



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, MGUI, 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.

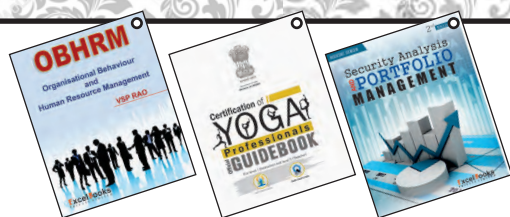
We have been a forerunner in Self-Learning Material (SLM) content development. We at Excel Books Private Limited aim at achieving the social cause of providing skill education to present and upcoming generations, for this we took the first step by publishing the 'Certificate of Yoga Professionals: Official 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 one's 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.

Leafing through this catalog will enable you find outstanding new titles and a range of texts to suit your need. At Excel Books, we are open to suggestions and feedback; do not hesitate to contact us with your valuable suggestions, which will enable us to spread quality education. Candidates having zeal for continuous learning & Development but experiencing financial constraints can connect us for Complimentary Copy at mdoffice@excelbooks.net.

—DR. RAJAN CHOPRA



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- Capability Building for Cutting
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INTERNATIONAL BUSINESS

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- International Trade
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- Performance Management System
- Essentials of Organisation Behaviour

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- Business Communication
- Production and Operations Management
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- Financial Management

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- Data Communication

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- Basic of Internet and HTML
- Java Script
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- Office Automation
- Computer Organization and Architecture

OPERATION MANAGEMENT

- Indian Project Management
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- Conference and Events Management
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LAW

- Labour Laws in Brief
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- Labour Laws for Managers
- Mercantile Law
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CENTRAL TEACHER ELIGIBILITY TEST

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- Electronics
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- Ceramics
- Civil
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- 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

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

SKILL SETS

- 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

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- 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

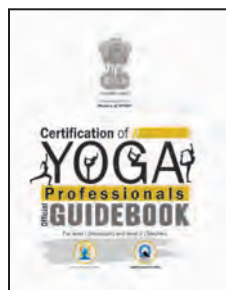
- Certificate in Nutrition and Dietetics
- Beverage Technology
- Biomedical Instrumentation
- Human Physiology for Physical Therapy

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
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- Getting Started with Oracle 11g
- Getting Started with SQL Server 2012
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- Basic Elements of C
- Introduction to Networking

- Microprocessors
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- MS Excel
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- Object Oriented Programming
- Operating Systems
- Web Servers
- JAVA Programming: Concepts and Features
- JAVA Programming: Basics of Java
- JAVA Programming: Programming Methods
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- 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*

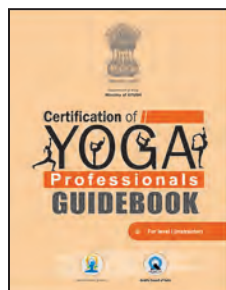
Contents include:

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

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First Edition

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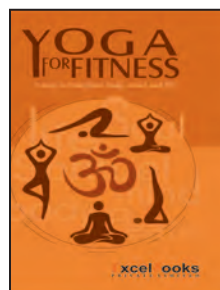
Contents include:

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First Edition

Yoga for Fitness

Contents include:

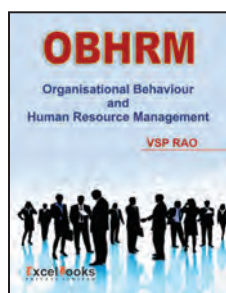
Concept of Yoga/Warming-Up/Surya Namaskar/Asanas/Important Tips for Practicing Yoga

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ISBN: 978-81-8323-185-5

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

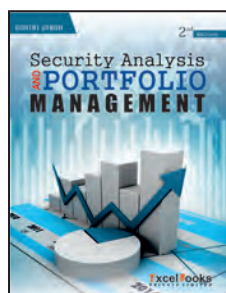
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PhD from FMS(DU), Post-graduation in Management from IIM, Ahmedabad, Graduation in Economics (Hons) from LSR (DU), Associate Professor at Shaheed Sukhdev College of Business Studies, University of Delhi, India

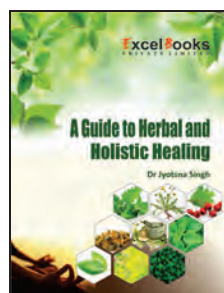
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DR JYOTSNA SINGH

MD (AM), Practitioner of Alternative Medicine

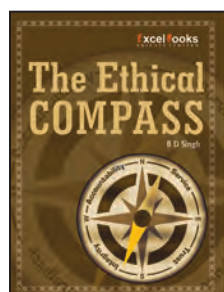
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2017 / 202 Pages / PB / ₹ 550

ISBN: 978-93-8703-429-7



First Edition

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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

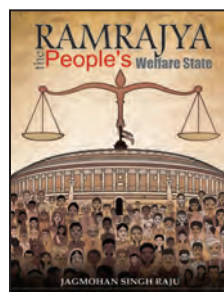
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Book Detail:

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

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Book Detail:

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Third Edition

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B. D. SINGH

Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM),

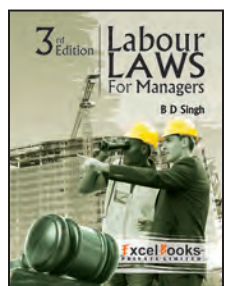
Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India

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

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Third Edition

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B. D. SINGH

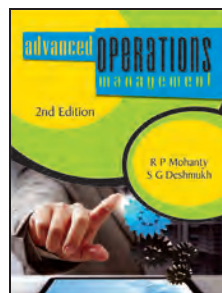
Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM), Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India

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Book Detail:

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Second Edition

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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

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Book Detail:

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ISBN: 978-93-5062-278-0



Third Edition

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An IMC Perspective

PROF. S N MURTHY

DR. U BHOJANNA

Prof. S N Murthy, B.E., MBA (IIMC), RNS Institute of Technology, Bangalore, India

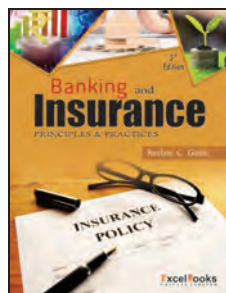
Dr. U Bhojanna, MBA, M.Phil, PhD, HOD, MBA Department, RNS Institute of Technology, Bangalore, India

Contents include:

An Introduction to Advertising/Role of IMC in Marketing Process/Role of Advertising Agencies & Other Marketing Communication Organizations/The Communication Process/Perspective on Consumer Behaviour/Source, Message and Channel Factor/Advertising Objectives and Budgeting/Message and Creativity/Advertising Headlines/Media Planning and Strategy/Support Media/Evaluation of Media/Direct Marketing/Sales Promotion/Event Management/Public Relation, Publicity and Corporate Advertising/Personal Selling/Web Advertising: Internet and IMC/Monitoring, Evaluation and Control/Economic, Social and Ethical Implications of Advertising/Regulation of Advertisement/Industrial Advertising/International Advertising/Advertising Art, Graphic, Layout and Visualization/Merchandising

Book Detail:

2017 / 472 Pages / PB / ₹ 900
ISBN: 978-81-7446-835-2



Second Edition

Banking and Insurance

Principles & Practices

NEELAM C. GULATI

M.Com., A.I.C.W.A., Sr. Lecturer, DAV Institute of Management, Faridabad, India

Contents include:

Introduction to Banking in India/Indian Banking System: Structure and Operation/RBI: The Central Bank of India/Organisation Set-up and Sectors in Banking/Concepts of E-Banking/Organisation of Bank Lending/Priority Sector Lending/Financing The International Trade/Annual Report and Balance Sheet of a Bank/Project and Working Capital Finance/Banking Legislation/Banking Sector Reforms, NPAs and Capital Adequacy in Indian Banks/Miscellaneous Topics in Banking/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/Fire, Motor, Health and Other Insurances/Marine Insurance/Insurance Distribution in India/Claims Management in Life Insurance/Miscellaneous Topics in Insurance

Book Detail:

2017 / 634 Pages / PB / ₹ 1075

ISBN: 978-81-7446-903-8



Fourth Edition

Brand Management

Text and Cases

HARSH V VERMA

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

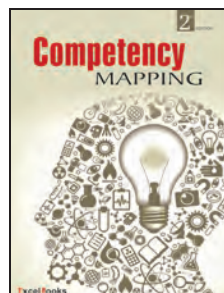
Contents include:

Context of Brands and Branding/Brand Power and Powerful Brand/Concept of a Brand/Brand Perspectives/Brand Evolution/Brand Identity/Brand Image/Brand Positioning/Brands and Consumers/Brand Equity/Brand Extensions — Internal Leverage/Brand Extensions — External Leverage/Brand Management over Time/Brand Architecture/Branding Outcomes

Book Detail:

2017 / 570 Pages / PB / ₹ 975

ISBN: 978-93-5062-174-5



Second Edition

Competency Mapping

DR. R K SAHU

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

Contents include:

Concept of Competency/Competency Mapping Process/Developing Competency Models/Competency Identification/Competency Assessment/3600 Feedback and its Application in Competency Assessment/Assessment Centre and its Application in Competency Assessment/Applications of Competency Mapping/Commonly asked Questions on Competency Mapping/Managerial Competencies with Definitions/Will and Skill Mapping of Manual Workers

Book Detail:

2017 / 314 Pages / PB / ₹ 725

ISBN: 978-81-7446-745-4



Third Edition

Consumer Behaviour

Text and Cases

SHH KAZMI

DR SATISH K BATRA

JAMAL AKHTAR

SHH Kazmi, Professor, Bhartiya Vidya 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, Dy. Director, Bhartiya Vidya Bhavan's College of Communication & Management, Jaipur, India

Jamal Akhtar, PhD, Professor, Govt. MLB PG Girls College, Bhopal

Contents include:

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

Selection/Consumer Decision Process – Outlet Selection and Purchase/
Consumer Decision Process – Post-purchase Action

Book Detail:

2017 / 544 Pages / PB / ₹ 925

ISBN: 978-81-7446-644-0



Second Edition

Human Resource Management

DR. MADHURIMA LALL

SAKINA QASIM ZAIDI

Dr. Madhurima Lall, MA, MCom, MBA, PhD, DLitt, Reader in Applied Economics, Faculty of Commerce, Lucknow University, Lucknow, India

Sakina Qasim Zaidi, MA, MBA, Assistant Professor at the Institute of Environment and Management, Lucknow, India

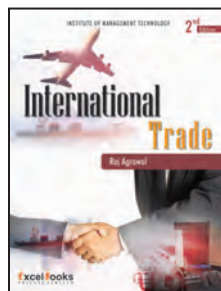
Contents include:

Human Resource Management: An Introduction/Human Resource Planning/Job Analysis and Design/Recruitment and Selection/Performance Appraisal/Training and Development/Job Evaluation and Job Satisfaction/Fringe Benefits and Incentives/Employees Remuneration: Reward Management, Wage and Salary Administration/Industrial Relations/Industrial Conflict/Human Resource Information System/Contemporary Issues in Human Resource Management/Business Process Outsourcing/Human Resource Accounting/Redefining Leadership Styles/Global HR Practices/Improving Cross-cultural Training: Lessons from European and American Managers in Morocco/Managing Mutual Interests in Globalisation through Market Orientation of Workers' Skills – A Study on Skilled and Semi-skilled Workforce Arriving in UK/Small Business Learning Networks Growth Rate and Operational Efficiency/Exploring Best Practice HRD in the Small Firm: The Case of the Irish Hotel Sector/Embedded HR-practices in SMEs – How they Enhance Performance and Learning/Explaining Differences in Team Performance: Does Team Learning Behaviour Matter?/The Impact of Human Resource Management Practices on Organisational Performance/Blended Learning as a Tool for Human Resource Development in a Global Context/Globalisation versus Glocalisation: Implications for HRD

Book Detail:

2017 / 612 Pages / PB / ₹ 1050

ISBN: 978-81-7446-685-3



Second Edition

International Trade

DR. RAJ AGRAWAL

Professor of Economics and International Business Institute for Integrated Learning in Management (IILM)

Contents include:

National Economic Development/The Changing Environment of International Business/States in Transitions/Why International Trade?/Role of the Government in the Foreign Trade/Balance of Payments and International Economic Linkages/Instruments of Trade Policy/Foreign Exchange Determination Systems/International Institutions UNCTAD, IMF, IBRD and WTO/Regional Economic Integration/Export and Import Policy Current Approach/Export-Import Documents and Procedures

Book Detail:

2017 / 312 Pages / PB / ₹ 700

ISBN: 978-81-7446-236-7



Third Edition

Managerial Economics

ATMANAND

MDI, Gurgaon, India

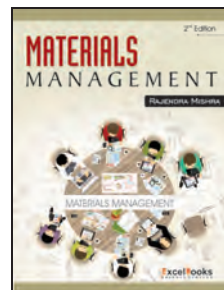
Contents include:

Introduction/Basic Techniques in Managerial Economics/Demand and Supply/Elasticity of Demand and Supply/Demand Forecasting/Cost Analysis/Production Analysis/Profit Analysis/Input-output Analysis/Investment Decisions/Market Structure and Price Determination/Perfect Competition/Monopoly/Imperfect Competition/Pricing Methods and Approaches/Theories of the Firm/Business Decision Making Under Risk and Uncertainty/Advertising/Location Decision of a Firm/Effects of Taxation/Welfare Economics/Introducing Macroeconomics/National Income: Concepts and Measurement/Consumption, Savings and Investment/Money, Interest and Expectations/Investments, Interest and Income: IS - LM Model/Theories of Inflation/Balance of Payments and the Foreign Sector/Globalisation of Indian Business/Economic Environment of International Trade

Book Detail:

2017 / 782 Pages / PB / ₹ 1200

ISBN: 978-81-7446-691-4



Second Edition

Materials Management

DR. RAJENDRA MISHRA

B. Sc. Engineering in mechanical from B I T, Sindri and M. Tech. (Industrial Engineering & Operations Research) and Ph. D. (Strategic Planning) from I.I.T, Kharagpur, visiting faculty at Indian Institute of Management, Lucknow, India

Contents include:

Materials Management - An Overview/Inventory Systems for Independent Demand Items/Inventory Systems for Dependent Demand

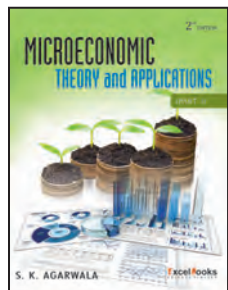
General Management

Items/Enterprise Resource Planning/Purchase Cycle, Standardization and Outsourcing/Purchase Specification/Supplier Selection/Ordering/Purchase Strategies/Understanding Price/Negotiation/Supplier Management - Buyer-Supplier Relation, Evaluation and Development/Logistics

Book Detail:

2017 / 282 Pages / PB / ₹ 650

ISBN: 978-81-7446-514-6



Second Edition

Microeconomic Theory and Applications (Part I)

SK AGARWALA

BA (Hons) in Economics from Hansraj College and MA in Economics from St. Stephens College, Ex Reader, Department of Economics, Rajdhani College, University of Delhi, India

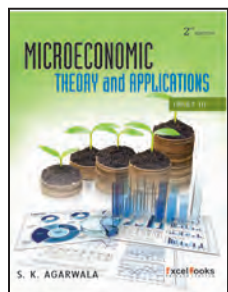
Contents include:

Introduction/Concepts of Demand and Supply/Elasticity of Demand and Supply/Revenue/Indifference Curve Analysis/Income-consumption and Price-consumption Curves/Income and Substitution Effects/Applications of Indifference Curves/Revealed Preference/Short Run Production Function/Long Run Production Function/Cost of Production/Perfect Competition

Book Detail:

2017 / 250 Pages / PB / ₹ 550

ISBN: 978-81-7446-665-5



Second Edition

Microeconomic Theory and Applications (Part II)

SK AGARWALA

BA (Hons) in Economics from Hansraj College and MA in Economics from St. Stephens College, Ex Reader, Department of Economics, Rajdhani College, University of Delhi, India

