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Laws of UX

Using Psychology to Design Better Products & Services

Jon Yablonski



Acc. No : 46140

Call No : 004.21 YAB-J

An understanding of psychology specifically the psychology behind how users behave and interact with digital interfaces is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the blueprint of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. How aesthetically pleasing design creates positive...



CRC FOCUS SERIES

Security, Privacy, and Trust in Mobile Communications



CROSS-SITE SCRIPTING ATTACKS

Classification, Attack,
and Countermeasures

B. B. Gupta and Pooja Chaudhary

 CRC Press
Taylor & Francis Group



Acc. No : 46921

Call No : 005.8 GUP-B

Social network usage has increased exponentially in recent years. Platforms like Facebook, Twitter, Google+, LinkedIn and Instagram, not only facilitate sharing of personal data but also connect people professionally. However, development of these platforms with more enhanced features like HTML5, CSS, XHTML and Java Script expose these sites to various vulnerabilities that may be the root cause of various threats. Therefore, social networking sites have become an attack surface for various cyber-attacks such as XSS attack and SQL Injection. Numerous defensive techniques have been proposed, yet with technology up-gradation current scenarios demand for more efficient and robust solutions. Cross-Site Scripting Attacks: Classification, Attack, and Countermeasures is a comprehensive...

AI and machine learning

Was Rahman



Acc. No : 45412

Call No : 006.3 RAH-W

Was Rahman's AI and Machine Learning achieves that rare balance of making a difficult and complex topic accessible to non-specialists, without dumbing down. He starts with an enlightening and entertaining explanation of what artificial intelligence is and how it works. This includes often-overlooked fundamentals like what we actually mean by intelligence, artificial or otherwise. Rahman brings his explanations to life with lucid and, at times, surprising examples of AI already in use around us. He takes these back to first principles, deftly avoiding any need to understand the maths or computing involved. This allows him to demystify what the technology is really doing and show us that much of it is reassuringly mundane, despite the hype. This distinctive approach comes into its own when examining...



Acc. No : 45591

Call No : 006.31 GIA-N

From deep fakes to GPT-3, deep learning is now powering a new assault on our ability to tell what's real and what's not, bringing a whole new algorithmic side to fake news. On the other hand, remarkable methods are being developed to help automate fact-checking and the detection of fake news and doctored media. Success in the modern business world requires you to understand these algorithmic currents and to recognize the strengths, limits, and impacts of deep learning especially when it comes to discerning the truth and differentiating fact from fiction. This book tells the stories of this algorithmic battle for the truth and how it impacts individuals and society. In doing so, it weaves together the human stories and what's at stake here, a simplified technical background on how these...

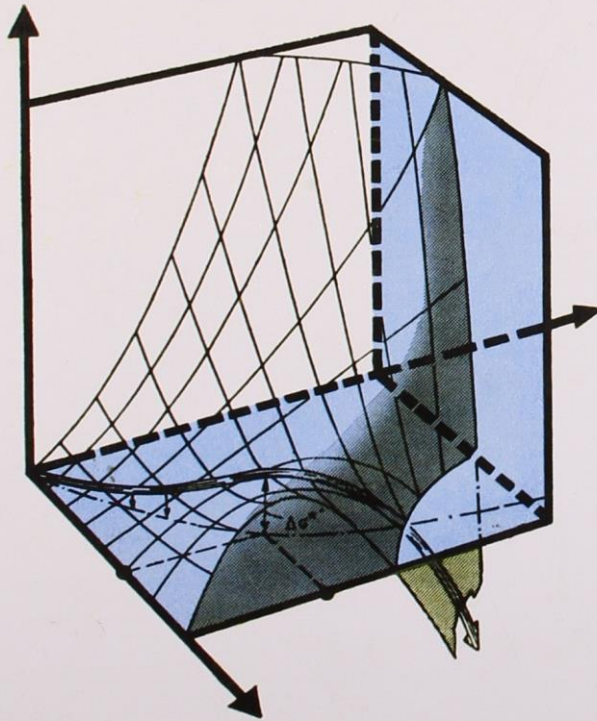
How Algorithms Create and Prevent Fake News

Exploring the Impacts of
Social Media, Deepfakes, GPT-3,
and More

—
Noah Giansiracusa

Apress®

Solid State Phase Transformations



V. RAGHAVAN



Acc. No : 41494

Call No : 530.41 RAG-V

One of the main fields of study of metallurgists, ceramists and other materials scientists is the interrelationships between structure and properties of materials. The subject of phase transformation plays a key role here. Written by an international authority on phase transformation, this text elucidates the principles of phase transformations in solids in general and metals and alloys in particular. The book is intended for advanced level undergraduate students of metallurgy and materials science, first year postgraduate students of metallurgy and materials science, and M.Sc. students of solid-state physics and solid-state chemistry. The opening chapter is a brief introduction to the various types of phase transformations. Next the principles of solid state diffusion are dealt with, as many...

