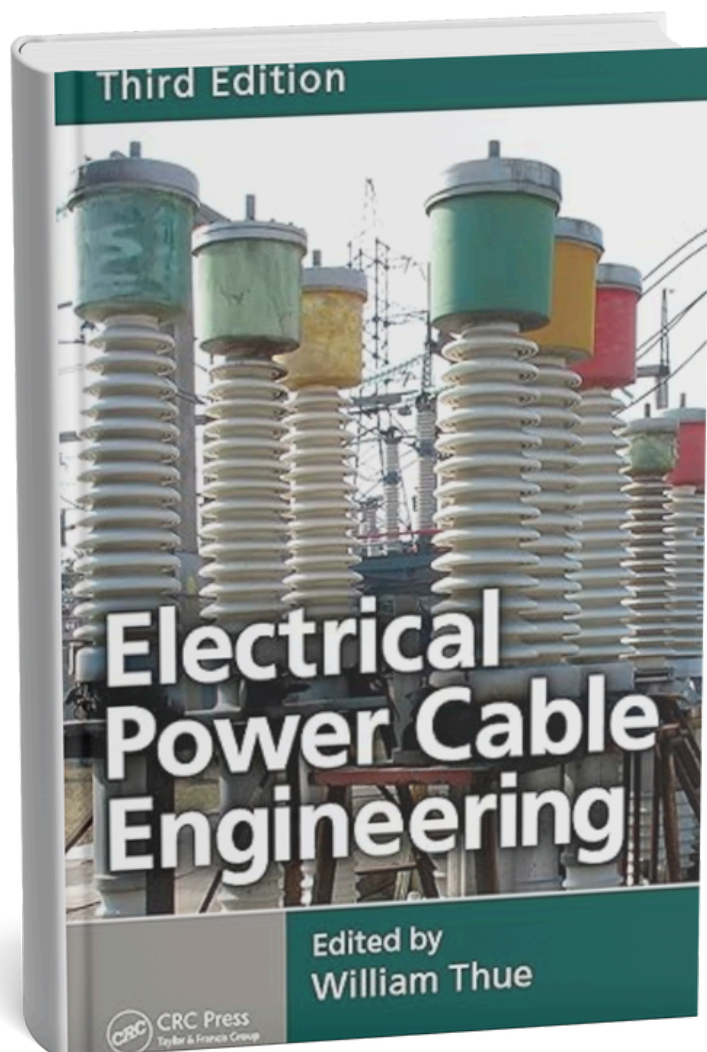
## Bibliographic Details

- **Author:** Jacek Gieras
- **Publisher:** CRC Press
- **Year :** 2017
- **ISBN:** 9781138582613
- **Pages:** 434p.
- **Call No:** 621.313 GI-E

# Electrical Machines : Fundamentals of Electromechanical Energy Conversion

## About The Book

This book endeavors to break the stereotype that basic electrical machine courses are limited only to transformers, DC brush machines, induction machines, and wound-field synchronous machines. It is intended to serve as a textbook for basic courses on Electrical Machines covering the fundamentals of the electromechanical energy conversion, transformers, classical electrical machines, i.e., DC brush machines, induction machines, wound-field rotor synchronous machines and modern electrical machines, i.e., switched reluctance machines (SRM) and permanent magnet (PM) brushless machines.

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**Acquisition Section, NNCL**

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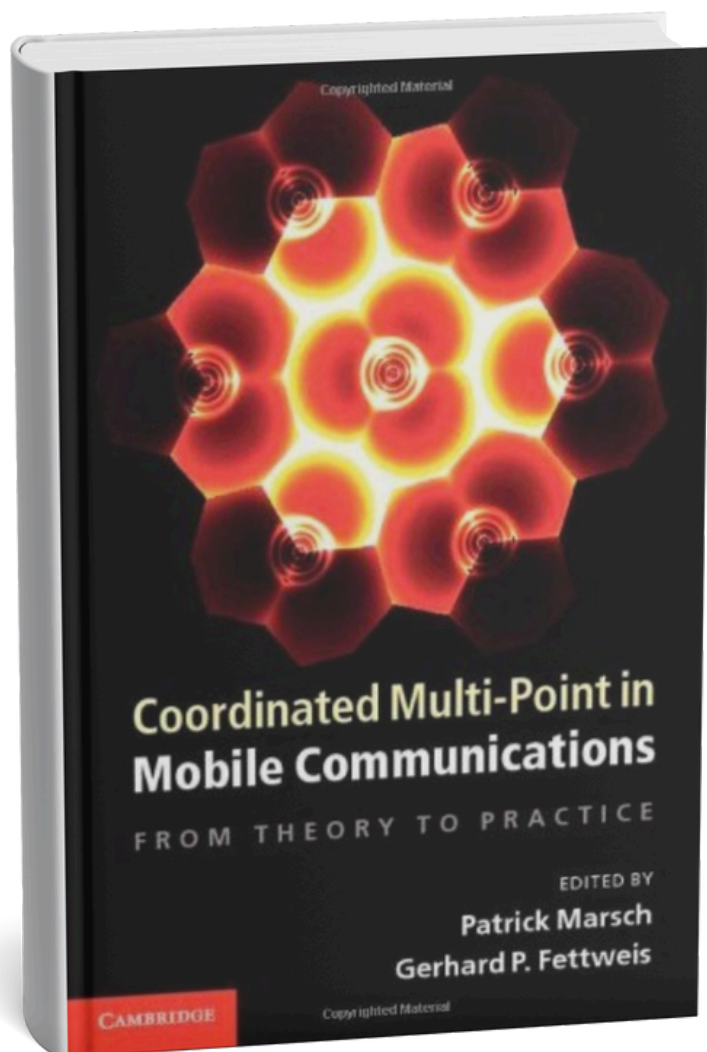
## Bibliographic Details

- **Author:** William Thue
- **Publisher:** CRC Press
- **Year :** 2012
- **ISBN:** 9780367413873
- **Pages:** 444p.
- **Call No:** 621.319 TH-E

# Electrical Power Cable Engineering

## About The Book

The book emphasizes methods to optimize vital design and installation of power cables used in the interrelated fields of electrical, mechanical, and, to some extent, civil engineering. An in-depth exploration of power cable characteristics and applications, it illustrates the many factors that can hinder real-world cable performance. Content focuses on low and medium voltages, considering that these are used for the majority of cables in service globally. This edition also details techniques for testing shielded power cable systems in the field, demonstrating how conductor material size and design depend on ampacity, voltage regulation, and other factors.