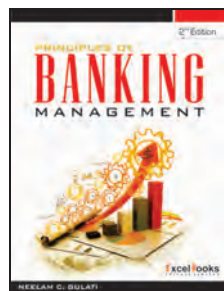
Contents include:

Monopoly/Price Discrimination/Monopolistic Competition/Oligopoly/Factor Pricing/Some Aspects of Factor Pricing: Monopsony and Economic Rent/Intertemporal Choice/Choice Under Uncertainty/General Equilibrium/Market Failure/Asymmetric Information/Public Goods and Externalities

Book Detail:

2017 / 174 Pages / PB / ₹ 375

ISBN: 978-81-7446-666-2



Second Edition

Principles of Banking Management

NEELAM C. GULATI

M.Com., A.I.C.W.A., Sr. Lecturer, DAV Institute of Management, Faridabad, India

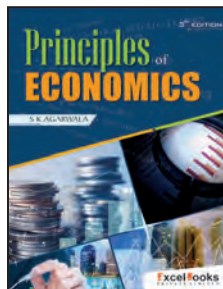
Contents include:

Introduction to Banking/Structure of Indian Banking System/The Reserve Bank of India/Banking Sector and Organisation of Banks/Electronic Banking/Bank Loans/Priority Sector Lending/Export Credit/Annual Report and Balance Sheet of a Bank/Project and Working Capital Finance/Banking Legislation/Banking Sector Reforms: NPAs and Capital Adequacy in Indian Banks/Banking Products/Development Banking/Bank Marketing

Book Detail:

2017 / 404 Pages / PB / ₹ 775

ISBN: 978-81-7446-827-7



Third Edition

Principles of Economics

SK AGARWALA

BA (Hons) in Economics from Hansraj College and MA in Economics from St. Stephens College, Ex Reader, Department of Economics, Rajdhani College, University of Delhi, India

Contents include:

Exploring the Subject Matter of Economics/Supply and Demand/Households/Perfect Market Structure/Imperfect Market Structure/Input Markets/Exploring International Economics/Introduction to Macroeconomics/Introduction to National Income Accounting/The Classical System: The Full Employment Model/The Keynesian Model/Money in the Modern Economy/Inflation/Macroeconomics in an Open Economy

Book Detail:

2017 / 330 Pages / PB / ₹ 750

ISBN: 978-81-7446-692-1



Third Edition

Product and Brand Management

Text and Cases

UC MATHUR

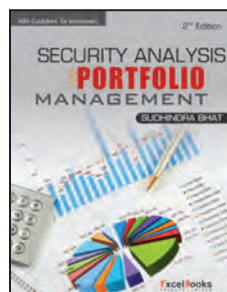
Director (MDP) and Professor at Integrated Academy of Management & Technology (INMANTEC), Ghaziabad, India

Contents include:

Product Marketing and Economy/Market Potential for Countries/ Customer Purchase Process/Marketing Research/Marketing Controls/ Introducing New Products and Product Life Cycle/Product Plans/Brand Value/Brand Equity and Brand Extensions/Organisational Structures for Product Sales/Marketing Mix Factors and Products/Products and Brands Advertising/Brand Name Plans/Pricing Systems/Product Distribution Systems/Advertising and Sales Promotion/Product Sales Management/ Product and Public Relations/Service Product Marketing/Industrial Product Marketing/Product Exports and International Marketing/Critical Success Factors in Brand Management

Book Detail:

2017 / 576 Pages / PB / ₹ 950
ISBN: 978-93-5062-014-4



Second Edition

Security Analysis and Portfolio Management

DR. SUDHINDRA BHAT

MBA, MFM, CFA, M. Phil, PGDIR&PM, PGDS&MM, PhD (Finance), Investment Consultant at KSBS Consulting, India

Contents include:

Nature and Scope of Investment Decisions/Stock Markets in India/ Stock Exchanges in India/New Issue Market/Stock Market Regulation/ Intermediaries/Market Indices/Capital Market Reform/Avenues of Investment/Bond and Preference Share Valuation and Analysis/Equity Shares Valuation and Analysis/Risk and Return/Fundamental Analysis 1: Economic Analysis/Fundamental Analysis 2: Industry Analysis/ Fundamental Analysis 3: Company Analysis/Technical Analysis/Efficient Market Theory/Behavioural Finance

Book Detail:

2017 / 700 Pages / PB / ₹ 1100
ISBN: 978-81-7446-580-1



Second Edition

Total Quality Management

Text and Cases

DR G NAGALINGAPPA

PROF. MANJUNATH V S

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

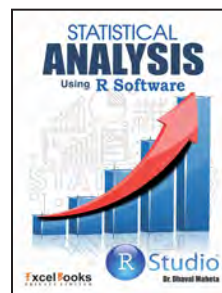
Prof. Manjunath V S, Nitte Meenakshi Institute of Technology, Bangalore, India

Contents include:

Basic Concepts of Quality/Total Quality Management – Philosophical Framework/Strategic Quality Management and Organization for Quality/ Quality Management Systems/Quality Awards/Creating Customer Focus and Continuous Improvement/Statistical Process Control/Business Process Reengineering/Benchmarking/Service Quality Management/Six Sigma

Book Detail:

2017 / 332 Pages / PB / ₹ 725
ISBN: 978-81-7446-892-5



First Edition

Statistical Analysis Using R Software

DR. DHAVAL MAHETA

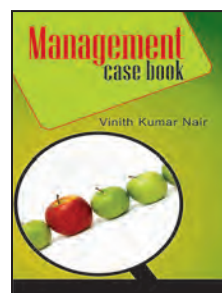
B.E. (Production), M.B.A. (Finance), N.E.T. (Management), PH.D. (Management), Post Graduate Diploma in Research Methodology, Assistant Professor, Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat, Gujarat, India

Contents include:

The Fundamentals of R Software/Data Management/Data Manipulation/ Descriptive Statistics/Summarising Data Graphically/Normality/ Hypothesis Testing/Analysis of Variance (ANOVA)/Correlation/ Multiple Regression/Non-parametric Statistics/Logistic Regression/ Factor Analysis/Cluster Analysis/Discriminant Analysis/Survival Analysis/ Multidimensional Scaling/Correspondence Analysis/Text Analytics

Book Detail:

2017 / 354 Pages / PB / ₹ 825
ISBN: 978-93-5062-633-7



First Edition

Management Case Book

DR. VINITH KUMAR NAIR

Assistant Professor - Marketing, TKM Institute of Management, Kerala

Contents include:

US Technology Global/Burning Desire to Succeed: The Case of Sarath Babu/OPTEX Computers/Cherukayil Polymers/Election Marketing/ Systems Management in Attingal Multi-speciality Hospital/Novelty Textiles/Thattukada: A Local Service Venture in Fast Food/The Entity

General Management

Salient Book Store/Rajalakshmi Medicals/Growth Pangs of a Hair Saloon/Stitching Unit/Case of Pramod Kumar Gupta/Vishvakarma Industries: Revamping Systems and Processes for Growth/Growth of a Training Company: Case of John & Mary International Training Systems Pvt. Ltd./Market Research Dilemma for Ayurvedic Eye Drops.

Book Detail:

2011 / 108 Pages / PB / ₹ 350

ISBN: 978-81-7446-953-3



First Edition

Organisational Communication DR (LATE) P L RAO

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

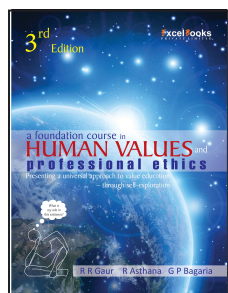
Contents include:

Communication and Management/Communication Process and Organisations/Models for Understanding Interpersonal Relationships/Barriers to Communication/Communication for Interpersonal Influence/Communication within Organisation Sub-systems and Small Groups/Managing Total Organisational Communication: A Global Level of Analysis/Reading Skills/Writing Skills/Résumé/Curriculum Vitae/Interview Skills/Speech/Oral Presentation Skills/Listening Skills

Book Detail:

2013 / 436 Pages / PB / ₹ 825

ISBN: 978-93-5062-262-9



Third Edition

A Foundation Course in Human Values and Professional Ethics

PROF. R R GAUR

PROF. R SANGAL

PROF. G P BAGARIA

Prof. R R Gaur, IIT Delhi, Senior Professor of Mechanical Engineering; IIT Delhi, Head of National Resource Centre for Value Education in Engineering.

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.

Contents include:

Understanding Value Education/Self-exploration as the Process for Value Education/The Basic Human Aspirations – Continuous Happiness and Prosperity/The Program to Fulfil Basic Human Aspirations/Understanding the Human Being as Co-existence of Self ('I') and Body/Harmony in the Self ('I') – Understanding Myself/Harmony with the Body – Understanding Sanyama and Svāsthya/Harmony in the Family – Understanding Values in Human Relationships/Harmony in the Society – From Family Order to World Family Order/Harmony in Nature – Understanding the Interconnectedness and Mutual Fulfilment/Harmony in Existence – Understanding Existence as Co-existence/Providing the Basis for Universal Human Values and Ethical Human Conduct/Basis for the Holistic Alternative towards Universal Human Order/Professional Ethics in the Light of Right Understanding/Vision for Holistic Technologies, Production Systems and Management Models/Journey towards the Holistic Alternative – The Road Ahead

Book Detail:

2024 / 380 Pages / PB / ₹ 460

ISBN: 978-93-91958-41-1



First Edition

Export and Import Management ASEEM KUMAR

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

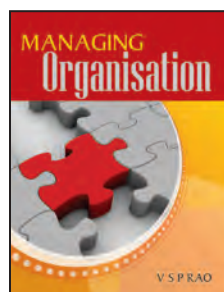
Contents include:

Introduction to Exports and Imports/International Business Environment/Registration Process/Export Documentation Framework/Export Marketing/Export Contract and INCO Terms/Export Pricing and Payment Terms/Export Shipment Procedure/Export Logistics/Methods of Payment/Export Finance/Pre-shipment Inspection/Export Incentives/Risk and Insurance/ECGC/Export Promotion Councils/Import Management

Book Detail:

2007 / 326 Pages / PB / ₹ 725

ISBN: 978-81-7446-538-2



First Edition

Managing Organisation DR. VSP RAO

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

Contents include:

Nature of Management/Development of Management Thought/ Planning/Nature and Importance of Organising/Types of Organisation Structures/Departmentation/Delegation of Authority/Fundamentals of Staffing and HRM/Direction and Supervision/Motivation and Morale/Fundamentals of Controlling/Leadership/Nature and Importance of OB/ Perception/Personality/Values, Attitudes and Job Satisfaction/Learning and Behaviour Modification/Contemporary Issues in Management

Book Detail:

2013 / 496 Pages / PB / ₹ 950

ISBN: 978-93-5062-320-6



Second Edition

Management

Text and Cases

DR. VSP RAO

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

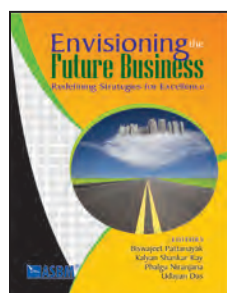
Contents include:

Nature of Management/Managerial Roles and Challenges/Development of Management Thought/Coordination/Planning and Forecasting/ Vision, Mission and Objectives/Types of Plans/Strategic Planning and Management/Decision-making and MIS/Creativity and Innovation/ Nature and Importance of Organising/Departmentation/Span of Control/Authority and Responsibility Relationships/Delegation and Decentralisation/Types of Organisations/Formal and Informal Organisations/Fundamentals of Staffing and HRM/Attracting and Developing Human Resources/Appraising and Maintaining Human Resources/Direction and Supervision/Motivation and Morale/Job Design, Empowerment and Quality of Work Life/Leadership/Communication/ Fundamentals of Controlling/Techniques of Controlling/Individual and Group Behaviour/Management of Strategic Change/Ethics, Corporate Governance and Social Responsibilities/Contemporary Issues in Management

Book Detail:

2012 / 826 Pages / PB / ₹ 1200

ISBN: 978-93-5062-058-8



First Edition

Envisioning the Future Business

Redefining Strategies for Excellence

DR. BISWAJEET PATTANAYAK

DR. KALYAN SHANKAR RAY

DR. PHALGU NIRANJANA

PROF. UDAYAN DAS

Dr. Biswajeet Pattanayak - Founder Director and Professor (HR & OB) of Asian School of Business Management (ASBM).

Dr. Kalyan Shankar Ray - Professor in the area of Finance & Accounting in Asian School of Business Management. Former Zonal Manager of Bank of India in Madhya Pradesh.

Dr. Phalgu Niranjana - Professor in the area of Organizational Behaviour in Asian School of Business Management. Prior to joining the ASBM, she was working as an Associate Professor at the Institute of Management, Bhubaneswar.

Prof. Udayan Das - Professor in the area of Finance, Accounting and Insurance.

Contents include:

Envisioning the Future Business: Redefining Strategies for Excellence/ Coaching Strategies for Leadership Development: A Futuristic Study/ Well-being and Satisfaction with Job among Female University Employees/A Study on Psychological Risk Factors of Middle Level Executives in Non-banking Financial Companies/Application of HR Matrix in the Organisation – The Painted Sky: A Case Study/A Study on Identification, Assessment and Development of Managerial Talent using Assessment Development Centres to Achieve Organisational Excellence/A Study on the Labour Welfare Measures/Envisioning the Future Business: Approaches to Emotional Intelligence/Role of Workplace Factors in Determining Job related Attitudes of Employees/Managing Human Resources/Learning Organisation Profile Survey/Reinvention of Human Resource Management: Challenges and New Directions/Human Capital Management: A Conceptual Framework on Knowledge-based Approach/ Implication of Perks Leading to Employee Satisfaction/Employee Engagement: A Strategic HR Input for Business Excellence/Cross Cultural Skills: A Challenge for the New Age HR Manager/HR Practices for Creating a Productive Organisation/Women Empowerment through Training and Self Employment: A Case Study/Integrating International Financial Reporting Standards into the Indian Accounting Curriculum/ Feasibility Study for Economic Plan/New Paradigms in Managing Finance: Living with the Disruptive Legacy of 2008 Financial Crisis/A Study of Audit Process for ISO 9001 Certification by Bureau Veritas Certification/ Sensex Constituents: A Sectoral Analysis/Strategic Investment Plan: A Comparative Study on Mutual Fund, Life Insurance and Online-offline Trading/Corporate Social Entrepreneurship: A Business Development Model for Sustainable Social Responsibility/Innovation and Organisational Change/Future Small Business Problems in Chhattisgarh and Strategies for Excellence/Channel Conflict Management of FMCG Companies in Odisha/Study on the Perception of People about Nudity in the Roadside Advertisements on Hoardings/Going Green: The Indian Context/Green Marketing: A New Marketing Orientation in India/Analyzing the Relative Effectiveness of Cricketers vis-à-vis other Sports Personalities in the Context of Sports Celebrity Endorsements/How Much Should Your Car Cost?: Designing the Pricing Model for the Indian Automobile Industry/ Understanding the Best Information Media Mix in Determining the Choice of B-school in West Bengal/Success of the Global Market: A Study on Technological and Marketing Changes in Today's Global Economy/ Marketing Communication – The Essence of the Hour/A Case Study on Supply Chain Management System of OMFED/Collaboration in Supply Chain/Global Manufacturing World – Possibilities of Just-in-Time Theory/An Overview of Website Attractiveness as Means of Innovating

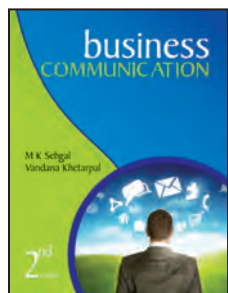
General Management

New Business Models: An Empirical Study/A Review of Conceptual Foundations of Knowledge and Knowledge Management

Book Detail:

2012 / 475 Pages / PB / ₹ 925

ISBN: 978-93-5062-003-8



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 Ved Vyas Engineering College, Jagadhri.

