



**CATALOG  
2025-26**

## OWNER'S PROFILE

**Dr. Rajan Chopra** a 'Charismatic Educationist' and a visionary personality, poised to advocate educational qualification and experience towards manoeuvring a successful career as a Publisher, Educator and Entrepreneur. He is a being whose mind never takes rest and whose heart's only desire is to help others succeed. He promotes those who make their way with sheer determination and hard work to transform their vision into achievement.

Dr. Rajan Chopra has made a significant professional contribution to world of education by running 'Excel Books Private Ltd., Mahatma Gandhi University, MGU, Vivekananda Management Services, Care and Vcampus. He has devoted more than a decade to foster higher education across the globe in collaboration with Universities like IGNOU, PTU, KSOU etc. by running Open and Distance Learning (ODL). To his credit, imparting knowledge to a student base of more than 150000 students.

He also holds the position as a Chancellor of a State Private University called Mahatma Gandhi University established through Meghalaya Legislative Act 2010, recognized by University Grants Commission(UGC), Distance Education Council (DEC) and the Tripartite Committee of UGC-AICTE-DEC to award degrees. MGU is also a member of the International Association of Universities, a UNESCO-based worldwide association of higher education institutions with members from over 120 countries. As a Chancellor of MGU, he is leading a team of learned academicians and capable administrators for propagating higher education to all. As of now, he is having a strong and competent strength of more than 350 employees including academicians, administrators, IT and technical staff, content writers, PRO officers, faculty members, counsellors, etc.

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## DEAR EDUCATORS

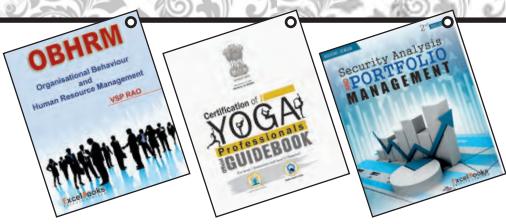
Excel Group is at the forefront of innovation, supporting the transition with blended learning environment-print, digital and online products. It has always been our endeavour to supplement your efforts with cost-effective publications, excelling in editorial inputs, production values and easy-to-understand subject matter.

We have been a forerunner in Self-Learning Material (SLM) content development. We at Excel Books Private Limited aim at achieving the social cause of providing skill education to present and upcoming generations, for this we took the first step by publishing the 'Certificate of Yoga Professionals: Official Guidebook' under the Yoga Scheme of Quality Council of India (QCI), for Ministry of AYUSH, Government of India. The second step we will take by entering into 'beauty and wellness' segment for youths to learn and lead life through a beautiful and healthy journey.

Education is an ongoing process both for the learner and for the publisher. In the world of education, one has to be completely committed and must always strive to update ones subject knowledge. To keep abreast with the needs of the curriculum, change is the only permanent thing that we at Excel Books aspire for. Continuing our initiative to harness technology and reach out to e-readers, we have added several titles for the benefit of students and professionals, which have been well-received by the readers. To contribute in Digital India, Skill India & Make in India Initiatives by PM Modi, we added Skill Set & Easy Learn Series in our publication. We are indebted to our authors, scholars, editors, reviewers, business professionals and entrepreneurs, who trusted our vision and volunteered their time and energy in our journey to achieve excellence in content. In 2017, we aspire to grow stronger and deliver quality content to help readers build competitive edge in their respective fields of specialization.

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—DR. RAJAN CHOPRA



# TEXT BOOKS

## GENERAL MANAGEMENT

- Second Edition Management Text and Cases
- A Foundation Course in Human Values and Professional Ethics
- Organizational Communication
- Challenges and Opportunities in Asian Economies
- Light at the End of the Tunnel
- Inspired Leadership for Turbulent Times and the Power of Youth
- Managing Organisation
- Business Communication
- Capability Building for Cutting
- Edge Organizations
- Envisioning the Future Business

## INTERNATIONAL BUSINESS

- International Business Environment
- International Business
- International Trade Operations
- International Trade
- International Business Law
- International Financial and Management Technology
- International Marketing Management
- International Trade
- Export and Import Management
- HR Through Case Studies
- Performance Management System
- Essentials of Organisation Behaviour

## HUMAN RESOURCE

- HR Through Case Studies
- Performance Management System
- Essentials of Organisation Behaviour
- Human Resource Planning
- Life After 360 Degree Feedback and Assessment Development Centers
- Organizational Behaviour
- Human Resource Management
- International Human Resource Management
- Negotiation & Counselling
- Methodology of Training and Development
- Personnel Management Concepts
- Compensation Management
- Human Resource Development and Planning
- Industrial Relations Management

## INSURANCE

- Principles of Risk Management and Insurance
- A Textbook on Principles and Practice of Life Insurance
- Banking and Insurance
- Principles of Insurance Management

## MARKETING

- Marketing Management
- Product Management and New Product Development
- Retailing in India
- Brand Management
- Product and Brand Management
- Consumer Behaviour
- Principles of Marketing
- Industrial Marketing
- International Marketing Research
- Business Communication
- Production and Operations Management
- Project Management
- Principles of Management
- Industrial and Services Marketing
- Advertising and Sales Promotion
- Marketing Research
- New Product Development

## OIL AND PETROLEUM

- Petrol Retailing Business
- Understanding Oil and Gas Business
- Negotiation Skills
- Petro Economics
- Technology Management

## TRAVEL MANAGEMENT

- Hospitality Management
- Tourism Planning and Marketing
- International Hospitality Law
- Service Marketing
- Tourism Products

## PERSONALITY DEVELOPMENT

- Competency Based Interviewing Skills
- Power of One
- Business Communication and Personality Development
- Happiness is a Choice
- Emotional Intelligence
- Succeeding in Interviews
- Insurance

- The Art of Effective Communication
- Managing Stress
- Passion to Win

#### **ECONOMICS**

- Entrepreneurship
- Business Perspectives
- Business Environment
- Microeconomics
- Towards Powering India
- Business Strategies and Economics
- Dictionary of Economics
- Where is Oil in National Reforms
- Privatization
- Micro Clusters

#### **FINANCE**

- Management Accounting
- International Banking and Finance
- Commodity Markets and Derivatives
- Security Analysis and Portfolio Management
- Indian Financial System
- Financial Accounting
- Wealth Management
- Financial Statement Analysis
- Financial Management

#### **INFORMATION TECHNOLOGY**

- Fundamentals of Information Technology
- IT Innovations and Sustainability
- Excel in Excel
- Management Information System
- Artificial Intelligence
- Business Essentials for Software Professionals
- Information Systems in Tourism
- Foundation of Operating Systems
- e-World
- Effective Call Center Training
- Data Structure
- Java Programming
- Programming in C
- Computer Graphics
- Software Engineering
- Operating Systems
- Computer Graphics
- Client Server Architecture
- Data Communication

- Database Management Systems
- Computer System and Peripherals
- Office Automation
- Basic of Internet and HTML
- Java Script
- Project Planning and Appraisal
- Office Automation
- Computer Organization and Architecture

#### **OPERATION MANAGEMENT**

- Indian Project Management
- Operations Research and Quantitative Techniques
- Dictionary of Project Management
- Project Appraisal, Planning and Control
- Advanced Operations Management
- Project Management
- Total Quality Management
- Inventory Management
- Service Quality Excellence

#### **EVENT MANAGEMENT**

- Conference and Events Management
- Media Relations
- Customer Relationship Management
- Marketing Communication
- Negotiation Skills

#### **LAW**

- Labour Laws in Brief
- Dictionary on Legal Terms
- Company Law
- Labour Laws for Managers
- Mercantile Law
- Intellectual Property Rights
- Industrial Relations and Labour Laws
- Business Law
- Business and Corporate Laws

#### **SUPPLY CHAIN MANAGEMENT**

- Logistic Management
- Supply Chain Management
- Executive Management
- Management Information System and Computer
- Management Theory and Practice
- World Class Operations
- Advance Supply Chain Management
- Operations Management

# TEXT PREPARATION SERIES

## UGC-NET/JRF

- General Paper on Teaching and Research Aptitude (Paper –I)
- Political Science
- Philosophy
- Psychology
- Sociology
- History
- Commerce
- Education
- Public Administration
- Law
- Mass Communication and Journalism
- Geography
- Computer Science and Applications
- Economics
- Management
- Human Resource Management
- Mass Communication and Journalism
- Geography
- Electronic Science
- Environmental Sciences
- Human Rights and Duties
- Tourism Administration and Management
- Hindi
- English

## CENTRAL TEACHER ELIGIBILITY TEST

- Child Development and Pedagogy
- Language I
- Language II
- Mathematics
- Environmental Studies
- Mathematics and Science
- Social Studies/Social Science

## PSU (TECHNICAL)

- Mechanical
- Electrical
- Metallurgy
- Electronics
- Instrumentation
- Ceramics
- Civil
- Computer Science (IT)
- Mining or Chemical Engineering

## PSU (NON-TECHNICAL)

- General Awareness
- Quantitative Aptitude
- Reasoning
- English
- Computer
- Marketing
- IT

- Finance
- HR

## IBPS (PO/CLERK)

- Reasoning
- English Language
- Numerical Ability
- General Awareness with Special Reference to the Banking Industry
- Hindi Language
- Computer Knowledge
- General Knowledge/Current Affairs
- Marketing
- IT
- Finance
- HR

## SSC (STAFF SELECTION COMMISSION)

- General Intelligence and Reasoning
- General Knowledge and Awareness
- Quantitative Aptitude
- Quantitative Ability
- English Language and Comprehension
- Statistics
- General Awareness
- Reasoning

## UPSC CDS EXAMS

- English
- General Knowledge
- Elementary Mathematics

## GATE

- Aerospace Engineering
- Agricultural Engineering
- Geology and Geophysics
- Instrumentation Engineering
- Architecture and Planning
- Biotechnology
- Civil Engineering
- Chemical Engineering
- Chemistry
- Electronics and Communication Engineering
- Electronics and Engineering
- Mechanical Engineering
- Production and Industrial Engineering
- Engineering Science
- Physics

## INTERNATIONAL EXAMS

- TOFEL
- ILETS

## GRE

- Biochemistry, Cell and Molecular Biology
- Biology
- Chemistry
- Literature in English
- Mathematics

# SKILL SETS

## RETAIL

- Cashier
- Sales Associate
- Store Operations Assistant
- Trainee Associate
- Team Leader
- Departmental Manager
- Distributor Salesman

## CONSTRUCTION

- Assistant Shuttering Carpenter & Scaffolder
- Assistant Bar Bender & Steel Fixer
- Assistant Highway Works Supervisor
- Assistant Plumber
- Helper Bar-Bender & Steel Finer
- Building Carpenter
- Highway Works Supervisor
- Junior Rural Road Layer
- Helper Mason
- Assistant Electrician
- Supervisor Structure
- Construction Electrician-LV
- Senior Land Surveyor
- System Shuttering Carpenter
- Junior Land Surveyor
- Assistant Technician Dry Wall and False-Ceiling
- Architectural and Civil 2d Drafting with Autocad
- Architectural Drafting and Basic 3d Design with Autodesk Revit
- 3d Visualisation in Architecture
- Batching Plant Operators
- Riggers
- Quality Inspector – Concrete
- Block Masonry Work
- Glass Fitter

## AUTOMOTIVE

- Automotive Body Painting Technician Level 3
- Automotive Paintshop Assistant
- Loading and Unloading Operator/Loader
- Machining Assistant
- Maintenance Technician Mechanical L4
- Maintenance Technician Electrical L4
- Manager Customer Quality Level 6
- Manager Maintenance Mechanical & Electrical
- Manager/Supervisor Manufacturing Quality
- Manager Supplier Quality
- Manager Process Engineering
- Manager Vendor Development

- Manager-Stores Operation
- Material Coordination Manager
- Method Study Executive(Level 5)
- Plastic Moulding Helper
- Tool Designer
- Tool Room Operator/Technician
- Welding Assistant
- Welding Technician Level 3
- Welding Supervisor
- Service Training Incharge Centre
- Service Office Executive
- Service Office Manager
- Auto Rickshaw Driver
- Vehicle Driver Trainer

## APPAREL

- Sewing Machine Operator
- Fabric Checker
- Measurement Checker
- Inline Checker
- Pressman
- Layer Man
- Sampling Tailor
- Fashion Designer
- Merchandiser
- Embroidery Machine Operator
- Advance Pattern Maker (CAD-CAM)
- Hand Embroiderer
- Framer-Computerized Embroidery Machine
- QC Executive-Sewing Line
- Garment Cutter-CAM
- Export Assistant
- Quality Assessor
- Export Manager
- Export Executive
- Factory Compliance Auditor
- Sampling Coordinator

## BEAUTY & WELLNESS

- Pedicurist and Manicurist
- Assistant Beautician
- Assistant Hair Stylist

## IT-ITES

- CRM Domestic Voice
- Domestic Data Entry Operator
- CRM Domestic Non-Voice
- Domestic Biometric Data Operator

- Domestic IT Helpdesk Attendant
- Junior Software Developer
- Associate - Clinical Data Management
- Associate - CRM
- Associate-Customer Care (Non-Voice)
- Associate - Desktop Publishing (DTP)
- Associate - Editorial
- Engineer Trainee
- Hardware Engineer
- Management Trainee
- Market Research Associate
- Quality Engineer
- Research Associate
- Software Engineer
- Technical Writer
- Tester/Test Engineer - Hardware
- Test Engineer - Software Analyst
- Application Maintenance Engineer
- Deployment Engineer
- Junior Data Associate
- Media Developer
- Software Developer
- Technical Writer
- Test Engineer
- Web Developer
- Management Trainee
- Market Research Associate
- Media Developer
- Product Executive
- QA Engineer
- Sales/Pre-Sales Executive
- Software Developer
- Support Engineer
- Technical Support Executive-Non Voice
- Technical Support Executive-Voice
- Technical Writer
- Test Engineer
- Collections Executive

#### **LOGISTICS**

- Warehouse Picker
- Kitting and Labelling
- Warehouse Binner
- Warehouse Packer
- Inventory Clerk
- Loader/Unloader
- Warehouse Supervisor
- Reach Truck Operator
- Receiving Assistant
- Warehouse Quality Checker

- Loading Supervisor
- Material Handling Equipment (MHE) Maintenance
- Goods Packaging Machine Operator
- Warehouse Claims Coordinator
- Transport Coordinator
- Transport Consolidator
- Consignment Booking Assistant
- Consignment Tracking Executive
- Documentation Assistant

#### **PLUMBING**

- Plumber (General)
- Plumbing Mason
- Plumber (Pipeline)
- Plumber (Maintenance and Servicing)
- Plumbing Supervisor
- Plumber (Maintenance and Servicing Assistant)
- Plumber General (Assistant)
- Plumber General (Helper)
- Plumber (After Sales Service)
- Plumbing Product Sales Officer
- Plumbing Draftsman
- Plumbing Products Sales
- Wastewater System Design Engineer
- Public Health System Design Engineer
- Bathroom and Kitchen Designer
- Groundwater Engineer
- Municipal Water and Sewage Assessor
- Plumbing Site Engineer Technician
- Telecom Terminal Equipment Application Developer (Native Application)
- ICT Engineer
- ICT Technician
- E-waste Collector
- Grass Root Telecom Provider (GRTP)
- RF Site Surveyor
- Telecom Board Bring-Up Engineer
- Telecom Embedded Hardware Developer
- Telecom Tower/Bay Installation Supervisor

#### **AGRICULTURAL SCIENCE**

- Second Edition Management Text Agricultural Science
- Agricultural Machinery
- Organic Farming
- Principles of Agronomy

#### **BEVERAGE TECHNOLOGY**

- Beverage Technology
- Food Microbiology
- Food Chemistry
- Food Quality and Safety
- Food Science



#### **DAIRY TECHNOLOGY**

- Dairy Technology
- Food Microbiology
- Food Chemistry
- Food Quality and Safety

#### **DIETETICS**

- Dietetics
- Nutrition
- Food Science
- Food Quality and Safety
- Food Chemistry

#### **FOOD PROCESSING**

- Fruit and Vegetable Technology
- Beverage Technology

#### **GENERAL NURSING**

- Fundamentals of Nursing
- Basic Clinical Pathology
- Microbiology
- General Pathology
- Applied Physiology

#### **HOTEL MANAGEMENT**

- Food and Beverage Service
- Basic Accounts
- Personality Development

- Hotel Engineering
- Hotel Management and Catering Technology
- Hotel & Hospitality Management
- Accommodation Operation

#### **TELEVISION ENGINEERING**

- Television Technology
- Basic Electronics
- Basic Workshop Technology
- Basic Communication
- Electronic Measuring Instrument

#### **DENTAL HYGIENE**

- Oral Anatomy and Physiology
- Periodontology

#### **MECHANICAL ENGINEERING**

- Welding
- Hydraulic Systems
- Lift Technology
- Air Conditioning and Refrigeration
- Power Plant Engineering

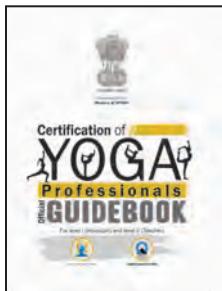
#### **GENERAL SCIENCE**

- Certificate in Nutrition and Dietetics
- Beverage Technology
- Biomedical Instrumentation
- Human Physiology for Physical Therapy

## **INFORMATION TECHNOLOGY**

- Desktop Publishing (DTP)
- Tally 9.0
- Programming in C
- Programming in C++
- BPO-Non Voice
- Computer Fundamentals, MS-Office & Internet
- Internet Technologies
- Validation, Login, Webparts and Database Controls
- Programming and Java Fundamentals
- Advance Core Java Concept
- Getting Started with ASP.NET 4.5
- Getting Started with General Database Concepts
- Getting Started with Oracle 11g
- Getting Started with SQL Server 2012
- Advances in Computing
- Basics of Computers
- Basic Elements of C
- Introduction to Networking
- Microprocessors
- MS Word
- MS Excel
- MS PowerPoint
- Network Devices
- Network Protocol
- Network Security Concepts
- Object Oriented Programming
- Operating Systems
- Web Servers
- JAVA Programming: Concepts and Features
- JAVA Programming: Basics of Java
- JAVA Programming: Programming Methods
- Database Concepts: Data Structure
- Database Concepts: SQL
- Database Concepts: Systems
- Bachelor of Engineering

## YOGA



First Edition

### Certification of Yoga Professionals – Official Guidebook Level I & II

DR. I.V. BASAVARADDI

DR. N. GANESH RAO

Based on outcome of discussions with *Sri Sri Ravi Shankar, Yogrishi Ramdev, Dr. H.R. Nagendra* and *Smt. Hansa ji*

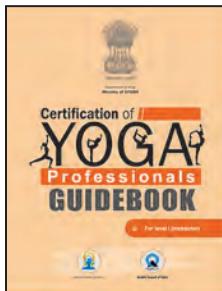
#### Contents include:

Introduction to Yoga and Yogic Practices/Introduction to Hatha Yoga/Introduction to Yoga Sutras of Patanjali/Human Anatomy, Physiology, Yoga and Health/Yoga for Wellness: Prevention of Diseases and Promotion of Positive Health/Yoga and Stress Management/Communication Structure/Familiarity with Body Joints and Vyayama/Suryanamaskar and Asanas/Meditation and Pranayama/Teaching Practice

#### Book Detail:

2016 / 338 Pages / PB / ₹ 850

ISBN: 978-81-8323-168-8



First Edition

### Certification of Yoga Professionals Guidebook Level I

DR. I.V. BASAVARADDI

DR. N. GANESH RAO

Based on outcome of discussions with *Sri Sri Ravi Shankar, Yogrishi Ramdev, Dr. H.R. Nagendra* and *Smt. Hansa ji*

#### Contents include:

Introduction to Yoga and Yogic Practices/Introduction to Hatha Yoga/Introduction to Patanjali Yoga/Introduction to Human Systems, Yoga and Health/Yoga for Wellness/Yoga and Stress Management/Familiarity with Body Joints and Vyayama/Suryanamaskar and Asanas/Pranayama and Meditation/Teaching Practice