NEW YORK TIMES BESTSELLER

THIS IS YOUR MIND ON PLANTS

MICHAEL
POLLAN

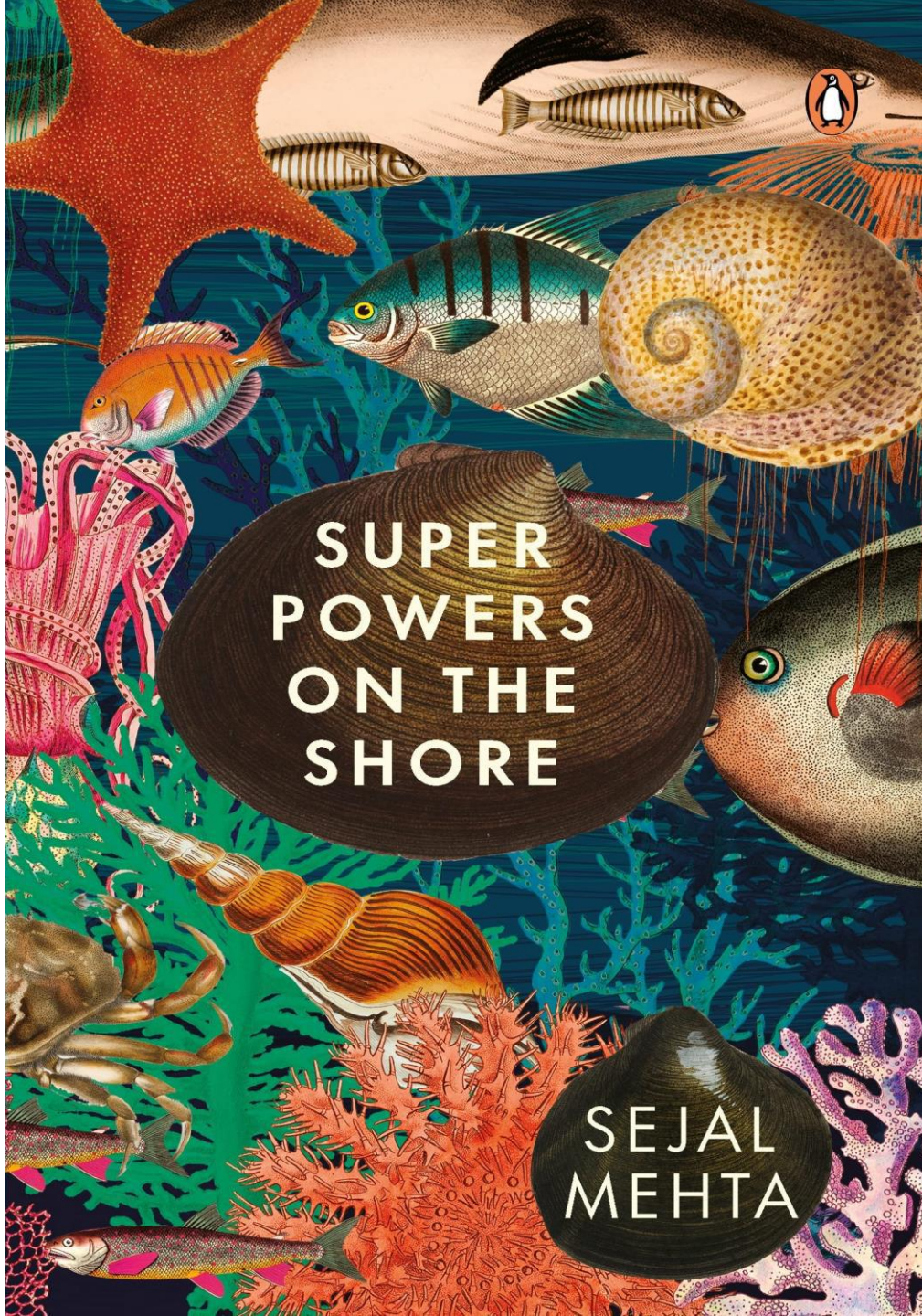
AUTHOR OF *How to Change Your Mind*



Acc. No : 46738

Call No : 581.6 POL-M

The instant New York Times bestseller Expert storytelling masterfully elevates a series of big questions about drugs, plants and humans that are likely to leave readers thinking in new ways. New York Times Book Review From New York Times bestselling author Michael Pollan, a radical challenge to how we think about drugs, and an exploration into the powerful human attraction to psychoactive plants and the equally powerful taboos. Of all the things humans rely on plants for sustenance, beauty, medicine, fragrance, flavor, fiber surely the most curious is our use of them to change consciousness: to stimulate or calm, fiddle with or completely alter, the qualities of our mental experience. Take coffee and tea: People around the world rely on caffeine to sharpen their minds. But we do not usually think of caffeine as...



Acc. No : 46765

Call No : 590 MEH-S

Our coasts are large, vast wildernesses that witness the mystical pageantry of life. They have given us monsters and myths, they are fathoms deep and full of whispers, home to unknown creatures and sprawling ecosystems. They are chasms of beauty and frontiers of possibility. From the space between land and sea, revealed only at low tide, comes a coruscating kaleidoscope of colors and brilliance: the intertidal zone. And the marine lifeforms of these zones are capable of superpowers. Yes, superpowers! Of the kind that comic book characters can only dream of. The Indian coastline hosts some magnificent intertidal species: solar-powered slugs, escape artist octopuses, venomous jellies, harpooning conus sea snails, to name just a few. It is as biodiverse as a forest wildlife safari, and...

Ülgen Gülçat

Fundamentals of Modern Unsteady Aerodynamics

Second Edition

 Springer



Acc. No : 42430

Call No : 629.1323 GUL-U

In this book, the author introduces the concept of unsteady aerodynamics and its underlying principles. He provides the readers with a comprehensive review of the fundamental physics of free and forced unsteadiness, the terminology and basic equations of aerodynamics ranging from incompressible flow to hypersonic. The book also covers modern topics related to the developments made in recent years, especially in relation to wing flapping for propulsion. The book is written for graduate and senior year undergraduate students in aerodynamics and also serves as a reference for experienced researchers. Each chapter includes ample examples, questions, problems and relevant references. The treatment of these modern topics has been completely revised and expanded for the new...

KAVITA KHOSA
FOUNDER OF PUREARTH



BEAUTY UNBOTTLED

Timeless Ayurvedic Recipes & Rituals



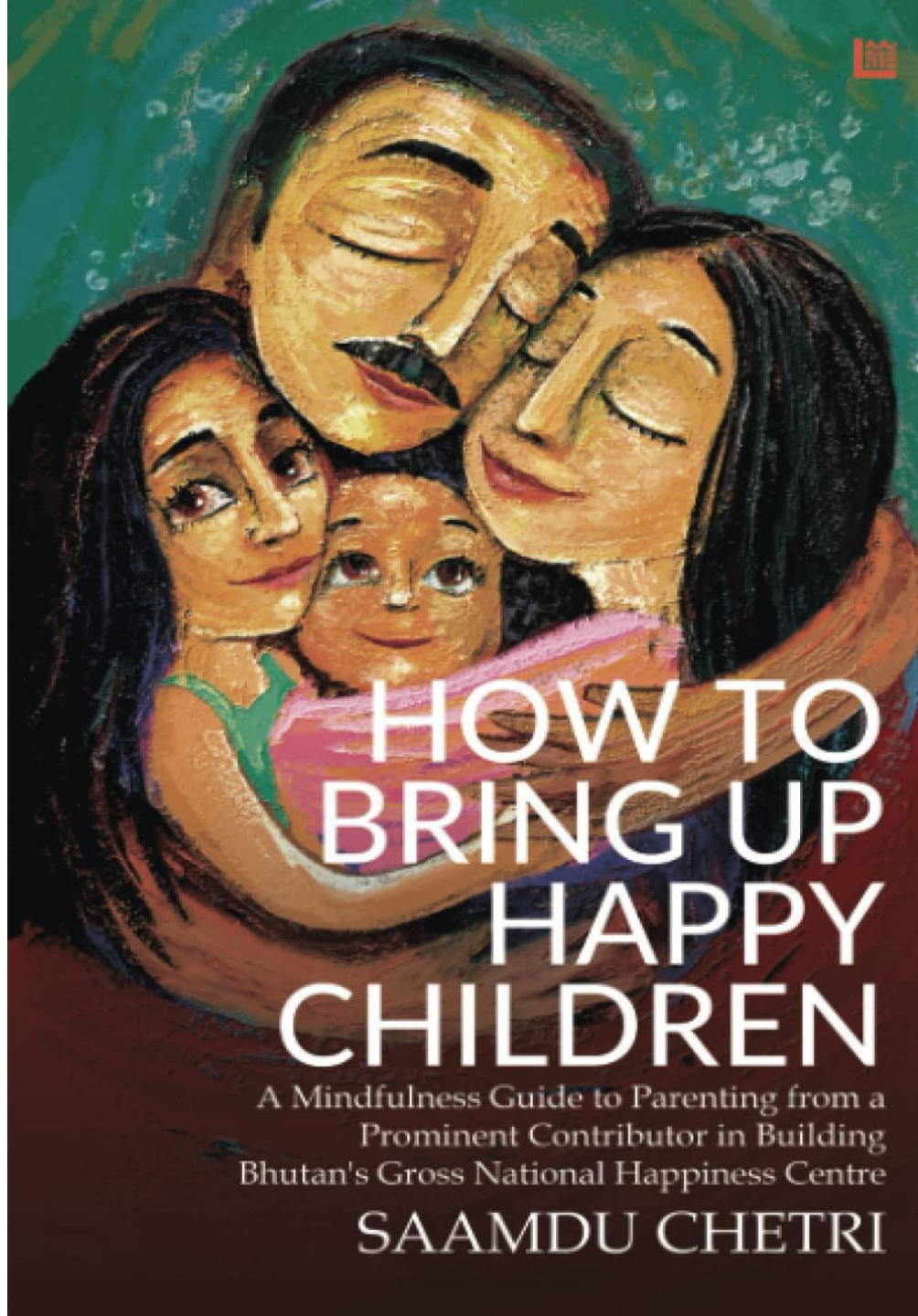
FOREWORD BY LISA RAY



Acc. No : 46702

Call No : 641.563 KHO-K

Can one make sunscreen from saffron? Can hemp oil help heal acne? How does madder root help cure hyperpigmentation? Beauty Unbottled is a unique DIY guide on how to use herbs and plants to turn your kitchen into a beauty lab. Learn how to treat hair loss, frizz, dandruff and premature greying with powerful Ayurvedic kitchen herbs. Create your own masks, moisturizers, serums and shampoos with superfoods like neem, tulsi, jasmine and sandalwood-herbs that are revered in Ayurveda. Explore the alchemy of Ayurveda and its long-lost, forgotten beauty secrets with simple step-by-step skin and hair recipes with vegan options in this definitive guide and self-help book. This book will also guide you to read and understand labels, have a balanced diet for a healthy body and choose...