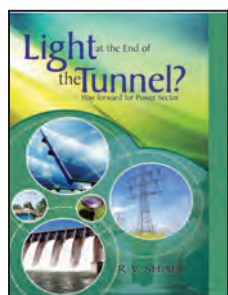
Contents include:

Nature and Scope of Business Communication/Models of Communication Process/Channels, Networks, Forms and Dimensions of Communication/Oral and Written Communication/Non-verbal Communication/Barriers to Communication/Principles of Effective Communication/Gateways to Communication/Media and Modes of Communication/Reading Skills/Listening Skills/Presentation Skills/Public Speaking/Negotiation Skills/Meetings and Conferences/Business Letters/Enquiries and Replies/Orders and Replies/Circulars, Notices and Memos/Report Writing: Business Reports/Academic Report Writing/Interview Skills/Job Applications and Resume Writing/Group Discussions/e-Correspondence/Business Etiquette/Enriching your Vocabulary/Punctuation/Legal Aspects of Business Communication/Case Studies on Business Communication

Book Detail:

2017 / 536 Pages / PB / ₹ 875

ISBN: 978-93-5062-314-5



First Edition

Light at the End of the Tunnel:

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

Contents include:

Light at the End of the Tunnel/Hydro Power Development Needs Support from All Stakeholders/Sustainability of the Indian Power Sector: What are the Challenges? What can be done?/Indian Power Sector on the Move, Coal Crisis Holds It/Big-ticket Reforms Needed in Energy Conservation/Power Sector of Bihar has to Cover a Lot of Ground: Recent Initiatives Inspire Confidence/Amendments to the Mines and Minerals

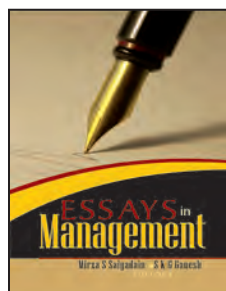
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SKG GANESH

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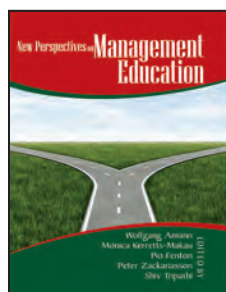
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Wolfgang Amann, graduated from Harvard University's Institute for Management and Learning in Higher Education, visiting professor in the field of international strategy and sustainability at Hosei University in Tokyo, Tsinghua in Beijing, Indian Institute of Management in Bangalore, ISP St. Petersburg, Warwick Business School and Henley Business School in the UK.

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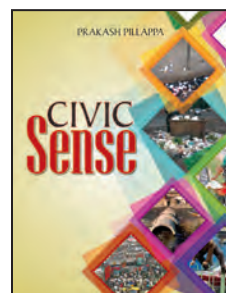
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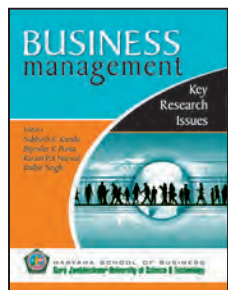
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Bijender K Punia is a Professor and Dean, Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar.

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

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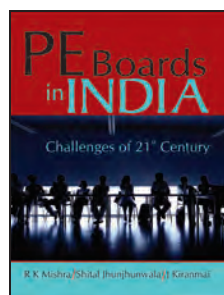
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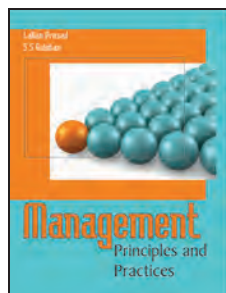
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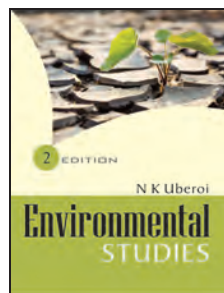
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Dr. P.V. Raveendra, graduate in Mechanical Engineering and an MBA Finance & Marketing is currently working as Professor, Department of Management Studies and research centre M. S Ramaiah Institute of Bangalore.

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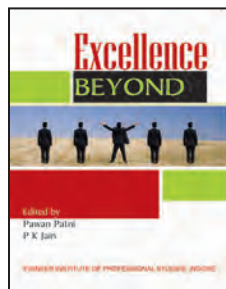
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DR. CA PRAMOD KUMAR JAIN

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.

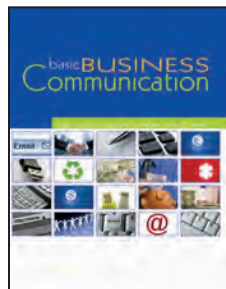
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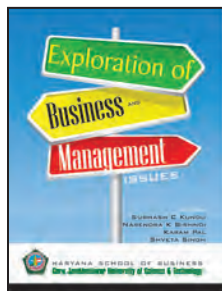
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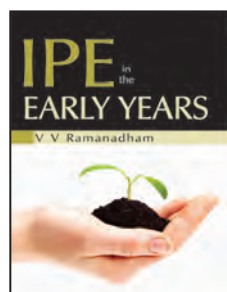
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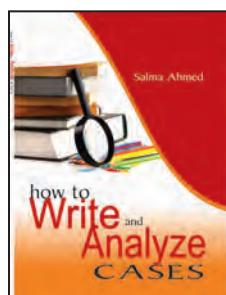
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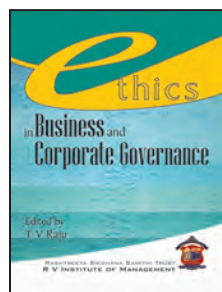
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TV RAJU

Director - Planning at RV Educational Institutions, Rashtreeya Sikshana Samithi Trust.

General Management

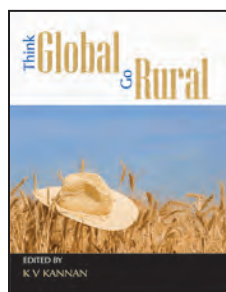
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He is presently working as a *Senior Lecturer in the Department of Management Studies, K.S. Rangasamy College of Arts & Science.*

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DR. S. PRABAKARAN

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

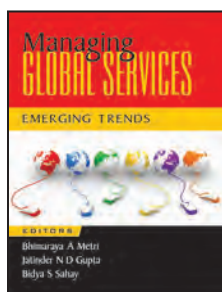
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Dr. Bhimaraya Metri is Director at IIM, Tiruchinappalli.

Jatinder N.D. Gupta, is currently the Director of Integrated Enterprise Lab, Eminent Scholar of Management of Technology, Professor of Information Systems, Industrial and Systems Engineering and Engineering Management at the University of Alabama in Huntsville, Alabama.

Bidya S. Sahay, Director at Indian Institute of Management, Jammu.

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Dr. Snehal Mistry, (PhD, MBA, PGDMM, MPA) is an Associate Professor at C K Pithawalla Institute of Management, Surat.

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First Edition

Core Sector Management for Global Competitiveness

DR KAMPAN MUKHERJEE

DR SANDEEP MONDAL

DR PRAMOD PATHAK

DR CHANDAN BHAR

DR GOVIND SWAROOP PATHAK

Dr. Kampan Mukherjee, is a Professor in the Department of Management Studies and Dean (Academic) of Indian School of Mines (ISM), Dhanbad.

Dr. Sandeep Mondal, is an Assistant Professor in the Department of Management Studies, ISM, Dhanbad

Dr. Pramod Pathak, Associate Professor, formerly the HOD, Management Studies.

Dr. Chandan Bbar, Associate Professor, is currently heading the Department of Management Studies, ISM, Dhanbad

Dr. Govind Swaroop Pathak, is an Assistant Professor in the Department of Management Studies, Indian School of Mines, Dhanbad

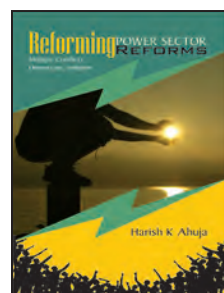
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Multiple Conflicts, Democratic Solution

DR HARISH K AHUJA

A Civil Servant (1997 batch), is presently posted as the Joint Secretary, Department of Power, Government of NCT of Delhi.

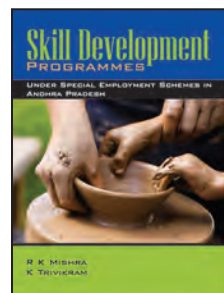
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DR. K. TRIVIKRAM

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General Management

Dr. K. Trivikram, is currently *Programme Director of MBA (PE) and Senior Faculty Member of the Institute of Public Enterprise, Hyderabad.*

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DR. RAJENDRA JAIN

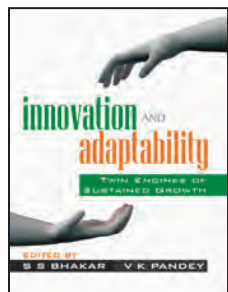
PHD, MBA (Gold Medalist), PGDBM, LLB (Hons.), is Currently the Director of Prestige Institute of Management, Dewas.

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DR. VIJAY KUMAR PANDEY

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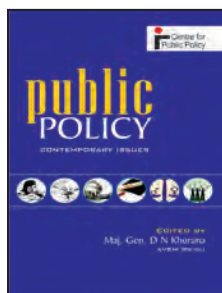
Dr. Vijay Kumar Pandey, is currently working as *Lecturer-Marketing with Prestige Institute of Management, Gwalior, since August 2005.*

Contents include:

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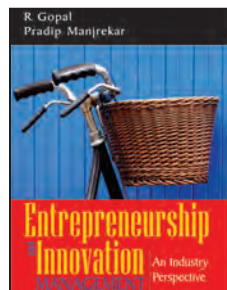
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First Edition

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An Industry Perspective

DR R GOPAL

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Dr R Gopal is currently working as *Director in the Department of Business Management at Padmashree Dr. D. Y. Patil University, Navi Mumbai.*

Dr Pradip Manjrekar is presently working as *Professor, Head, Research and Extension Centre and Head, Industry Institute Interaction Centre (inclusive of Placement Activities), Department of Business Management at Padmashree Dr. D.Y. Patil University, Navi Mumbai.*

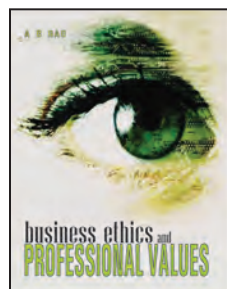
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DR. A.B RAO

Dr. A.B Rao, is a M.A., L.L.B., Ph.D., MIMA. At present he is a Senior Research Guide of Pune University. He is also Advisor to the Mahatma Education Society's Institute of Management at Panvel, Navi Mumbai.

Contents include:

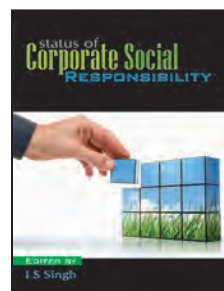
Spiritual Business Philosophy/Business Ethics and Cultural Ethos/Attitudes, Beliefs and Character/Ethical Aspects of Management Education and Entrepreneurship/Corporate Governance and Business Culture/Social Responsibility of Business/The Total Quality Management

Philosophy/Gandhian Philosophy/Consumer Protection and Safety/Environmental Responsibility/Citizens and Ethical Responsibility/Self Management Ethics/Ethical Paradoxes and Cases/Ethical Development and Challenges/Professional Values

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Arun Kumar Rath, is a Professor of Management Development Institute in Gurgaon, India.

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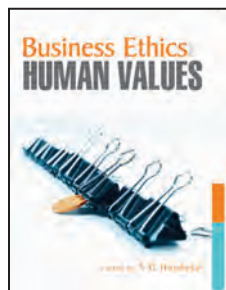
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of Independent Directors/Autonomy of the Board and Independence of Independent Directors/The Road Ahead

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First Edition

Business Ethics and Human Values

DR S G HUNDEKAR

DR S S HUGAR

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Dr S G Hundekar, is Professor and Chairman in the Post-Graduate Department of Studies in Commerce, Karnatak University, Dharwad.

Dr S S Hugur, he is a Professor of Commerce in the Post-Graduate Department of Studies and Research in Commerce, Karnatak University, Dharwad.

Dr H Y Kamble is a Professor in the Post-Graduate Department of Studies in Commerce, Karnatak University, Dharwad

Dr R L Hyderabad, is a Professor in the Post-Graduate Department of Studies in Commerce, Karnatak University, Dharwad.

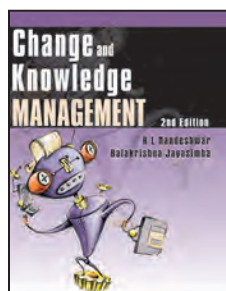
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Second Edition

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DR R L NANDESHWAR

DR BALAKRISHNA JAYASIMHA

Dr R L Nandeshwar, is the Director of Bapuji B-Schools, Davangere.

Dr Balakrishna Jayasimha, Emotional Intelligence Author, Trainer, Speaker & Rebirthing Breath Work and Yoga Coach

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First Edition

Patient Care Services and Hospitals

DR S PORKODI

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.

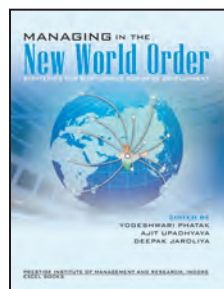
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Dr. Yogeshwari Phatak, Ph.D., MBA (Finance) is currently Director of Prestige Institute of Management and Research, Indore

Dr. Ajit Upadhyaya, PhD, M.B.A (Marketing), M.Sc. (Physics) is currently HOD in the area of Marketing

Prof. Deepak Jaroliya is Senior Lecturer in the area of computer applications. He is associated with Prestige Institute of Management and Research, Indore from more than five years.

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DR. BISWAJEET PATTANAYAK

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

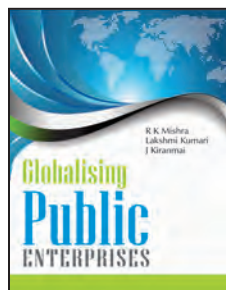
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DR. CH. LAKSHMI KUMARI

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Dr. R.K. Mishra is currently Professor and Director of Institute of Public Enterprise, Hyderabad.

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

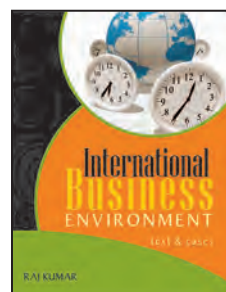
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First Edition

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DR. RAJ KUMAR

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.

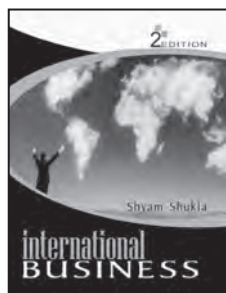
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Book Detail:

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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.

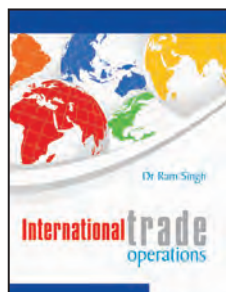
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First Edition

International Trade Operations

DR RAM SINGH

Assistant Professor in IIFT.

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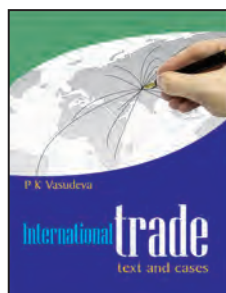
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Step/Processing of an Export Order/International Trade Documentation/ International Sales Contract/ Understanding Incoterms/India's Foreign Trade Policy/Export Promotions Measures/Special Economic Zones/ Methods of Payments/Export Credit Risk Management/Cargo 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

Book Detail:

2013 / 502 Pages / PB / ₹ 850

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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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Book Detail:

2011 / 528 Pages / PB / ₹ 875

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First Edition

International Business Management

Text and Cases

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.