#### Book Detail:

2017 / 228 Pages / PB / ₹ 700

ISBN: 978-81-8323-183-1



First Edition

### Certification of Yoga Professionals – Official Guidebook Level I & II (Hindi)

DR. I.V. BASAVARADDI

DR. N. GANESH RAO

Based on outcome of discussions with *Sri Sri Ravi Shankar, Yogrishi Ramdev, Dr. H.R. Nagendra* and *Smt. Hansa ji*

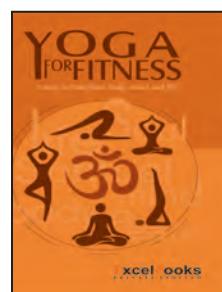
#### Contents include:

**Note:** Take Contents from hindi yoga book

#### Book Detail:

2018 / 358 Pages / PB / ₹ 850

ISBN: 978-93-8703-423-5



First Edition

### Yoga for Fitness

#### Contents include:

Concept of Yoga/Warming-Up/Surya Namaskar/Asanas/Important Tips for Practicing Yoga

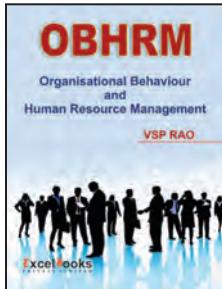
#### Book Detail:

2017 / 70 Pages / PB / ₹ 200

ISBN: 978-81-8323-185-5

## General Management

### GENERAL MANAGEMENT



*First Edition*

#### **OBHRM**

*Organisational Behaviour and Human Resource Management*

**DR. VSP RAO**

*Executive Vice President of MIM Group (former Professor and Dean, IBS, Hyderabad) of Institutions, India*

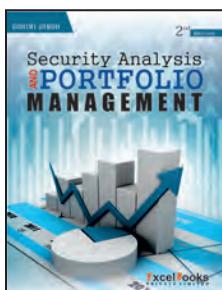
#### **Contents include:**

Understanding Organisations and Organisational Behaviour/The Nature of Human Resource Management/Individual Behaviour and Personality/Perception and Decision Making/Attitudes, Emotions and Emotional Intelligence/Motivation/Leadership/Group Behaviour and Teamwork/Conflict and Negotiation/Recruitment and Selection/Training and Development/Performance and Potential Appraisal/Compensation and Reward Management/Trade Unions and Industrial Relations

#### **Book Detail:**

2018 / 504 Pages / PB / ₹ 850

ISBN: 978-93-8703-431-0



*Second Edition*

#### **Security Analysis and Portfolio Management (E-Book)**

**DR. ROHINI SINGH**

*PhD from FMS(DU), Post-graduation in Management from IIM, Ahmedabad, Graduation in Economics (Hons) from LSR (DU), Associate Professor at Shaheed Sukhdev College of Business Studies, University of Delhi, India*

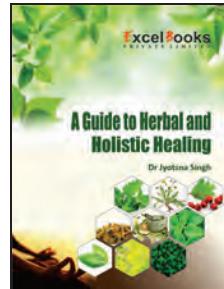
#### **Contents include:**

Introduction/Risk and Return/A Brief Overview of the Indian Financial System/Systematic Risk/Unsystematic Risk/Bond Management/Economy Analysis/Industry Analysis/Company Analysis/Valuation/Technical Analysis/Market Efficiency/Options and Futures/Portfolio Analysis/Portfolio Planning and Management/Asset Pricing Models: Required Return Analysis/Mutual Funds and Performance Analysis/Writing a Project Report or Journal Paper

#### **Book Detail:**

2018 / 450 Pages / PB / ₹ 775

ISBN: 978-81-7446-748-5



*First Edition*

#### **A Guide to Herbal and Holistic Healing**

**DR JYOTSNA SINGH**

*MD (AM), Practitioner of Alternative Medicine*

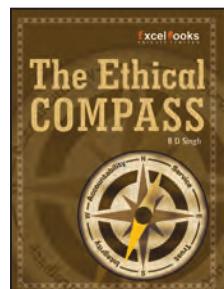
#### **Contents include:**

Alzheimer/Arthritis/Asthma/Bed Wetting/Blood Pressure Management/Chikungunya/Cholesterol/Colitis/Constipation/Cough, Cold and Flu/Dengue Fever/Diabetes/Ear Infection/Falariasis/Female Diseases/Fibromyalgia/Gout/Hair Loss/Indigestion & Gastritis/Insomnia/Irritable Bowel Syndrome/Kidney Stones/Malaria/Migraine/Nose Bleed/Obesity/Piles & Fissures/Pyorrhoea/Skin Allergies/Tuberculosis/Typhoid Fever/Urinary Troubles/Do You Know/Home Remedies for Common Health Problems

#### **Book Detail:**

2017 / 202 Pages / PB / ₹ 550

ISBN: 978-93-8703-429-7



*First Edition*

#### **The Ethical Compass**

**B. D. SINGH**

*Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM), Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India*

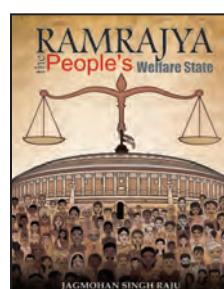
#### **Contents include:**

The Background/Ethics and Value Through Ages/Human Values/Theoretical Aspects of Ethics/Applied and Professional Ethics/Personal Ethics/Professional Ethics/Business Ethics/Managerial Function and Ethics/Miscellaneous Topics on Ethics/Ethical Audit

#### **Book Detail:**

2017 / 330 Pages / PB / ₹ 625

ISBN: 978-93-5062-632-0



*First Edition*

#### **RAMRAJYA**

*the People's Welfare State*

**JAGMOHAN SINGH RAJU**

*IAS, Chairman and Managing Director of Tamil Nadu Energy Development Agency*

### Contents include:

Politics of Welfare and Development/Welfare and Allied Ideas/Evolution of Democratic Liberal Welfare State/Development, Hindutva and Hindu Rashtra/People's Welfare and the Indian Constitution/Ramrajya/Measuring Indian Welfare State or Ramrajya/The State of Indian States/How a State Develops into a Better Welfare State, The Dravidian Model/Ramrajya by 2046

### *Book Detail:*

2017 / 342 Pages / PB / ₹ 850  
ISBN: 978-93-8703-408-2



*Third Edition*

## Compensation and Reward Management

**B. D. SINGH**

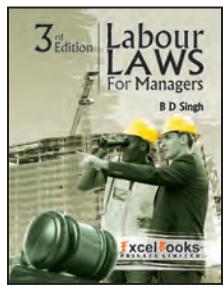
*Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM), Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India*

### Contents include:

Background and Conceptual Aspect of Compensation and Reward Management/Total Reward System in Practice/Theoretical Dimensions of Wages, Compensation and Reward Systems/Wages and Salary Administration at Macro (National) Level/Industry's Compensation Policy (Micro-level)/Compensation Structure – Indian Practices/Incentive Schemes/Payment-By-Results (PBR)/Performance-linked Compensation/Benefits and Services/Executive/Managerial Remuneration/Tax Planning/International Compensation

### *Book Detail:*

2017 / 344 Pages / PB / ₹ 850  
ISBN: 978-93-5062-011-3



*Third Edition*

## Labour Laws for Managers

**B. D. SINGH**

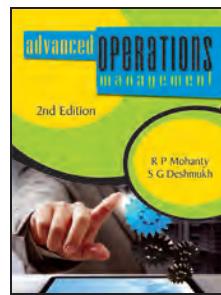
*Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM), Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India*

### Contents include:

Background/Regulative Legislation/Protective Legislation/Wage Legislation/Social Security Legislations/Miscellaneous Legislation

### *Book Detail:*

2017 / 427 Pages / PB / ₹ 850  
ISBN: 978-93-5062-630-6



*Second Edition*

## Advanced Operations Management

**PROF. R P MOHANTY**

**PROF. S G DESHMUKH**

*Prof. R P Mohanty, Vice Chancellor, Siksha 'O' Anusandhan University, Bhubaneswar, Odisha, India*

*Prof. S G Deshmukh, Director, ABV-IIITM, Gwalior, MP, India*

### Contents include:

Preamble/Operations Strategy/Selection and Justification of Advanced Manufacturing Technology/Total Capacity Management/Total Quality Management/Total Productive Maintenance/Just-in-time/Business Process Reengineering/Supply Chain Management/Manufacturing Flexibility/Computer-integrated Manufacturing Systems/Enterprise-wide Information Systems: Enterprise Resource Planning Systems/Agile Manufacturing

### *Book Detail:*

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**DR. U BHOJANNA**

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*Dr. U Bhojanappa, MBA, M.Phil, PhD, HOD, MBA Department, RNS Institute of Technology, Bangalore, India*

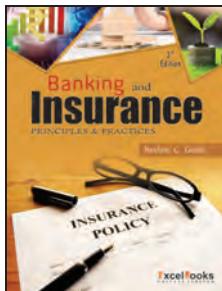
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## General Management



Second Edition

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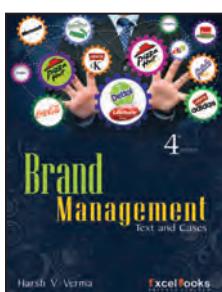
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Fourth Edition

### Brand Management

Text and Cases

HARSH V VERMA

M.Phil., Ph.D., Faculty of Management Studies University of Delhi, Delhi, India

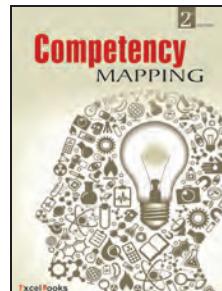
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DR. R K SAHU

Founder Director, Human Resource Development Centre, New Delhi, India

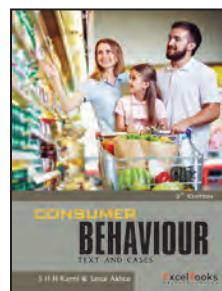
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### Consumer Behaviour

Text and Cases

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JAMAL AKHTAR

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**Dr Satish K Batra**, Dy. Director, Bhartiya Vidya Bhavan's College of Communication & Management, Jaipur, India

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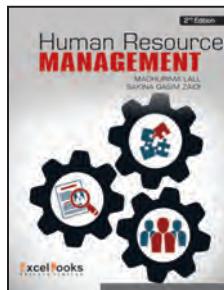
Consumer Behaviour and its Applications/Consumer Research/Market Segmentation and Positioning Concepts/Consumer Motivation/Consumer Personality/Consumer Perception/Consumer Learning, Memory & Involvement/Consumer Attitudes/Attitude Change Strategies/Marketing Communications Process/Consumer and Cultural Influences/Social Class Influences and Consumer Behaviour/Group Influences and Consumer Behaviour/Household Decision-making/Communications within Group and Opinion Leadership/Innovations and the Diffusion Process/Consumer Decision Models-(Nicosia, Howard-Sheth, and EKB)/Consumer Decision Process-Situational Influences/Consumer Decision Process-Problem Recognition/Consumer Decision Process – Information Search/Consumer Decision Process – Evaluation of Alternatives and

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Consumer Decision Process – Post-purchase Action

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*Second Edition*

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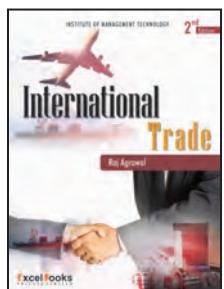
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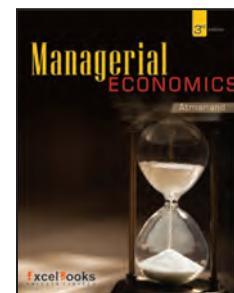
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**MDI, Gurgaon, India**

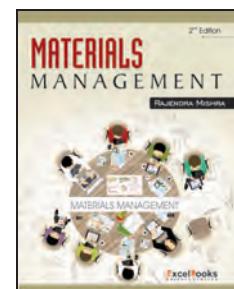
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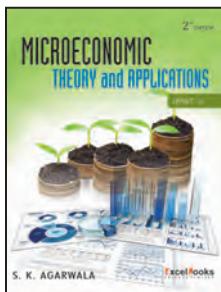
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## General Management

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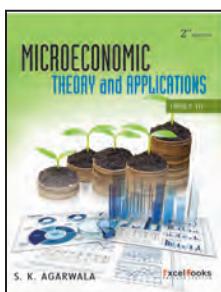
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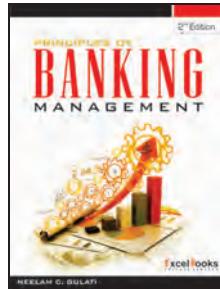
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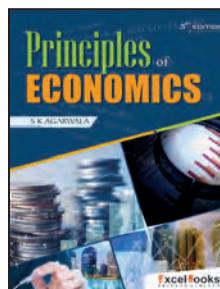
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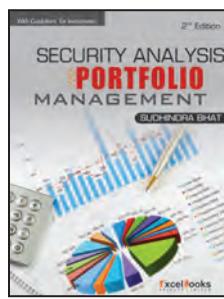
Director (MDP) and Professor at Integrated Academy of Management & Technology (INMANTEC), Ghaziabad, India

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Dr G Nagalingappa, BNM Institute of Technology, Bangalore, India

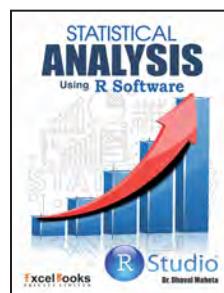
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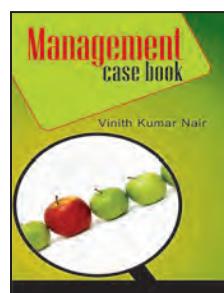
B.E. (Production), M.B.A. (Finance), N.E.T. (Management), PH.D. (Management), Post Graduate Diploma in Research Methodology, Assistant Professor, Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat, Gujarat, India

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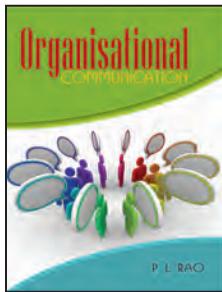
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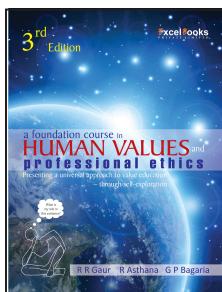
*Former MD of Polar Management Services (P) Limited, Secretary General Institute of Management Development and Executive Director of the Society*

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*Prof. R Sangal, IIT Hyderabad Director; Computer Scientist- Artificial Intelligence and Natural Language Processing; Alumnus of IIT Kanpur and the University of Pennsylvania; Head of the Dept. of Computer Science at his Alma mater, IIT Kanpur.*

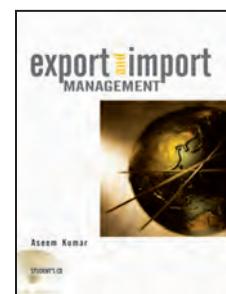
*Prof. G P Bagaria, Electronics and Communication and Value Education-renowned teacher; Extensive researcher for suitable methodology for Value Education; he was awarded the Satyendra K Dubey Memorial Award for the year 2006 by IIT Kanpur.alumnus of IIT Kanpur.*

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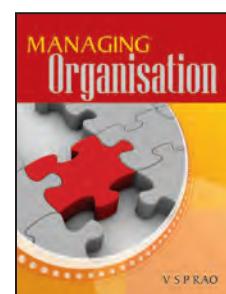
*Assistant Director, Centre for Management Development, with All India Management Association; MBA – Marketing, R.A. Podar Institute of Management, Jaipur; Intermediate Level of Institute of Company Secretaries of India; B.Com. (Hons.), Hansraj College, Delhi University*

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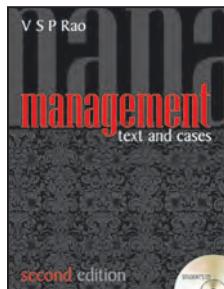
*Executive Vice President of MIM Group (Former Professor and Dean, IBS, Hyderabad) of Institutions, India*

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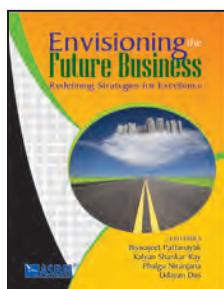
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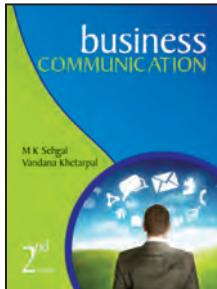
## General Management

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*Second Edition*

### **Business Communication**

**DR M K SEHGAL**

**DR VANDANA KHETARPAL**

*Dr M K Sehgal (PhD, MBA, MCom, LLB, PGDFM, PGDJMC), Founder President of Yamuna Nagar Jagadhri Management Association (affiliated to All India Management Association, AIMA).*

**Dr Vandana Khetarpal, PhD, MCom; Associate Professor in Maharishi Vyas Engineering College, Jagadhri.**

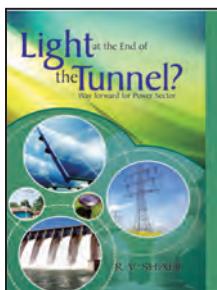
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*First Edition*

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**Way Forward for Power Sector**

**R.V. SHAHI**

*Chairman of Energy Infratech Private Limited. Formerly the Secretary to the Government of India in the Ministry of Power and formerly the*

*Chairman and Managing Director of Bombay Suburban Electric Supply Limited*

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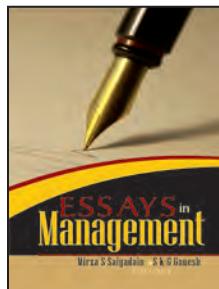
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MIRZA S SAIYADAIN

SKG GANESH

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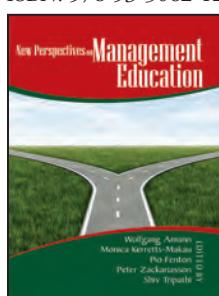
**SKG Ganesh**, Professor - Crescent Business School, BS Abdur Rahman University, Chennai. He is B.E., M.S., M.B.A. and Ph.D

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First Edition

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**Monica Kerretts-Makau**, Advisor to the Regulator, Government of Rwanda (2008–2009) and Advisor to Telecom Ministry, Government of Southern Sudan (2007).

**Dr. Pio Fenton** Lecturer in Waterford Institute of Technology where he is the Programme Director for the Postgraduate Diploma in Lean Practice.

**Dr. Peter Zackariasson**, currently, he is an Associate Professor at University of Gothenburg, School of Business, Economics and Law.

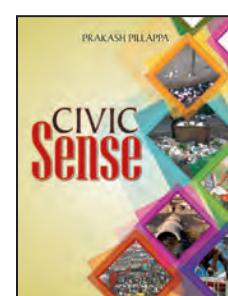
**Shiv Tripathi** is presently Professor at School of Business, Mzumbe University, Tanzania.

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PRAKASH PILLAPPAN

Program Director, Consumer Banking BI at Westpac

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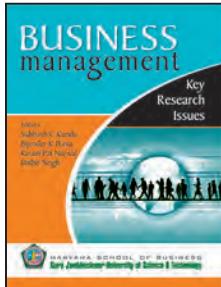
## General Management

in Promoting Civic Sense/Role of Local Self Government in Promoting Civic Sense and Success Stories/Organizing Civic Sense Campaign

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### **Business Management**

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**Bijender K Punia** is a Professor and Dean, Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar.