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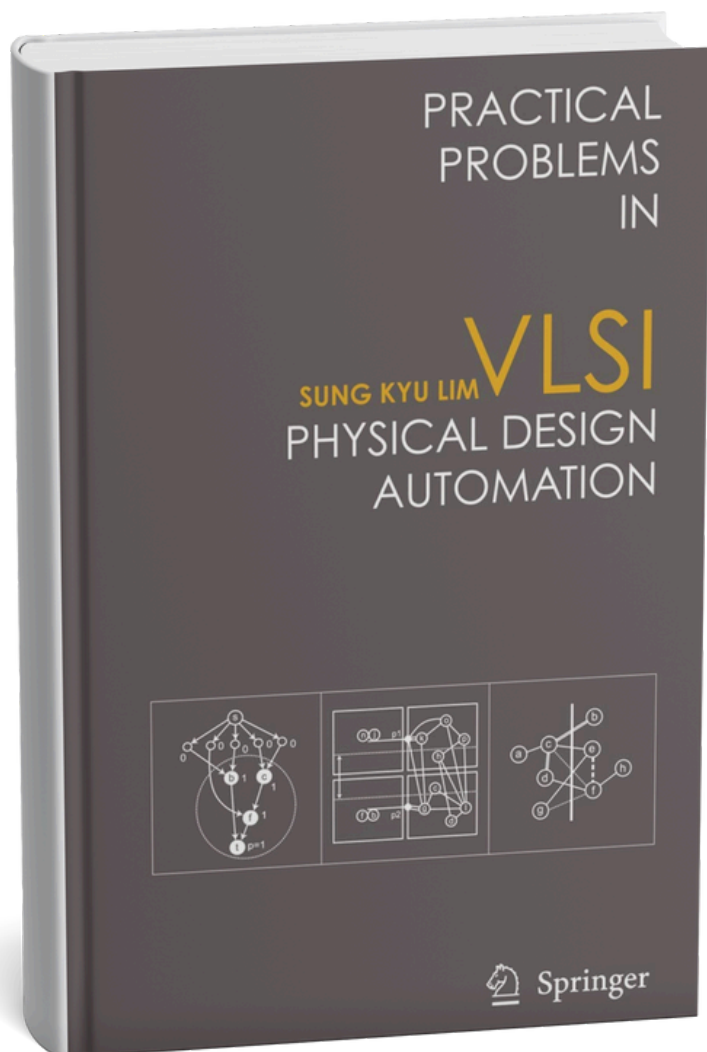
## Bibliographic Details

- **Author:** Patrick Marsch
- **Publisher:** Cambridge University Press
- **Year :** 2011
- **ISBN:** 9781107004115
- **Pages:** 480p.
- **Call No:** 621.3845 MA-C

# Coordinated Multi-Point in Mobile Communications

## About The Book

A self-contained guide to coordinated multi-point (CoMP), this comprehensive book covers everything from theoretical basics to practical implementation. Addressing a wide range of topics, it highlights the potential gains of CoMP, the fundamental degrees of freedom involved and the key challenges of using CoMP in practice. With detailed insight into the realistic potential of CoMP as a key technology for LTE-Advanced and beyond, this is a must-read resource for professionals and students who want the big picture on CoMP or require in-depth knowledge of how to build cellular communication systems for the future.

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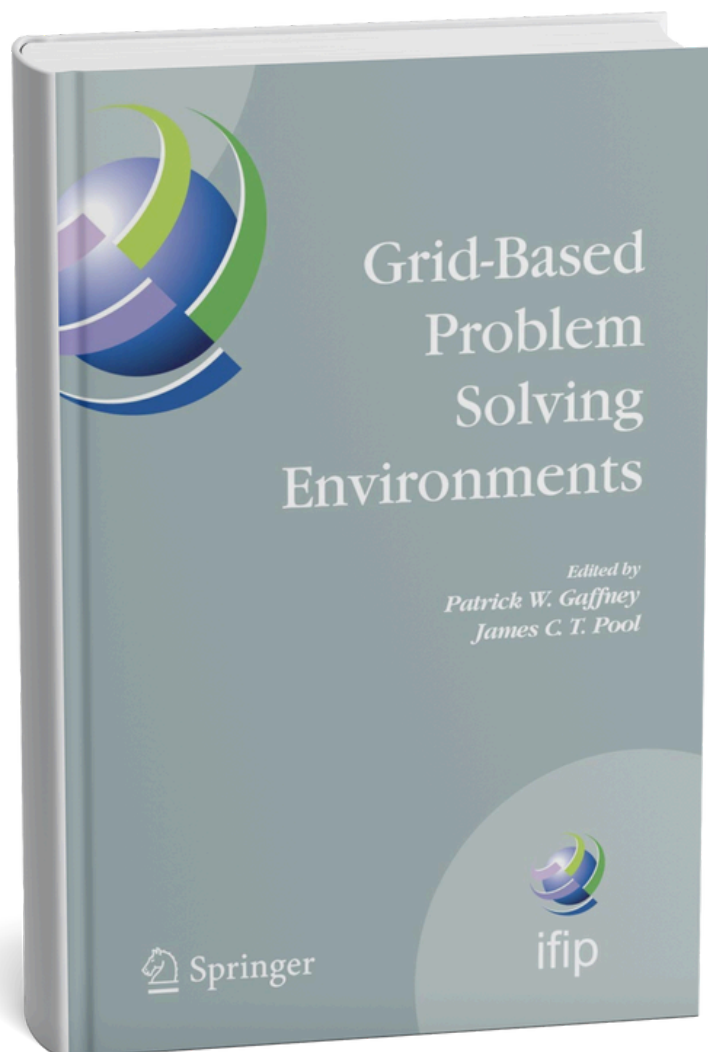
## Bibliographic Details

- **Author:** Sung Kyu Lim
- **Publisher:** Springer
- **Year :** 2008
- **ISBN:** 9781402066269
- **Pages:** 260p.
- **Call No:** 621.395 LI-P

# Practical Problems in VLSI

## About The Book

Practical Problems in VLSI Physical Design Automation contains problems and solutions related to various well-known algorithms used in VLSI physical design automation. Dr. Lim believes that the best way to learn new algorithms is to walk through a small example by hand. This knowledge will greatly help understand, analyze, and improve some of the well-known algorithms.

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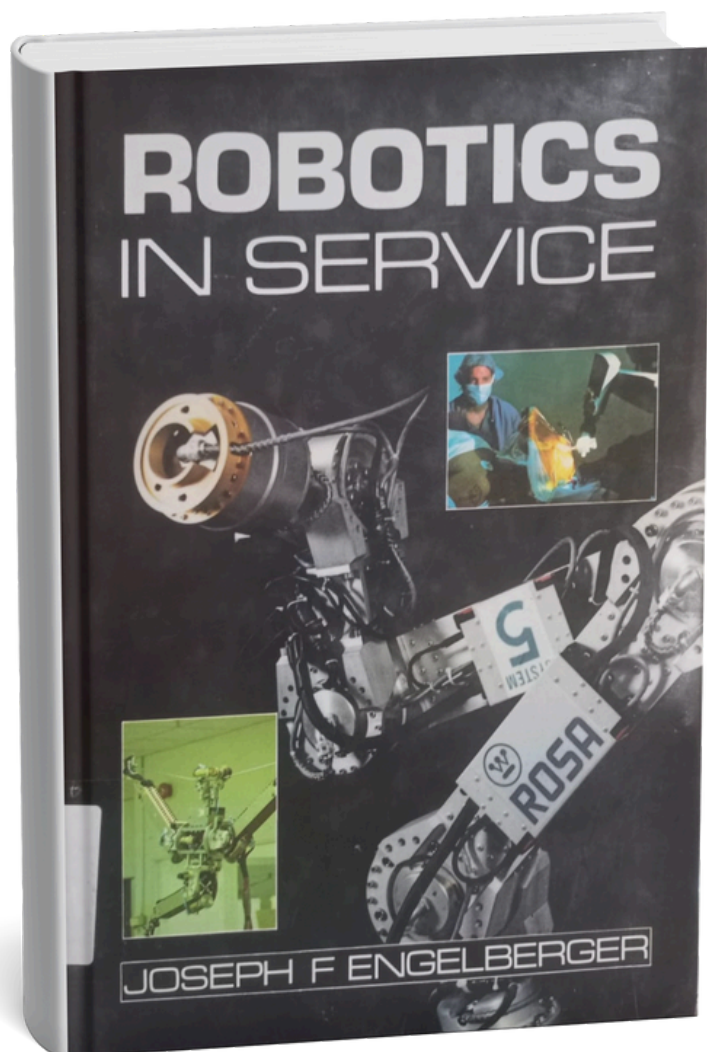
## Bibliographic Details