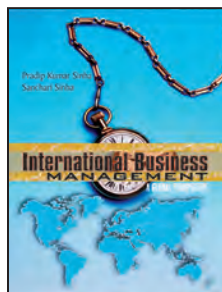
Contents include:

Globalization: Introduction, Meaning and Application/International Business Environment/Development of the World Trading System/ International Trade Theories/Instruments of International Trade Policy/Regional Integrations/Multinational Corporation/International Monetary and Financial System-Foreign Exchange Market/International Human Resource Management/International Marketing Management/ International Production and Logistics/Conflict in International Business and Negotiations

Book Detail:

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First Edition

International Business Management:

A Global Perspective

DR P. K. SINHA

SANCHARI SINHA

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*.

Contents include:

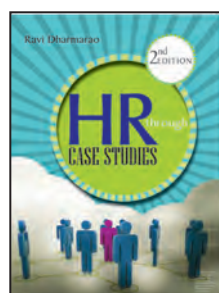
International Business Environment/Country Risk Analysis/Foreign Direct Investment (FDI)/The Foreign Exchange Market/The International Monetary System/The International Financial Market and Instruments/Introduction to International Finance and Development Banks/International Marketing/Bilateral and Multilateral Trade Laws/Export and Import Financing/Global Manufacturing and Logistics Management/Global Marketing and Research and Development/Global Human Resources Management/Financial Management in International Business/Managing Multinational Enterprises/Globalisation and India's Competitive Advantage/Export Import Policy Guidelines for India/A Guide to Case Analysis

Book Detail:

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HUMAN RESOURCE MANAGEMENT



Second Edition

HR through Case Studies

RAVI DHARMARAO

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

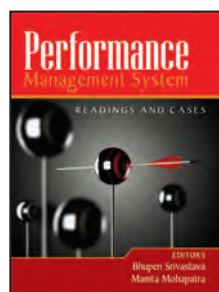
Contents include:

Part I: Case Studies/"Right Person on the Right Job", Who Decides?/A Work Culture of High Order/Whither Communication?/"Mr Kripal Singh, What Happened?"; Part II: Suggested Solutions/"Right Person on the Right Job", Who Decides?/A Work Culture of High Order/Whither Communication?/"Mr Kripal Singh, What Happened?"

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First Edition

Performance Management System

Reading and Cases

DR BHUPEN SRIVASTAVA

DR MAMTA MOHAPATRA

Dr Bhupen Srivastava, Senior Professor, International Management Institute, New Delhi.

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

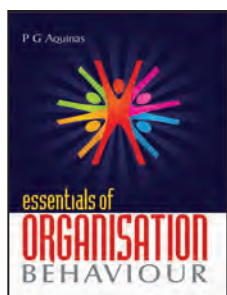
Contents include:

Part I: Contextual & Theoretical Foundation of Performance management/ Performance Management: An Overview/Lessons from Experience: A New Look at Performance Management Systems/Organisational Determinants of Performance Management; 4Performance Management; Part II: Performance Management – Concept & Process/Measuring Performance/ Competency Mapping/Intellectual Capital and Firm Performance/Team Performance and Use of Forced Distribution System: Problem and Solution; Part III: Performance Management – Implementation & Challenges/Pay and Performance/Monitoring and Reviewing Performance/Development-centric Approach to Managing Employee Performance/Performance Management: Emerging Issues and Future Challenges; Part IV: Application in Organisations – Cases/Performance Management System in Public Sector: New Challenges and Realities/Measurement of Organisational Performance through Performance Management Systems;

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First Edition

Essentials of Organisation Behaviour

DR. P. G. AQUINAS

Dr. P. G. Aquinas, he is engaged in research projects on HR related aspects in Mergers and Acquisition and has presented papers on the topic in several international seminars.

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ISBN: 978-81-7446-733-1



Third Edition

HUMAN RESOURCE PLANNING

DR. DIPAK KUMAR BHATTACHARYYA

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

Contents include:

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;

Book Detail:

2015 / 516 Pages / PB / ₹ 850

ISBN: 978-93-5062-057-1



Volume IV

Life after 360 Degree Feedback and Assessment Development Centers

DR. S. RAMNARAYAN

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.

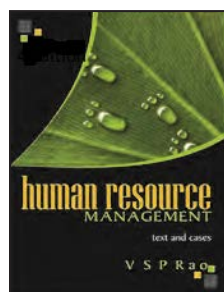
Contents include:

Part 1: Research/Not Just for Individual Development: Gaining Organizational Insights from 360 Degree Assessment/Impact of 360 Degree Feedback: A Follow-up Study of Four Organizations/A Study of Differences in the 360 Degree Feedback of Star and Average Performers using RSDQ Model/Improving Assessment Centre Validity: Some Promising Results from an Alternate Assessment Design; Part 2: Models/Breaking Boundaries between Performance and Development: A Study by Accenture – High Performance Delivered/Creating Excellence through Leadership Development: Post-assessment and Development Centers/Facilitating Reflection: The Common Thread behind Successful Post-feedback Leadership Development Interventions; Part 3: Experiences/Life before/after 360 Degree Feedback and Assessment & Development Centres: JK Organisation (EZ) Experience/Learning from 360 Degree Feedback and Leadership: BEL – A Navaratna Company Experience/360 Degree Feedback at MSIL;.....

Book Detail:

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ISBN: 978-81-7446-863-5



Fourth Edition

Human Resource Management

Text and Cases

DR. V.S.P. RAO

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

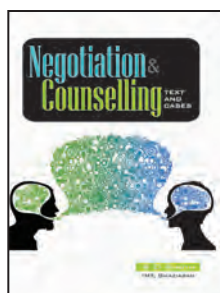
Contents include:

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

Book Detail:

2010 / 840 Pages / PB / ₹ 1400

ISBN: 978-93-91958-75-6



First Edition

Negotiation and Counselling

Text and Cases

PROF. B D SINGH

Prof. BD Singh, Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT, Ghaziabad.

Contents include:

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Book Detail:

2010 / 224 Pages / PB / ₹ 500

Reprint: 2015

ISBN: 978-81-7446-873-4



First Edition

Managing Recruitment Function

A Comprehensive Guide Book

DR R K SAHU

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

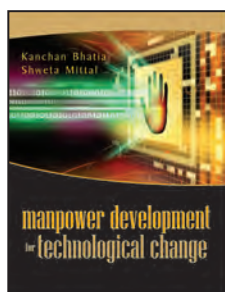
Contents include:

Introduction to Recruitment and Recruitment Strategies/Recruitment and Selection/Selection Techniques (Tests & Interviews)/A to Z Interviewing Techniques – Including Behaviour-based Interviewing Techniques/Conducting Reference Checks/Offering the Final Candidate the Position/Ideas and Practices for Retaining Talent/Resource Materials for Recruiters/Tips for Recruiting Recruiters/Trends and Practices in Recruitment

Book Detail:

2010 / 336 Pages / PB / ₹ 425

ISBN: 978-81-7446-901-4



First Edition

Manpower Development for Technological Change

DR KANCHAN BHATIA

SHWETA MITTAL

Dr Kanchan Bhatia, HOD and Professor, Sagar Institute of Research and Technology, has nine years of academic experience in various reputed Management Institutes.

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.

Contents include:

Impact of Technology on HRM/Work-Life Balance/Total Quality Management and HRM/HRM and Technology/e-Learning/Technology Transfer/Human Resource Information System/Knowledge in New Era/Manpower Development/Innovation in HRM

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2009 / 276 Pages / PB / ₹ 600

ISBN: 978-81-7446-764-5



First Edition

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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.

Contents include:

Human Resource Development in the Globalizing World: An Overview of Challenges and Opportunities/Human Resource Development in the Context of Globalization/Human Resource 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

Book Detail:

2010 / 160 Pages / PB / ₹ 600

ISBN: 978-81-7446-838-3



First Edition

Human Resource Management in the New Economy

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.

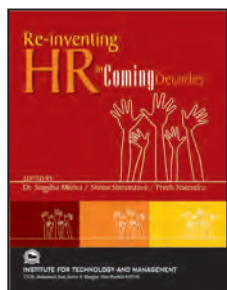
Human Resource Management

Contents include:

Transcending the Dualism of Employee Performance vs HRD A Response to Organizational Challenges through Developing a Predictive Model in IT/Globalisation, Knowledge Economy and the Changing HR Practices A Global Scenario/Employee Selection: A Competency based Approach/Trends in Training and Development: Whistleblower Program/Employee Retention – Issues and Challenges: A Study in NDPL/Process Organization Challenges for HR/Talent Management in the Borderless World/Strategic Recruitment and Selection Concept and Practices/Learning HRM through Movies Ice Age: The Meltdown” A Case Study/Competency-based Training Initiatives Bridging the Talent Gap in Clinical Research Outsourcing in India;.....

Book Detail:

2010 / 348 Pages / PB / ₹ 775
ISBN: 978-81-7446-826-0



First Edition

Re-inventing HR in Coming Decades

DR SNIGDHA MISHRA
PROF SHRIMI SRIVASTAVA
PROF PREETI NARENDRA

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

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

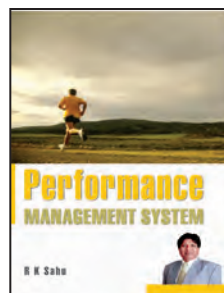
Prof Preeti Narendra, she is a Faculty in HR at ITM Business School, Kharghar, Navi Mumbai.

Contents include:

Executive Competency Assessment: A Vital Aspect of Managing Human Capital/An Empirical Study of the Level of Employee Engagement at XYZ Pvt. Ltd./Talent Management: An Important Aspect of SHRM/A Study on Job Satisfaction of Employees at Shoppers Stop through a Parent and Employee Survey/Employee Frustration: A Study of Indian MNC BPO Firms/Changing Role of HR Manager/Social Security: A Conceptual Study/Issues in Performance Management Systems/Education and Identity: A Case Study of Santhal Tribe in Kesia Village of Midnapore District, West Bengal/Managing Turbulences in Cockpit and HR Management Education: An Ancient Indian Wisdom Approach/Aligning Personal Vision with Organisational Vision for Higher Personal Efficacy: A Study at HPCL/Organisation Development through Action Research Model: A Case of an Advertising Agency/The Strategic Role of Human Resource Management in Organisations/Role of Emotional Intelligence in Team Effectiveness/Management Goes to Movies: A Case Study on 'The Transporter' and 'A Few Good Men'/Human Resource Information System.....

Book Detail:

2012 / 368 Pages / PB / ₹ 925
ISBN: 978-93-5062-027-4



First Edition

Performance Management System

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

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Book Detail:

2010 / 284 Pages / PB / ₹ 625
ISBN: 978-81-7446-512-X



First Edition

Strategies for Organizational Excellence

DR. V.K. JAIN

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

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to Mitigating the Risk Management in Project Management/An Analytical Study on the Recovery of Funds of Cooperative Bank Ltd.: A Case Study of Indore Cloth Market Cooperative Bank Ltd./Financial Sector Reforms in India/World Economic Crisis 2009.....

Book Detail:

2010 / 361 Pages / PB / ₹ 925

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.

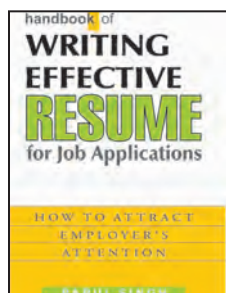
Contents include:

Part I: Performance Management: Changing Business Paradigms and Importance of Excellence in Performance/Conceptual Aspects and their Linkages with Performance Management/From HRM to Building Human Capital for Excelling Performance/Historical Perspective of Performance Management System Part II: Relevant performance-Related Concepts: Benchmarking/Six Sigma/Competency Mapping-Matching/Balanced Scorecard; Part III: Performance Appraisal formats Practised by Corporates: Tata Motors/Tata Consultancy Services/ SRF Limited/State Bank of India (Annual Appraisal Process); Part IV: Live Cases: BHEL/Competency-based Balanced Scorecard Model: An Integrative Perspective/EVA Incentive Scheme: The TCS Approach and Experience/Excel Award Schemes in BHEL.....

Book Detail:

2010 / 716 Pages / PB / ₹ 1000

ISBN: 978-81-7446-861-1



First Edition

Handbook of Writing Effective Resume for Job Applications

PARUL SINGH

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Book Detail:

2007 / 96 Pages / PB / ₹ 225

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.

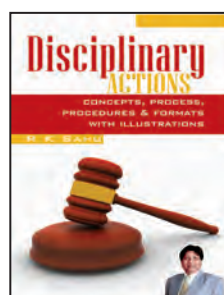
Contents include:

Part I: Games: The Funnel Effect (Communication)/Viswakarma (Teamwork)/Hollow Square (Accomplishing a Task)/Ring Toss (Risk Taking) Part II: Exercises: Stumbling Blocks (Managing Change)/Fitting Answers (Handling Problems)/Team Building (Assessment to be a Team Member)/Teamwork (Behaviour Modification Tool) Part III: (A) Role Play: Toxic Executive (Upward Feedback) Janta Bank (Behaviour & Performance)/O.B. Mod (Positive Reinforcement)/HOD Counselling (Performance Counselling) (B) Instruments: Supervisory Skills (Skills Inventory)/Leadership (Leadership Building)/E Job Design (Survey) (C) Demonstration: Break or Make (Synergy)/Hand Shake (Confrontation/Collaboration)/Bon Fire (Nothing Impossible) (D) Icebreakers: Compass (Focus on Person)/ Name the Team (Group)/ Pick your Team (Individual)/Story Teller (Focus on Person) (E) Hiatus: Perception (3 Items)/TAT/Brain Power (Are you a Right Brain or Left Brain Person)/Brain Teasers

Book Detail:

2010 / 514 Pages / PB / ₹ 1075

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First Edition

Disciplinary Actions

Concepts, Process, Procedures & Formats with Illustrations

DR RK SAHU

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

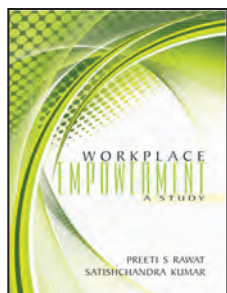
Contents include:

Concepts of Discipline Management/Discipline in Organisational Context/Basic Ingredients and Guidelines for Disciplinary Actions/Concept of Domestic Enquiry/Guidelines on Domestic Enquiry/Introduction to Disciplinary Procedure/Domestic Enquiry with Illustrations/Glossary of Terminologies used in Domestic Enquiry/Model Procedure for Disciplinary Actions with Illustration/Important Case Laws/Ready to use Sample Formats/Model Code of Conduct for Management Staff/Application of "Principles of Natural Justice" in Domestic Enquiries.

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First Edition

Workplace Empowerment

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.

Contents include:

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Book Detail:

2010 / 190 Pages / PB / ₹ 700

ISBN: 978-81-7446-812-3



Second Edition

Organisation Change and Development

KAVITA SINGH

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.

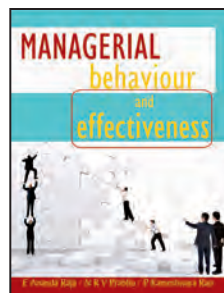
Contents include:

Part I: Organisational Change: An Overview/Models of Change/Change and Its Impact/Organisational Culture and Change/A Systematic Approach to Making Change; Part II: Organisational Development/An Introduction/Diagnostic Strategies and Skills/Power, Politics and Ethics in OD/Part III: OD Interventions: OD Intervention/An Introduction/OD Team and Intergroup Development Interventions/Structural Interventions/Comprehension Interventions /Organisational Learning

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First Edition

Managerial Behaviour and Effectiveness

E ANANDA RAJA

DR N R V PRABHU

DR P KAMESWARA RAO

E Ananda Raja, Department of Management Studies, Jaya Engineering College, with a total work experience of 17 years (teaching experience of 9 years and Industrial experience of 8 years).

Dr N R V Prabhu, Dean-Academics, GSBE veronn Education Limited, Perungudi, Chennai.