**Karam Pal Narwal** is an Associate Professor at Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar.

**Dalbir Singh** is an Assistant Professor at Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar

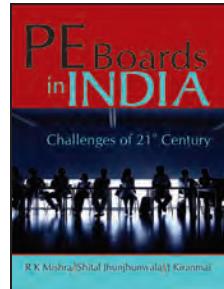
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**Dr. Shital Jhunjhunwala**, Asst. Professor, School of Finance & Accounting is a Chartered Accountant & Cost Accountant and a Management Graduate from Indian Institute of Management, Calcutta

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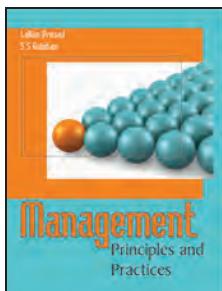
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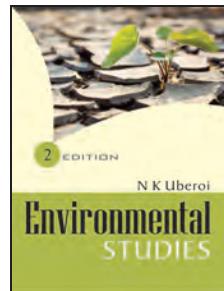
**Dr. S S Gulshan** is an eminent professional author, teacher and trainer in the education system. He had an illustrious career at the University of Delhi for more than three decades.

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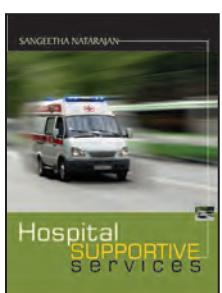
**Dr. P.V. Raveendra**, graduate in Mechanical Engineering and an MBA Finance & Marketing is currently working as Professor, Department of Management Studies and research centre M. S Ramaiah Institute of Bangalore.

**Mr. Vijay N Rao**, is working as an Assistant Professor in the Department of MBA, MSRIT, Bangalore.

**Mr. N Srikanth Reddy**, is a faculty of Marketing in the MBA Department MSRIT, Bangalore.

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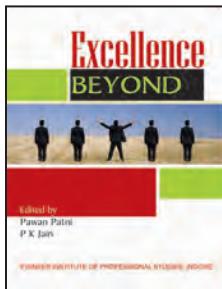
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*Dr. Pawan Patni, is the Director (MBA) of Pioneer Institute of Professional Studies, Indore. His areas of interest are Human Resources (HR) and Organizational Behaviour.*

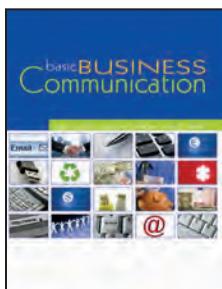
*Dr. CA Pramod Kumar Jain, He has rendered his services as an internal auditor for JK Industries Ltd. He has worked as Practicing Chartered Accountant and conducted various Audits.*

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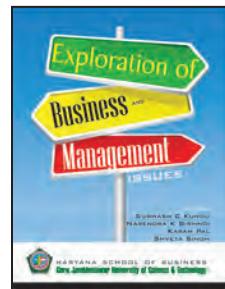
*He is currently the Senior Professor and Director, Maharaja Agrasen Institute of Management & Technology (Ranked 20th by Business World, 2009), Jagadhri, Yamuna Nagar, Haryana.*

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*Karam Pal, Professor of Business Management Haryana School of Business Guru Jambheshwar University of Science & Technology, Hisar*

*Shveta Singh, Professor (Assistant) of Business Management Haryana School of Business Guru Jambheshwar University of Science & Technology, Hisar*

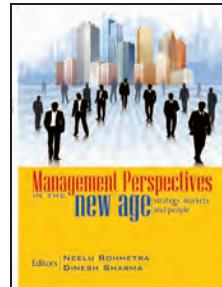
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*Prof. Neelu Rohmetra* is the Director of the Business School and the International Centre for Cross-Cultural Research and Human Resource Management, (ICCCR & HRM), University of Jammu, Jammu.

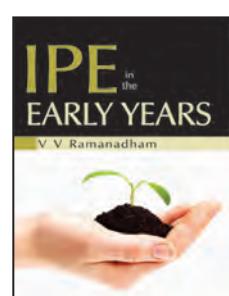
*Dr Dinesh Sharma* is the faculty at Shailesh J Mehta, School of Management, IIT, Bombay.

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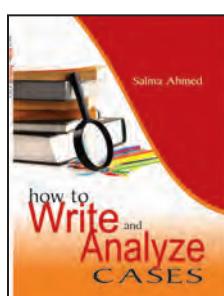
He is an *alumnus of Andhra University and London School of Economics (LSE)*.

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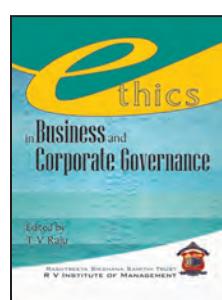
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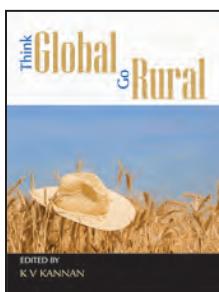
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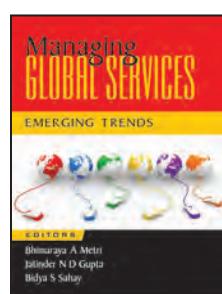
He is working as a *Professor* at *Alliance Business Academy, Bangalore*.

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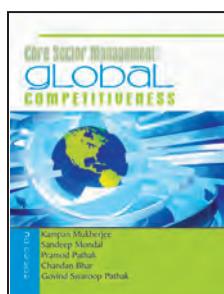
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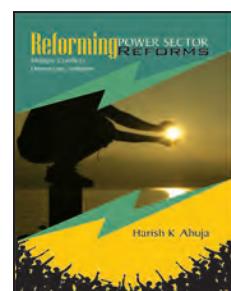
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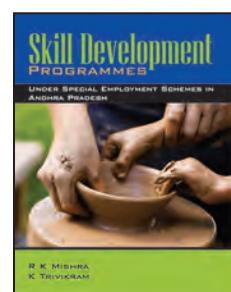
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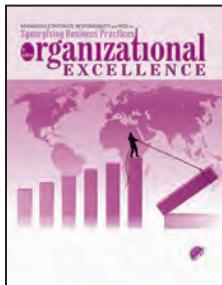
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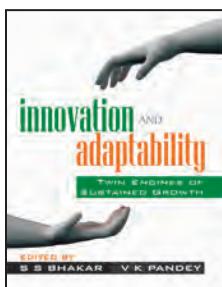
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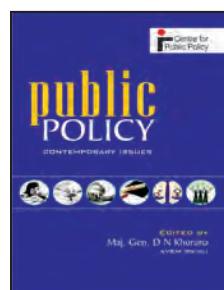
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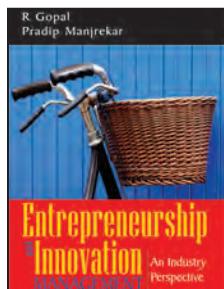
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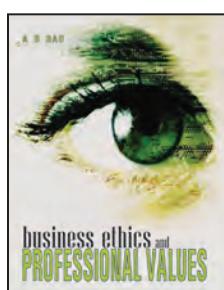
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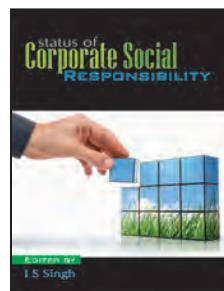
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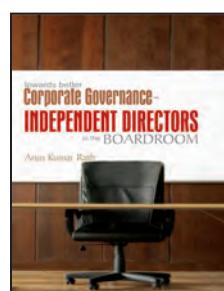
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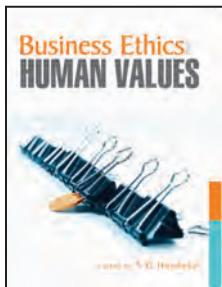
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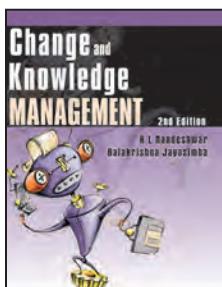
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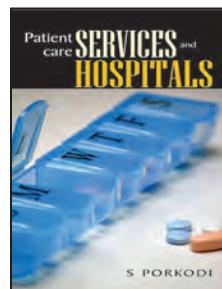
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*Dr S Porkodi is a young and energetic author. Presently, she is working as the Director of Ishan Institute of Management and Technology, Greater Noida.*

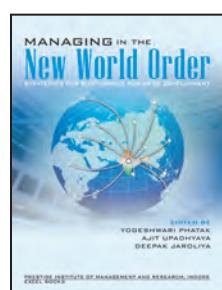
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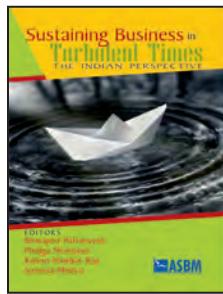
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**Book Detail:**

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First Edition

### Sustaining Business in Turbulent Times

*The Indian Perspective*

**DR. BISWAJEET PATTANAYAK**

*Dr. Biswajeet Pattanayak, is the Founder Director and Professor, HR & OB of Asian School of Business Management (ASBM).*

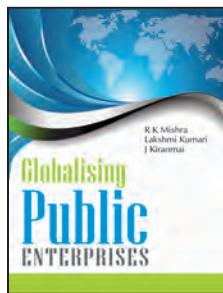
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*Dr. Ch. Lakshmi Kumari is currently Assistant Professor in the area of Economics at the Institute of Public Enterprise, Hyderabad.*

*Ms. J. Kiranmai, Assistant Professor in School of Finance and Accounting*

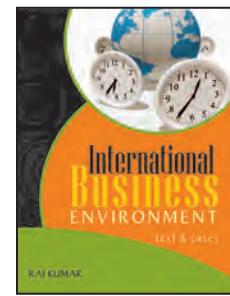
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First Edition

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*Dr. Raj Kumar, is currently Senior Professor and Director, Maharaja Agrasen Institute of Management & Technology (Ranked 20th by Business World, 2009), Jagadhri, Yamuna Nagar, Haryana.*

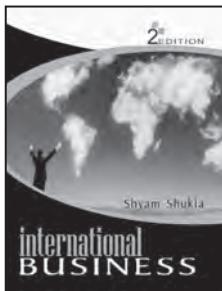
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**Book Detail:**

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Second Edition

## International Business

PROF. SHYAM SHUKLA

Prof. Shyam Shukla, is a Senior Faculty with Central Institute of Business Management Research & Development, a founder and frontrunner of National Human Resources Development Network, Nagpur.

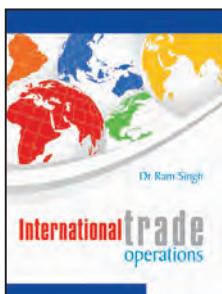
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First Edition

## International Trade Operations

DR RAM SINGH

Assistant Professor in IIFT.

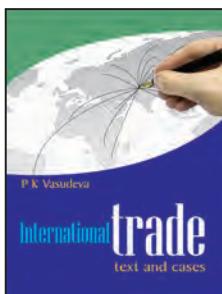
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Introduction to International Trade Operations/ Getting Started in International Trade – Step by Step/Processing of an Export Order/International Trade Documentation/ International Sales Contract/ Understanding Incoterms/India's Foreign Trade Policy/Export Promotions Measures/Special Economic Zones/ Methods of Payments/Export Credit Risk Management/Cargo Insurance/ Cargo Insurance Claims Procedure/Legal Framework of Central Excise/ Excise Clearance of Exports Cargo without Payment of Duty/Excise Clearance of Exports Cargo under Rebate Claims/Legal Framework of Customs/Customs Clearance Procedure of Exports/EDI Initiatives in Customs/Duty Drawback Claims Procedure/Role of Freight Forwarder

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First Edition

## International Trade

Text and Cases

PROFESSOR P K VASUDEVA

Vasudeva present appointments include Expert Panelist in Intellectual Property Rights (IPR), National Institute of Science, Communication and Information Resources of CSIR; Senior Vice

President, National Adventure Club (India); Visiting Professor, Business School, PU, & Department of Defence Studies and National Security PU, Mahatma Gandhi State Institute of Public Administration Punjab, National Defence College (NDC), New Delhi; Visiting Fellow, Guru Jambheshwar University, Hisar, and Consultant, Rajiv Gandhi Institute of Contemporary Studies (Rajiv Gandhi Foundation), New Delhi.

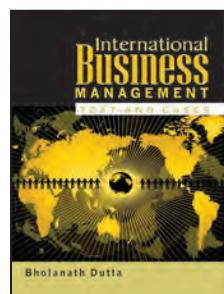
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First Edition

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BHOLANATH DUTTA

Bholanath Dutta is currently working as Assistant Placement Officer, CMRIT, and Asst Professor in the Dept of Management Studies, in CMR Institute of Technology.

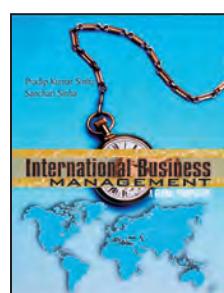
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DR P. K. SINHA

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*Dr P. K. Sinha*, is working as the *Director of a Management Institute at Pune*.

*Sanchari Sinha*, is working in *corporate planning in a multinational company at Pune*.

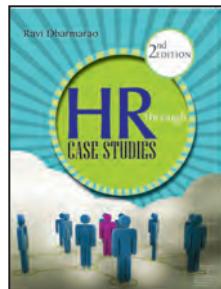
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**RAVI DHARMARAO**

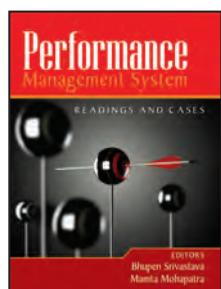
*Ravi Dharmarao*, is a *Professor at ICBM-School of Business Excellence, Hyderabad*.

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*Reading and Cases*

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**DR MAMTA MOHAPATRA**

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*Dr Mamta Mohapatra*, Professor, International Management Institute, New Delhi

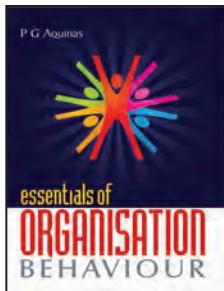
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**Dr. Dipak Kumar Bhattacharyya**, is working as the Director, Camellia School of Business Management, Kolkata.

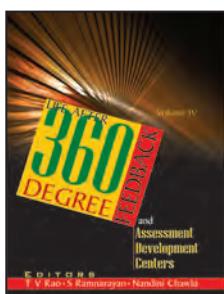
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HRM Concept and Process of Development/Human Resource Policies and Strategies/Strategic Human Resource Planning/Human Resource Planning/Human Resource Planning Process/Productivity, Technology and HRP/Job Analysis, Job Description and Job Evaluation/HRP, Recruitment, Selection and Induction/Career Planning, Development and Succession Planning/Training and Performance Appraisal/Skills and Multi-skilling/HRP, Transfer, Promotions and Job Rotation/Human Resource Information Systems/Human Resource Costs/Human Resource Accounting and Audit/Emerging Trends and Issues in HRP;

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Volume IV

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DR. T. V. RAO

NANDINI CHAWLA

**Dr. S. Ramnarayan**, Professor, ISB and Conference Director.

**Dr. T. V. Rao**, Chairman of TVRLS, Ahmedabad.

**Nandini Chawla**, CEO at T V Rao Learning Systems Pvt. Ltd.

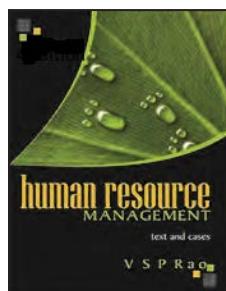
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DR. V.S.P. RAO

**Dr. V.S.P. Rao** is currently pursuing research in the areas of HRM, General Management and Organisational Behaviour.

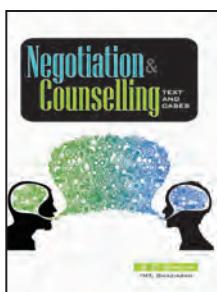
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The Strategic Role of Human Resource Management/Personnel Management: Functions, Principles, Policies, Roles and Trends/Human Resource Environment/Job Analysis/Human Resource Planning/Recruitment/Selection/Placement, Induction, Internal Mobility and Separations/Training/Executive Development/Career and Succession Planning/HRD in India/Job Design, Work Scheduling and Motivation/Job Evaluation/Performance and Potential Appraisal/Compensation Administration/Incentives and Employee Benefits/Health and Safety/Employee Welfare/Social Security/Teams and Teamwork/Employee Grievances and Discipline/Collective Bargaining/Participation and Empowerment/Trade Unions and Employers' Associations/Industrial Relations and Industrial Disputes/Personnel Records, Audit and Research/Human Resource Accounting and Information System/Job Stress, Counselling and Mentoring/International Human Resource Management

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## Managing Recruitment Function

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**DR R K SAHU**

*Dr R K Sahu, is the Founder Director of Human Resource Development Centre, New Delhi.*

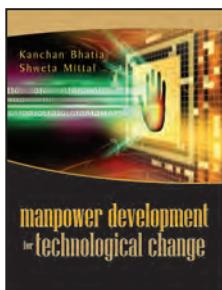
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*Shweta Mittal is a prolific writer, with academic degrees like PGDM, MHRM and Diploma in Training and Development from Indian Society of Training and Development.*

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**DR. I.S. SINGH**

*Dr. I.S. Singh, M.A. (Psychology), Masters in Human Resource Management and Ph.D., is a Professor in Behavioural Science at Mahatma Gandhi Labour Institute.*

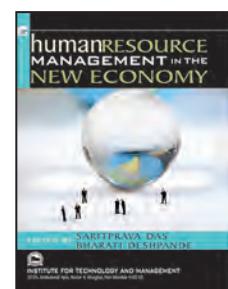
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Human Resource Development in the Globalizing World: An Overview of Challenges and Opportunities/Human Resource Development in the Context of Globalization/Human Development in the Context of Globalization/Human Resource Development in the Context of Globalization/Achieving World Class Excellence through Creativity and Innovation/Performance Management and Human Resource Development/Some Reflections about Performance Management and Human Resource Development in Government/Viewing Human Resource Development and Gender: A Historical Perspective/Changing Demographics at Workplace: Competence vs Gender/Human Resource Development and Gender/Developing Human Resources for Trade Unions/Labour Relations Law: The Approaches of Indian Judiciary/Legal Aspects of Development/Human Resource Development: Myth and Reality in Indian Environment

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**DR. SARITPRAVA DAS**

**PROF. BHARATI DESHPANDE**

*Dr. Saritprava Das, is an Associate Professor in HR & OB at ITM Business School, Navi Mumbai, Maharashtra.*

*Prof. Bharati Deshpande is currently working as an Associate Professor in HR & OB at ITM Business School, Navi Mumbai, Maharashtra.*

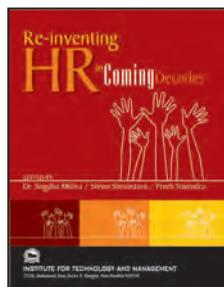
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2010 / 348 Pages / PB / ₹ 775  
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**DR SNIGDHA MISHRA**  
**PROF SHRIMI SRIVASTAVA**  
**PROF PREETI NARENDRA**

*Dr Snigdha Mishra*, is currently working as a faculty in *ITM Business School, Kharhgar, Navi Mumbai*.

*Prof Shrimi Srivastava*, At present, she is an *Assistant Professor at ITM Business School, Navi Mumbai*.

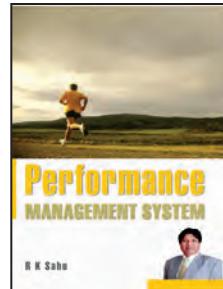
*Prof Preeti Narendra*, she is a *Faculty in HR at ITM Business School, Kharhgar, Navi Mumbai*.

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### *Book Detail:*

2012 / 368 Pages / PB / ₹ 925  
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*First Edition*

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**DR. R K SAHU**

*Dr. R K Sahu*, is the *founder Director of Human Resource Development Centre, New Delhi*.

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*Dr. V.K. Jain* is presently working as *Director (MCA) at Pioneer Institute of Professional Studies, Indore*.