- **Author:** Patrick Gaffney
- **Publisher:** Springer
- **Year :** 2007
- **ISBN:** 9780387736587
- **Pages:** 460p.
- **Call No:** 004.36 GA-G

# Grid-Based Problem Solving Environments

## About The Book

This volume presents the proceedings of the IFIP TC2 WG 2.5 Conference on Grid-Based Problem Solving Environments: Implications for Development and Deployment of Numerical Software, held in Prescott, Arizona from July 17-21, 2006. The book contains the most up-to-date research on grid-based computing. It will interest users and developers of both grid-based and traditional problem solving environments, developers of grid infrastructure, and developers of numerical software.
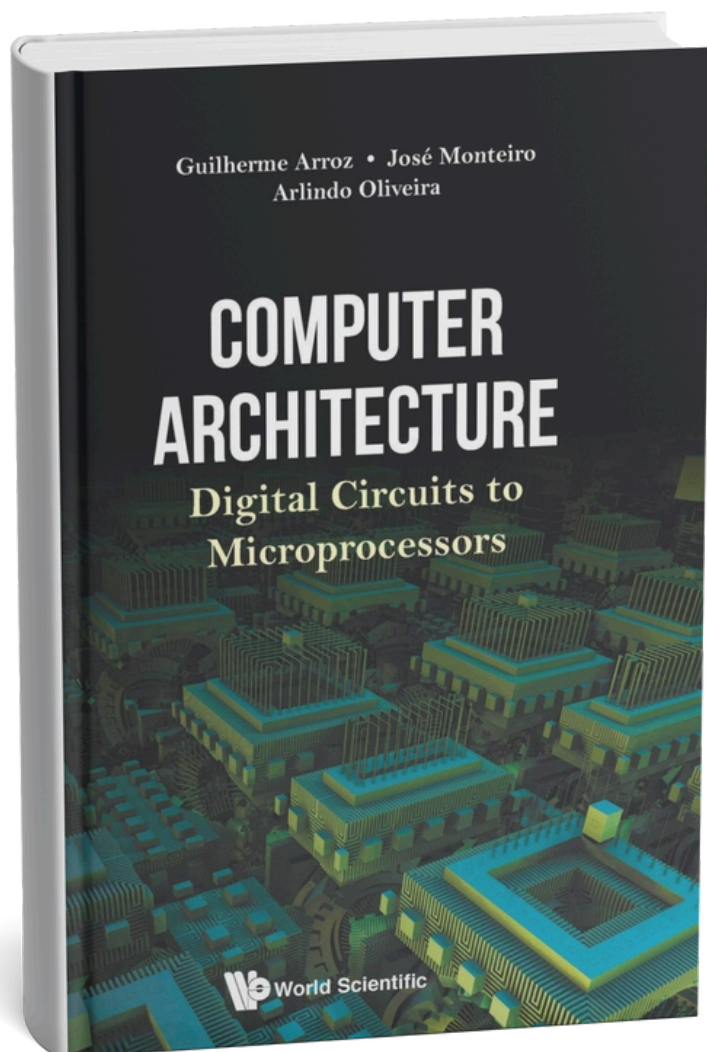
## Bibliographic Details

- **Author:** Joseph F Engelberger
- **Publisher:** Kogan Page
- **Year :** 1989
- **ISBN:** 9781850913580
- **Pages:** 248p.
- **Call No:** 629.8 EN-R

# Robotics in Service

## About The Book

The thesis of this book is that while "traditional" industrial robotics may currently be languishing in the technological doldrums, the way now lies open for robots and roboticists to exploit an almost limitless range of potential applications in the expanding service sector of the economy. Part I describes the current state and future potential of the various "enabling technologies" - sensors, vision, natural language processing, artificial intelligence, etc. Part II then goes on to discuss a wide variety of service and industrial applications where robots are already at work, under development or well within the scope of existing technologies.

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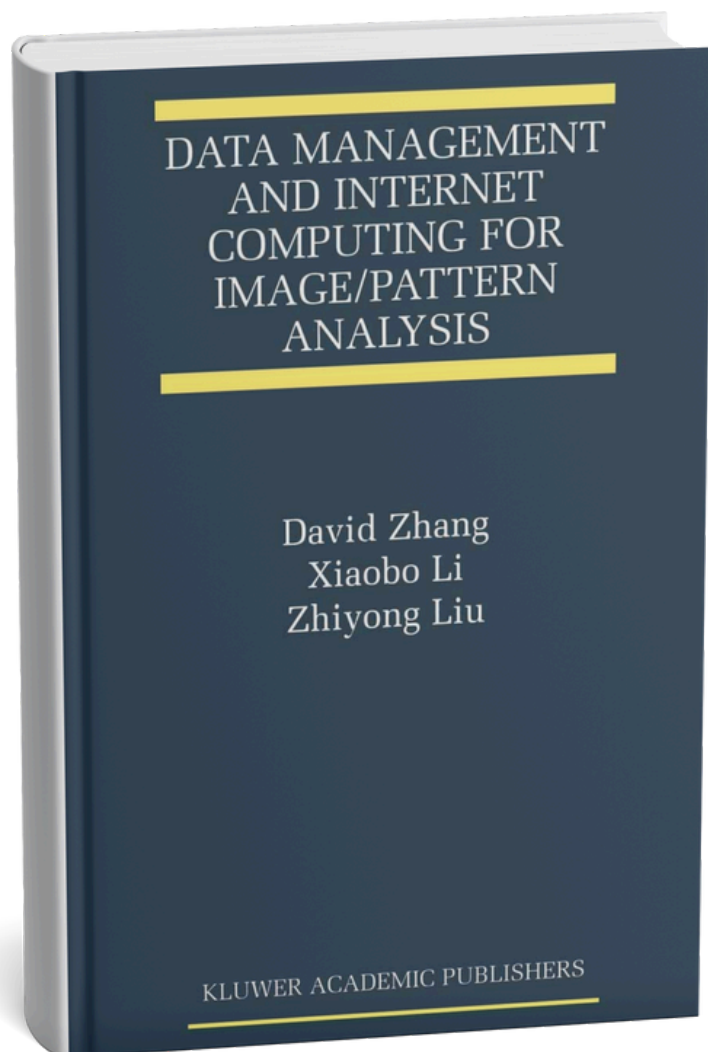
## Bibliographic Details