Acc. No : 46835

Call No : 649.1 CHE-S

How to Bring Up Happy Children, based on the Gross National Happiness principles of the small Himalayan Kingdom of Bhutan, is about bringing life transformative changes to young families. Saamdu Chetri uses his decades of experience in working with Bhutan's Gross National Happiness concept, and disseminating its principles to the world, to explain how parents who are content and grounded in the nine domains of human existence, enable the raising of happy children who have the natural ability to live in harmony with themselves, others, nature, and the greater universe. From young couples preparing for parenthood, to middle-aged parents navigating the difficult stages of confusion and inner conflict with their young adult children, this book spans every age and stage, helping every...

'Prashant's ideas are path-breaking, yet pragmatic; sophisticated, yet peppered with simple examples from his successful business career. Practitioners will get something real and tangible, which they can apply to their craft, and amplify the impact of their limited resources'

VIPUL CHAWLA, president, Pizza Hut International



MADE IN FUTURE

A Story of

MARKETING,
MEDIA & CONTENT
FOR OUR TIMES

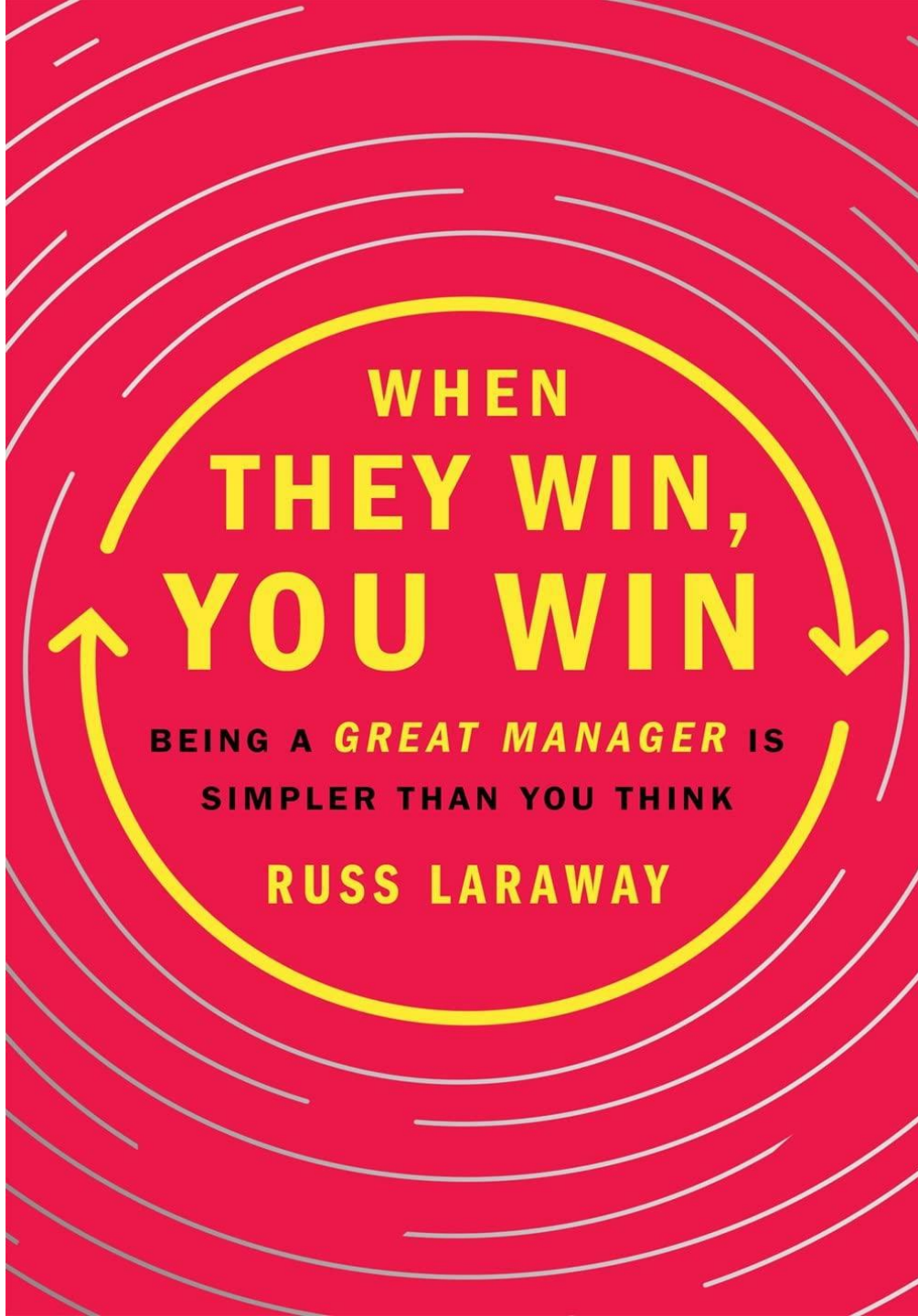
PRASHANT KUMAR



Acc. No : 46739

Call No : 658.872 KUM-P

In this new age, marketers, media owners, agencies and content creators tend to struggle with the new realities of marketing. Everything they learnt while they were growing up is being challenged, and seems to be growing irrelevant against the disruptors that they face. Marketing thinking, even in some of the world's largest organizations, is disconnected from their own ground-level executions. The game has changed. But they are still playing by the rules of the 1990s. They are set to lose if they keep applying Band-Aids on a broken model and trying to fit the future in the containers of the past. They need a 'native' view of marketing in the digital age. This book provides a conceptual glue. Prashant Kumar, in his ground breaking new book *Made in Future*, delves into...



Acc. No : 46757

Call No : 658.409 LAR-R

From the legendary Silicon Valley manager who inspired Radical Candor, the three simple rules for creating happy, engaged teams. Businesses everywhere are plagued by managers who seem to think that keeping their staff miserable is the best way to deliver profits. This is a failure of leadership that also hurts the bottom line; research has shown that maintaining a happy, engaged workforce consistently drives measurably better business results across the board. In *When They Win, You Win*, Russ Laraway, the Chief People Officer at Qualtrics, provides a simple, coherent, and complete leadership standard that teaches organizational planners and managers how to develop incredible levels of employee engagement. The book identifies three key elements clear direction setting and...

**'Essential and
definitive'
Catherine
Belton**

The Age of the Strong- Man

**How the
Cult of
the Leader
Threatens
Democracy
around
the World**

**Gideon
Rachman**

**'Laser-sharp...
and terrifying'
Peter Frankopan**



Acc. No : 46691

Call No : 303.34 RAC-G

Authoritarian leaders have become a central feature of global politics. Since 2000, self-styled strongmen have risen to power in capitals as diverse as Moscow, Beijing, Delhi, Brasilia, Budapest, Ankara, Riyadh and Washington. These leaders are nationalists and social conservatives, with little tolerance for minorities, dissent or the interests of foreigners. At home, they claim to stand up for ordinary people against globalist elites; abroad, they posture as the embodiments of their nations. And everywhere they go, they encourage a cult of personality. These leaders are not just operating in authoritarian political systems but have begun to emerge in the heartlands of liberal democracy. While the EU referendum and election of Donald Trump in 2016 mark a watershed, the new era started at...