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**Book Detail:**

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ISBN: 978-81-7446-784-3



*First Edition*

## Performance Management System

*A Holistic Approach*

**PROF. B D SINGH**

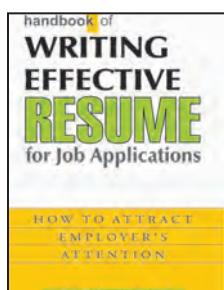
*Prof. B D Singh*, is working as *Sr. Professor (HRM) and Dean (MDP & Consultancy) IMT, Ghaziabad.*

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**Book Detail:**

2010 / 716 Pages / PB / ₹ 1000  
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*First Edition*

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**PARUL SINGH**

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ISBN: 978-81-7446-524-3



*First Edition*

## HRD Trainer's Handbook of Management Games

**DR PL RAO**

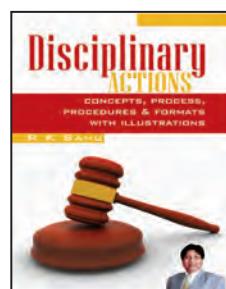
*Dr PL Rao* is working as the *Managing Director of Polar Management Services (P) Limited.*

**Contents include:**

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*Concepts, Process, Procedures & Formats with Illustrations*

**DR RK SAHU**

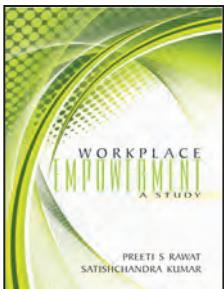
*Dr RK Sahu* is the *founder Director of Human Resource Development Centre, New Delhi.*

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*A Study*

DR. PREETI S. RAWAT

DR. SATISHCHANDRA KUMAR

*Dr. Preeti S. Rawat is an Associate Professor for OB/HR at the K. J. Somaiya Institute of Management Studies and Research, Mumbai.*

*Dr. Satishchandra Kumar, is an Associate Professor in the Department of Applied Psychology and Counseling Centre, University of Mumbai.*

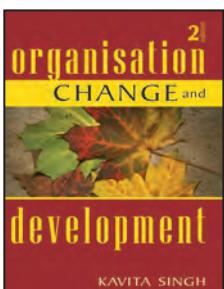
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*Kavita Singh is an Associate Professor in the area of Organizational Behaviour and Organizational Development and Change at the Faculty of Management Studies, University of Delhi.*

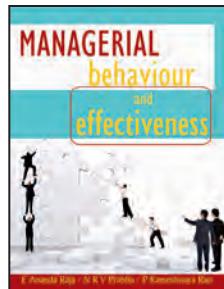
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*Dr P Kameswara Rao, Professor in the Department of Business Administration, Kalasalingam University, Tamil Nadu.*

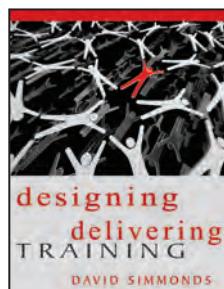
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DAVID SIMMONDS

*David Simmonds, is McKesson Canada's Senior Vice-President, Communications and Public Affairs.*

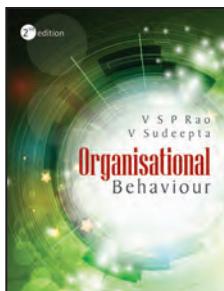
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DR V S P RAO

V SUDEEPTA

Dr V S P Rao, is currently Professor and Dean at IBS, Hyderabad.

V Sudeepa, started her career as an officer with ABN AMRO, immediately after topping the MBA programme at IFMR, Chennai. She then moved on to IndusInd Bank and thereafter began her global journey in 2004.

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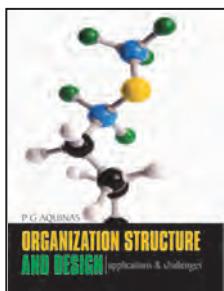
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First Edition

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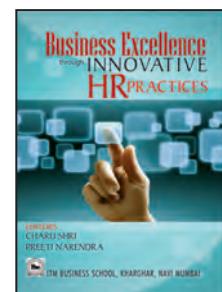
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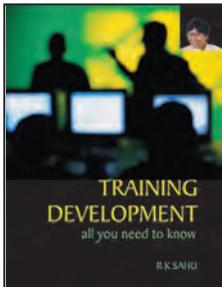
Correlates of Employee Satisfaction with Career Development Practices of BPO's Operating in India: An Empirical Study/Innovative Employee

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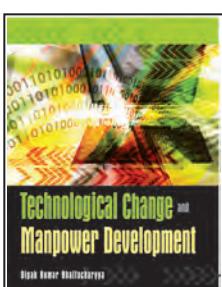
*Dr R K Sahu, is the Founder Director of Human Resource Development Centre, New Delhi.*

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*Dr Dipak Kumar Bhattacharyya, is Director, Camellia School of Business Management, Kolkata.*

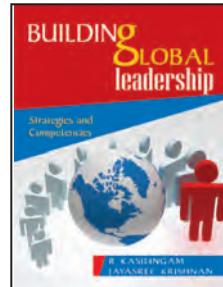
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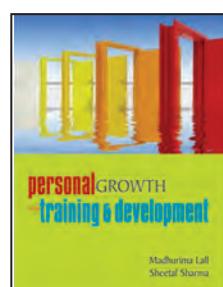
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**MS SHEETAL SHARMA**

*Dr (Miss) Madhurima Lall, has submitted her report as Principal Investigator for a Major Research Project assigned to her by the University Grant Commission, New Delhi, in 2003 and is presently working on another major research project of UGC on women entrepreneurs.*

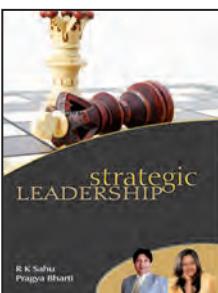
*Ms Sheetal Sharma, is a Faculty member of IILM Academy of Higher Learning, Lucknow.*

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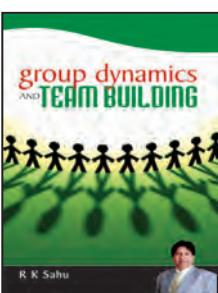
*Ms Pragya Bharti, is Assistant Director of Human Resource Development Centre, New Delhi*

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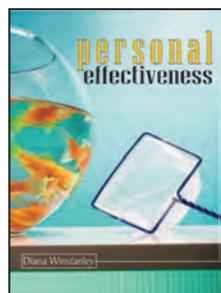
*Dr RK Sahu, is the founder Director of Human Resource Development Centre, New Delhi.*

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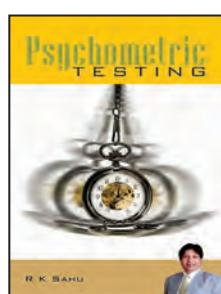
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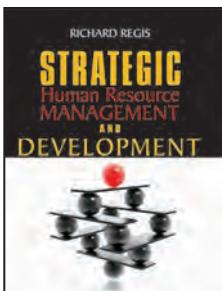
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PROF. RICHARD REGIS

He worked as *Director of the School of Management, Sri Krishna College of Engineering and Technology, Coimbatore.*

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DR. MADHURIMA LALL  
SAKINA QASIM ZAIDI

*Dr. Madhurima Lall, is a Professor at Lucknow University Lucknow, Uttar Pradesh, India.*

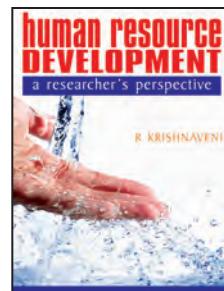
*Sakina Qasim Zaidi, (MA, MBA) is Assistant Professor at the Institute of Environment and Management, Lucknow*

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R. KRISHNAVENI

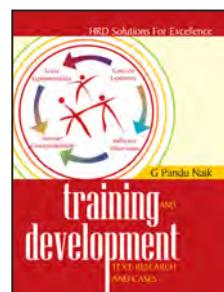
*R. Krishnaveni, is a Professor of PSG Institute of Management, Coimbatore.*

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G. PANDU NAIK

*G. Pandu Naik, is presently working as Professor (OB & HRM) at PES Institute of Management, Bangalore.*

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### Managing Conflict and Negotiation

PROF B D SINGH

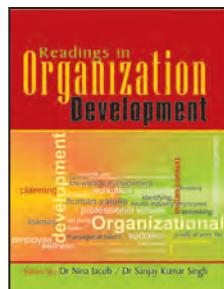
Presently, he is Senior Professor (HRM), and Associate Dean (MDP and Consultancy) at IMT, Ghaziabad.

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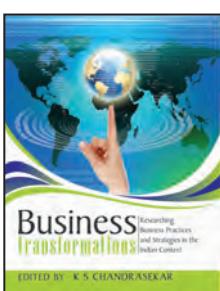
DR. SANJAY KUMAR SINGH

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First Edition

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Researching Business Practices and Strategies in the Indian Context

DR. K. S. CHANDRASEKAR

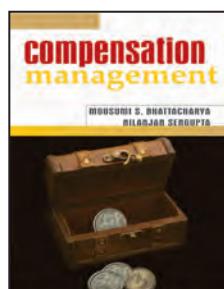
Dr. K. S. Chandrasekar, Professor and Head of one of the best B-schools—Institute of Management in Kerala (IMK), University of Kerala.

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First Edition

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DR. MOUSUMI S. BHATTACHARYA

DR. NILANJAN SENGUPTA

Dr. Mousumi S. Bhattacharya, currently, she is a Professor in IFIM Business School, Bangalore, in the area of Human Resource Management and Organizational Behaviour.

Dr. Nilanjan Sengupta, at present, is a Professor in the area of Human Resource Management and Organizational Behaviour and Chairperson – Admissions at IFIM Business School, Bangalore.

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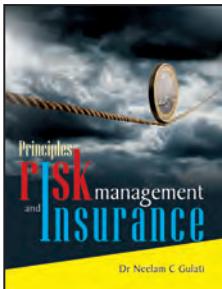
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*First Edition*

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**DR NEELAM C GULATI**

*Dr Neelam C Gulati, is an Associate Professor in the area of Accounting and Finance, working at DAVIM, Faridabad, and also the Programme Director of the exclusive ICWAI Study Centreat Faridabad.*

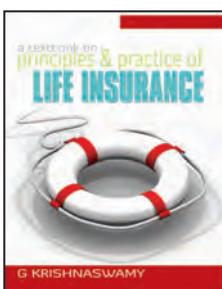
**Contents include:**

The Concept of Risk/Management of Risk and Risk Implication/The Risk Management Process/Requirements of an Insurable Risk/Enterprise Risk Management/Financial Risk Management/Financial Instruments for Risk Management/Other Areas of Risk Management/The Evolution and Meaning of Insurance/Essentials of Insurance Contracts/Classification of Insurance/Basics of Life Insurance and Life Policies/Claims Management in Life Insurance/Principles and Practices of General Insurance/Fire, Motor, Health and Other Insurances/Marine Insurance/Insurance Distribution in India/Reinsurance/Information Technology – The Key to Success of Insurance Services.....

**Book Detail:**

2013 / 548 Pages / PB / ₹ 900

ISBN: 978-93-5062-178-3



*First Edition*

### A Textbook on Principles & Practice of Life Insurance

**G KRISHNASWAMY**

Presently he is teaching Insurance – Life and General, as visiting faculty in various MBA Institutions and Health Insurances and legal aspects of medical care in Medical Colleges.

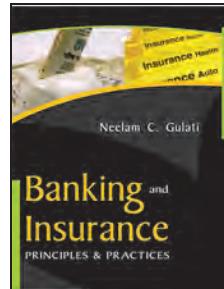
**Contents include:**

Economic Principles (LEAF = Legal, Economic, Actuarial and Financial Principles)/Insurance Intermediaries/Life Insurance Products: (1) Basic Products and (2) Traditional Products/Premium and Bonuses (LEAF Principles)/Life Insurance Underwriting/Insurance Documents/Life Insurance Claims/Insurance Organization, Information Technology and Actuarial Functions/Legislative Matters/ Financial Planning, Insurance Marketing, Agent's Role and Personality Development

**Book Detail:**

2009 / 315 Pages / PB / ₹ 725

ISBN: 978-81-7446-712-6



*First Edition*

### Banking and Insurance

**Principles & Practices**

**DR NEELAM C GULATI**

*Dr Neelam C Gulati, is an Associate Professor in the area of Accounting and Finance, working at DAVIM, Faridabad, and also the Programme Director of the exclusive ICWAI Study Centreat Faridabad.*

**Contents include:**

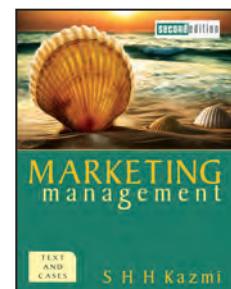
Part 1: Banking: Introduction to Banking in India/Indian Banking System: Structure and Operation/RBI: The Central Bank of India/Organisation Set-up and Sectors in Banking; Part 2: Insurance: Meaning of Risk and Insurance/Essentials of Insurance Contracts/Classification of Insurance/Basics of Life Insurance and Life Policies/Principles and Practices of General Insurance.....

**Book Detail:**

2011 / 648 Pages / PB / ₹ 1075

ISBN: 978-81-7446-903-8

## MARKETING



*Second Edition*

### Marketing Management

**Text and Cases**

**S. H. H. KAZMI**

*S. H. H. Kazmi, has been associated as visiting faculty with a number of management institutions, including Bhavan's College of Communication and Management, Banasthali Vidyapith (Deemed University), Malviya National Institute of Technology, ICFAI, and Poddar Institute of Management.*

**Contents include:**

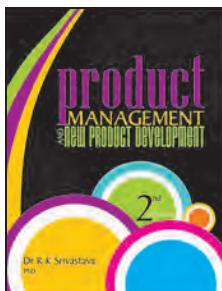
Part I: Introduction to Marketing/Strategic Market Planning/Marketing Implementation & Control; Part II: Marketing Environment Analysis/Information System & Marketing Research/Measuring Market Demand; Part III: Product Concepts/New Product Development & Adoption Process/Branding, Packaging & Labelling; Part IV: Marketing Communications/Advertising & Sales Promotion/Personal Selling; Part V: Marketing Channels and Physical Distribution/Wholesaling and Retailing; Part VI: Pricing Concepts, Strategies and Price Setting Approaches; Part VII: Product Life Cycle/Competition Analysis and Strategic Options Across PLC Stages; Part VIII: Marketing of Services/International Marketing.....

**Book Detail:**

2007 / 718 Pages / PB / ₹ 1100

Reprint: 2009, 2010, 2011

ISBN: 978-93-5062-357-2



*Second Edition*

## **Product Management and New Product Development**

**R. K. SRIVASTAVA**

*R. K. Srivastava, is Country Incharge of Rowa, a Germany Based Company.*

### **Contents include:**

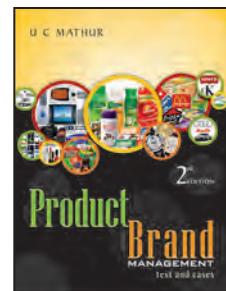
How to be an Effective Product Manager?/Changing Job Function of Product Managers/Things which Product Managers should not Do/ Changing Profile of Product Managers – Current Scenario/Facing Challenges through Effective Selection and Evaluation of Product Management Personnel/Interface of Product Management Personnel with Sales Personnel/How to improve the Efficiency of Resources Planned by Product Management Personnel/What is Marketing Plan Necessary in Today's Environment /How to make an Effective Marketing Plan to Combat Competition?.....

### ***Book Detail:***

2006 / 246 Pages / PB / ₹ 550

Reprint: 2007, 2008

ISBN: 978-81-7446-478-6



*Second Edition*

## **Product and Brand Management**

***Text and Cases***

**PROFESSOR UC MATHUR**

*Professor UC Mathur is Director (MDP) and Professor at Integrated Academy of Management & Technology (INMANTEC), Ghaziabad.*

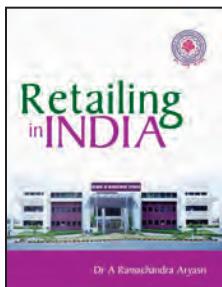
### **Contents include:**

Part I: Product Marketing and Economy/Market Potential for Countries/ Customer Purchase Process/Marketing Research; Part II: Introducing New Products and Product Life Cycle/Product Plans/Brand Value; Part III: Organisational Structures for Product Sales/Marketing Mix Factors and Products/Products and Brands Advertising/Brand Name Plans; Part IV: Service Product Marketing/Industrial Product Marketing/Product Exports and International Marketing/Critical Success Factors in Brand Management.....

### ***Book Detail:***

2012 / 576 Pages / PB / ₹ 950

ISBN: 978-93-5062-014-9



*First Edition*

## **Retailing in India**

**DR A RAMACHANDRA ARYASRI**

*Dr A Ramachandra Aryasri, PhD, MBA, MCom and Director, School of Management Studies, JNT University, Hyderabad.*

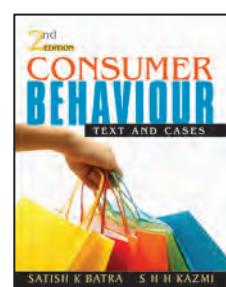
### **Contents include:**

Human Resources and Skills Development in Indian Retailing/A Step-by-Step Process of Nurturing Ethical Values in Retailers and Professionals/ Impact of WTO/TRIPS on Pharmaceutical Exports in India: A Retailer's Perspective/Impact of FDI in Retail on Business/Ethical and Legal Practices in Retailing/A Study on the Retail Analytics Practices Implemented by the Organised Retail Stores: With Reference to Hyderabad City/Customer Needs and Relationship Management in Retailing/A Study on E-Tailing in India: Unlocking the Potential/Work-Life Balance (WLB) Issues of Women Employees in Unorganized Retail Outlets/Gender Portrayal in Indian Television Commercials and its Impact on Consumer Buying Process/Governance Issues in Multi-Channel Retailing/Impact of Career Plateau on Employee Performance in Retailing Sector/Evaluation of Store Loyalty Programs of Big Bazaar.....

### ***Book Detail:***

2013 / 308 Pages / PB / ₹ 550

ISBN: 978-93-5062-330-5



*Second Edition*

## **Consumer Behaviour**

***Text and Cases***

**S H H KAZMI**

**DR SATISH K BATRA**

*S H H Kazmi, has been associated, as a visiting faculty, with a number of management institutions, including Bhartiya Vidya Bhavan's College of Communication and Management, Banasthali Vidyapith.*

*Dr Satish K Batra, has retired from the University of Rajasthan. Now, Dr Batra is working as Dy. Director, Bhartiya Vidya Bhavan's College of Communication & Management, Jaipur Kendra.*

### **Contents include:**

Part 1: Consumer Behaviour and its Applications/Consumer Research/ Market Segmentation and Positioning Concepts; Part 2: Consumer Motivation/Consumer Personality/Consumer Perception; Part 3: Consumer and Cultural Influences/Social Class Influences and Consumer/ Group Influences and Consumer Behaviour/Household Decision-making; Part 4: Consumer Decision Models-(Nicosia, Howard-Sheth, and EKB)/ Consumer Decision Models- Situation Influences/Consumer Decision Models-Problem Recognition.....

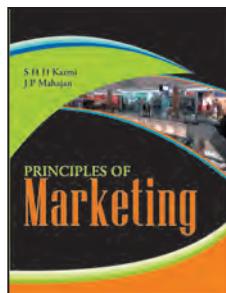
### ***Book Detail:***

2008 / 558 Pages / PB / ₹ 925

Reprint: 2009, 2010, 2011, 2013

ISBN: 978-81-7446-644-0

## Marketing



First Edition

### Principles of Marketing

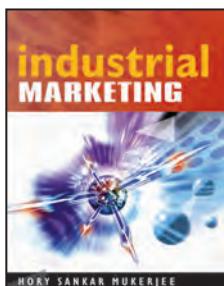
S H H KAZMI  
J P MAHAJAN

#### Contents include:

Part I: Marketing Building Blocks: Introduction to Marketing/Marketing Mix/Marketing Environment; Part II: Understanding and Developing Market: Market Segmentation, Targeting and Positioning/Product Concepts/New Product Development/Product Life Cycle; Part III: Marketing Tactics and Strategies: Pricing Concepts, Strategies and Price Setting Approaches/Marketing Communications (Promotion Mix)/Advertising and Sales Promotion/Personal Selling; Part IV: Sales and Distribution Management: Marketing Channels and Physical Distribution/Wholesaling and Retailing; Part V: Emerging Trends and Issues in Marketing: Rural Marketing/Recent Issues and Developments in Marketing.....