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

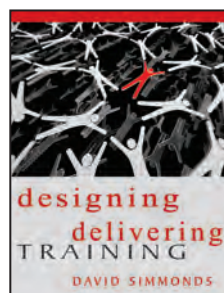
Contents include:

Defining the Managerial Job/Recruitment/The Concept of Managerial Effectiveness/Environmental Issues in Managerial Effectiveness/Developing the Winning Edge

Book Detail:

2010 / 203 Pages / PB / ₹ 425

ISBN: 978-81-7446-876-5



First Edition

Designing & Delivering Training

DAVID SIMMONDS

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

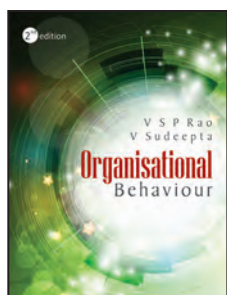
Contents include:

The Organisational Context and Business Environment/The Identification of Training Needs/The Planning of Training Solutions/The Design of Training Events/The Delivery of Training/Incorporating New Technology into the Training Process/The Transfer of Learning/The Evaluation of Training/The Management and Marketing of Training Activities/The Continuing Professional Development of the Training Practitioner.

Book Detail:

2009 / 235 Pages / PB / ₹ 550

ISBN: 978-81-7446-767-6



Second Edition

Organisational Behaviour

DR V S P RAO

V SUDEEPTA

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

V Sudeepta, 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.

Contents include:

Nature and Importance of Organisational Behaviour/Organisational Behaviour: Challenges and Opportunities/Approaches to Organisational Behaviour/Foundations of Individual Behaviour/Personality, Skills and Abilities/Perception and Attribution/Values, Attitudes, Job Satisfaction, Job Involvement and Organisational Commitment/Managing Employee Emotions, Moods and Work Stress/Learning, Behaviour Modification, Learning Organisation and Knowledge Management/Motivation/Job Design, Employee Participation and Alternative Work Arrangements/Interpersonal Behaviour and Transaction Analysis/Group Behaviour/Teams, Teamwork and Team Building/Communication/Leadership/Decision Making, Creativity and Innovation/Power and Politics/Conflict and Negotiation/Organisation Structure and Design/Organisational Culture/Organisational Change and Development/Contemporary Issues in Organisational Behaviour

Book Detail:

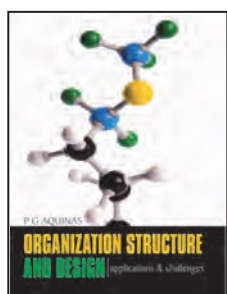
2009 / 648 Pages / PB / ₹ 975

Reprint: 2010, 2011

Second Edition: New Delhi, 2015

Reprint: 2016, 2017

ISBN: 978-93-5062-499-9



First Edition

Organization Structure and Design

Applications & Challenges

DR. P. G. AQUINAS

Dr. P. G. Aquinas, is engaged in research projects on HR related aspects in Mergers and Acquisition and has presented papers on the topic in several international seminars.

Contents include:

Part I: The Organisation and its Environment: Organisational Effectiveness and its Measurement/The Evolution of Organisation Theory/Organisational System in the Global Environment/Organisational Effectiveness and its Measurement; Part II: Organisation as a System: Foundation of Organisation and Structure/Dimensions of Organisation Design; Part III: Job and the Design of Work: Job and the design of work/

Basic Challenges of Organisational Design/Designing Organisational Structure; Part IV: Organisational Change and Managing Conflict in Organisation: Managing Organisational Change/Organisational Conflict and Inter-group Behaviour/organisational Power and Politics; Part V: Strategy and Structure for the Future: Leadership and empowerment/Building a Learning Organisation: Part VI: Creating and Managing Organisational Culture: Creating and Managing Organisational Culture/Ethical Values in Organisation.....

Book Detail:

2008 / 538 Pages / PB / ₹ 815

ISBN: 978-81-7446-682-2



First Edition

Performance Appraisal and Management

Concepts, Antecedents and Implications

DR. TAPOMOY DEB

Vice President-HR (Recipient of "100 TOP HR MINDS in INDIA Award 2018" from World HRD Congress).

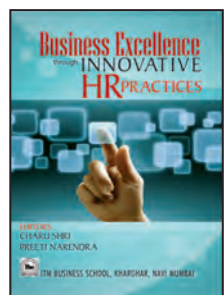
Contents include:

Part I: Concepts of Performance Management and Appraisal; Competitive Advantage through Human Resources/Performance Management and Appraisal/Performance Appraisal System; Part II: Antecedents of Performance Appraisal and Management: Motivation and Organizational Justice/Leadership/Counseling and Mentoring; Part III: Implications of Performance Appraisal and Management: Compensation Management/ Career Development/Training and Mobility/Knowledge Management; Part IV: Performance Appraisal Case Studies: Relevant Case Studies; Part V: Performance Appraisal Forms and Epilogue: Employee Appraisal Forms and Executive Appraisal Forms/Epilogue: The Final Thought

Book Detail:

2008 / 410 Pages / PB / ₹ 725

ISBN: 978-81-7446-673-0



First Edition

Business Excellence through Innovative HR Practices

DR. CHARU SHRI

MS. PREETI NARENDRA

Dr. Charu Shri, faculty in OB & QT at ITM Business School, Kharghar, Navi Mumbai.

Ms. Preeti Narendra, faculty in HR of ITM Business School, Kharghar, Navi Mumbai.

Contents include:

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

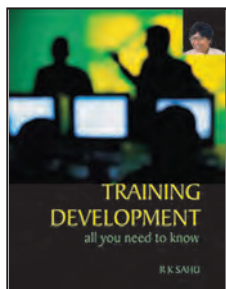
Human Resource Management

Engagement Practices/A Study of Managerial Attitudes towards Performance Management Systems/Value-based HR for Corporate Excellence/Employee Satisfaction: An Indispensable Factor for Organizational Growth/The Role of Performance-based Pay in Increasing Productivity/Human Resource Management Practices: Bringing Excellence in Indian SMEs/Leadership Styles of Women Managers: A Comparative Analysis.....

Book Detail:

2011 / 400 Pages / PB / ₹ 765

ISBN: 978-81-7446-976-2



First Edition

Training for Development

All You Need to Know

DR R K SAHU

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

Contents include:

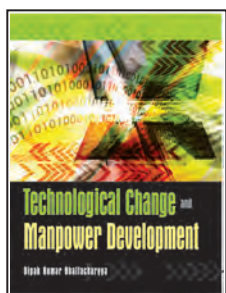
Concept of Training /Role, Need and Importance of Training/Types of Training/Role of Stakeholders in Training/Principles of Adult Learning/ Understanding the Process of Learning in a Training Programme/ Developing an Integrated Approach to Learning in Training Programme/ Training Needs Assessment (TNA)/Levels of Training Needs/Designing Training Programmes/Training Programme Delivery/Methods of Conducting Training/Developing Audio-visual Materials/Characteristics of High-impact Course Material/Measuring Impact of Training/Levels of Training Impact Evaluation

Book Detail:

2005 / 342 Pages / PB / ₹ 685

Reprint: 2006, 2009, 2010

ISBN: 978-81-7446-447-6



First Edition

Technological Change and Manpower Development

DR DIPAK KUMAR BHATTACHARYYA

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

Contents include:

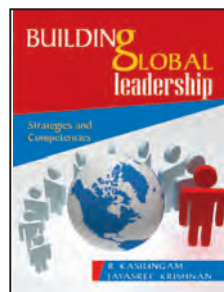
Globalisation, Technology and Human Resource Issues/Technology and Culture/Technology Management/Changing Technology and New Leadership Skills/Economic Theory of Choice and Employee Benefits/ Training and Development/Performance Management Systems/

Innovation and New Technology/Balanced Scorecard, Competency Mapping and Knowledge Management for New-age Technology

Book Detail:

2008 / 166 Pages / PB / ₹ 455

ISBN: 978-81-7446-638-9



First Edition

Building Global Leadership

Strategies and Competencies

R KASILINGAM

JAYASREE KRISHNAN

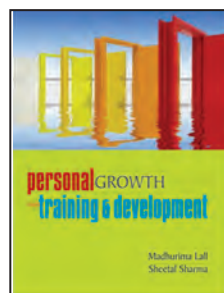
Contents include:

Part I: Finance Articles; Behavioural Finance and Technical Analysis/ Impact of FDI on Indian Stock Market/Dividend Puzzle and Calendar Effect: Two fold aspects of Behavioural Finance; Part II: Marketing Articles: Building Global Leadership through Customer Relationship Management/A Study on Retail Store Image and Shopping Styles of Customers at Shopper's Stop Ltd/Rural Marketing: Opportunities and Challenges; Part III: Human Resource Articles: Competency Mapping for Organization Efficiency/Potential Effects of Job Satisfaction in India/A Comparative Study of Motivation Levels in Life Insurance Corporation of India and Commercial Bank Branches in Nellore District, Andhra Pradesh/Employer Branding; Part IV: Operations Articles: An Integrated Product Recovery Management for Consumer Electronic Waste/Resource Management for New Product Development in Automobile Industry/ Role of Information Technology in Agriculture; Part V: General Articles: Globalization: Developing Countries and India/Impact of Special Economic Zones in India: Problems and Prospects/Cellular Mobile Telephony: Quality and Strategic Imperatives.....

Book Detail:

2011 / 720 Pages / PB / ₹ 1000

ISBN: 978-81-7446-889-5



First Edition

Personal Growth and Training & Development

DR (MISS) MADHURIMA LALL

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.

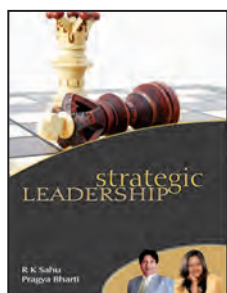
Contents include:

Personality/The Personality Pattern/Roles of Symbols of Self/Moulding the Personality Pattern/Persistence and Change/Psychodynamic Theories of Personality/Psychometric Theories of Personality/Transactional Analysis (TA)/Personal Effectiveness/Personality Determinants/Evaluation of Personality/Training/Types of Training and Training Process/Understanding the Process of Learning/Learning in Training/Learning Organisation and Organisational Learning/Training Need Assessment/Designing Training Programme/Training Methods/Evaluation of Training Programmes

Book Detail:

2009 / 586 Pages / PB / ₹ 975

ISBN: 978-81-7446-760-7



First Edition

Strategic Leadership

DR R K SAHU

MS PRAGYA BHARTI

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

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

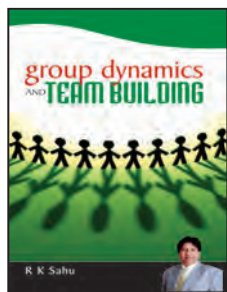
Contents include:

Understanding Strategy and Strategic Leadership/4Es for a Strategic Leader/Becoming a Strategic Leader/Leaders Paradigm/Understanding Organizational Theories/Understanding Human Behaviour to Lead/Understanding Business Dimensions/Leading with Values/Leadership vs. Managing/Leader as a Coach/Emotional Intelligence for Strategic Leadership/Spirituality: The Emerging Context for Business Leadership/Leaders' Competencies/Is Your Leadership Effective?/Using Six Sigma to Drive Operational Excellence/Leaders' Checkpoints and Keys/Leaders' Guide Kit.

Book Detail:

2009 / 615 Pages / PB / ₹ 800

ISBN: 978-81-7446-774-4



First Edition

Group Dynamics and Team Building

DR RK SAHU

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

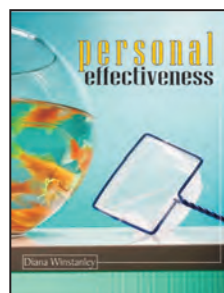
Contents include:

Understanding Group Dynamics/Building Teams/Dynamics of High Performing Teams/Managing Cross-functional Teams/Managing Diverse and Virtual Teams/Self-managed Teams/Team Building Skills/Interpersonal Skills for Teams/From Managing Teams to Leading Teams/Empowering Teams/Dynamics of Conflict/Conflict Management/CEO and Top Management: Leveraging through Teams/Rewarding Teams and Members/Team Leaders' Guide Kit/Team Building Tool Kit

Book Detail:

2010 / 464 Pages / PB / ₹ 900

ISBN: 978-81-7446-823-9



First Edition

Personal Effectiveness

DIANA WINSTANLEY

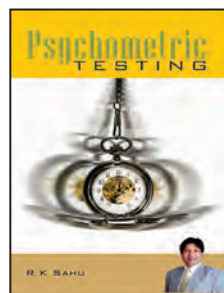
Contents include:

Learning/Time management/Creativity and ideas generation/Group dynamics and team working/Communication and interviewing skills/Verbal and written presentation skills/Assertiveness/Negotiation skills/Dealing with difficult people and difficult situations/Managing personal and organisational change

Book Detail:

2009 / 252 Pages / PB / ₹ 575

ISBN: 978-81-7446-766-9



First Edition

Psychometric Testing

DR RK SAHU

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

Contents include:

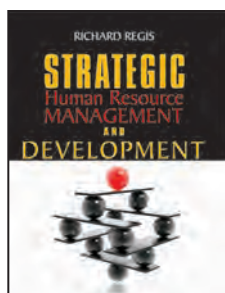
Psychometric Testing: Concept and Need/Test of Ability and Aptitude/Personality Identification/Selecting Psychometric Tests/The Uses of Psychometric Tests/Personality Tests/The Personality Tool Kit/Visual Reasoning Test/Numerical Reasoning Test/Verbal Analysis Test/Sequential Reasoning Test/Spatial Recognition Test/Three-D Test/Systems Test/Vocabulary Test/Aptitude Profiling and IQ/Multi-Dimensional Assessment of Personality (MAP): A Unique Psychometric Test/MYERS-BRIGGS Personality Type, MBTI, and FIRO-B/Applications of Psychometric Testing in Corporates: Case and Experiences

Book Detail:

2010 / 340 Pages / PB / ₹ 750

ISBN: 978-81-7446-899-4

Human Resource Management



First Edition

Strategic Human Resource Management and Development

PROF. RICHARD REGIS

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

Contents include:

Part I: Human Resource Management and Development Strategies: Meaning of Strategic HRD Management/HRD Functions and their Linkages to Business Goals/Strategic Approach to Industrial Relations/HRD as a Profession; Part II: Electronic Human Resource Management (E-HRM) E-Selection and Recruitment/Virtual Learning Organization/E-Performance Management and Compensation Design; Part III: Cross-Cultural HRM Domestic vs International HRM (IHRM)/Cross-cultural Educational and Training Programmes/Building a Multicultural Organization; Part IV: Career and Competency Development Concept of Career and Career Planning/Managing Career Plateau/Strategic Knowledge Management; Part V: Employee Development Coaching/Counselling/Employee Health and Welfare Programme/Work-related Stress.....

Book Detail:

2008 / 420 Pages / PB / ₹ 850

ISBN: 978-81-7446-592-4



First Edition

Human Resource Management

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*

Contents include:

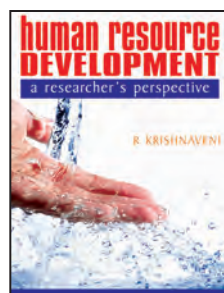
Human Resource Management - An Introduction/Human Resource Planning/Job Analysis and Design/Recruitment and Selection/Performance Appraisal/Training and Development/Job Evolution and Job Satisfaction/Fringe Benefits and Incentives/Employee Remuneration: Reward Management, Wage and Salary Administration.....