- **Author:** Guilherme Arroz
- **Publisher:** World Scientific
- **Year :** 2019
- **ISBN:** 9789813238336
- **Pages:** 725p.
- **Call No:** 004.22 AR-C

# Computer Architecture

## About The Book

An introductory text to computer architecture, this comprehensive volume covers the concepts from logic gates to advanced computer architecture. It comes with a full spectrum of exercises and web-downloadable support materials, including assembler and simulator, which can be used in the context of different courses. The authors also make available a hardware description, which can be used in labs and assignments, for hands-on experimentation with an actual, simple processor. This unique compendium is a useful reference for undergraduates, graduates and professionals majoring in computer engineering, circuits and systems, software, biomedical & aerospace engineering.

*Read from the Library*
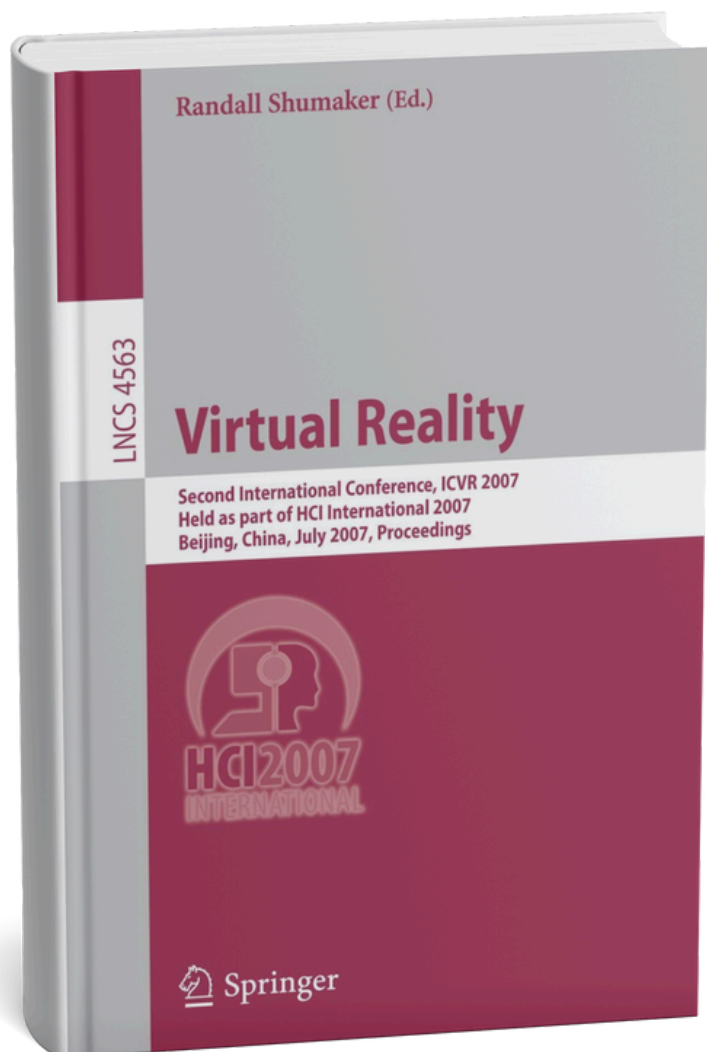
## Bibliographic Details

- **Author:** David Zhang
- **Publisher:** Kluwer Agademic Publishers
- **Year :** 2001
- **ISBN:** 9780792374565
- **Pages:** 365p.
- **Call No:** 005.74 ZH-D

# Data Management and Internet Computing for Image/Pattern Analysis

## About The Book

*Data Management and Internet Computing for Image/Pattern Analysis* focuses on the data management issues and Internet computing aspect of image processing and pattern recognition research. The book presents a comprehensive overview of the state of the art, providing detailed case studies that emphasize how image and pattern (IAP) data are distributed and exchanged on sequential and parallel machines, and how the data communication patterns in low- and higher-level IAP computing differ from general numerical computation, what problems they cause and what opportunities they provide.

**Read from the Library**

## Bibliographic Details

- **Author:** Randall Shumaker
- **Publisher:** Springer
- **Year :** 2007
- **ISBN:** 9783540733348
- **Pages:** 762p.
- **Call No:** 005.437 SH-V

# Virtual Reality

## About The Book

The 2nd International Conference on Virtual Reality, the 2nd International Conference on Usability and Intertionalization, and 2nd International Conference on Online Communities and Social Computing. A total of 3403 individuals from academia, research institutes, industry and governmental agencies from 76 countries submitted contributions, and 1681 papers, judged to be of high scientific quality, were included in the program. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of Human-Computer Interaction, addressing major - vances in knowledge and effective use of computers in a variety of application areas.