#### *Book Detail:*

2012 / 376 Pages / PB / ₹ 725  
ISBN: 978-93-5062-059-5



First Edition

### Industrial Marketing

HORY SANKAR MUKERJEE

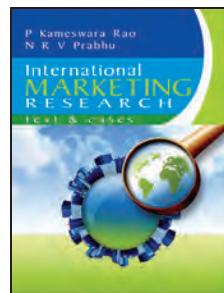
Hory Sankar Mukerjee, is currently working for Infosys, as an Associate Consultant.

#### Contents include:

Introduction to Industrial Marketing/The Industrial Markets/Industrial Marketing Environment/Industrial Buying and Buying Behaviour/Managing Customer Relationship/Strategic Planning Process/Industrial Marketing Research and Demand Forecasting/Segmenting, Targeting and Positioning/Industrial Products, New Product Development and Services/Marketing Channels/Marketing Logistics and Supply Chain Management/Industrial Sales force: Developing and Managing Them/Industrial Sales force: Planning, Organizing and Controlling/E-Commerce/Industrial Marketing Communication: Advertising, Sales Promotion and Publicity/Industrial Pricing/Industrial Marketing for Global Markets/Business Ethics and Corporate Social Responsibility

#### *Book Detail:*

2009 / 665 Pages / PB / ₹ 1100  
ISBN: 978-81-7446-700-3



First Edition

### International Marketing Research

Text & Cases  
DR P KAMESWARA RAO

#### *DR N R V PRABHU*

*Dr P Kameswara Rao* is presently working as a Professor & Head in the Department of Business Administration, Kalasalingam University, Anand Nagar, Tamil Nadu.

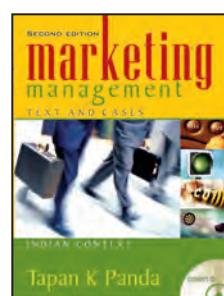
*Dr N R V Prabhu*, is currently working as the Dean, GSB, Chennai.

#### Contents include:

Part 1: International Marketing: Nature and Objectives: Introduction to International Marketing/Background to International Marketing/Appreciation of Different Marketing Orientations (International Marketing Orientations)/Managing the Global Marketing Process; Part 2: International Marketing Environments: The Legal, Political & Trade Environment and its Impact on International Marketing/Personality Tests/Cultural Environment and its Impact on International Marketing; Part 3: Trade Groups and International Agreements: Trade Groupings and International Agreements/World Trade by Trade Groupings and International Agreements; Part 4: International Marketing Plans: Information for International Decision-making/Assessing Potential Markets and Relating Company Resources to Markets/Planning and Implementation: International Marketing Strategies; Part 5: International Marketing Research International Marketing Research and Internal and External Information Sources/The Contemporary International Marketing Research/Comprehensive Guidelines to Exporting.....

#### *Book Detail:*

2011 / 548 Pages / PB / ₹ 900  
ISBN: 978-81-7446-908-3



Second Edition

### Marketing Management

Text and Cases  
TAPAN K PANDA

*Tapan K Panda*, is a Professor of IIM, Indore.

#### Contents include:

Part I: Introduction to Marketing: Introduction/Creating and Delivering Customer Value: Part II: Analyzing Market Opportunities: Marketing Planning/Demand Measurement and Forecasting/Marketing Information System and Marketing Research/The Environment for Marketing

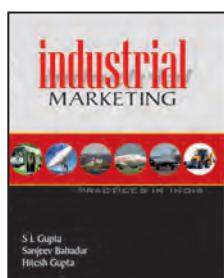
Decisions: Part III: Product and Brand Management Decisions: Managing the Product/The Marketing of Services/Management of New Product Development Process: Part IV: Pricing Decisions: Developing Pricing Strategies and Programs/Pricing Applications: Part V: Channel Management Decisions: Managing Marketing Channels/Management of Logistics and Physical Distribution/Retail Management: Part VI: Marketing Communication Decisions: Integrated Marketing Communication/Advertising Management/Sales Promotion Management: Part VII: Controlling Marketing Decisions: Marketing Organization: Part VIII: Contemporary Issues in Marketing: Non-Profit Marketing/Environmental Marketing/Rural Marketing/Global Marketing

**Book Detail:**

2007, 2008 / 768 Pages / PB / ₹ 1200

Reprint: 2009, 2010, 2011, 2012, 2013, 2017

ISBN: 978-81-7446-548-1



*First Edition*

## Industrial Marketing

*Practices in India*

**PROF. (DR) S L GUPTA**

*Prof. (Dr) S L Gupta, (PhD, PGDBM, MCom) is presently working as Professor, Academic and Doctoral Research Coordinator at Birla Institute of Technology (Deemed University), Mesra, Ranchi, Noida Campus, India.*

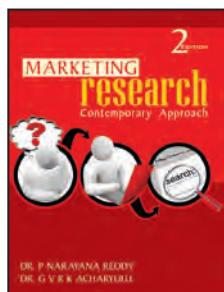
**Contents include:**

Industrial Marketing – An Introduction/Nature of Industrial Marketing/Industrial Strategic Planning/Industrial Marketing Research and Information Systems/Segmentation, Targeting and Positioning in Industrial Market/Product Decision/New Product Development/Pricing the Industrial Products/Price and DGS&D/Personal Selling/Industrial Sales Force Management/Marketing Channel and Physical Distribution of Industrial Products/Logistics Management/PSU/Government (Industrial) Purchase Procedure/E-procurement/Case Study – Shakti Minerals & Chemicals

**Book Detail:**

2013 / 500 Pages / PB / ₹ 975

ISBN: 978-93-5062-173-8



*Second Edition*

## Marketing Research

*Contemporary Approach*

**DR. P. NARAYANA REDDY**

**DR. G.V.R.K. ACHARYULU**

*Dr. P. Narayana Reddy, is Professor and Head, School of Management Studies, CBIT, Hyderabad.*

*Dr. G.V.R.K. Acharyulu, Associate Professor at the School of Management Studies, University of Hyderabad.*

**Contents include:**

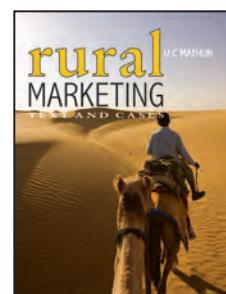
Meaning and Importance of Marketing Research/Marketing Research Process/Data Collection Methods/Measurement and Scaling/Decision-making Tools/Design of Questionnaire/Sampling/Data Processing/Central Tendency and Dispersion: Analysis of Data (Univariate Analysis)/Hypothesis Testing/Nonparametric or Distribution-Free Tests/Correlation and Regression Bi-variate Analysis/Analysis of Data (Multivariate Analysis)/Time Series/Statistical Package for the Social Sciences (SPSS)/Report Writing

**Book Detail:**

2008 / 580 Pages / PB / ₹ 950

Second Edition: New Delhi,

2011 ISBN: 978-81-7446-957-1



*First Edition*

## Rural Marketing

*Text and Cases*

**PROFESSOR U C MATHUR**

*Professor U C Mathur, is Dean and Professor at Integrated Academy of Management & Technology (INMANTEC), Ghaziabad.*

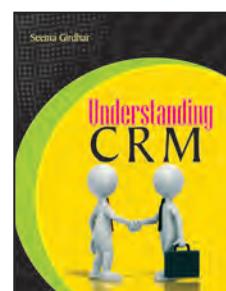
**Contents include:**

Rural Marketing: An Introduction/Marketing Management: An Introduction/Rural Marketing Management: Concepts and Systems/Rural Marketing: Plans and Policies/Pricing Systems/Rural Customer Purchase Process/Advertising, Sales Promotion and PR in Rural India/Marketing Research/Rural Competitions/Rural Development Plans/Rural Sales Force Management/Distribution of Goods/Rural Product Plans/Rural Marketing for the 21st Century/Indian Village Vignettes/Critical Marketing Strategies/Strategic Innovations in Marketing/Strategic Audit/Marketing of Agricultural Produce/Rural Cottage Industry and Artisan Products.

**Book Detail:**

2008 / 487 Pages / PB / ₹ 850

ISBN: 978-81-7446-640-2



*First Edition*

## Understanding CRM

**DR SEEMA GIRDHAR**

*Dr Seema Girdhar, (PhD, MPhil, MBA, MCom) is an Assistant Professor, Guru Nanak Institute of Management, Punjabi Bagh, New Delhi.*

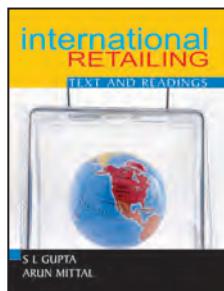
# Marketing

## Contents include:

Introduction to CRM/HRM for CRM/Loyalty/Customer Service/Challenges in Implementing CRM and How the Barriers can be Overcome/Technology and Data Platforms/Customer–Supplier Relationship/Database and Customer Data Development/Overview of the CRM Process/Customer Insight/Future of CRM

### *Book Detail:*

2013 / 364 Pages / PB / ₹ 700  
ISBN: 978-93-5062-179-0



*First Edition*

## **International Retailing**

### *Text and Readings*

**PROF. (DR) S L GUPTA**

**ARUN MITTAL**

*Prof. (Dr) S L Gupta, MCom, MBA, PhD, PGRIM (IIM, Calcutta) is presently working as Professor and Coordinator – Academics and Doctoral Research at Birla Institute of Technology, Mesra, Ranchi, (Deemed University), Noida Campus.*

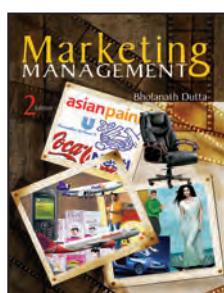
*Arun Mittal, (MBA, PGDRM, MPhil) is an Assistant Professor at Birla Institute of Technology, Mesra, Ranchi, (Deemed University), Noida Campus.*

### Contents include:

Part A: Text Book: Introduction to International Marketing/International Trade and Business/International Marketing Environment/International Marketing Research/International Market Segmentation and Product Decisions; Part B: Case Research Analysis: Financing Decisions in International Retailing/A Study on the Impact of Frequent Communication of Competitive Pricing on Consumer Perception while Purchasing from a Retail Store/Retailers' Communication to Customers: A Qualitative Approach to Analyze Retail Communication Methods and Customer Categories/RFID Technology and Retail Supply Chain.....

### *Book Detail:*

2010 / 435 Pages / PB / ₹ 825  
ISBN: 978-81-7446-859-8



*Second Edition*

## **Marketing Management**

**BHOLANATH DUTTA**

*Bholanath Dutta, is working as Assistant Placement Officer, CMRIT, and Asst Professor in the Dept of Management Studies, in CMR Institute of Technology.*

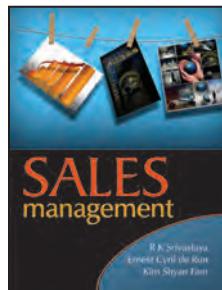
### Contents include:

Introduction to Marketing/Marketing Planning and Strategy/Marketing Environment and Marketing Research/Consumer Behaviour/Segmentation, Targeting and Positioning/Product Planning and Development/Pricing/

Distribution/Integrated Marketing Communication/Salesmanship/Direct and Network Marketing

### *Book Detail:*

2010 / 540 Pages / PB / ₹ 925  
ISBN: 978-81-7446-872-7



*First Edition*

## **Sales Management**

**DR R K SRIVASTAVA**

**DR ERNEST CYRIL DE RUN**

**DR KIM SHYAM FAM**

*Dr R K Srivastava, Emeritus Prof & Head, Research Cell K J Somaiya Institute of Management Studies, Mumbai*

*Dr Ernest Cyril De Run, University Malaysia Sarawak*

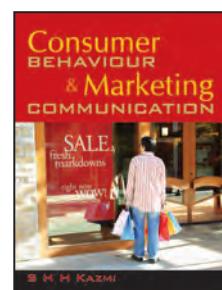
*Dr Kim Shyam Fam, Associate Professor, University of Otago, New Zealand*

### Contents include:

Sales Planning/The Selling Process/Territory Management/Sales Control/Sales Training/Role of an Area Sales Manager/How can First Line Sales Managers be more effective? A Research Finding Report/How to Build Team Spirit and Get Best Sales Performance/Sales Incentives/What Motivates the Indian Managers?/Sequential Reasoning Test/Spatial Recognition Test/Three-D Test/Systems Test/Vocabulary Test/Aptitude Profiling and Job Description and Analysis of Sales and Marketing Personnel/Recruiting and Selecting.....

### *Book Detail:*

2008 / 238 Pages / PB / ₹ 525  
Reprint: 2016  
ISBN: 978-81-7446-652-5



*First Edition*

## **Consumer Behaviour & Marketing Communication**

**S. H. H. KAZMI**

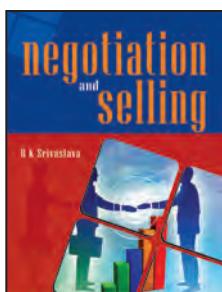
*S. H. H. Kazmi, has been associated as visiting faculty with a number of management institutions, including Bhavan's College of Communication and Management, Banasthali Vidyapith (Deemed University); Malviya National Institute of Technology, ICFAI, and Poddar Institute of Management.*

### Contents include:

Part I: Consumer Behaviour: Consumer Behaviour and its Applications/Market Segmentation/Consumers and Cultural Influences/Social Class Influences and Consumer Behaviour; Part II: Advertising and Marketing Communication: Advertising/Advertising Classification, Functions and Benefits/Economic, Social and Ethical Issues/Client and Advertising Agency/Marketing Communications.....

### *Book Detail:*

2010 / 438 Pages / PB / ₹ 1050  
ISBN: 978-81-7446-844-4



First Edition

### Negotiation and Selling

R K SRIVASTAVA

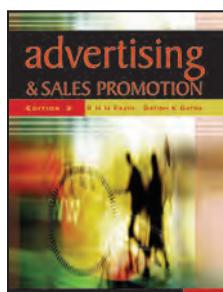
R K Srivastava, at present, he is working as the Director, SIES School of Management, Mumbai.

#### Contents include:

Negotiation/Types of Negotiation/Preparing for Negotiation/ Organisational Structure – The Interface for Negotiation/Impact of Culture on Negotiation/International Negotiation/Negotiation – How can it be Taught Effectively to Students?/Understanding Culture in International Negotiations/Case Studies: Applications in Negotiation

#### Book Detail:

2010 / 202 Pages / PB / ₹ 475  
ISBN: 978-81-7446-818-5



Third Edition

### Advertising & Sales Promotion

S. H. H. KAZMI

DR SATISH K BATRA

S. H. H. Kazmi, has been associated as visiting faculty with a number of management institutions, including Bhavan's College of Communication and Management, Banasthali Vidyapith (Deemed University); Malviya National Institute of Technology, ICFAI, and Poddar Institute of Management.

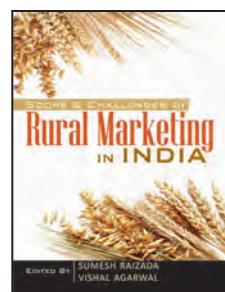
Dr Satish K Batra, is working as Dy. Director, Bhartiya Vidyabhavan's College of Communication & Management, Jaipur Kendra.

#### Contents include:

Section A: Advertising Part I: Introduction to Advertising and a Brief History/Advertising Classification, Functions and Benefits/Economic, Social, and Ethical Issues/Client and Advertising Agency; Part II: Marketing Communications/Source, Message, and Medium Factors/ Consumer Behaviour Perspective; Part III: Segmentation and Positioning/ Brand Awareness, Brand Attitudes and Feelings/Brand Equity, Image and Personality; Part IV: Media Planning and Strategy/Media Evaluation/ Support Media; Part V: Creative Strategy – Planning and Development/ Creative Strategy – Execution and Evaluation/Planning Advertising Campaign/Advertising Research; Section B: Sales Promotion: Part VI: Sales Promotion/Sales Promotion and Consumer Behaviour and How Promotions Affect Sales/Sales Promotion Objectives and Budget Allocation; Part VII: Sales Promotion – Tools and Techniques.....

#### Book Detail:

2008 / 658 Pages / PB / ₹ 1125  
Reprint: 2009, 2010 (Twice), 2011, 2013  
ISBN: 978-81-7446-639-6



First Edition

### Scope & Challenges of Rural Marketing in India

SUMESH RAIZADA

VISHAL AGARWAL

Sumesh Raizada, is working as an Associate Professor in the BLS Institute of Management, Ghaziabad

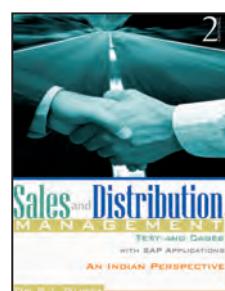
Vishal Agarwal, Associate Professor, HOD and faculty of Marketing at BLS Institute of Management, Ghaziabad.

#### Contents include:

Part I: Rural Retail and Distribution: Rural Retail: A Paradigm Shift towards Rural Prosperity/Increasing Importance of Organised Retailing in Rural India/Treading the Untrodden: Lessons on Rural Marketing – A Case of DKT India/Opportunities and Challenges in Rural Marketing: A Case Study of Hindustan Unilever Ltd.'s Project "Shakti"; Part II: ICT Interface in Rural Markets: Strategies for Rural Marketing: A Case Study of ITC E-Choupal/Scope of ICT in Indian Rural Markets/Integrating Corporate Sector and Information Technology in Rural Market Transformation: A Case Study of ITC; Part III: Strategies for the Rural Marketing: Strategies for Meeting Success in Rural Market of India/Rural Economic Development through Rural Markets: A Grassroot Level Study/ Rural Marketing: A Jewel in the Crown of Corporate; Part IV: Emerging Trends and Opportunities: Would the Growth in Micro finance in India be able to Check and Prevent Debt Bondage?/Emerging Trends in Rural Marketing/Strategic Alternatives in Rural Marketing: A Study of Selected Initiatives in India.....

#### Book Detail:

2010 / 399 Pages / PB / ₹ 925  
ISBN: 978-81-7446-842-0



Second Edition

### Sales and Distribution Management

Text and Cases with SAP Applications

PROF. (DR) S L GUPTA

Prof. (Dr) S L Gupta, MCom, MBA, PhD, PGRIM (IIM, Calcutta) is presently working as Professor and Coordinator – Academics and Doctoral Research at Birla Institute of Technology, Mesra, Ranchi, (Deemed University), Noida Campus.

#### Contents include:

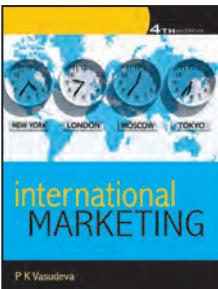
Part I: Basics of Sales Management: Sales Management Strategy/Personal Selling/Sales Organisation/Recruitment and Selection; Part II: New Techniques of Sales Management: Sales Management Information System and Sales Training/Relationship Marketings/Internet as an Emerging Selling Technique; Part III: Sales Promotion Management: Sales Display and Sales Promotion/Sales Promotions Strategies/Sales Promotion Budget and Evaluation; Part IV: Basics of the Distribution System: Distribution

## Marketing

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### Book Detail:

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### International Marketing

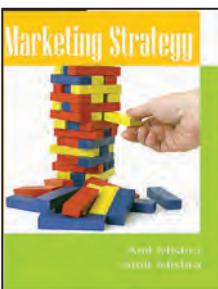
PROFESSOR P.K. VASUDEVA

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DR. ANIL MISHRA

He is working as a Professor in the area of marketing at VNS, Bhopal.

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DR. VINITH KUMAR NAIR

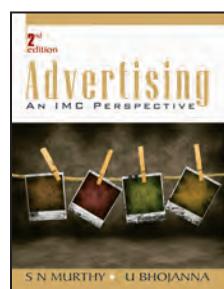
Dr. Vinith Kumar Nair, is an Assistant Professor in the area of Marketing at DC School of Management and Technology, Kerala.