Book Detail:

2008 / 612 Pages / PB / ₹ 1050

Reprint: 2010

ISBN: 978-81-7446-685-3



First Edition

Human Resource Development

A Researcher's Perspective

R. KRISHNAVENI

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

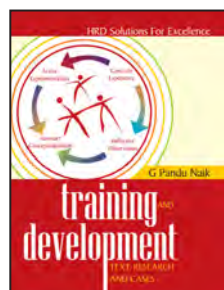
Contents include:

Introduction to Human Resource Development/HRD: A Conceptual Analysis/An Understanding of Employee Behaviour/Learning and Human Resource Development/Analyzing the Role for Development/Employee Socialization/Performance Management/Performance Review, Feedback and Counselling/Assessment Centre/Succession Planning/Training and Development/Identification of Training Need/Designing of the Training and Development Programme/Implementation of Training and Development Programme/Innovations in Training Techniques/Evaluation of Training and Development Programmes/Transfer of Training/Coaching and Mentoring/Development of a Reliable and Valid HRD Instrument

Book Detail:

2008 / 396 Pages / PB / ₹ 800

ISBN: 978-81-7446-643-3



First Edition

Training and Development

Text, Research and Cases

G. PANDU NAIK

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

Contents include:

Introduction to Training and Development/Theories of Adult Learning/Needs Analysis of Training/Design and Development/Implementation/Training Evaluation/Teaching and Facilitation Skills/Selection and Training of Trainers/Training Aids/Legal and Ethical Issues in HRD/Classroom Methods/Outward Bound Methods/E-learning/Community Camp/On the Job Methods/Coaching for Performance Improvement/Mentoring/Executive Coaching for Leadership/Developmental Job Assignment/Employee Counselling/Higher Education for Employed People

Book Detail:

2017 / 538 Pages / PB / ₹ 875

ISBN: 978-81-7446-565-8



First Edition

Managing Conflict and Negotiation

PROF B D SINGH

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

Contents include:

Part I: Managing Conflict: Concept and Importance of Conflict/ Organization as Network of Relations and Conflicts/Nature of Conflict; Part II: Managing Negotiation/Planning for Negotiation/Strategies and Tactics of Negotiation/Negotiating Processes/The Third Party Intervention – Litigation/Conciliation/Arbitration.....

Book Detail:

2008 / 298 Pages / PB / ₹ 700

ISBN: 978-81-7446-642-6



First Edition

Business Transformations

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.

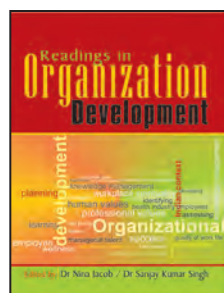
Contents include:

Part I: General Management: Social and Environmental Responsibility: The Role of Social Institutions/ Organizational Learning in Public Sector Enterprises in Kerala: An Empirical Study/SAARC Obligations and its Impact on Kerala with Emphasis on Sri Lankan Influence/Corporate Social Responsibility and Human Rights; Part II: Financial Management in the Modern Globalised Business Environment/Financial Inclusion: Taking Financial Services to the Common Man/Financial Inclusion in India: A need for Innovation; Part III: Human Resource Management: Human Resource Management: New Challenges/A Study on Creating Cultural Compatibility through Performance Culture in Information Technology Industry in Kerala; Part IV: Marketing Management: Global Financial Crisis and Changing Patterns of Services Marketing in Indian Life Insurance Sector/Adolescents' Influence on Purchase Decision Challenge faced by Marketers/Marketing Challenges during Recession: With special reference to Share Broking Business/Relationship Marketing as a Solution for the Recession: Special reference to the Banking Sector in Sri Lanka.....

Book Detail:

2011 / 435 Pages / PB / ₹ 925

ISBN: 978-81-7446-978-6



First Edition

Readings in Organization Development

DR. NINA JACOB

DR. SANJAY KUMAR SINGH

Contents include:

Human and Professional Values of Managers and their Impact on the Profession/Organizational Development and Knowledge Management/ Identifying, Assessing and Developing Managerial Talent/Using ADCs to drive Organizational Excellence/Consumer versus Customer: Who Commands in the Publishing Industry?/Employee Wellness and Organizational Success through Workplace Spirituality/Organizational Learning and Knowledge Management/Effective Organizational Change Assessment: "Parivartan" at HCLT/Diversity Management: An Eloquent Organizational Paradigm/Measuring Uncertainty: Comparative Analysis of Dairy Firms/Orientation of MMTC towards Knowledge Management and Learning Organization/Effect of Sales, Net Profit, Total Assets on Market Capitalization of a Company: A Study of various Companies across Industries in Indian Stock Market/Constructs of Quality of Work-Life among Health Industry Employees/Establishing an Equilibrium between Organizational and Individual Goals: A Model based on John Nash's Theory/A Case-based Study on Workforce Diversity: Prerequisites, Intervention Measures and Benefits/Does Positioning of Self Matter in Reducing Work Stress? An Empirical Approach.

Book Detail:

2011 / 160 Pages / PB / ₹ 450

ISBN: 978-81-7446-956-4



First Edition

Compensation Management

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.

Contents include:

Introduction to Compensation Management/ Theories Related to Compensation Management/Job Analysis/Job Evaluation/Performance Appraisal/Performance-related Pay/Person Based Compensation/Wage Differentials/Wage Fixation/Pay Design and Pay Structure/Executive

Human Resource Management

Compensation/International Compensation Management/Compensation Management: Strategic Perspective

Book Detail:

2009 / 212 Pages / PB / ₹ 325

ISBN: 978-81-7446-696-9



First Edition

Principles of Risk Management and Insurance

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.

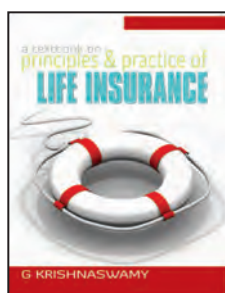
Contents include:

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.*

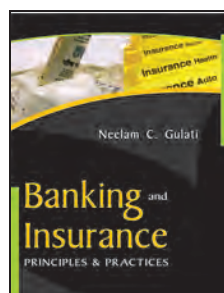
Contents include:

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:

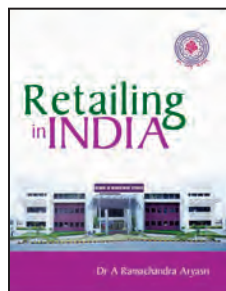
How to be an Effective Product Manager?/Changing Job Function of Product Managers/Things which Product Managers should not Do/ Changing Profile of Product Managers – Current Scenario/Facing Challenges through Effective Selection and Evaluation of Product Management Personnel/Interface of Product Management 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



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.

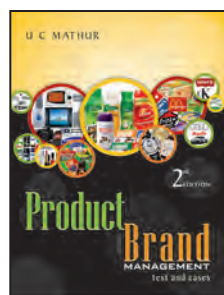
Contents include:

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

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.

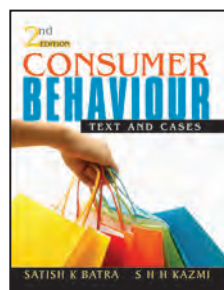
Contents include:

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



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:

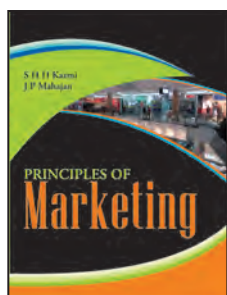
Part 1: Consumer Behaviour and its Applications/Consumer Research/ Market Segmentation and Positioning Concepts; Part 2: Consumer Motivation/Consumer Personality/Consumer Perception; Part 3: Consumer and Cultural Influences/Social Class Influences and Consumer/ Group Influences and Consumer Behaviour/Household 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



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.

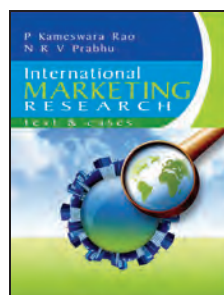
Contents include:

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.

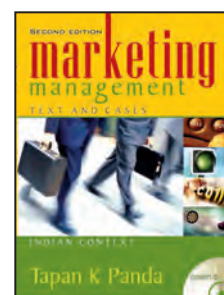
Contents include:

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

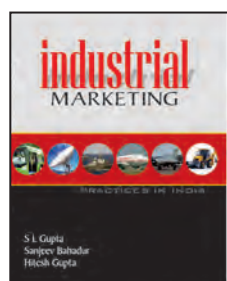
Decisions: Part III: Product and Brand Management Decisions: Managing the Product/The Marketing of Services/Management of New Product Development Process: Part IV: Pricing Decisions: Developing Pricing Strategies and Programs/Pricing Applications: Part V: Channel Management Decisions: Managing Marketing 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:

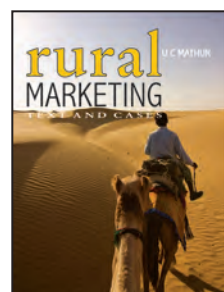
Meaning and Importance of Marketing Research/Marketing Research Process/Data Collection Methods/Measurement and Scaling/Decision-making Tools/Design of Questionnaire/Sampling/Data Processing/Central Tendency and Dispersion: Analysis of Data (Univariate Analysis)/Hypothesis Testing/Nonparametric or Distribution-Free 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.

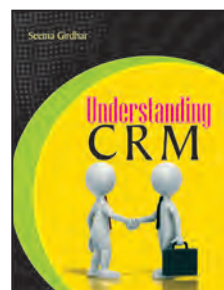
Contents include:

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

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First Edition

Understanding CRM

DR SEEMA GIRDHAR

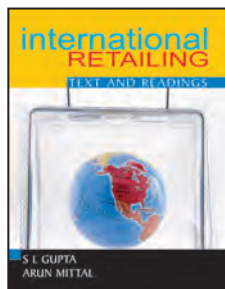
Dr Seema Girdhar, (PhD, MPhil, MBA, MCom) is an Assistant Professor, Guru Nanak Institute of Management, Punjabi Bagh, New Delhi.

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.

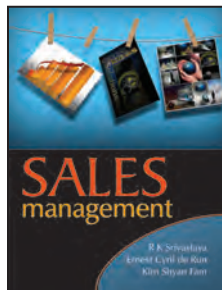
Contents include:

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

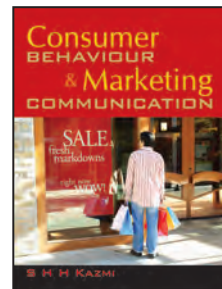
Dr Kim Shyam Fam, Associate Professor, University of Otago, New Zealand

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

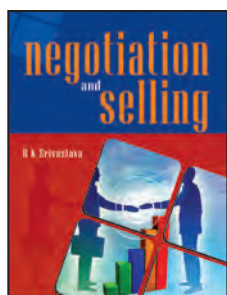
S. H. H. Kazmi, has been associated as visiting faculty with a number of management institutions, including Bhavan's College of Communication and Management, Banasthali Vidyapith (Deemed University); Malviya National Institute of Technology, ICFAI, and Poddar Institute of Management.

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.

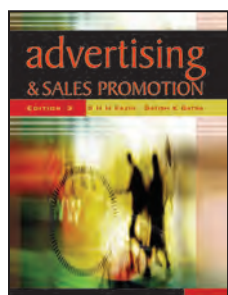
Contents include:

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 Vidya Bhavan'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

System/Distribution Costs, Control and Customer Service/Selection of Channels/Selecting a Suitable Channel Partner; Part V: Physical Distribution Management: Logistics for Customer Satisfaction/Physical Distribution Management – Transportation and Warehousing; Part VI: New Techniques of Managing Distribution: Retail Management/Merchandise Techniques/ Retail Selling/Distribution of Services

Book Detail:

Second Edition: 2010 / 758 Pages / PB / ₹ 1100
ISBN: 978-81-7446-870-3



Fourth Edition

International Marketing

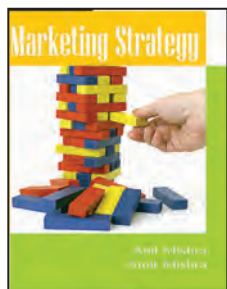
PROFESSOR P.K. VASUDEVA

Contents include:

Introduction to International Marketing/Economic Environment of International Marketing/Dynamics of World Market: Identifying and Satisfying Global Needs, Coordinating Activities and Recognizing Constraints/International Institutions – World Bank, IMF, UNCTAD, Customs Union, Common Markets, Free Trade Zones, Economic Communities, Special Economic Zones, NAFTA, SAFTA and EU/ Constraints on International Marketing – Fiscal and Non-Fiscal Barriers, Tariffs and Non-Tariff Barriers/Trading Partners – Bilateral Trade Agreements, Commodity Agreements and GSP/India and World Trade/EXIM Policy/Foreign Trade Policy: 2004-2009 and 2009-2014/ International Product Policy and Planning/Pricing Policy/Logistic Management, International Distribution and Sales Policy/Promotional Management and Advertising/International Marketing Research/ International Retail Marketing/Currencies and Foreign Exchange/ Settlement of International Disputes.

Book Detail:

2010 / 622 Pages / PB / ₹ 1075
ISBN: 978-81-7446-817-8



First Edition

Marketing Strategy

DR. ANIL MISHRA

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

Contents include:

Marketing and Strategy: A Modern Prospect/Researching Markets and the Consumer Base/Product Strategies/Pricing Strategies/Promotion Mix/Place Mix Strategies/Assessing the Capabilities of Competitors/ Understanding the Requirements of Consumers/Mapping the

Competency Profile of the Company/Identifying the Market Structure and Trends/Marketing Environment

Book Detail:

2010 / 336 Pages / PB / ₹ 400
ISBN: 978-81-7446-831-4



First Edition

Cases in Services Marketing

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.

Contents include:

Prasad Film Laboratories/The Business of “RBK”— A Role to be Understood/Rama Varma Club/Planet Health: The Next Big Battleground?/Hotel Indraprastha/Gulf Gate Hair Fixing/OLEE Beauty Saloon/Coconut Bay Beach Resort/Success Story of Koumudi Grameena Netralaya/CABEE — Call Taxi Service/Cirus Computers/Traveller's Point: Bringing Life to Your Journey/Kerala Institute of Medical Sciences/ Professional Couriers — A Franchisee Model of Service Delivery/ Vocabulary Test/Madonna Ladies Collections and Footwears/Sri Vinayaka Service Station/Rent A Car Services — Paradise Tours

Book Detail:

2010 / 101 Pages / PB / ₹ 325
ISBN: 978-81-7446-840-6



Second Edition

Advertising

An IMC Perspective
S N MURTHY
U BHOJANNA

Contents include:

Section I: An Introduction to Advertising/Role of IMC in Marketing Process/Role of Advertising Agencies & Other Marketing Communication Organizations; Section II: Source, Message and Channel Factor/ Advertising Objectives and Budgeting/Message and Creativity; Section III: Media Planning and Strategy/Support Media/Evaluation of Media Section IV: Direct Marketing/Sales Promotion/Event Management/Public Relation, Publicity and Corporate Advertising Section V: Monitoring, Evaluation and Control/Economic, Social and Ethical Implications of Advertising/Regulation of Advertisement Section VI: Industrial Advertising/International Advertising/Advertising Art, Graphic, Layout and Visualization/Merchandising.....

Book Detail:

2010 / 472 Pages / PB / ₹ 900
ISBN: 978-81-7446-835-2



First Edition

Marketing of Healthcare Services

DR P G RAMANUJAM

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

Contents include:

Introduction/Research Design and Methodology/Socio-Economic Analysis of Customers/Customers' Choices and Preferences of Health Services/Marketing Practices of Corporate Hospitals/Service Quality in Hospitals—A Quantitative Analysis/Summary and Suggestions

Book Detail:

2009 / 317 Pages / PB / ₹ 725

ISBN: 978-81-7446-728-7



First Edition

Travel and Tourism Management

MR V V VARA PRASAD

DR VBT SUNDARI

Mr V V Varas 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.