ANTHONY SATTIN NOMADS

THE
WANDERERS
WHO
SHAPED
OUR
WORLD



Acc. No : 46724

Call No : 305.9069 SAT-A

Humans have been on the move for most of history. Even after the great urban advancement lured people into the great cities of Uruk, Babylon, Rome and Chang'an, most of us continued to live lightly on the move and outside the pages of history. But recent discoveries have revealed another story. Wandering people built the first great stone monuments, such as the one at seven thousand years before the pyramids. They tamed the horse, fashioned the composite bow, fought with the Greeks and hastened the end of the Roman Empire. They had a love of poetry and storytelling, a fascination for artistry and science, and a respect for the natural world rooted in reliance and their belief. Embracing multiculturalism, tolerant of other religions, their need for free movement and...

THE WISEST OWL



BE YOUR OWN
FINANCIAL
PLANNER



Foreword by

SAURABH MUKHERJEA

ANUPAM GUPTA



Acc. No : 46732

Call No : 332.024 GUP-A

India is witnessing a major change in the way we look at money. Having reached the middle income status as a country, a vast section of the youth is now aspiring for higher financial goals. This large population is breaking away from its parents in almost every way, including financially. But the new generation of Indians entering the workforce demand more knowledge on their investments. They constantly grapple with complicated questions surrounding money: What do they do with their money? How do they plan for their future? Most of the time, they get bad advice. Mutual funds have not really delivered meaningful returns, stock selection is extremely complicated and sophisticated investments like PMSs, AIFs, etc., are only for the wealthy. This book tries to help these young investors by offering them...



JULIAN ROCHE

AGRIBUSINESS

An International Perspective



Acc. No : 46696

Call No : 338.1 ROC-J

Agribusiness offers a unique introduction to the business of agriculture: what agribusiness is, why it matters, what the role of technology is, how trade fits into the picture, what its key risks are, who is lending and investing and why, and what returns they are getting. It is both practical in orientation focusing on the role of managers in the industry as well as that of lenders and investors and international in scope drawing on case studies and interviews with key figures all over the world. The text ranges across various agricultural commodities to stress that there is no 'one size fits all' solution and successful management, lending or investment in agribusiness requires understanding specifics. Readers are introduced to the economics of the supply and...



Third Revised and Enlarged Edition

MACROECONOMICS For Management Students

ATLANTIC

A. NAG



Acc. No : 46678

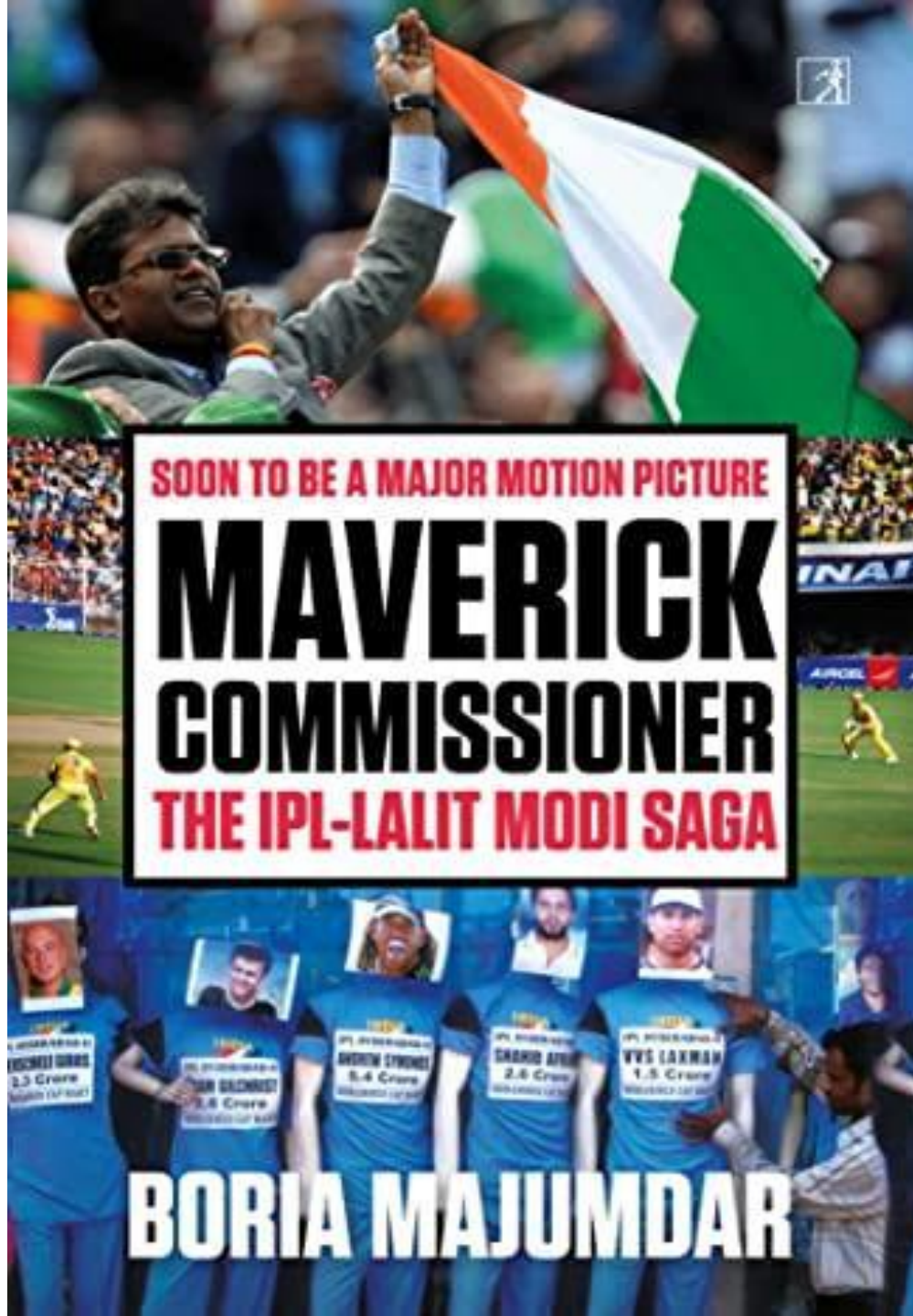
Call No : 339.0246 NAG-A

The objective of this book is to acquaint Management students with the macroeconomic framework that provides the general economic environment within which business decisions are taken. There is very little literature available on Macroeconomics which tries to take into account the special needs of Management students. There is, therefore, a definite need to fill this vacuum and the present book is an attempt to do so. This is an induction level textbook and can be used by both BBA and MBA students for a foundation course in Macroeconomics. The and 'Glossary', at the end of the book, is for immediate reference of students to help them understand various terms used in the text. Two other important features of the book are the section on Macroeconomic database and sources and...



Acc. No : 46888

Call No : 796.35809 MAJ-B



The Indian Premier League. Its mere mention forces cricket fans across the world to sit up and take notice. World cricket's most valued property has only grown stronger with time. Conceived and implemented by Lalit Modi in 2008, the IPL has forever revolutionized the way cricket is marketed and run globally. Modi had built and orchestrated the tournament by his own rules and after the stupendous success of the IPL, the same rules were questioned by the administration. Modi was subsequently banned for life. How and why did it happen? What went on behind the scenes? How did it all start to go wrong between Modi and the others? Are there secrets that will never come out? This book is all about everything you never got to know. Each fact corroborated by multiple sources who were in the...