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DR P G RAMANUJAM

*Professor and HOD at the School of Management Studies, Swarnadharra College of Engineering and Technology, Narsapuram, Andhra Pradesh.*

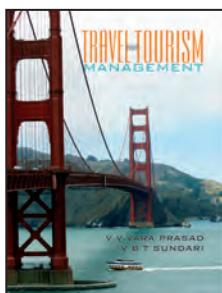
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MR V V VARA PRASAD

DR VBT SUNDARI

*Mr VV Vara Prasad, is working as Associate Professor and HOD of Dept. of Business Administration in Raghu Engineering College.*

*Dr VBT Sundari, Reader and HOD of History and Tourism in St. Joseph's College for Women, an autonomous institution.*

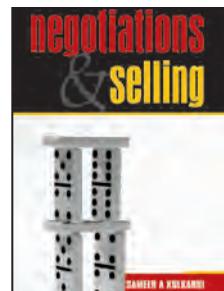
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SAMEER A KULKARNI

*Sameer A Kulkarni, is currently Associated with the Chanakya Institute of Management Studies & Research (CIMSR), Mumbai.*

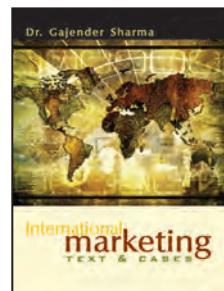
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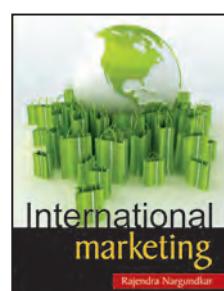
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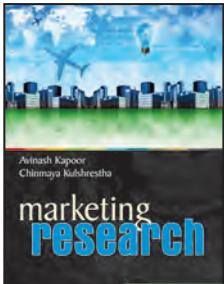
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*Dr. Avinash Kapoor, is Faculty of Marketing at MDI, Gurgaon.*

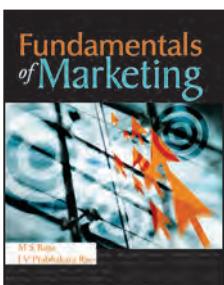
*Dr. Chinmaya Kulshrestha, is Faculty of Marketing at MDI, Gurgaon.*

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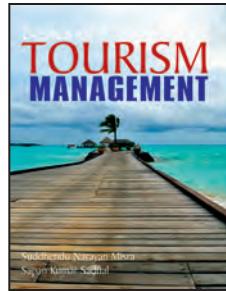
*J.V. Prabhakara Rao, Senior Professor, Commerce and Management and Former Principal, Andhra University, Visakhapatnam.*

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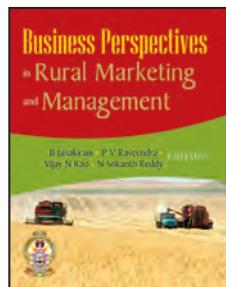
*Prof Sapan Kumar Sadual, is a professor in the Faculty of Tourism Administration, Regional College of Management, Bhubaneswar, and has eight years of teaching experience and four years of service industry experience.*

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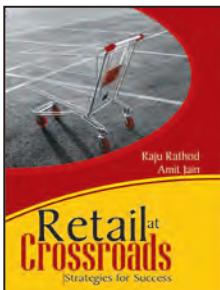
Part I: General Area: Agricultural Rural Supply Chain Strategies: Some Perspectives/A Study of Rural Housing Shortage in India/Ecotourism: Sustainability and Rural Development – A Case Study; Part II: Finance Area: Role of SHGs in Rural Management/The Study on Role of Micro Finance Institutions in Developing Indian Economy; Part III: Hrm Area: Empowering Rural Women through Entrepreneurial Skills for Sustainable Growth/Empowering Rural Women through Entrepreneurial Skills for Sustainable Growth/Global HR Skills and Competencies; Part IV: Marketing Area/Rural Women Entrepreneurs: An Analysis of SHGs in Shivamogga District/Innovations in Rural Marketing/Rural Consumer Behaviour: A Paradigm Shift/An Empirical Study of Factors Shaping Buying Behaviour towards Personal Care Products among Rural

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*Dr. Amit Jain, is an Associate Professor with JK Lakshmi pat University – Institute of Management, Jaipur.*

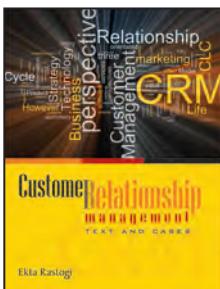
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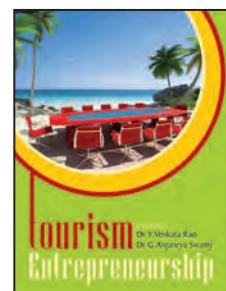
Concept and Introduction of Customer Relationship Management/CRM Versus Electronic CRM/Managing CRM through Modern Marketing Strategies/The CRM Process/Models of Customer Relationship Management/Organizing for Customer Relationship Management/Relationship Marketing & Customer Relationship Management/Technology in Customer Relationship Management/Applications of Customer Relationship Management/Beyond Marketing: Customer Relationship Management/Implementation Issues in CRM/CRM and SCM/Customer Relationship Management: A Database Approach/

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*Dr. Y. Venkata Rao is the Reader at the Department of Tourism Studies, School of Management, Pondicherry University.*

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### Retail Marketing

DR. A. SIVAKUMAR

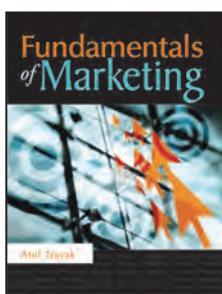
*Dr. A. Sivakumar, is a faculty member teaching marketing at TAPMI for more than 12 years.*

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ATUL NAYAK

*Atul Nayak, he is teaches specialized subjects like Management Control Systems, Management Accounts, Cost Accounts and Marketing Finance as a visiting faculty in a number of MBA institutions affiliated to Mumbai University.*

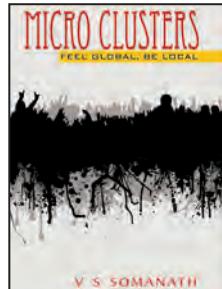
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*Feel Global, Be Local*

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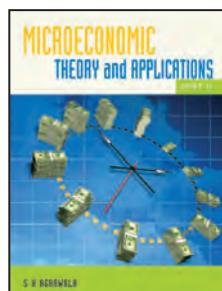
*Dr VS Somanath, is an MBA and PhD in financial management and has a wide range of experience in the financial services sector in merchant banking, investment and development banking, commercial banking, venture capital, microfinance, micro and small enterprises and teaching and research.*

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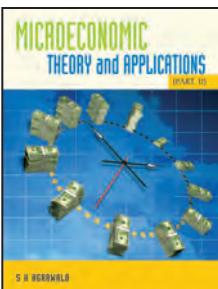
*SK Agarwala, B.A. (Honours) in Economics from Hansraj College and M.A. in Economics from St. Stephens' College of the University of Delhi, and has been a teacher of Economics in Colleges of the University of Delhi for more than 40 years.*

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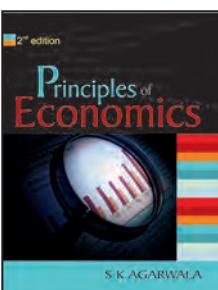
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### International Economics

PROF. RAJ KUMAR

**Prof. Raj Kumar**, is an alumnus of Punjab University, Chandigarh, from where he did his postgraduation in Economics. He received his MPhil in Economics from Punjab University, Chandigarh. He had also

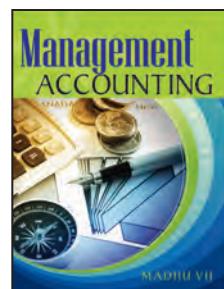
received a degree in MBA (Marketing) from Guru Jambeshwar University, Hisar, Haryana. He was awarded a Doctorate on his work in General Management from Kurukshetra University, Kurukshetra, in the year 1983.

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**Dr Madhu Vij**, Professor, Finance, Faculty of Management Studies, University of Delhi, teaches Financial and Management Accounting and International and Corporate Finance. She is currently on the Panel of Judges for award of PM's trophy for selecting the Best Steel Plant for 2010–2011 and 2011–2012.

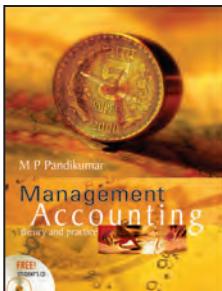
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**MP Pandikumar**, is a Professor of Business administration at Infant Jesus College of Engineering. He has completed more than 11 years

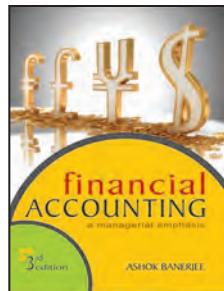
of teaching experience in the field of management studies, more specifically finance related disciplines.

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#### A Managerial Emphasis

ASHOK BANERJEE

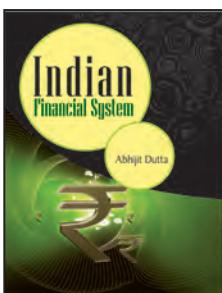
**Ashok Banerjee** is a Professor of Finance and Control at Indian Institute of Management, Calcutta. Prof. Banerjee is a Chartered Accountant and has earned his Ph.D on Economic Value Added. He has more than twenty years of teaching experience.

#### Contents include:

Financial Accounting—An Introduction/Recording in the Primary Books/Postings in the Secondary Books/Bank Reconciliation Statement/Trial Balance and Final Accounts/Accounting Standards in India/Revenue Recognition/Corporate Financial Statements—Part-I/Corporate Financial Statements—Part-II/Understanding Published Financial Statements/Cash Flow Reporting/Financial Statements Analysis/Intra-firm and Inter-firm Comparisons/Lease Accounting and Analysis/Consolidated Financial Statements/Valuations/Accounting for Amalgamations/Accounting for Investments/Financial Instruments

#### Book Detail:

2017 / 794 Pages / PB / ₹ 1100  
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First Edition

### Indian Financial System

DR ABHIJIT DUTTA

**Dr Abhijit Dutta** has completed his doctoral research from the Institute of Public Enterprise, Hyderabad, as an ICSSR research scholar. He has worked as team member to several projects

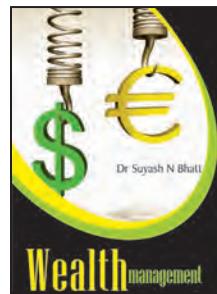
of Planning Commission and Finance Commission at the Institute of Public Enterprise.

#### Contents include:

PART I: Introduction to Indian Financial System/Introduction to Indian Financial System/Saving Intermediation and Financial Market/ PART II: Financial Markets in India/Organization of Financial Market in India/Primary Market in India/Secondary Market and Stock Market Organization/Instruments in Secondary Market and Issuance Methods/ SEBI and Regulation of Capital Market/Listing Regulations/Money Market/Foreign Exchange Market/Merchant Banking/PART III: Banks in India/Introduction to Banking/Commercial Banks in India/Management of Financial Risk in Commercial Banks/Effect of Basel II on the Indian Banking Sector/Central Banks and the Reserve Bank of India/PART IV: Other Financial Institutions/Co-operative Credit Societies/Regional Rural Banks/Non-banking Financial Companies/Mutual Funds/Insurance Sector/Microfinance and Microinsurance

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### Wealth Management

SUYASH N BHATT

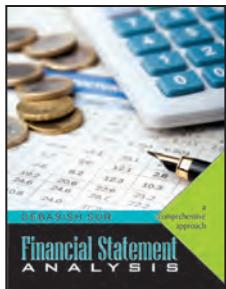
**Suyash N Bhatt** is currently Associated with the K. J. Somaiya Institute of Management Studies and Research. He has done BE from the Mumbai University with specialization in Computers and Masters of Management Studies from Mumbai University with specialization in Finance. He has nine years experience in training and consulting.

#### Contents include:

Introduction to Wealth Management/Clients/Investment Analysis/ Investment Process/ Impact of Tax on Investment/Portfolio Theory/ Modern Portfolio Theory/Capital Asset Pricing Model/Arbitrage pricing theory/Optimal Portfolio/Wealth Management Process

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DR DEBASISH SUR

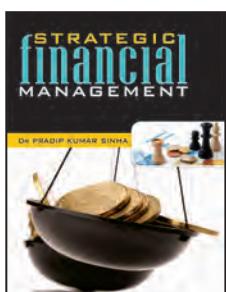
**Dr Debasish Sur** is Professor at the Department of Commerce of the University of Burdwan, West Bengal. He has done MCom (Gold Medallist), MPhil (Topper), and PhD (Human Resource Accounting). He has obtained his BCom (Hons) degree from the University of Burdwan in 1988 and stood first in the class. He has over 15 years of teaching experience at the postgraduate level.

#### Contents include:

Concept, Uses and Limitations of Financial Statements/Financial Statement Analysis/Ratio Analysis/Basic Statistical Issues in Financial Statement Analysis/Fund Flow Statement/Cash Flow Statement/Corporate Distress Analysis

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First Edition

### Strategic Financial Management

PROF (DR) PK SINHA

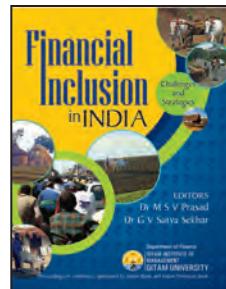
**Prof (Dr) PK Sinha** is an MCom, LLB and ACA, FICWA, ACIS (London), ACS and a Postgraduate in Management Accounting (ICA), with a PhD in Management. Dr Sinha has more than thirty-four years' senior level (GM/VP) experience in professionally managed engineering companies in Kolkata, Vadodara, Pune and Bangalore.

#### Contents include:

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First Edition

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#### *Challenges and Strategies*

DR MSV PRASAD

DR GV SATYA SEKHAR

**Dr MSV Prasad**, MCom (Accounting), MBA (Finance), PhD, Associate Professor, GITAM Institute of Management, GITAM University, has published 20 research papers in reputed national and international journals. Most of his papers are in the areas of social and environmental accounting.

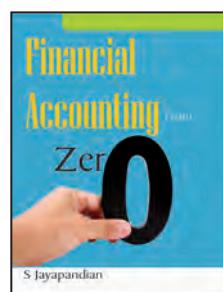
**Dr GV Satya Sekhar**, MCom, MBA, MPhil, PhD, Asst. Professor, Department of Finance, GITAM Institute of Management, GITAM University, Visakhapatnam, has 17 years of teaching and research experience at the postgraduate level.

#### Contents include:

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First Edition

### Financial Accounting from Zero

PROF. S. JAYAPANDIAN

**Professor S. Jayapandian** has varied experience in banks, industry, consultancy and teaching. He has done MA and CAIIB. He has worked in the Reserve Bank of India and Industrial Development Bank of India in the area

## Accounting and Finance

of industrial finance specifically in project appraisal for 15 years. He worked as the Managing Director of a medium scale manufacturing industry in Tamil Nadu for 12 years. He was the principal consultant of Oriental Consultants, Chennai — one of the leading consultancy organisations approved by All India Financial Institutions.

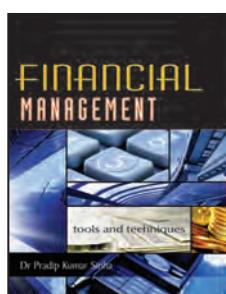
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First Edition

### **Financial Management**

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**PROF. DR PRADIP KUMAR SINHA**

**Prof. Dr Pradip Kumar Sinha** is an MCom, LLB and an ACA, FICWA, ACIS (London), ACS, a Post Graduate in Management Accounting (ICA), and a PhD in Management. He has more than 34 years' senior level (GM/VP) experience in professionally managed engineering companies in Kolkata, Vadodara, Pune and Bangalore.

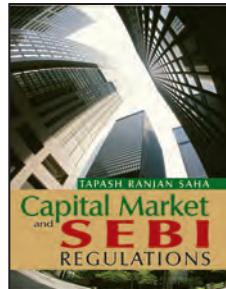
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**PROF TAPASH RANJAN SAHA**

**Prof Tapash Ranjan Saha** is a hard-core academician with a sound industry experience. He is an MCom, MBA, MPhil, FICWA and an

alumni of St. Xaviers College, University of Calcutta and IISWBM, to name a few. At present, he is Professor and Director of Institute of Management Study, leading the Institute for its BBA, BCAMMA and MBA Programmes.

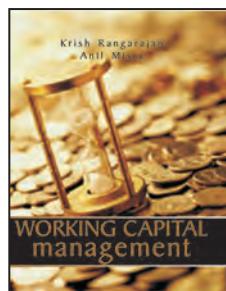
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First Edition

### **Working Capital Management**

**DR. KRISH RANGARAJAN**

**Dr. Krish Rangarajan** is Professor at IIFT. He holds Masters in Commerce with Management Specialisation and remained first class through out his academic career. He holds University Rank for the top performance in his Masters Degree. He has completed doctoral degree and has many research papers and articles to his credit.

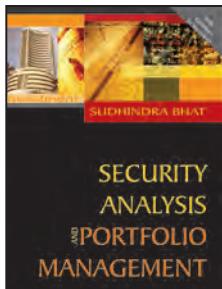
### Contents include:

Introduction to Working Capital Management/Short-term Financing/Management of Cash/Receivables Management/Inventory Management/Working Capital Management and Dividend Policy

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First Edition

### Security Analysis and Portfolio Management

DR. SUDHINDRA BHAT

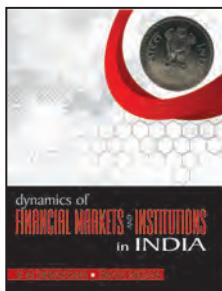
**Dr. Sudhindra Bhat** is a Investment Consultant at KSBS Consulting and is an MBA, MFM, CFA, M. Phil, PGDIR & PM, PGDS & MM, PhD (Finance). He has rendered his services as a consultant, faculty, and adjunct faculty, at prestigious companies and B-schools like Bharati Info Tel, AFF, Srinivas B Pai & Company, Alliance Business Academy, MSRIM, IFIM, AIIMS etc. He has presented more than 45 papers in national and international conferences.

#### Contents include:

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#### Book Detail:

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First Edition

### Dynamics of Financial Markets and Institutions in India

PROFESSOR R.M. SRIVASTAVA  
DR. DIVYA NIGAM

**Professor R.M. Srivastava**, a Ph.D. (1969) in the area of Financial Management from Banaras Hindu University (BHU), has been Senior Professor of Management and Head & Dean, Faculty of Management Studies, BHU. Prof. Srivastava is a prolific writer having made seminal contribution in the field of management through publications of research papers (118) and management treatises (13) on Corporate Policy and Strategic Management, Financial Management, Management of Financial Markets and Institutions.

**Dr. Divya Nigam**, Lecturer, Lala Lajpat Rai College of Commerce and Economics, Mumbai, has had luminous academic attainments to her credit having all through first class career and has doctored in the field of Indian Financial Institutions in 1998 from Banaras Hindu University.

#### Contents include:

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#### Book Detail:

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First Edition

### Introduction to Banking

DR. G. VIJAYARAGAVAN IYENGAR

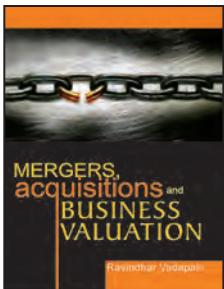
**Dr. G. Vijayaragavan Iyengar** brings in real time banking experience of over two and a half decades in Punjab National Bank. Dr. Iyengar has experienced his life as a banker at all levels including major part of service in the bank as Faculty Member in the Training College of the bank. He has conducted over 250 Training modules on Banking as Senior Faculty of the bank which include a training module for General Managers of Bank of Mongolia at the instance of the Government of India.