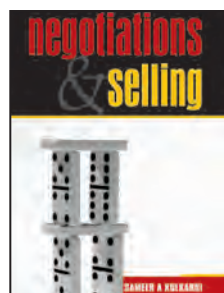
Contents include:

Part I: Introduction to Tourism: Introduction to Tourism/Evolution of Tourism/Implications of Tourism; Part II: Organisation and Tourism: Tourism Organisation/Indian Tourism Organisation/World Tourism Organisation; Part III: Travel and Tourism: Introduction to Travel/Modes of Travel/Air Travel Organisation; Part IV: Accommodation and Tourism: Hotel Industry; Part V: Marketing and Tourism: Introduction to Marketing/Services Marketing Mix; Part IV: Planning and Tourism: Tourism Planning

Book Detail:

2009 / 258 Pages / PB / ₹ 600

ISBN: 978-81-7446-768-3



First Edition

Negotiations & Selling

SAMEER A KULKARNI

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

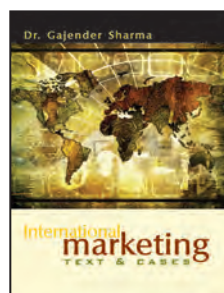
Contents include:

What is Negotiation?/Types of Negotiation/The Process of Negotiation/Negotiation Strategies/Negotiations in Sales and Sourcing/Customer Focused Selling Models/Types of Selling/Sales Funnel/Closing of a Sales Negotiation/Negotiation and Tenders/Contribution of Culture in Negotiation/Mastering the Art of Selling/What are E-negotiations?

Book Detail:

2010 / 204 Pages / PB / ₹ 500

ISBN: 978-81-7446-693-8



First Edition

International Marketing

Text & Cases

DR. GAJENDER SHARMA

Dr. Gajender Sharma, is working as an Associate Professor in Marketing area at the New Delhi Institute of Management, New Delhi.

Contents include:

The Genre of International Trade/International Trade/The Global Market/Significance of Culture in International Marketing/Analysing Overseas Markets/Planning for International Marketing/How to Enter in an Overseas Market/Organizing for International Marketing/International Product Management/International Pricing: The Role of Pricing/Introduction to International Marketing Communications/International Logistics/International Marketing of Services/Controlling in International Trade

Book Detail:

2010 / 375 Pages / PB / ₹ 750

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Marketing

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Book Detail:

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First Edition

Marketing Research

DR. AVINASH KAPOOR

DR. CHINMAYA KULSHRESTHA

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

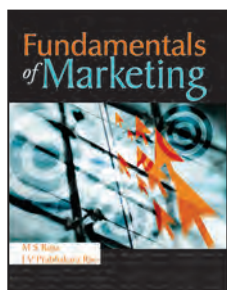
Dr. Chinmaya Kulshrestha, is Faculty of Marketing at MDI, Gurgaon.

Contents include:

Part I: Introduction, Basic Concepts, Research Problem Formulation & Research Dynamics: Research Basics/Planning the Research/Research Design; Part II: Data Collection Techniques: Secondary Data/Primary Data; Part III: Scaling and Sampling Techniques: Measurement and Scaling Techniques/Sampling: Design, Size and Procedure; Part IV: Data Analysis: Data Processing/Data Analysis – I/Data Analysis – II/Testing Hypothesis; Part V: Data Interpretation & Application: Research Report/ Application of Marketing Research

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ISBN: 978-81-7446-786-7



First Edition

Fundamentals of Marketing

M.S. RAJU

J.V. PRABHAKARA RAO

M.S. Raju, Consultant Professor Integral Institute of Advanced Management, Visakhapatnam

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

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Book Detail:

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ISBN: 978-81-7446-623-5



First Edition

Basics of Tourism Management

PROF SUDDHENDU NARAYAN MISRA

PROF SAPAN KUMAR SADUAL

Prof Suddhendu Narayan Misra, is a professor in the faculty of Tourism Administration, Regional College of Management, Bhubaneswar, one of the top four B-Schools in eastern India.

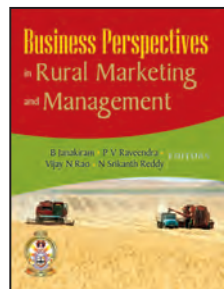
Prof Sapana Kumar Sadual, is a professor in the Faculty of Tourism Administration, Regional College of Management, Bhubaneswar, and has eight years of teaching experience and four years of service industry experience.

Contents include:

Introduction/Tourism Industry/Tourist Destination/Tourist Product/ Tourism Organizations/Planning/Marketing/Travel Formalities/Thrust Areas of Tourism/Emerging Sectors of Tourism/Tourism Policy of India/ Human Resource and Tourism

Book Detail:

2008 / 231 Pages / PB / ₹ 550
ISBN: 978-81-7446-681-5



First Edition

Business Perspectives in Rural Marketing and Management

DR. B. JANAKIRAM

DR. P.V. RAVEENDRA

MR. VIJAY N RAO

MR. N SRIKANTH REDDY

Dr. B. Janakiram, is working as Professor & HOD, Department of Management Studies, M.S. Ramaiah Institute of Technology, Bangalore.

Dr. P.V. Raveendra, is working as Professor, Department of Management Studies and Research Centre, M.S. Ramaiah Institute of Technology, Bangalore

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

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

Contents include:

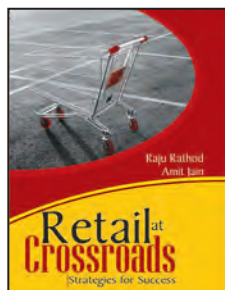
Part I: General Area: Agricultural Rural Supply Chain Strategies: Some Perspectives/A Study of Rural Housing Shortage in India/Ecotourism: Sustainability and Rural Development – A Case Study; Part II: Finance Area: Role of SHGs in Rural Management/The Study on Role of Micro Finance Institutions in Developing 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

Consumers in Ranga Reddy District/The Role of Agricultural Marketing in India/Rural Marketing: Indian Experience with CRM

Book Detail:

2012 / 428 Pages / PB / ₹ 1000

ISBN: 978-93-5062-007-6



First Edition

Retail at Crossroads

Strategies for Success

DR. RAJU RATHOD

DR. AMIT JAIN

Dr. Raju Rathod, is an Assistant Professor at the PG Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar.

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

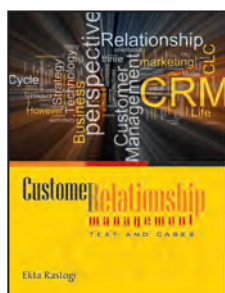
Contents include:

Retailing in India/Emerging Trends in Mall Retailing in India/Multi-brand v/s Exclusive Retailing/Retailing and Consumer Behavior/Retail Store Image/Selection of Retail Stores by Consumers/Consumer Durables and IT Retail in India/Celebrity Endorsements in Retail/Retailing Trends in Rural Markets/Online Retail in India/Role of Technology and Knowledge Management in Retail/Career in Retailing

Book Detail:

2011 / 140 Pages / PB / ₹ 450

ISBN: 978-81-7446-926-7



First Edition

Customer Relationship Management

Text and Cases

DR. EKTA RASTOGI

Associate Professor (Marketing) at IILM Academy of Higher Learning, Lucknow

Contents include:

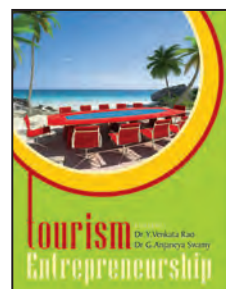
Concept and Introduction of Customer Relationship Management/CRM Versus Electronic CRM/Managing CRM through Modern Marketing Strategies/The CRM Process/Models of Customer Relationship Management/Organizing for Customer Relationship Management/Relationship Marketing & Customer Relationship Management/Technology 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/

Customer Relationship Management: Application Areas/Customer Care Management

Book Detail:

2011 / 392 Pages / PB / ₹ 750

ISBN: 978-81-7446-933-5



First Edition

Tourism Entrepreneurship

DR. Y. VENKATA RAO

DR. G. ANJANEYA SWAMY

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

Contents include:

Part I: Introduction: Developing Tourism Entrepreneurship in India: Perspectives and Prospects/Promotional Challenges in Tourism Industry/ Tourist Inflow to India from East-Asian Countries: An Analytical Study; Part II: Creativity and Innovations in Tourism: Tourism in Manipur: An Evaluative Study of Innovation and Entrepreneurship/The Creative and Innovative Traits of Two Tourism Entrepreneurs/Community Participation and Entrepreneurship Development in Tourism: An Innovative Approach; Part III: Tourism Entrepreneurship – Sectoral Perspective: Empowering Tribes through Cultural Tourism in India: A Dream Projection ICT Integration/The Niche of Ayurveda-based Wellness Tourism in Kerala: A Gateway for Entrepreneurs/Perspectives of Heritage Tourism in Tamil Nadu; Part IV: Tourism Destinations and Entrepreneurial Opportunities: Tourism in Arunachal Pradesh: Changes and Challenges/Tourism Industry in Manipur: A SWOT Analysis/A Study on the Problems and Prospects of Tourism Development in Nelliampathy/Need for Sustainable Tourism: A Study of Papi Hills in Andhra Pradesh; Part V: Tourism Product Development: Films for Promoting Food: Perspective for Food Tourism in India/Product Development Methods: A Study on Tourism Industry in Kerala/New Product Development in Tourism and Allied Sectors: A Study in Puducherry Region; Part VI: Institutional Support for Tourism Entrepreneurship: Women Entrepreneurship in Tourism Industry/Public Private Partnership in Tourism and the Dynamics of Entrepreneurship: The Andhra Pradesh Perspective/Public Private Partnerships as an Intervention Strategy to Balanced Tourism Development; Part VII: Women in Tourism: Women Entrepreneurs in Tourism Industry: A Case Study of Aurangabad Tourism/Women Entrepreneurship in Tourism Industry through SHG Model: A Study/Women Entrepreneurship and Tourism Development: A Study with special reference to Kudumbashree Women Micro-enterprise Programme in Kerala; Part VIII: Tourism Industry – Business Trends: An AHP Approach for Judging the Tourists' Satisfaction with Transportation: A Case Study/Critique on Prospects of Legacy Tourism in Pondicherry/ Testing Stationary Hypothesis in Foreign Tourist Arrivals in India: Pre and Post Year 2000.....

Book Detail:

2011 / 464 Pages / PB / ₹ 1000

ISBN: 978-81-7446-945-8



First Edition
Retail Marketing
DR. A. SIVAKUMAR

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

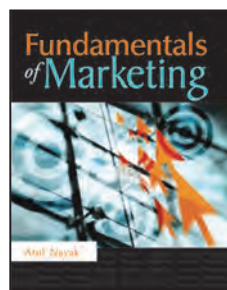
Contents include:

Retail Marketing – An Introduction/Shopper/Shopping Behaviour/ Merchandise Management/Retail Pricing and Communication/Trading Area and Site Analysis/Store Atmospherics/Retail Strategy and Challenges/ Specialty Retailing

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First Edition
Fundamentals of Marketing
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Atul Nayak, he 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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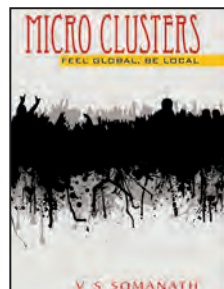
About Marketing/Marketing Research/Consumer Buying Behaviour/ Business Buying Behaviour/Targeting Markets/Product Decisions/ Managing Products/Distribution Decisions/Retailing/Wholesaling/ Product Movement/Promotion Decisions/Advertising/Managing the Advertising Campaign/Sales Promotion/Public Relations/Personal Selling/ The Selling Process/Pricing Decisions/Setting Price/Managing External Forces/Marketing Planning and Strategy

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ACCOUNTING AND FINANCE



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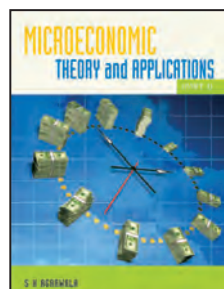
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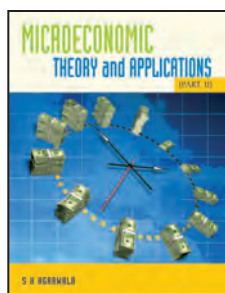
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First Edition

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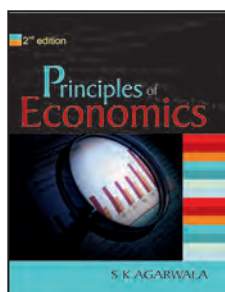
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Second Edition

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SK AGARWALA

Ex. Reader, Rajdhani College, (University of Delhi)

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First Edition

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 Jambheshwar University, Hisar, Haryana. He was awarded a Doctorate on his work in General Management from Kurukshetra University, Kurukshetra, in the year 1983.

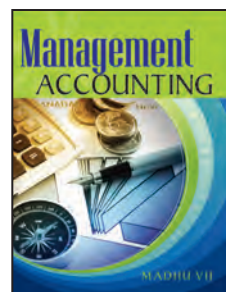
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First Edition

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DR MADHU VIJ

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.

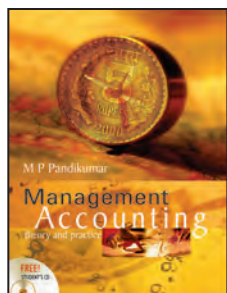
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First Edition

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MP PANDIKUMAR

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.

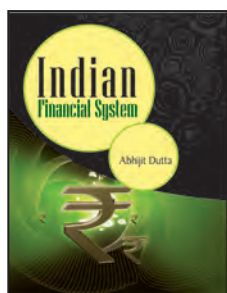
Contents include:

Introduction/Financial Accounting-Intro/Financial Statements/Depreciation Accounting/Financial Statement Analysis/Ratio Analysis/Fund Flow Statement Analysis/Cash Flow Statement Analysis/Capital Budgeting/Unit Costing/Inventory Valuation/Inventory Control & Management/Process Costing/Job Order Costing/Marginal Costing/Standard Costing/Budgetary Control/Activity Based Costing/Human Resource Accounting/Responsibility Accounting

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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.

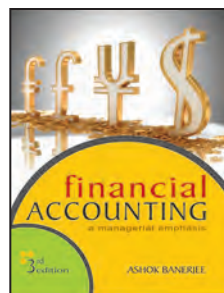
Contents include:

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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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.

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First Edition

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.

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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.

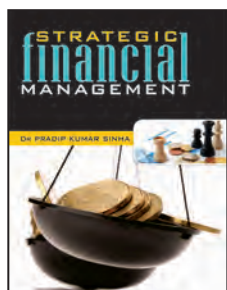
Contents include:

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.

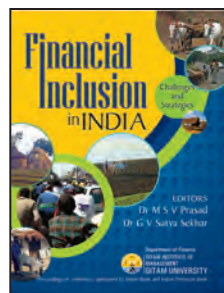
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First Edition

Financial Inclusion in India

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.

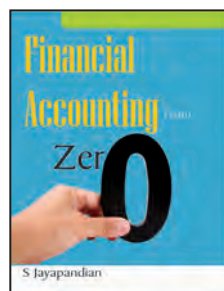
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Technical Session I/Strategies for Successful Implementation of Financial Inclusion in India/Consequences and Disputes in Financial Inclusion in India: Policies, Partnerships, Processes and Products/Implementing Public Private Partnership for Financial Inclusion: The Case of HUL and SBI/Technical Session II/Financial Inclusion: The Means of Inclusive Growth – Successes and Failures/Information Technology and Financial Inclusion in India: Means, Concerns and Measures/Financial Inclusion through Post Offices: A Case Study of North Andhra Pradesh Tribal Areas/Technical Session III/Role of Banks for Inclusive Growth of Financial Inclusion in India: Issues and Challenges/Inclusive Banking Practices with Reference to East Godavari District/Financial Inclusion: A Viable Business Model for Banks/Technical Session IV/Financial Inclusion: Role of Banking Services in Rural Areas/Financial Inclusion and Rural Cooperative Banks in Hyderabad–Karnataka Region: A Theoretical Overview/Role of Regional Rural Banks in Financial Inclusion in India/Technical Session V/Financial Inclusion for Inclusive Growth/Financial Inclusion in India: Taking Financial Services to the Rural Masses/Role of Indian Mutual Funds in Financial Inclusion: A Case Study of Public versus Private Sector/Technical Session VI/Role of Self Help Groups in Financial Inclusion in India/Financial Inclusion through Microfinance: A Success Story/Women Empowerment – Microfinance through SHGs: A Study in Visakhapatnam District

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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

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.