Seishi Yokomizo

A classic Japanese murder mystery from
the author of *The Honjin Murders*



DEATH ON GOKUMON ISLAND


PUSHKIN VERTIGO



Acc. No : 46877

Call No : 895.6344 YOK-S

Kosuke Kindaichi arrives on the remote Gokumon Island bearing tragic news - the son of one of the island's most important families has died, on a troop transport ship bringing him back home after the Second World War. But Kindaichi has not come merely as a messenger - with his last words, the dying man warned that his three step-sisters' lives would now be in danger. The scruffy detective is determined to get to the bottom of this mysterious prophecy, and to protect the three women if he can. As Kosuke Kindaichi attempts to unravel the island's secrets, a series of gruesome murders begins. He investigates, but soon finds himself in mortal danger from both the unknown killer and the clannish locals, who resent this outsider meddling in their affairs. Loosely inspired by Agatha Christie's and...

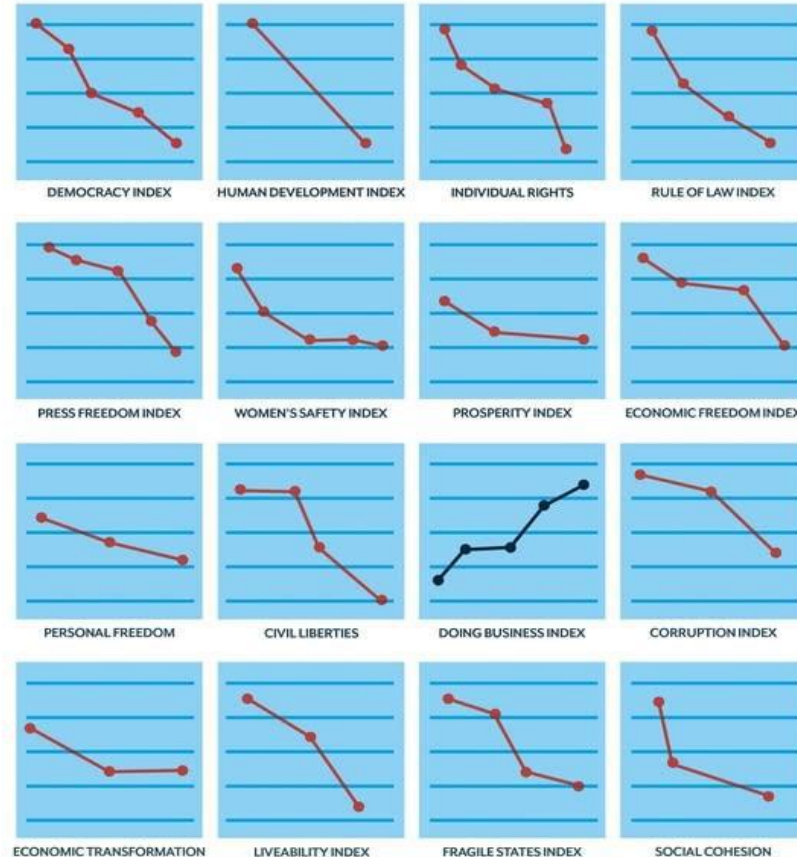
PRICE OF THE MODI YEARS



Acc. No : 46860

Call No : 954.0533 PAT-A

Columnist, author and political commentator, Aakar Patel has long been a close observer of the political scenario. In *Price of the Modi Years*, he seeks to explain the data and facts on India's performance under Narendra Modi. Modi's predecessor, Manmohan Singh, had once said that Modi would be a disaster as prime minister. This book shows how. It concedes Modi's popularity; this is an accounting of the damage he has wrought. It is the history of India since 2014, assessing the damage across the polity from the economy, national security, federalism, foreign relations, legislations and the judiciary to media and civil society. Our memories are not long, news cycles are transient and incidents are forgotten or misclassified as being only episodic, unless documented, unified and...



AAKAR PATEL



#1 *New York Times*
Bestselling
Author

DREAMS FROM MY FATHER — BY — BARACK OBAMA

A Story of Race
and Inheritance

ADAPTED FOR
YOUNG ADULTS

Acc. No : 46904

Call No : 973.0496 OBA-B

An international bestseller which has sold over a million copies in the UK, *Dreams From My Father* is a refreshing, revealing portrait of a young man asking big questions about identity and belonging. The son of a Black African father and a white American mother, Barack Obama recounts an emotional odyssey, retracing the migration of his mother's family from Kansas to Hawai'i, then to his childhood home in Indonesia. Finally he travels to Kenya, where he confronts the bitter truth of his father's life and at last reconciles his divided inheritance. Written nearly fifteen years before becoming president, *Dreams from My Father* is an unforgettable read. It illuminates not only Obama's journey, but also our universal desire to understand our history and what makes us who we are. On his journey to adulthood from a humble back...

Multi-million-copy bestselling author of
Surrounded by Idiots

surrounded by narcissists



Or, How to Stop
Other People's Egos
Ruining Your Life

thomas erikson



Acc. No : 46760

Call No : 155.232 ERI-T

Are you overshadowed by the narcissists in your life? Are you worn out by their constant demands for attention, their absolute belief they are right even when clearly they are not, their determination to do what they want regardless of impact, and their baffling need to control everyone and everything around them? In this thought-provoking, sanity-saving book, Thomas Erikson helps you understand what makes narcissists tick and, crucially, how to handle them without wearing yourself out in the process. With the help of the behavioral model made famous in *Surrounded by Idiots*, Erikson provides all the tools you need to manage not just the narcissists around you but everyday narcissism as well itself becoming more widespread in this age of social media. Engaging and...