#### Contents include:

Indian Bank System/Reserve Bank of India/Reforms in Financial and Banking Sector/Different Types of Accounts/Banker Customer Relationship/Customer Service in Banks/KYC Norms and Anti-money Laundering/Banking Laws/Other Important Laws as Applied to Banking/Technology in Banks/Payment and Settlement System - New Age Clearing/New Age Payment - National Gateways/New Age Payment-International Gateways/Financial Innovations/Retail Banking/Book Keeping and Accountancy for Bankers/Treasury Management/Loans and Advances/Credit Management/Documentation/Operational Risk Management/Foreign Exchange/Priority Sector Lending/Non Performing Assets/Latest in Banking

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*First Edition*

### **Mergers, Acquisitions and Business Valuation**

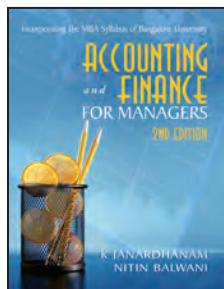
RAVINDHAR VADAPALLI

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Activities in Mergers and Acquisitions: Worldwide Trend/How to Go About-Due Diligence Process/Synergy Value/Leveraged Buyouts/Divestitures/Acquiring or Merging Across Borders/Employee Stock Ownership Plans (ESOPs)/Taking an Ethical Approach to Mergers and Acquisitions/Cultural Due Diligence/Evaluation of Merger and Acquisition Reference/The Case Against Mergers and Acquisitions/Financing M&A/Business Valuation Methods/Business Valuations – Analysis of Methods/Classic Examples of Acquisitions in Indian Scenario – 2006

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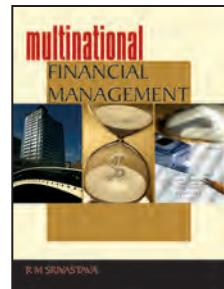
K JANARDHANAM  
NITIN BALWANI

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PROFESSOR RM SRIVASTAVA

**Professor RM Srivastava**, a Ph.D. (1969) in Financial Management from Banaras Hindu University (B.H.U), has been a Senior Professor of Management and Head & Dean, Faculty of Management Studies, B.H.U. He is a prolific writer, having made seminal contribution in the field of management through publications of research papers (118) and management treatises (13) on Corporate Policy and Strategic Management, Financial Management, Management of Financial Institutions and Dynamics of Leadership.

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DR. K.K. VERMA

**Dr. K.K. Verma** is a senior faculty member in the Faculty of Commerce and Management Studies, Badshahi Thoul Campus of H.N.B. Garhwal University, Srinagar-Garhwal Himalayas, Uttranchal State. He has been teaching Accounting and Finance for more than one decade.

#### **Contents include:**

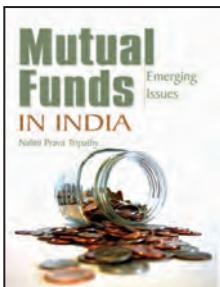
Issue of Shares/Company Accounts – Redeemable Preference Shares/Company Accounts – Issue and Redemption of Debentures/Acquisition of Business or Purchase of Business/Profit or Loss Prior to Incorporation and Post-Incorporation/Underwriting of Shares & debentures & Underwriting Commission/Valuation of Goodwill/Valuation of Shares/Liquidation of Companies/Accounts of Holding Companies/Final Accounts of Companies (Managerial Remuneration)/Final Accounts of Companies

(With Disposal of Profit)/Accounting for Amalgamation, Absorption and Reconstruction of Companies as per AS-14/Internal Reconstruction and Alteration of Share Capital

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**NALINI PRAVA TRIPATHY**

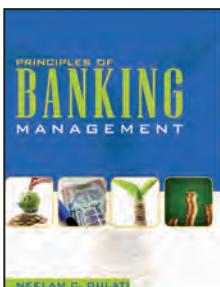
**Contents include:**

The Financial Market in India/Securities Exchange Board of India (SEBI)/Mutual Funds in India/Regulatory Framework and Organisation of Mutual Funds in India/Investment Management/Mutual Funds Marketing/Mutual Fund Derivatives/Future Scenario of the Mutual Fund Industry/A Message for Investors Relating to Investing in Mutual Funds

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**NEELAM C. GULATI**

**Neelam C. Gulati** is a teacher and an educationist. She has to her credit a large number of research papers published in journals and newspapers and has also presented many papers in various national/international conferences and participated in numerous Management/Faculty Development Programmes, especially FDPs at IIM-Calcutta and FMS New Delhi.

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*First Edition*

### **Cost Accounting**

**Theory and Practice**

**KS THAKUR**

**KS Thakur** is Reader, School of Studies in Commerce and Management, Jiwaji University, Gwalior (MP). He has more than two decades of teaching and research experience in the areas of Commerce and Management. He has published a large number of research papers and articles in various international and national journals of repute.

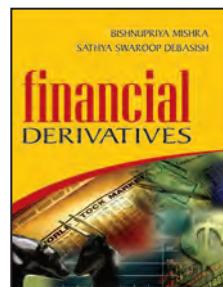
**Contents include:**

Cost Accounting: An Overview/Cost Elements and Classification/Material Cost and Control/Labour Cost Control/Overheads/Unit or Output Costing (Cost Sheet and Tender Costing)/Job and Batch Costing/Contract Costing/Process Costing/Operating Costing/Reconciliation of Cost and Financial Accounts/Uniform Costing and Inter-firm Comparison/Marginal Costing (Cost-Volume-Profit Analysis and Decision-making)/Standard Costing/Budgetary Control/Cost Audit/Cost Reduction

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*First Edition*

### **Financial Derivatives**

**PROF. BISHNUPRIYA MISHRA**

**DR. SATHYASWAROOP DEBASISH**

**Prof. Bishnupriya Mishra** obtained her B.Com (Hons.), M.Com., M.Phil., Ph.D. and D.Litt. from Utkal University, Vani Vihar, Bhubaneswar apart from PGDFM (IGNOU) and DCA. She is a Professor in Finance in the Department of Business Administration, Regional College of Management, Bhubaneswar.

**Dr. Sathyaswaroop Debasish** is currently a Lecturer in the Finance area at Department of Business Management, Fakir Mohan University, Balasore, Orissa, India. He obtained his MBA from Sri Sathya Sai University, Prasanthi Nilayam, (in 1999), qualified UGC NET (in 2000), was awarded Ph.D. in Management from Utkal University, Bhubaneswar (in 2004) and PGDIBO from IGNOU (in 2006). Dr. Debasish has 7 years of teaching experience at Post-Graduate level.

**Contents include:**

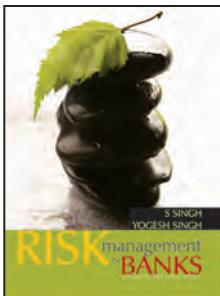
Introduction to Derivatives/Forward Contracts/Futures Contracts – Basic Principles/Pricing of Futures Contracts/Hedging Strategies Using Futures/Options Contracts – Basic Principles/Valuation of Options/Hedging Strategies Using Options/Financial Swaps – Principles and Valuation

**Book Detail:**

2007 / 246 Pages / PB / ₹ 575

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## Accounting and Finance



*First Edition*

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#### **Concepts and Applications**

**S SINGH**

**YOGESH SINGH**

*S Singh, PhD, has work experience of over four and a half decades in various universities and colleges like Allahabad University, Jodhpur University, Sir Pochkhanawala Bankers Training College, Mumbai. He worked as Principal, New Bank of India Training College and Director, Apeejay Institute of Management, Delhi. He was the Principal of New Delhi Institute of Management (NDIM), till 2007.*

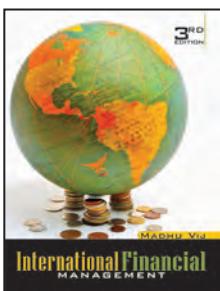
*Yogesh Singh, MBA from Indian Institute of Management, Ahmedabad, and Master in Finance from Boston College, US, has exceptionally distinguished professional record in the area of Risk Advisory. He has worked at BARRA Rogers Casey (An Investment Research and Advisory firm) in the United States, at Deloitte India's Enterprise Risk services, and as Associate Director with Grant Thornton India. Presently, he is working as Associate Director, Dunn & Brad Street, a US company, based in Dubai, since January 2008. He is in-charge of risk advisory services of companies in Asia, Africa and Nepal.*

#### **Contents include:**

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### **International Financial Management**

**DR MADHU VIJ**

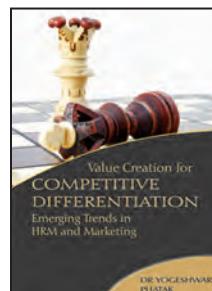
*Dr Madhu Vij is a Professor of Finance at the Faculty of Management Studies, University of Delhi, where she teaches Financial and Management Accounting and International and Corporate Finance. Her specialization includes International Financial Management, Management of Financial Services, and Management of Financial Institutions.*

#### **Contents include:**

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**DR YOGESHWARI PHATAK**

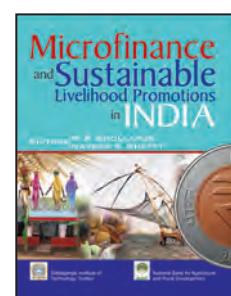
*Dr Yogeshwari Phatak, Ph.D, M.B.A. (Finance), is currently the Director of Prestige Institute of Management and Research, Indore. She joined the Institute in December, 1994. She has served Nagpur Doordarshan, Admas Advertising Company, Gajra Bevel Gears and Informatics Computer System.*

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**DR. M.R. SHOLLAPUR**

**DR. NAVEEN K. SHETTY**

*Dr. M.R. Shollapur is the Director of the Post Graduate Department of Management Studies and Research Centre,*

*Siddaganga Institute of Technology, Tumkur. He holds a First Class Masters Degree in Commerce (MCom), Masters in Business Administration (MBA) and PhD in Finance and Banking from Karnatak University, Dharwad.*

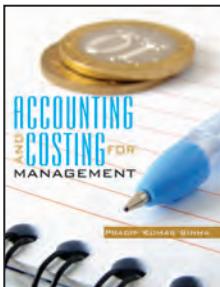
**Dr. Naveen K. Shetty** is serving as Assistant Professor in the PGDMS & RC, SIT, Tumkur. He has secured First rank and Gold Medal in Masters Degree in Economics. He holds NET in Economics from University Grants Commission, New Delhi. He also holds a Post Graduate Degree in Human Resource Management from the University of Mysore.

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PRADIP KUMAR SINHA

**Prof (Dr) Pardip Kumar Sinha** is an MCom, LLB and ACA, FICWA, ACIS (London), ACS and a Post Graduate in Management Accounting (ICA), with a PhD in Management. He has more than thirty-four years' senior level (GM/VP) experience in professionally managed engineering companies in Kolkata, Vadodara, Pune and Bangalore.

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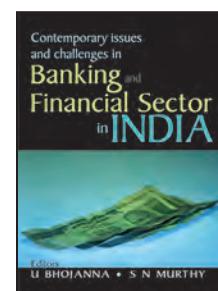
DR V K GOYAL

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DR. U. BHOJANNA

PROF. S.N. MURTHY

**Dr. U. Bhojanna** has done MBA from Sri Krishnadevaraya University. He has completed his M.Phil from Alagappa University and PhD from Sri Krishnadevaraya University. He has co-authored two books namely Business Research Methods and Advertising – An IMC Perspective. His experience in academic industry is spanning over 12 years.

**Prof. S.N. Murthy** is a qualified Electrical Engineer with postgraduate degree in Business Administration from IIMC. His area of specialisation is Marketing. He has worked with multinational engineering companies in India and abroad and has a total industrial experience spanning over a period of 28 years.

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### **Management Accounting**

**DR SUDHINDRA BHAT**

**Dr Sudhindra Bhat** is a Professor of Finance and Accounts at Adarsh Group and Director at ABS, Bangalore. He is also the Founding Director and CEO of KSBS Consulting in India and Europe. He is an MBA, CFA, MFM, MPhil, PGDIR & PM, PGS & MM, DBA, PhD (Finance).

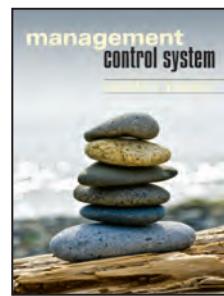
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**RAVINDHAR VADAPALLI**

**Ravindhar Vadapalli** has rich industry experience as a consultant. He was with Accenture, USA and consultant to UCO Bank, India, Arab Bank at Saudi Arabia and Pan Arab Consulting, Dubai, United Arab Emirates. He has worked as Associate Professor of Finance at Management Development Institute, Gurgaon, India. He has practical consulting experience of Valuation and Due Diligence.

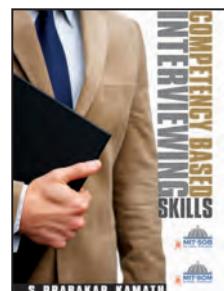
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**S. PRABAKAR KAMATH**

**S. Prabakar Kamath** is a Human Resource Professional of 1977 vintage – runs his own OD and HR consulting set up called P3HR Solutions, has done in excess of 500 workshops on Competency Based Interviewing Skills across the world. He has held senior HR positions with reputed organizations like Ashok Leyland, Eicher, BILT and Caltex.

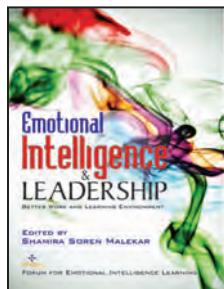
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*First Edition*

### Emotional Intelligence & Leadership

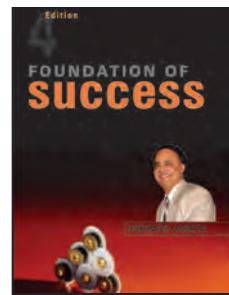
*Better Work and Learning Environment*  
DR. SHAMIRA SOREN MALEKAR

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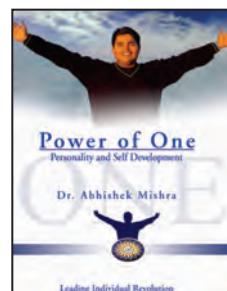
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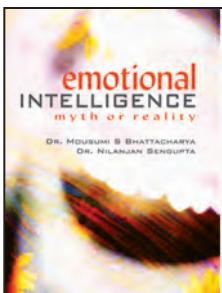
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*Myth or Reality*

MOUSUMI S. BATTACHARYA

NILANJAN SENGUPTA

**Dr. Mousumi S. Bhattacharya** is a Professor in Department of MBA, PES School of Engineering (PESSE), Bangalore in the area of Organizational Behavior and Human Resource Management. She has obtained Ph. D. from the Department of Humanities and Social Sciences, IIT Kharagpur in the area of Emotional Intelligence which now holds a centre stage among research topics and scholarly pursuits in the area of management education. She has a Masters Degree in Human Resource Management from Thames Valley University, London and is a Graduate Member of Institute of Personnel and Development (IPD), London.

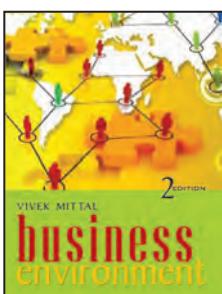
**Dr. Nilanjan Sengupta** is a Professor in the area of Organizational Behavior and Human Resource Management at M.P. Birla Institute of Management, Associate Bharatiya Vidya Bhavan, Bangalore. He has done Ph.D. in Sociology from Viswa Bharati, Shantiniketan, West Bengal and M. A. in Sociology from Jawaharlal Nehru University, New Delhi.

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VIVEK MITTAL

**Vivek Mittal**, is the Director at Premprakash Gupta Institute of Management at Bareilly.

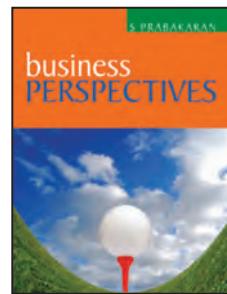
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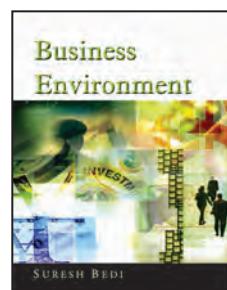
*He has a vast and varied experience of teaching for more than 42 years at graduate and postgraduate levels.*

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DR. SURESH BEDI

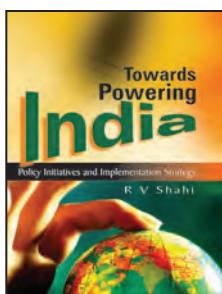
**Dr. Suresh Bedi** (b. 1953), is Professor and Dean, Faculty of Management Sciences and Director of the Prestigious Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak.

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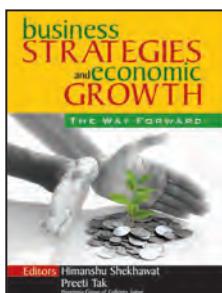
*Former Secretary to the Government of India,  
Ministry of Power*

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*Himanshu Shekhawat, Asst Prof., Department of Management Studies, Poornima Group of Colleges, Jaipur*

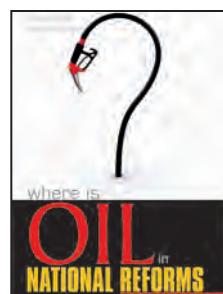
*Preeti Tak, Asst Prof., Department of Management Studies, Poornima Group of Colleges, Jaipur*

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PARAG DIWAN

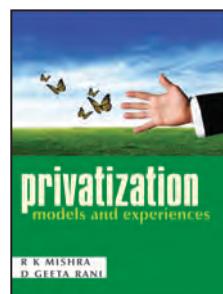
DEBESH C PATRA

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*Prof R K Mishra* is a Senior Professor and the Director of the Institute of Public Enterprise, Hyderabad. He is a graduate of International Management Programme, SDA Bocconi, Milan, Italy. He has done research stints in London Business School and Maison Des Sciences De L' Hommes, Paris.

*Dr D Geeta Rani* is an Assistant Professor in Finance at the Institute of Public Enterprise, Hyderabad. Apart from teaching, she is also involved in research projects like Performance Appraisal of Andhra Pradesh-State Level Public Enterprises.