**Read from the Library**
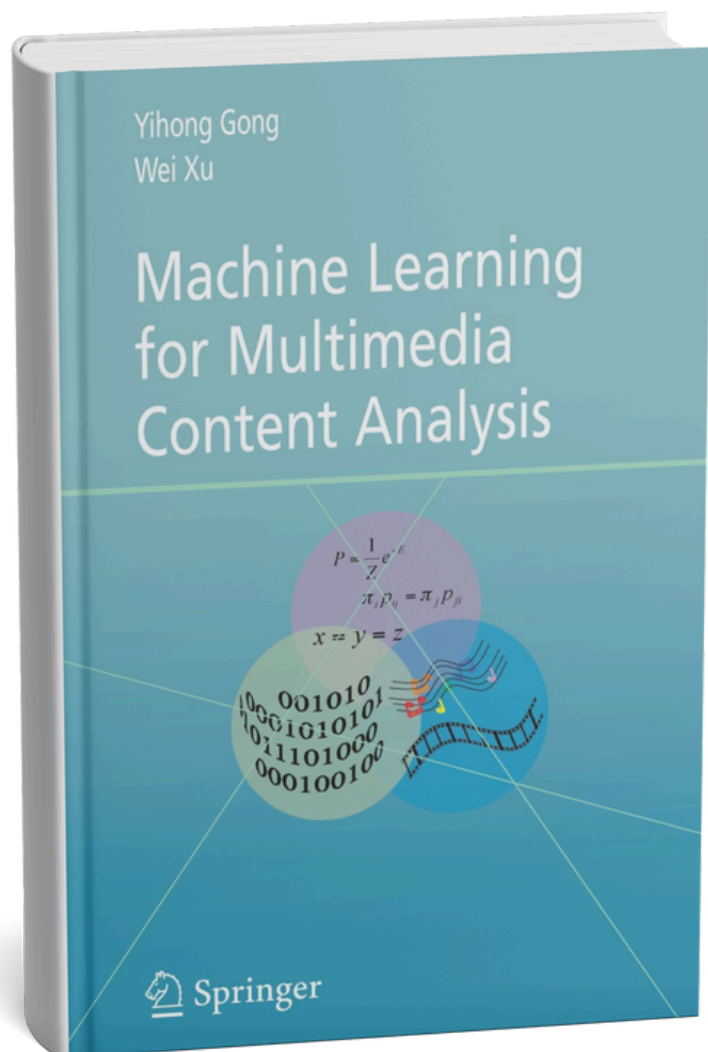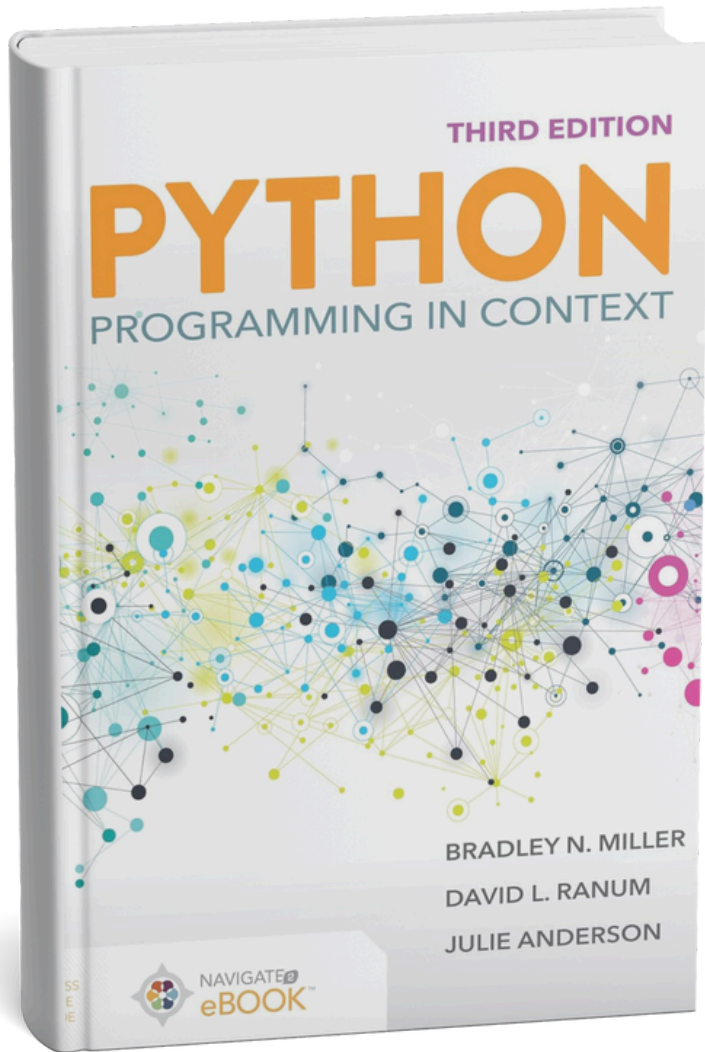
## Bibliographic Details

- **Author:** Yihong Gong
- **Publisher:** Springer
- **Year :** 2007
- **ISBN:** 9780387699387
- **Pages:** 277p.
- **Call No:** 006.31 GO-M

# Machine Learning for Multimedia Content Analysis

## About The Book

This book introduces machine learning techniques that are particularly powerful and effective for modeling spatial, temporal structures of multimedia data and for accomplishing common tasks of multimedia content analysis. This book systematically covers these techniques in an intuitive fashion and demonstrates their applications through case studies. This volume uses a large number of figures to illustrate and visualize complex concepts, and provides insights into the characteristics of many algorithms through examinations of their loss functions and straightforward comparisons. Machine Learning for Multimedia Content Analysis is designed for an academic and professional audience.

**Compiled by :**
**Acquisition Section, NNCL**

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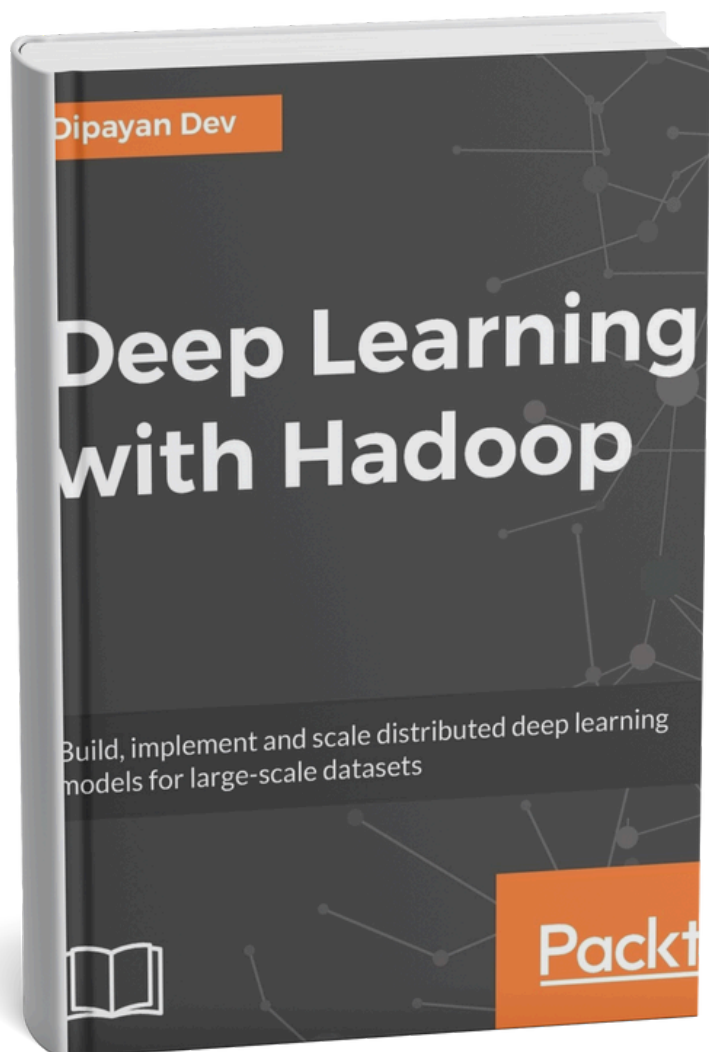
## Bibliographic Details

- **Author:** Bradley Miller
- **Publisher:** Jones & Bartlett
- **Year :** 2021
- **ISBN:** 9781284175554
- **Pages:** 497p.
- **Call No:** 005.1338 MI-P

# Python Programming In Context

## About The Book

An ideal first language for learners entering the rapidly expanding fields of computer science, data science, and scientific programing, Python gives students a solid platform of key problem-solving skills that translate easily across programming languages. The Third Edition's emphasis on problem-solving, extrapolation, and the development of independent exploration and solution-building provides students with a unique and innovative approach to learning programming. While students solve problems of general interest, language elements are introduced with deliberate and incremental exposure to the fundamentals. This book, third Edition is the ideal introductory text for those learning the Python language.