THICH NHAT HANH



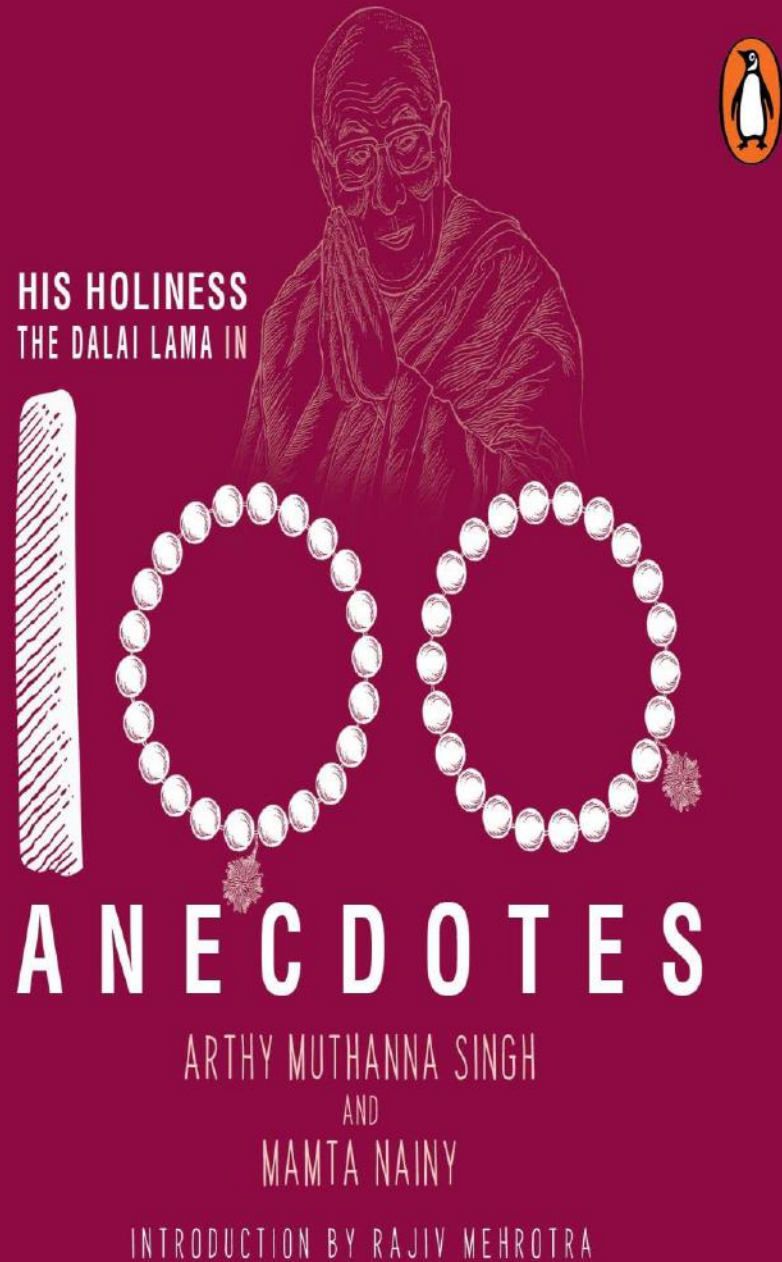
'THE MONK WHO TAUGHT
THE WORLD MINDFULNESS' TIME



Acc. No : 46620

Call No : 158.12 HAN-T

The simple, refreshing meditations of Zen Master Thich Nhat Hanh give us the tools to cultivate concentration. Practicing mindfulness brings concentration, and concentration brings insight and understanding. With our world experiencing the deep effects of loneliness, digital overload, and a proliferation of potential distractions, this pocket-sized How To book reminds us of the value of developing our concentration, so we can let go of misperceptions and cultivate the clarity of mind that is the basis for understanding ourselves, each other, and the world. Written with characteristic simplicity and kindness, these wise meditations teach us that by practicing mindfulness in daily life, we are cultivating the power of concentration and fostering the conditions that bring insight, liberating us from misperceptions...



Acc. No : 46852

Call No : 294.3923 SIN-A

On 6 July 1935, a mischievous boy was born in a remote village in Tibet, who, at the age of two, was recognized as the fourteenth reincarnation of the Dalai Lama. His eventful boyhood in Lhasa, thrilling escape to India and subsequent exile in Dharamsala, captured the imagination of thousands. With an endearing smile and childish humor, he has become a symbol of optimism and hope for the oppressed. Tracing his life through 100 lesser-known and inspiring incidents, unusual trivia and gorgeous illustrations, this one-of-a-kind book explores the Dalai Lama's vision, teachings and philosophies. His Holiness the Dalai Lama in 100 Anecdotes is a classic tribute and a collectible edition that celebrates the various facets of an extraordinary spiritual leader from his birth through his eighty-seventh...



'Heartfelt
and original'
SOFIE LAGUNA

MARK BRANDI

the rip

One hit.
Lose it all.

Acc. No : 43495

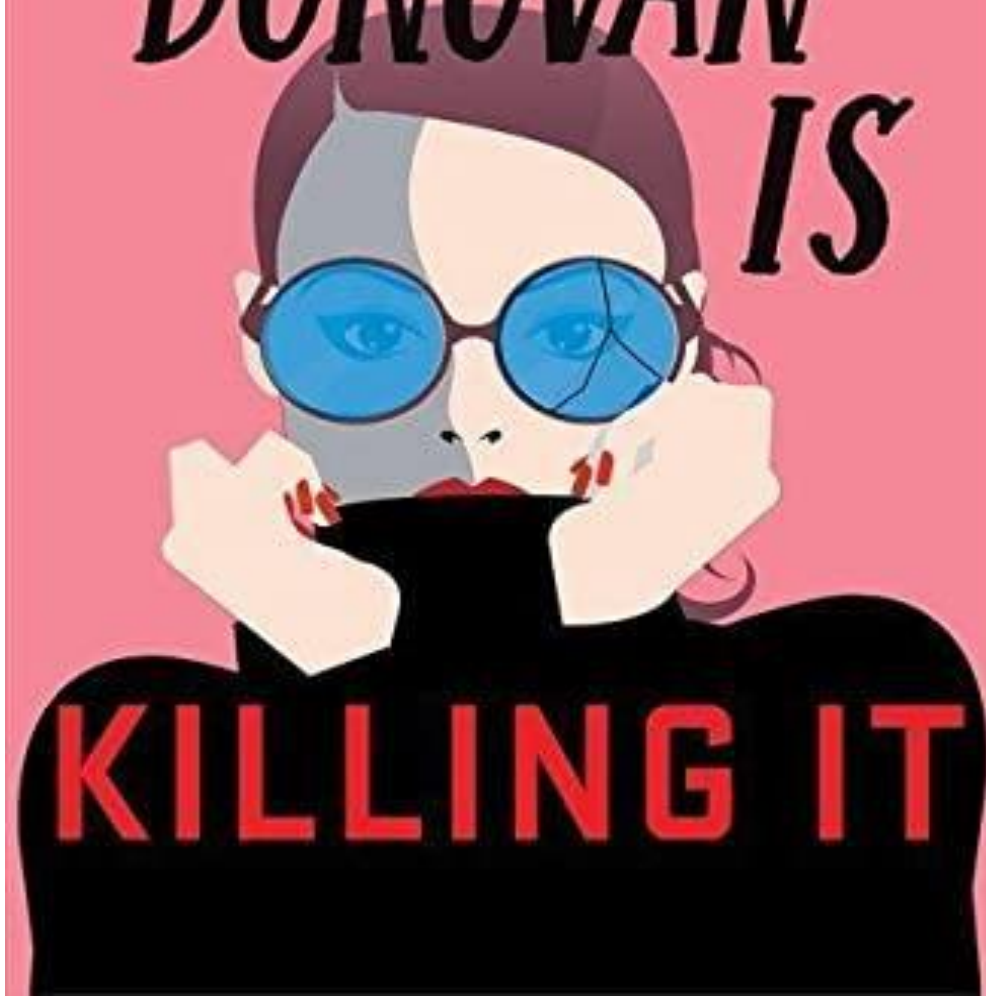
Call No : Fiction BRA-M

A cracking read. Val McDermid One of the year's best urban crime stories. Topical, gripping and perfectly paced, you won't be able to put it down.' Better Reading 'The Rip pulls you under and tosses your emotions around like flotsam bobbing up and down on the waves.' Queensland Reviewers Collective A young woman living on the street has to keep her wits about her. Or her friends but when the drugs kick in that can be hard. Anton has been looking out for her. She was safe with him. But then Steve came along. He had something over Anton. Must have. But he had a flat they could crash in. And gear in his pocket. And she can't stop thinking about it. A good hit makes everything all right. But the flat smells weird. There's a lock on Steve's bedroom door And the guy is intense. The problem is...