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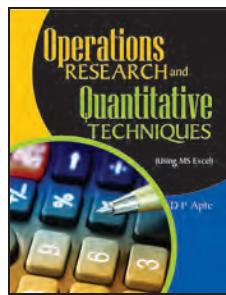
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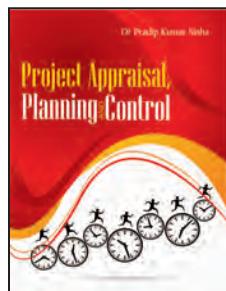
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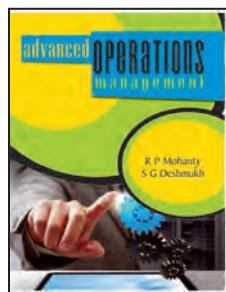
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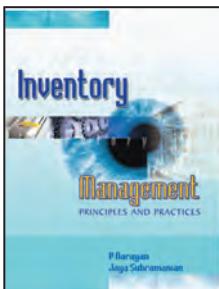
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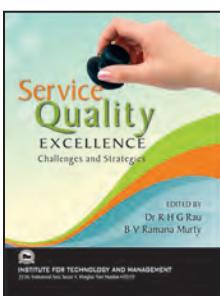
*Java Subramanian, Electrical Engineer, Worked in Supply Chain Management in SAIL, India*

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Need for Inventory Management/Costs Associated With Inventories/Classification of Inventories/Inventory Control Techniques – I/Inventory Control Techniques – II/Forecasting/Materials Requirement Planning – I/Materials Requirement Planning – II/JIT/Total Quality Management (TQM)/Surplus, Obsolete and Non-Moving Inventory/Work in Process (WIP) Inventory/Finished Goods Inventories/Spares Parts Inventory Management/Logistics and Supply Chain Management/Vendor Managed Inventory (VMI)/Stores Management/Introduction to E-Commerce/Some Motivation Thoughts

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**PROF. BV RAMANA MURTY**

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*Prof. BV Ramana Murty, M.Tech from IIT, Madras, Deputy Director, ITM Global Leadership Centre, ITM, Kharghar, Navi Mumbai, India*

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**REJI ISMAIL**

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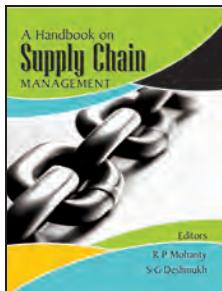
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## Operations Management



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*Prof. S. G. Deshmukh, BTech, MTech and Ph.D. from IIT Bombay, Professor at IIT Delhi, India*

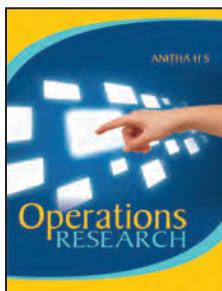
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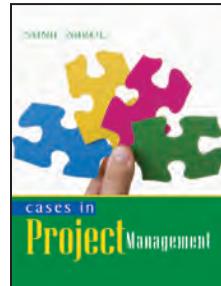
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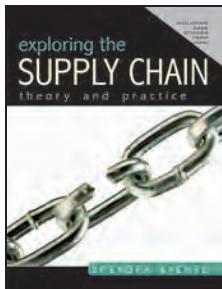
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UPENDRA KACHRU

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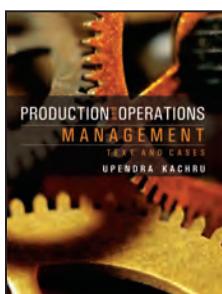
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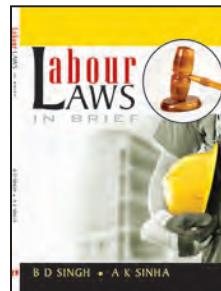
OM Basics/Product and Product Design/Process Selection and Design/Capacity Design and Planning/Facility Planning and Layout/Forecasting Techniques/Managing for Quality/Aggregate Planning/The Supply Chain/MRP and Operations Scheduling/Productivity, Work Analysis and Job Design/Lean Manufacturing/Project Management/Maintenance and Safety

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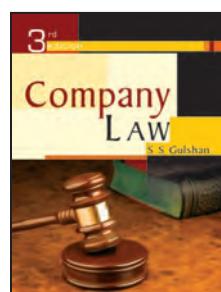
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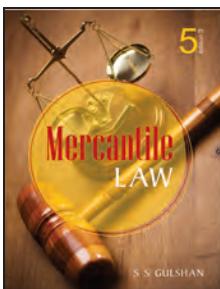
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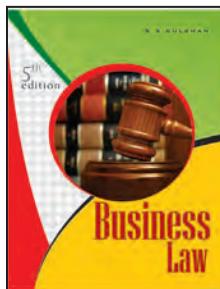
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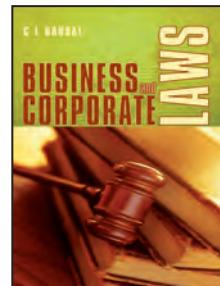
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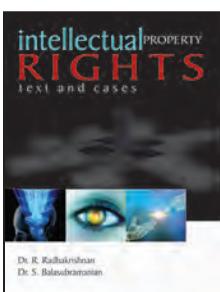
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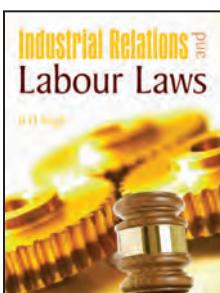
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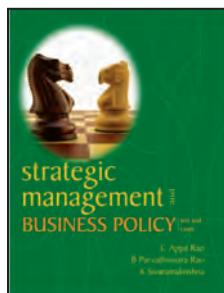
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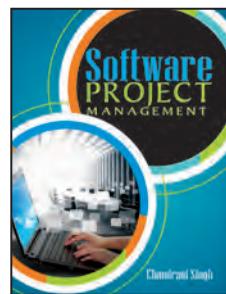
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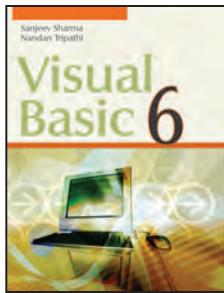
Introduction to Minitab/Data Management/Data Manipulation/Summarizing Data (Graphically)/Summarizing Data (Descriptive Statistics)/Normality/Hypothesis Testing/ANOVA/Correlation Analysis/Regression Analysis/Residual Analysis/Non-parametric Statistics/Logistic Regression/Factor Analysis/Quality Control

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SANJEEV SHARMA

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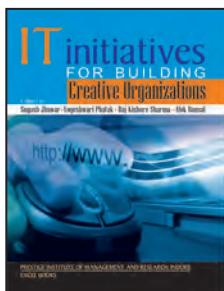
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Visual Basic Background/Visual Basic Forms: Data Entry Screens/ VB Toolbox In-depth/Variables, Datatypes and User Defined Types/ Dialog Boxes, Conditional Statements and Loops/Modules, Arrays, Collections, Enums/Procedures, Functions, Formats, API, Graphics/ Events: A Closer Look/Menus, Control Arrays, Multiple Forms/Advanced Active-x Controls/Windows Common Controls: Animation, Updown, Monthview, Dtpicker/Windows Common Controls: Slider, Imagerlist, Image Combo, Tool Bar, Status Bar/Treeview and Listview/Database Concepts and SQL/Database Creation, ODBC and DAO Programming/ Database Programming: ADO and DED/Database Programming: Data Reports/Object Oriented Programming Systems (OOPS)/OLE/File System Objects/COM/DCOM

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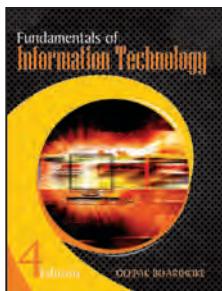
A Study on Factor Criticality for E-Banking Adoption and Implementation/ Challenges in Using Internet Banking/Core Banking: Roadmap for Future

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DR DEEPAK BHARIHOKE

He is today an acclaimed IT professional with almost four decades of industry and academic experience. He has worked at senior positions in Perot Systems Ltd., ZSIC, Lusaka Zambia and BHEL.

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Introduction to Computer Basics/Data Representation/Input and Output Devices/Computer Memory/Processor/Binary Arithmetic/The Basic Computer Architecture/Software Concepts/Operating Systems/DOS: Disk Operating System/Features of the Unix Operating System/Windows 95/98/Microsoft Office/Data Base Management Systems/SQL/Computers and Communication/Computer Networks/Internet/Mobile Computing /Strategic Business System Applications of the Internet Age/Information Security/Multimedia/Data Warehousing

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RAMGOPAL RAJAN

He is an IT and Telecom service industry professional with over eight years of experience.

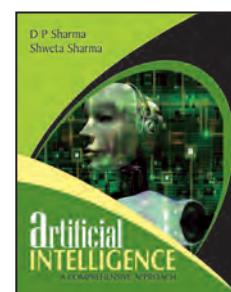
He has been working as a technical and process consultant for major companies, primarily in North American geography.

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A Comprehensive Approach

PROF. D P SHARMA

PROF. SHWETA SHARMA

*Prof. D P Sharma, has decades of industrial, teaching and research experience in the field of computer science. Artificial Intelligence (AI) is this subject of specialisation apart from various other areas of interest in computer science, such as signal processing, neural network, evolutionary computation, etc.*

*Prof. Shweta Sharma, has considerably long experience in teaching and research in computer science. She has rich experience of working on various research projects along with considerable teaching assignments.*

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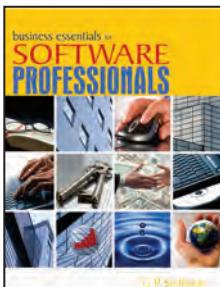
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G.P. SUDHAKAR

**G.P. Sudhakar** is a Project Management Professional (PMP) certified by Project Management Institute, USA. He has obtained the degree of MCA, MTech and Executive MBA. He has over a decade of experience in IT industry. He has worked in the US, UK, Ireland, Finland and India as IT and management consultant. He has also worked as employee/consultant in some big companies such as IBM, Siemens, Interwoven, Wipro, Iona Technologies, Birla Horizons International and PCL Mindware.

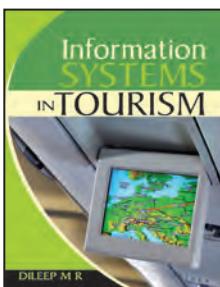
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DR. DILEEP MR

**Dr. Dileep MR**, a renowned Tourism academician, is currently engaged as Assistant Professor with Ministry of Higher Education (Ibri CAS), Sultanate of Oman. Prior to this, he worked as the Head of Department of Tourism at Kerala Institute of Tourism and Travel Studies (KITTS), an autonomous institute established under Ministry of Tourism, Government of Kerala. After his postgraduation in Tourism Administration (MTA) from IMS, Devi Ahilya University, he began his career as lecturer in Tourism at Pazhassi Raja College (University of Calicut), Wayanad, Kerala, in 1997. His other qualifications

include MPhil, PhD, IATAFIATA Cargo course and IATA course on Introduction to Airline Industry.

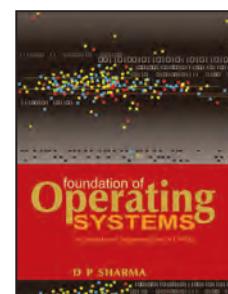
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PROF. D. P. SHARMA

*He has been engaged in teaching in the area of Computer Science and Engineering, and I.T. Management. He is an active participant in computer science research since last two decades. He has published many papers in various scientific journals of national repute. He is a senior corporate member of Computer Science Teachers' Association (CSTA-ACM), USA; Institution of Electronics & Telecommunication Engineers (IETE), India; and Indian Association for Research in Computing Science (Tata Institute of Fundamental Research), India.*

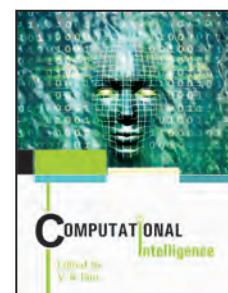
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DR. V.K. JAIN

*He is presently the Director (MCA) at Pioneer Institute of Professional Studies, Indore, since December 22, 2007. He has also worked as*

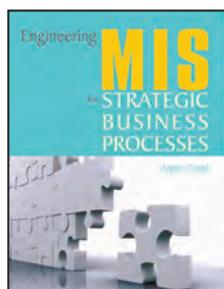
Director in Mahakal Institute of Management, Ujjain. He has been teaching undergraduate and post graduate students for the last 15 years.

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First Edition

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**DR. ARPITA GOPAL**

*Dr. Arpita Gopal has received her Doctorate in Philosophy (PhD) in Computer Science from Banasthali Vidyapith, Department of Computer Science and Electronics, AIM & ACT, Rajasthan. A Gold medalist in her postgraduation (MCA), Dr. Arpita has over 17 years of teaching and industry experience with over 10 years in academics. She is currently working as Director, MCA Department at Sinhgad Institute of Business Administration and Research (SIBAR), Pune.*

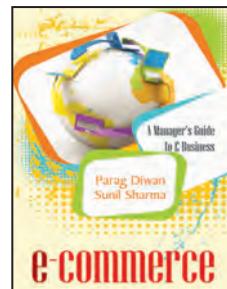
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**PARAG DIWAN**

**SUNIL SHARMA**

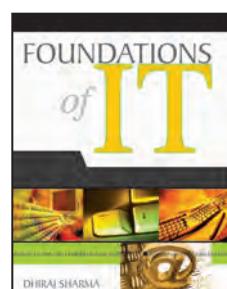
*Parag Diwan, Paradigm Consultants & Resource Management Pvt. Ltd., Management Consulting, Gurgaon, Haryana*

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Paradigm Shift/Developments in Information Technology/Electronic Commerce: Technology and Prospects/Internet Commerce Architecture/ Internet based E-Commerce: Issues, Problems and Prospects Introduction/ E-Commerce: The EDI Way/Intranets/E-Commerce Standards/Value Added Services/Electronic Payment Systems/E-Commerce Law/Security Implications/E-Commerce: Issues and Opportunities in Implementation/ E-Commerce: Role of Government and Policy Recommendations

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**DHIRAJ SHARMA**

*He is working as Assistant Professor and Head, Department of Management, in a reputed post-graduate college of Punjab. He holds three masters in the area of Finance, Commerce and Business Administration. He also holds a degree in the area of Computer Applications. He has worked on UGC's major research project on Small-Scale Industry at Punjabi University, Patiala. Presently, he is pursuing his doctorate in the area of IT induction in Indian Banks.*

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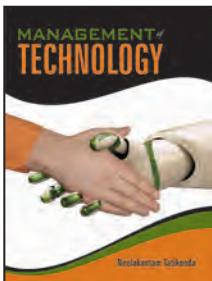
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NEELAKANTAM TATIKONDA

*Neelakantam Tatikonda* is a Research Scholar and working as an Associate professor in Dept. of Management Studies, SVCET, Hyderabad. He received his Master's Degree in Management from Kakatiya University, Warangal. He has about 14 years of experience in teaching, public relations, and marketing.

**Contents include:**

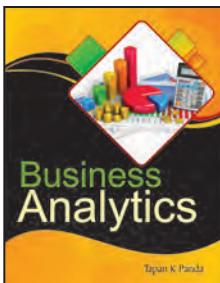
Technology Management/The Process of Technological Innovation/Creativity and Problem Solving/Technology Policy/Technology Planning/Technology Strategy/Technology Acquisition/ Financial Evaluation of Research and Development Projects/R&D Programme Planning and Control/New Product Development/Technology Diffusion/Technology Absorption and Deployment/ Technological Forecasting for Decision-making/Transfer of Technology/Process Improvements and Innovation/Research and Development.

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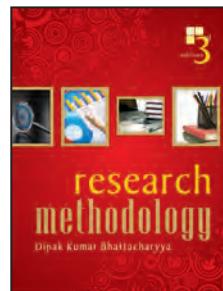
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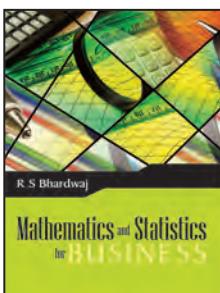
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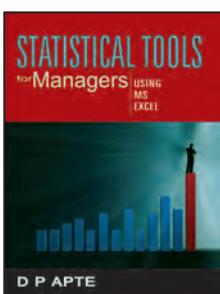
Associate Professor, Department of Economics, Shivaji College, University of Delhi, India

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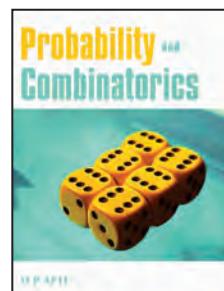
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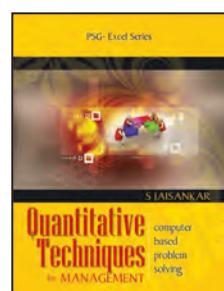
*Professor and Director of MIT School of Management, Pune, India*

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*Faculty Member, PSG Institute of Management, Coimbatore, India*

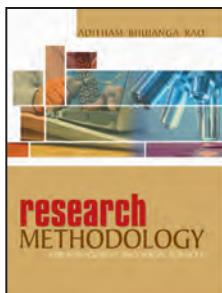
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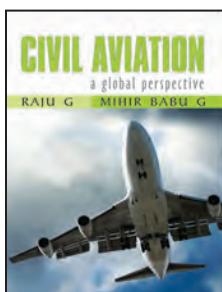
*MA, LLB, Ph.D., MIMA, Research Scholar Academician and Administrator, Head of the Research Center of Allana Institute of Management Sciences and also a Senior Research Guide of Pune University, India*

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**RAJU G**

**MIHIR BABU G**

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*Mihir Babu G, BTech, MBA, Researcher in the field of aviation, India*

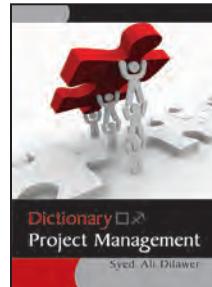
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**DR. S. SENBAGANATHAN**

**B. NANDHAKUMAR**

*Dr. S. Senbaganathan is currently working as a Principal in NPR Arts and Science College, Natham.*

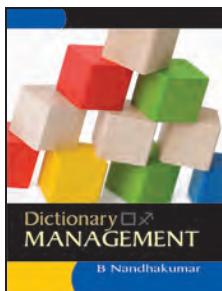
*B. Nandhakumar is currently working as a faculty in Hindusthan College of Arts and Science, Department of Management Studies, Coimbatore.*

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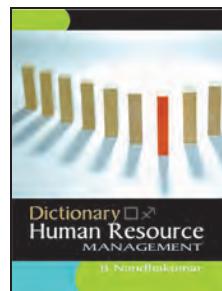
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## Dictionary of Human Resource Management

**B. NANDHAKUMAR**

He is currently working as a faculty in Hindusthan College of Arts and Science, Department of Management Studies, Coimbatore. He has more than 11 years of working experience in industry as well as in academic institutions.

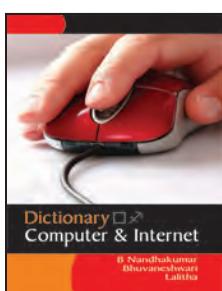
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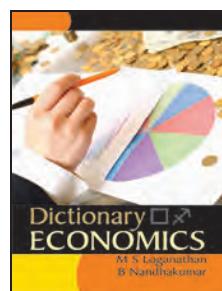
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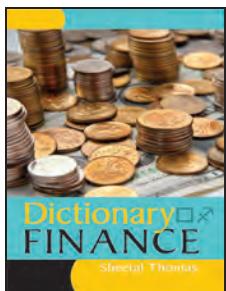
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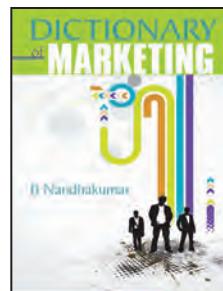
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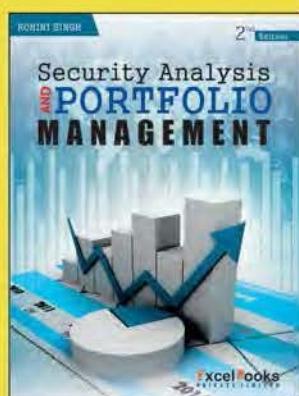
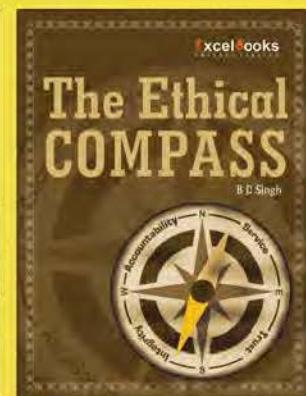
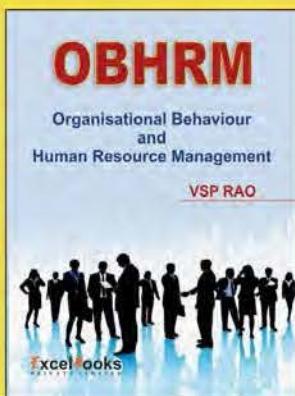
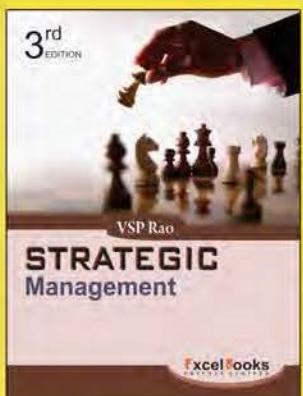
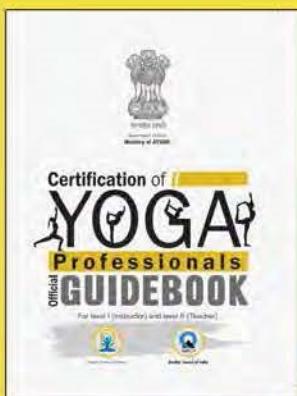
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