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## Bibliographic Details

- **Author:** Dipayan Dev
- **Publisher:** Packt Publishing
- **Year :** 2017
- **ISBN:** 9781787124769
- **Pages:** 190p.
- **Call No:** 005.7 DE-D

# Deep Learning with Hadoop

## About The Book

This book will teach you how to deploy large-scale dataset in deep neural networks with Hadoop for optimal performance. Starting with understanding what deep learning is, and what the various models associated with deep neural networks are, this book will then show you how to set up the Hadoop environment for deep learning. In this book, you will also learn how to overcome the challenges that you face while implementing distributed deep learning with large-scale unstructured datasets.

### Key benefits:-

- Get to grips with the deep learning concepts and set up Hadoop to put them to use
- Implement and parallelize deep learning models on Hadoop's YARN framework

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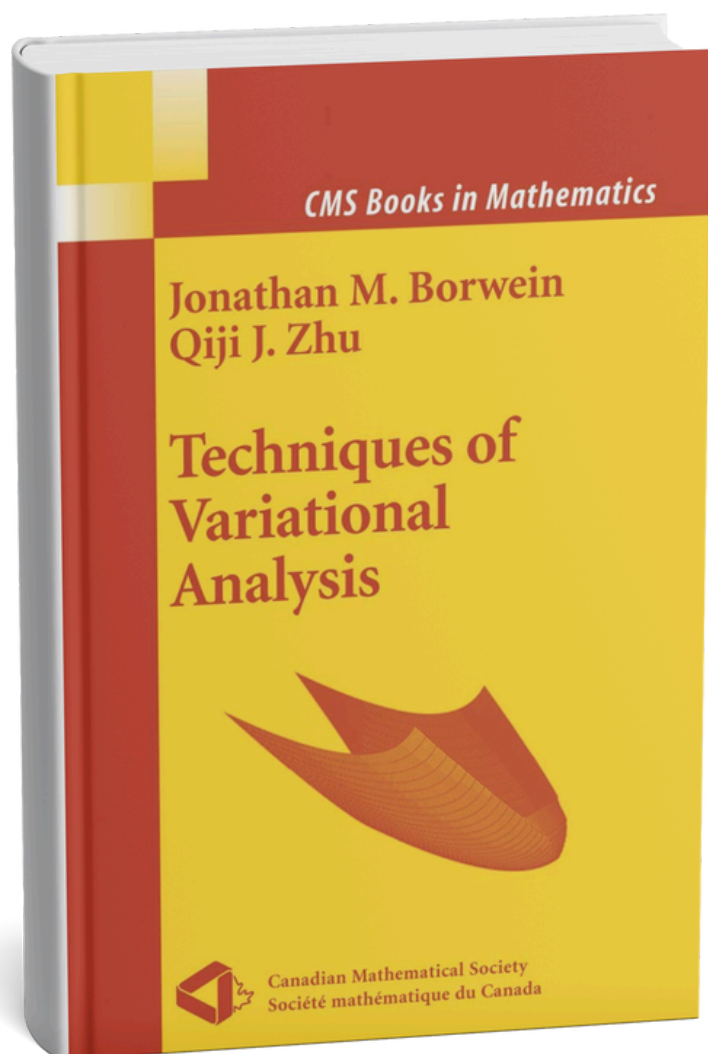
## Bibliographic Details

- **Author:** Jonathan Borwein
- **Publisher:** Springer
- **Year :** 2005
- **ISBN:** 9780387242989
- **Pages:** 362p.
- **Call No:** 515.64 BO-T

CMS Books in Mathematics

Jonathan M. Borwein
Qiji J. Zhu

Techniques of Variational Analysis

Canadian Mathematical Society
Société mathématique du Canada

# Techniques of Variational Analysis

## About The Book

This book provides a concise account of the essential tools of infinite-dimensional first-order variational analysis. These tools are illustrated by applications in many different parts of analysis, optimization and approximation, dynamical systems, mathematical economics and elsewhere. Much of the material in the book grows out of talks and short lecture series given by the authors in the past several years. Thus, chapters in this book can easily be arranged to form material for a graduate level topics course. A sizeable collection of suitable exercises is provided for this purpose.

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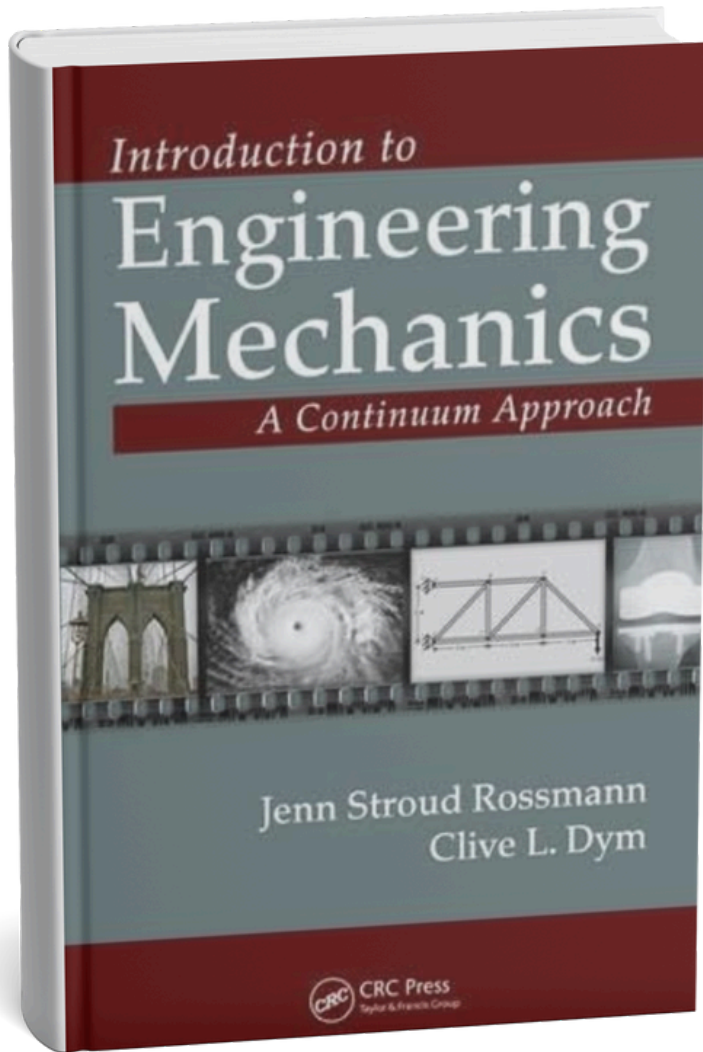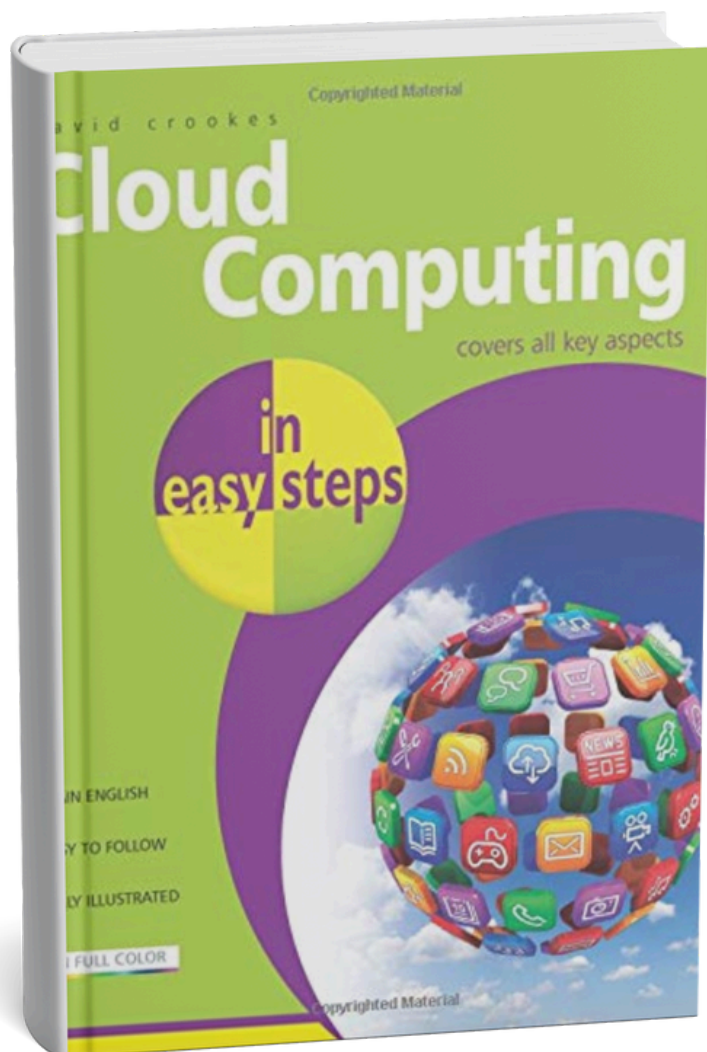
## Bibliographic Details