'Proves you only need to get mistaken once for a contract killer to solve all your problems' Lisa Gardner

FINLAY ELLE
COSIMANO

DONOVAN
IS



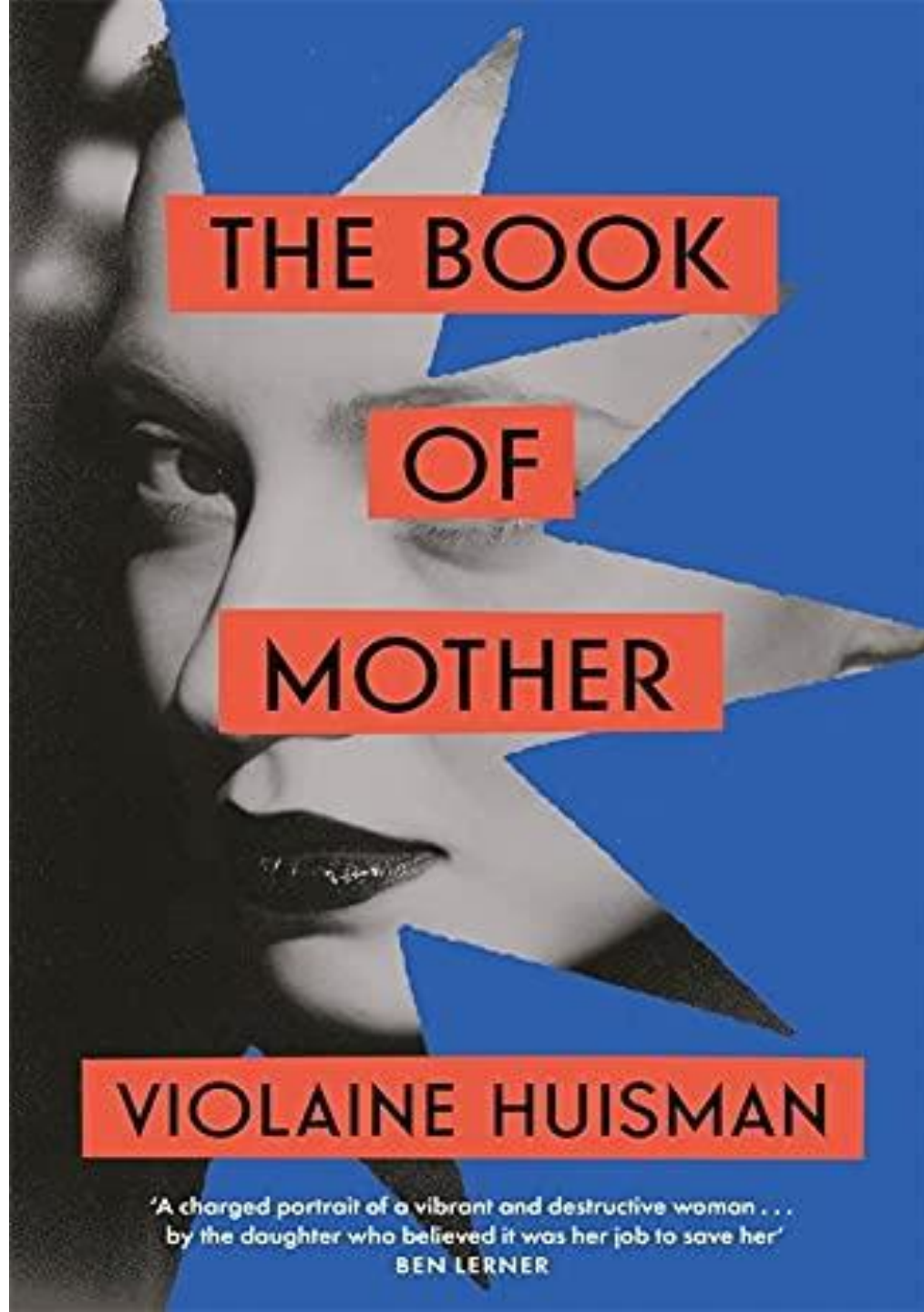
KILLING IT



Acc. No : 46811

Call No : Fiction COS-E

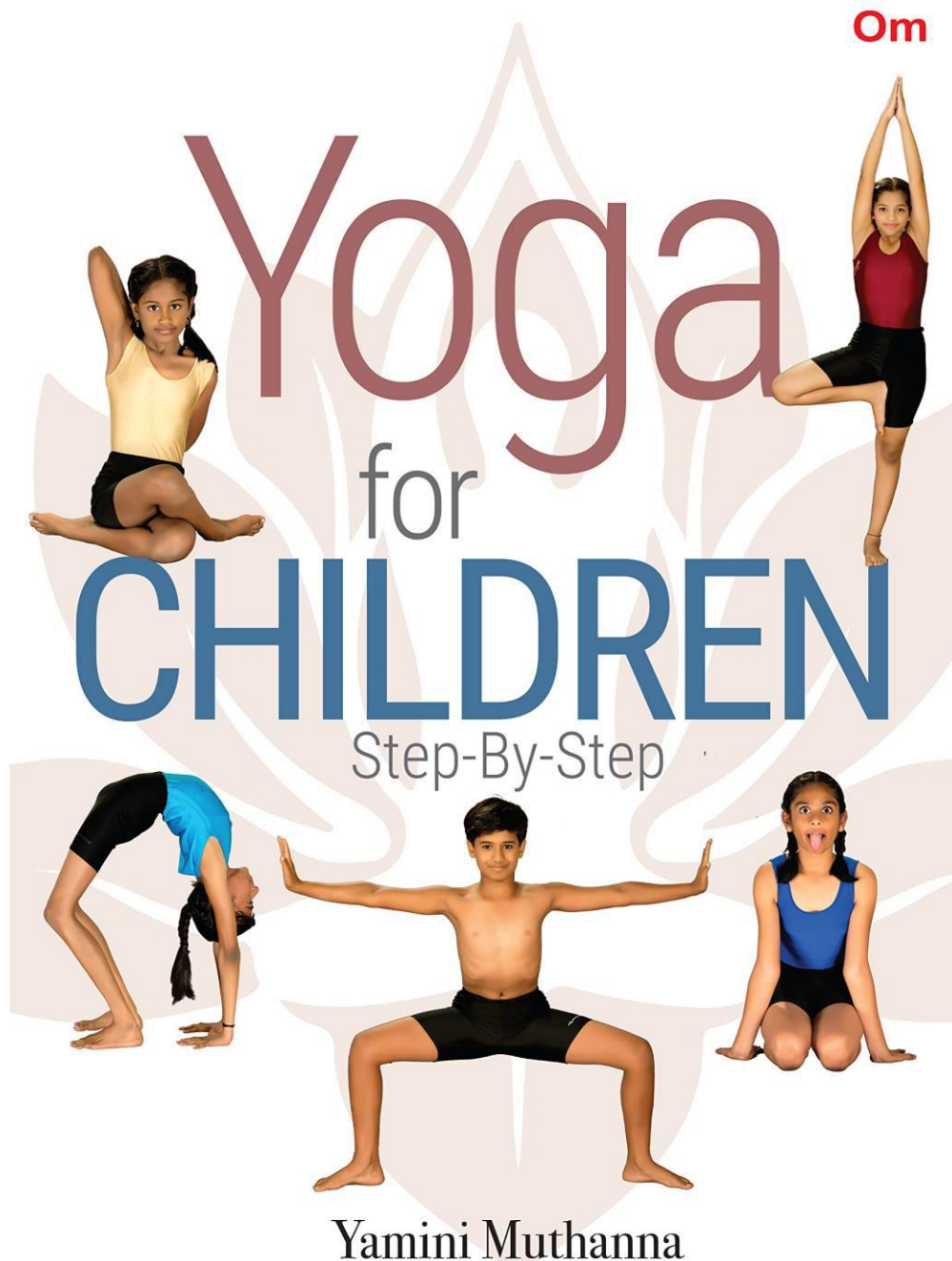
When struggling crime writer Finlay Donovan takes on a life of crime normally reserved for her characters, she finds herself entangled in a real-life murder investigation. Witty and fast-paced, this murder mystery is perfect for fans of Abbi Waxman and Maria Semple. Proves you only need to get mistaken once for a contract killer to solve all your problems Lisa Gardner It is a widely known fact that most mums are ready to kill someone by eight-thirty AM on any given Monday. Finlay Donovan, single mum and floundering crime writer, is having a hard time. Her ex-husband went behind her back to fire the nanny, and this morning she sent her four-year-old to school with hair duct-taped to her head after an unfortunate incident with scissors. Making it to lunch with her literary agent is a minor...