- **Author:** Jenn Stroud Rossmann
- **Publisher:** CRC Press
- **Year :** 2009
- **ISBN:** 9781420062717
- **Pages:** 472p.
- **Call No:** 620.1 RO-I

# Introduction To Engineering Mechanics

## About The Book

The essence of continuum mechanics — the internal response of materials to external loading — is often obscured by the complex mathematics of its formulation. By building gradually from one-dimensional to two- and three-dimensional formulations, this book provides an accessible introduction to the fundamentals of solid and fluid mechanics, covering stress and strain among other key topics. This undergraduate text presents several real-world case studies, such as the St. Francis Dam, to illustrate the mathematical connections between solid and fluid mechanics, with an emphasis on practical applications of these concepts to mechanical, civil, and electrical engineering structures and design.

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## Bibliographic Details

- **Author:** David Crookes
- **Publisher:** In Easy Steps
- **Year :** 2012
- **ISBN:** 9781840785326
- **Pages:** 192p.
- **Call No:** 004.678 CR-C

# Cloud Computing in Easy Steps

## About The Book

Cloud Computing in easy steps will show you how to harness cloud computing in your everyday life. You may already be using cloud services yet didn't realize it! You'll learn how these new platforms can help you work and play more efficiently and more importantly, at any location you choose.
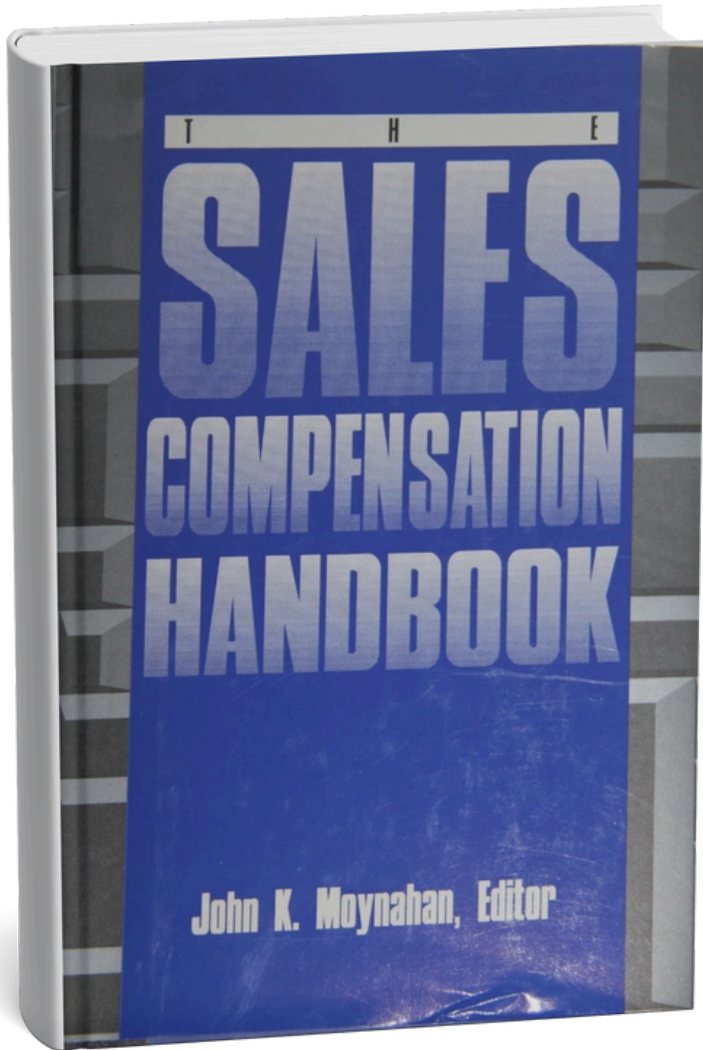
**Areas covered include:-**

- **What is a cloud?**
- **How to develop a cloud computing security policy**
- **How to work with Google Drive, Dropbox and Apple iCloud**
- **The steps and hardware needed to play games in the cloud**
- **Listening to music and streaming films**

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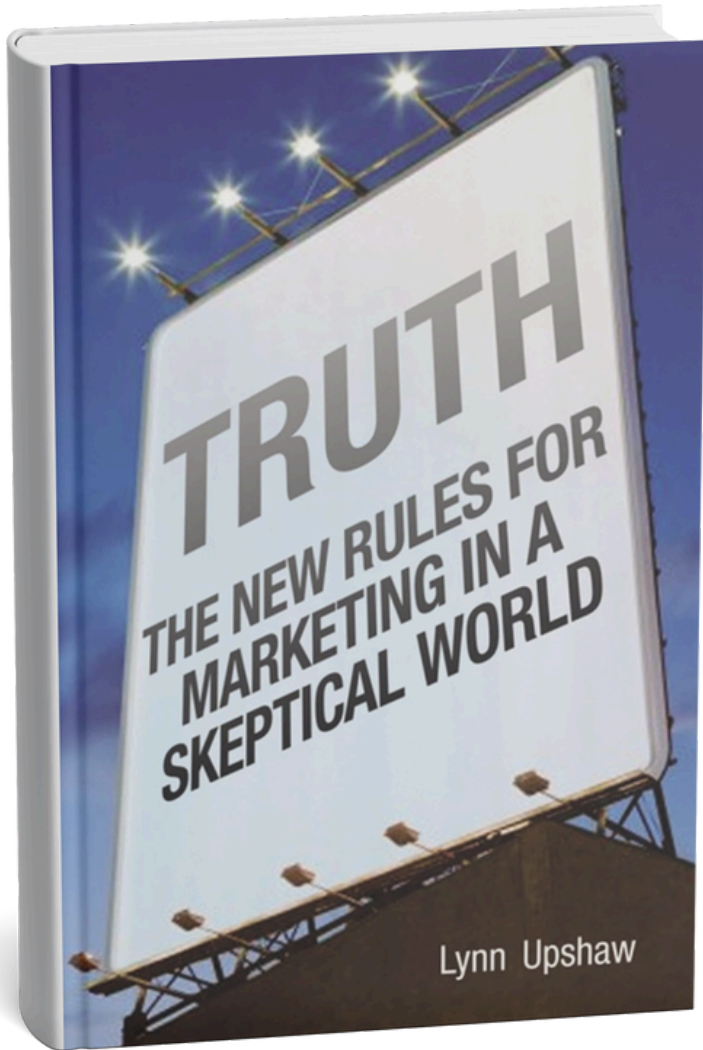
## Bibliographic Details

- **Author:** John K. Moynahan
- **Publisher:** American Management Association
- **Year :** 1991
- **ISBN:** 9780814401101
- **Pages:** 303p.
- **Call No:** 658.322 MO-S

# Sales Compensation Handbook

## About The Book

A book that combines the extensive experience of 15 authorities from the leading consulting firm of TPF&C. With in-depth coverage of issues, strategies, and tactics, the book provides guidance on everything from specific techniques to broad management approaches, including goal setting, base salary design, creating a plan for an entrepreneurial sales force - even reconciling a company's corporate culture with market needs. Examples and clearly defined action steps for each aspect of compensation planning and implementation are provided. Throughout, the book shows how to evaluate existing procedures and how to go about changing them when needed.

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## Bibliographic Details

- **Author:** Lynn B. Upshaw
- **Publisher:** American Management Association
- **Year :** 2007
- **ISBN:** 99780814473764
- **Pages:** 279p.
- **Call No:** 658.802 UP-T

# Truth: The New Rules For Marketing in a Skeptical World

## About The Book

In *Truth, marketing expert Lynn Upshaw* offers a systematic approach for building customer loyalty and increasing market share. He shows companies how they can capitalize on a new kind of competitive advantage and learn to:

- **Replace their pricing strategy with a more convincing value promise**
- **Achieve greater returns through integrity in marketing**
- **Promote more persuasively**
- **Build stronger customer partnerships**

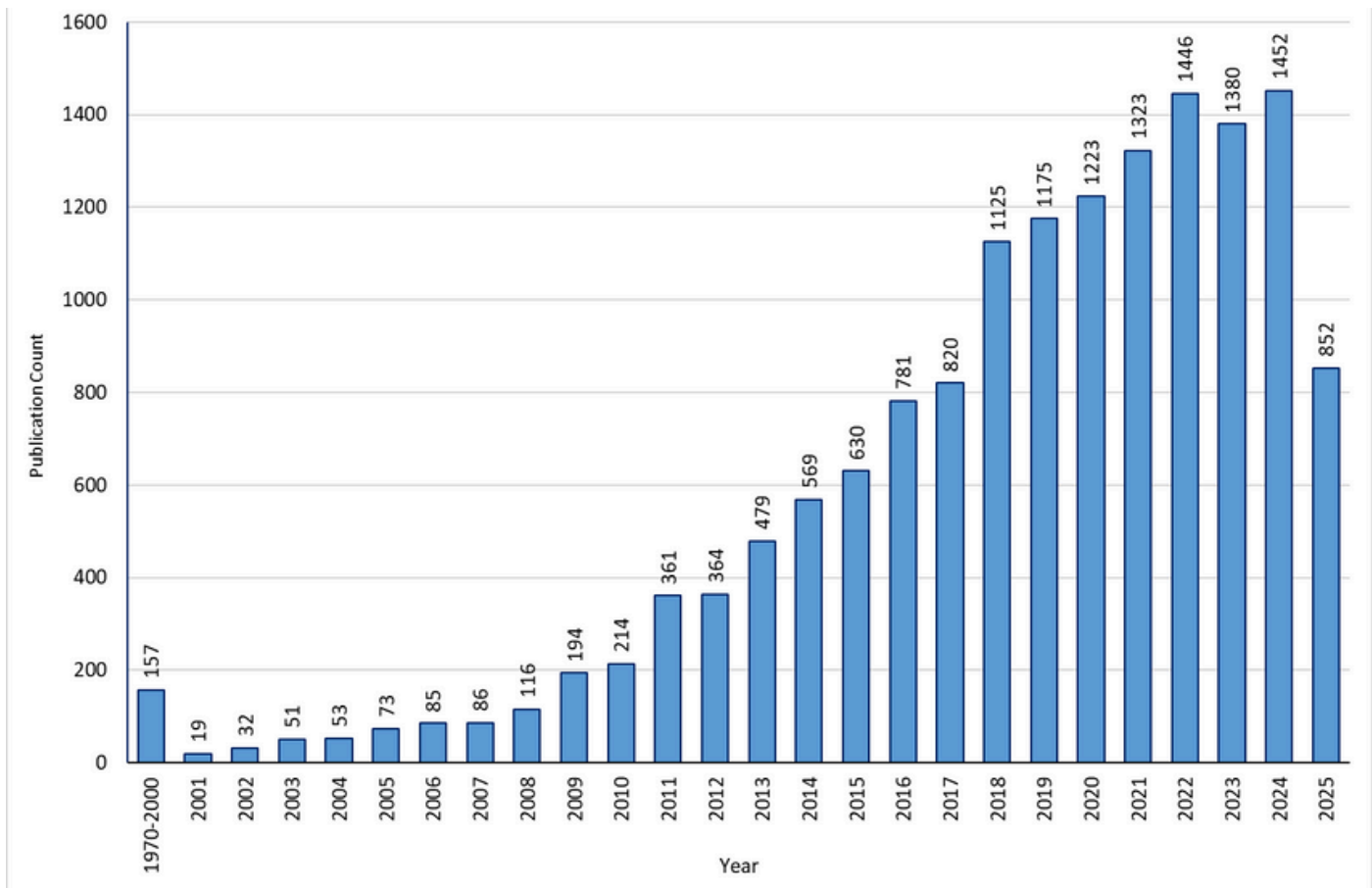A revolutionary book that redefines what it means to market, Truth will show companies how to strengthen.

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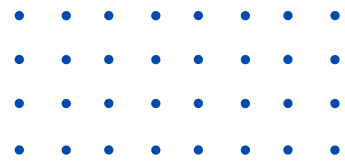5000+ Journals

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