Acc. No : 46903

Call No : Fiction HUI-V

A gorgeous, critically acclaimed debut novel about a young woman coming of age with a dazzling yet damaged mother who lived and loved in extremes in the bestselling tradition of Jeannette Walls's *The Glass Castle*. A prize-winning tour de force when it came out in France, Violaine Huisman's remarkable debut novel is about a daughter's inextinguishable love for her magnetic, mercurial mother. Beautiful and charismatic, Catherine, aka Maman, smokes too much, drives too fast, laughs too hard and loves too extravagantly. During a joyful and chaotic childhood in Paris, her daughter Violaine wouldn't have it any other way. But when Maman is hospitalized after a third divorce and breakdown, everything changes. Even as Violaine and her sister long for their mother's return, once she's...



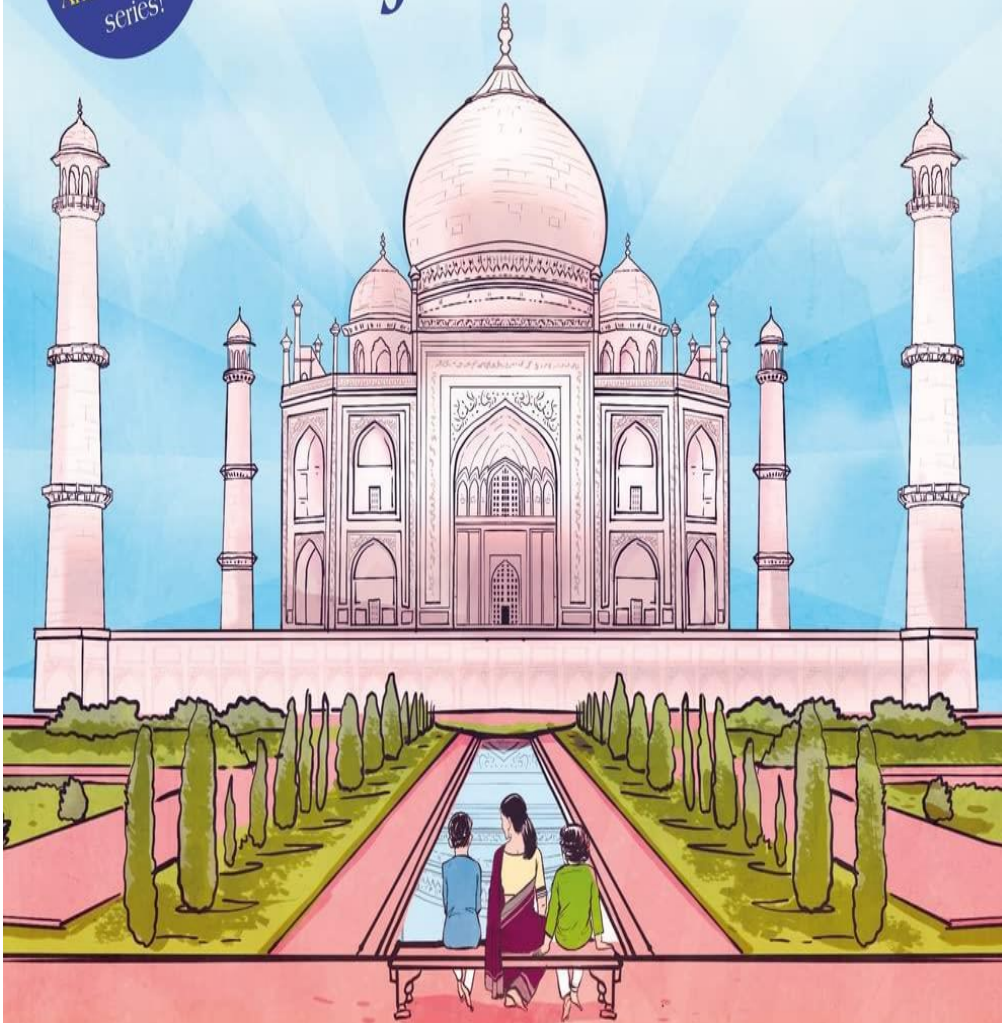
Acc. No : 46731

Call No : 613.7046 MUT-Y (Young Learners)

All children need an outlet to handle the pressures they face. The modern-day education system and lifestyle place them under a lot of stress. The degree of stress varies from child to child, depending on their age and the environment they are in. Practicing yoga is the perfect way to bring harmony to the mind and help children build healthier and happier lives. Yoga for Children features several yoga poses along with step-by-step guidance and detailed instructions for adults to help and guide children. The sequences in this book are categorized specifically to address issues children face in their growing years. Yamini Muthanna, an experienced yoga practitioner and teacher, has put these together based on her observations while interacting with children over the years. Parents and teachers can...

From the
author of the
bestselling
Amma, Tell Me
series!

Amma, Take Me to the Taj Mahal



BHAKTI MATHUR

Illustrations by Priyankar Gupta



Acc. No : 46874

Call No : 954.2 MAT-B (Young Learners)

Travel with Amma and her boys to one of the seven wonders of the world, a symbol of an emperor's love for his queen and the pinnacle of Mughal architecture in India, the Taj Mahal. Walk with Amma, Shiv and Veer through the sprawling gardens that replicate paradise on earth. Gaze at the mausoleum and admire its astounding architecture, breath taking scope and perfect symmetry. Marvel at the intricately decorated white marble walls engraved with precious stones. Travel back in time 500 years as Amma narrates the story of how the Mughal Empire was founded and the historical, cultural and personal stories that lie at the genesis of this magical monument. Told with interesting stories, anecdotes and vibrant illustrations, this series is an introduction to Indian monuments of historical importance. The stories emphasize universal values...

#1 NEW YORK TIMES BESTSELLING AUTHOR

TUI T. SUTHERLAND

ART BY MIKE HOLMES

WINGS OF FIRE

THE GRAPHIC NOVEL



BOOK FIVE
THE BRIGHTEST
NIGHT

 SCHOLASTIC



Acc. No : 46886

Call No : Fiction SUT-T (Young Learners)

The graphic novel adaptations of the New York Times bestselling Wings of Fire series continue to set the world on fire! One will have the power of wings of fire Sunny has always taken the Dragonet Prophecy very seriously. If Pyrrhia's dragons need her, Clay, Tsunami, Glory, and Starflight to end the war, she's ready to try. She even has some good ideas how to do it, if anyone would listen to her. But shattering news from Morrow seer has shaken Sunny's faith in their destiny. Is it possible for anyone to end this terrible war and choose a new Sand Wing queen? What if everything they've been through was for nothing? Buried secrets, deadly surprises, and an unexpected side to scavengers are all waiting for her in the shifting sands of the desert, where Sunny must decide once and for all Is her destiny already written? Or can five dragonets change their...

BITS Pilani, Hyderabad Campus

Links to Access Library Resources / Services

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E-Resources Link: <https://www.bits-pilani.ac.in/hyderabad/bitsLibrary>

Digital Library: <http://125.22.54.221:8080/jspui/> (within the Campus)

Old Question Papers: <http://125.22.54.221:8080/jspui/handle/123456789/1>
(within the Campus Only)

Online News Papers: <https://onlinenewspapers.com/india.shtml>



Thank you