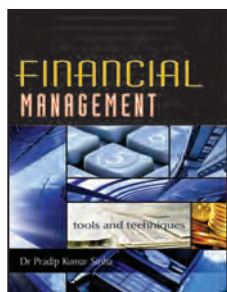
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First Edition

Financial Management

Tools and Techniques

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.

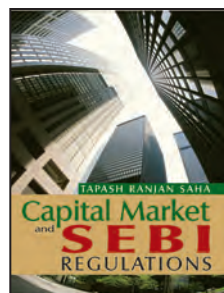
Contents include:

Part I: Introduction to Financial Management/Nature of Financial Management/Indian Financial System/Time Value of Money/Risk and Return Fundamentals/Part II: Financial Analysis, Profit Planning and Control/Analysis and Interpretation of Financial Statements/Cost-Volume-Profit Analysis and Break-Even Point/Financial Planning and Budgetary Control/Part III: Long-term Investment Decisions/Capital Expenditure Planning and Control/Risk Analysis in Capital Budgeting/Part IV: Long-term Financing and Dividend Decisions/Leverage and Capital Structure/Sources of Long and Medium-term Funds/Dividend Policy Consideration/Part V: Working Capital Management/Working Capital Management/Management of Cash/Receivables Management/Inventory Management/Current Liabilities Management/Part VI: Miscellaneous Topics in Financial Management/Concept of Micro-Finance/Mergers, Acquisitions and Restructuring/Corporate Governance/Performance Measurement, ROI, EVA and Balanced Scorecard/Recent Trends in Accounting and Finance/Value Based Management/Introduction to Derivatives and Financial Risk Management/Financial Management of Multinational Firm/A Guide to Case Analysis

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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. Xavier's 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.

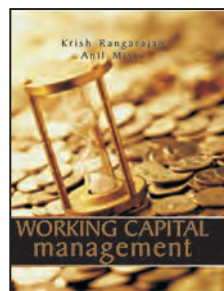
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First Edition

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.

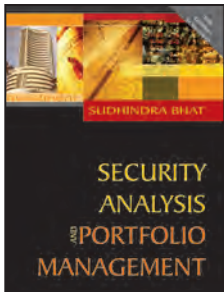
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First Edition

Security Analysis and Portfolio Management

DR. SUDHINDRA BHAT

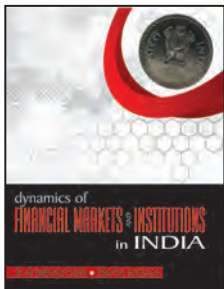
Dr. Sudhindra Bhat is a *Investment Consultant at KSBS Consulting and is an MBA, MFM, CFA, M. Phil, PGDIR & PM, PGDS & MM, PhD (Finance)*. He has rendered his services as a consultant, faculty, and adjunct faculty, at prestigious companies and B-schools like Bharati Info Tel, AFF, Srinivas B Pai & Company,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

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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 doctorated in the field of Indian Financial Institutions in 1998 from Banaras Hindu University.

Contents include:

Section I: Introduction/Economic Growth and Financial System/Types of Financial Markets/Categories of Financial Institutions/Section II: Financial Markets in India Money Market in India and Abroad/Dynamics of Indian Money Market/Capital Market in India and Abroad/Primary Market in India/Section III: Management of Commercial Banking Institutions in India/Reserve Bank of India – Nucleus of Indian Banking System/Dynamic Profile of Indian Banking Industry/Corporate Governance in Commercial Banks/Competitive Strategy to meet Challenges of Commercial Banks in India/Section IV: Management of Development Financial Institutions in India/Development of Financial Institutions in India/Performance Evaluation of All India Financial Institutions (AIFIs)/Section V: Management of Investment Institutions in India/Insurance Industry in India/Life Insurance Corporation of India (LIC)/Mutual Funds in India/Section VI: Non-Banking Finance Companies in India/Non-Banking Finance Companies—An Overview/Housing Finance Companies in India/Venture Capital

Book Detail:

2010 / 698 Pages / PB / ₹ 1100
ISBN: 978-81-7446-862-8



First Edition

Introduction to Banking

DR. G. VIJAYARAGAVAN IYENGAR

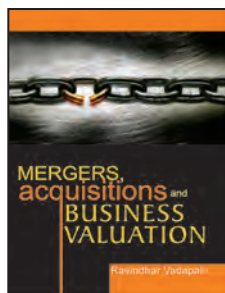
Dr. G. Vijayaragavan Iyengar brings in real time banking experience of over two and a half decades in Punjab National Bank. Dr. Iyengar has experienced his life as a banker at all levels including major part of service in the bank as Faculty Member in the Training College of the bank. He has conducted 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.

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Book Detail:

2007 / 642 Pages / PB / ₹ 1100
ISBN: 978-81-7446-569-6



First Edition

Mergers, Acquisitions and Business Valuation

RAVINDHAR VADAPALLI

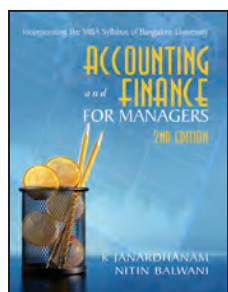
Contents include:

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

Book Detail:

2007 / 266 Pages / PB / ₹ 600

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Second Edition

Accounting and Finance for Managers

K JANARDHANAM

NITIN BALWANI

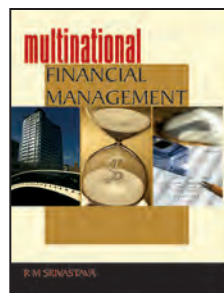
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Book Detail:

2006 / 608 Pages / PB / ₹ 1025

ISBN: 978-81-7446-265-7



First Edition

Multinational Financial Management

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.

Contents include:

Section I: Introduction/Introduction/International Monetary System/International Financial Flows/Section II: Management of Foreign Exchange/Foreign Exchange Market/Exchange Rate Determination and International Parity Conditions/Management of Country Risk/Section III: Multinational Investment Decisions/Foreign Direct Investment (FDI)/Capital Budgeting for Multinationals/Multinational Portfolio Investment/Section IV: Multinational Financing Decisions/Financing Multinational Operations/MNC's Capital Structure Decision/Cost of Capital for MNCs

Book Detail:

2008 / 360 Pages / PB / ₹ 725

ISBN: 978-81-7446-670-9



First Edition

Corporate Accounting

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 Himalyas, Utranchal State. He has been teaching Accounting and Finance for more than one decade.

Contents include:

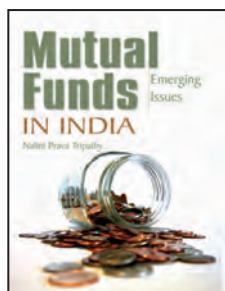
Issue of Shares/Company Accounts – Redeemable Preference Shares/Company Accounts – Issue and Redemption of Debentures/Acquisition of Business or Purchase of Business/Profit or Loss Prior to Incorporation and Post-Incorporation/Underwriting of Shares & debentures & Underwriting Commission/Valuation of 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

Book Detail:

2008 / 360 Pages / PB / ₹ 975

ISBN: 978-81-7446-578-8



First Edition

Mutual Funds in India

Emerging Issues

NALINI PRAVA TRIPATHY

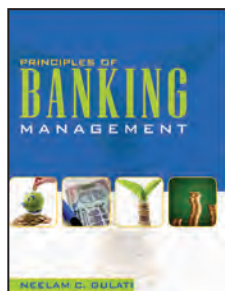
Contents include:

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

Book Detail:

2007 / 268 Pages / PB / ₹ 425

ISBN: 978-81-7446-535-9



First Edition

Principles of Banking Management

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.

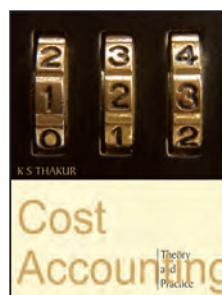
Contents include:

Introduction to Banking/Structure of Indian Banking System/The Reserve Bank of India/Banking Sector and Organisation of Banks/Electronic Banking/Bank Loans/Priority Sector Lending/Export Credit/Annual Report and Balance Sheet of a Bank/Project and Working Capital Finance/Banking Legislation/Banking Sector Reforms: NPAs and Capital Adequacy in Indian Banks/Banking Products/Development Banking/Bank Marketing

Book Detail:

2010 / 404 Pages / PB / ₹ 775

ISBN: 978-81-7446-827-7



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.

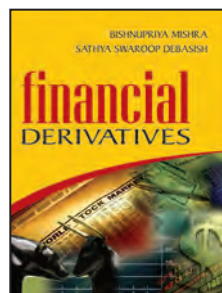
Contents include:

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

Book Detail:

2009 / 764 Pages / PB / ₹ 1100

ISBN: 978-81-7446-750-8



First Edition

Financial Derivatives

PROF. BISHNUPRIYA MISHRA

DR. SATHYA SWAROOP 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. Sathya Swaroop 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.

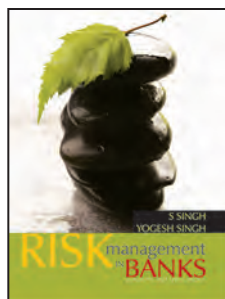
Contents include:

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

ISBN: 978-81-7446-572-6



First Edition

Risk Management in Banks

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.

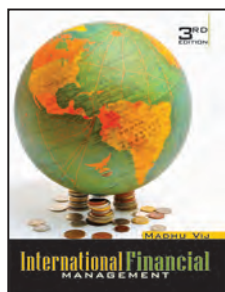
Contents include:

Part I: Banking Service in India: Then and Now/Commercial Banking in India/Development Banks and Financial Institutions/Financial Sector Reforms in India - An Overview/ Part II: Risk Management: Concept and Application/Asset Liability Management (ALM) in Banks/Introduction to Risk Management in Banks/Credit Risk Management/CRM Policy and Application Road Map/Market Risk Management/Management of Operational Risk/Building Blocks for Integrated Risk Management (IRM)/Integrated Risk Management/Part III: Corporate Governance Complements Risk Management/Corporate Governance and Risk Management are Complementary/Punjab National Bank, Head Office, New Delhi - A Case Study of its Risk Management Division (RMD)/Part IV: Application of Risk Management Policies and Tools

Book Detail:

2008 / 220 Pages / PB / ₹ 525

ISBN: 978-81-7446-641-9



Third Edition

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.

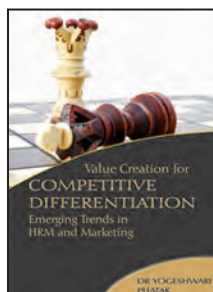
Contents include:

Part I: The International Financial Environment/International Financial Management: An Overview/International Monetary System/International Financial Institutions/Development Banks/Part II: The Foreign Exchange Markets/Derivative/Foreign Currency Futures/Foreign Currency Options/ Part III: Managing Foreign Exchange Exposure/Management of Foreign Exchange Risk/Management of Translation Exposure/Management of Transaction Exposure/Part IV: Financial Management of the Multinational Firm/Foreign Direct Investment/Cost of Capital and Capital Structure of the Multinational Firm/Multinational Capital Budgeting – Application and Interpretation/Part V: Managing Foreign Operations/International Banking/Eurocurrency Market/Interest Rate and Currency Swaps

Book Detail:

2011 / 738 Pages / PB / ₹ 1095

ISBN: 978-81-7446-821-5



First Edition

Value Creation for Competitive Differentiation Emerging Trends in HRM and Marketing

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.

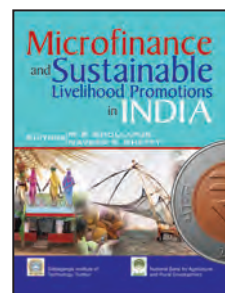
Contents include:

Part I: Human Resource Management/A Management Model Perspective of Reinforcing HRM in Organizations/Association of Employer Branding and HRM: A Qualitative Review/Balancing Two Ps of Life for Career Growth: A Study of Working Professionals/Constructing an Emotional Intelligence Radar for Indian School Students/Part II: Marketing Management/A Study of Impact of Advertising on Consumer Purchasing Behavior/A Study of Customer Satisfaction with Two-wheelers/ A Study of Influence of Pharmaceutical Product's Brand Name on Doctors' Prescriptive Behaviour/Customer Loyalty Management Model of Banking Industry

Book Detail:

2010 / 326 Pages / PB / ₹ 925

ISBN: 978-81-7446-928-1



First Edition

Microfinance and Sustainable Livelihood Promotions in India

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.

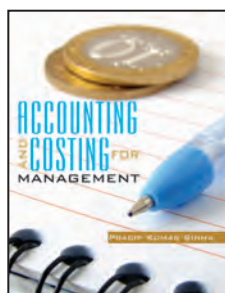
Dr. Naveen K. Shetty is serving as Assistant Professor in the PGDMS & RC, SIT, Tumkur. He has secured First rank and Gold Medal in Masters Degree in Economics. He holds NET in Economics from University Grants Commission, New Delhi. He also holds a Post Graduate Degree in Human Resource Management from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

Contents include:

Part I: Microfinance and Inclusive Growth/Influence of Federations on Self-help Groups: An Empirical Study/Microfinance and Inclusive Growth: Indian Experience/Role of Commercial Banks in Promoting Financial Inclusion: A Way for Inclusive Growth/Part II: Models of Microfinance and Livelihood Financing/Microfinance and Livelihood Diversification of Rural Poor in India/Microfinance and Livelihood Diversification: An In-depth Impact Study of an NGO Sponsored Microfinance Programme in Kerala/Micro Analysis of SHGs: As a Means of Microfinance/Part III: Microfinance and Financial Inclusion/Financial Inclusion/Financial Inclusion of Scheduled Tribes through Self-help Groups: A Rural Household Study in Davangere District of Karnataka/Microfinance: A Highway to Financial Inclusion/Part IV: Microfinance and Women Empowerment/SHGs and Women Empowerment: A Focus Group Study in Puducherry, India/Microfinance and Women Empowerment: Grass Root Level Experience/Socio-economic Empowerment of Schedule Caste Women through Microfinance in Ramanathapuram District/Part V: Product Diversification: Microinsurance, Health, Housing, Water and Sanitation/The Impact of Micro Health Insurance: A Review of Literature/Awareness of Micro-rural Insurance: An Empirical Study/Microinsurance in India: Issues and Strategies/Part VI: Governance and Technological Challenges in Microfinance/Microcredit for Inclusive Growth: How I-TEAR can promote it? (Innovation, Transparency, Empowerment, Accountability and Responsibility)/Social Performance Management: Harmonizing the Social and Commercial Intentions/A Study on Social Performance Management in Microfinance/Part VII: Microfinance and Microenterprise Development/Problems of SHG Entrepreneurs in Gadag District: A Study of SHG Entrepreneurs/Microfinance and Microenterprise Development: The Next Phase of Livelihood Promotion/Group Entrepreneurship: With Special Reference to SGSY Scheme in Dakshina Kannada District

Book Detail:

2011 / 652 Pages / PB / ₹ 1100
ISBN: 978-81-7446-937-3



First Edition

Accounting and Costing for Management

PRADIP KUMAR SINHA

Prof (Dr) Pradip 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.

Contents include:

Unit 1: Accounting as an Information System/Uses of Accounting Information and the Basic Financial Statement/Measuring Business Transactions/Measuring Business Income/Completing the Accounting Cycle/Accounting for Trading Operations/Financial Reporting and Analysis/Analysis and Interpretation of Financial Statements using the Techniques of Fund Flow Analysis and Ratio Analysis/Accounting Standards/Nature and Incidence of Window-dressing/Unit 2: Management and Cost Accounting/Introduction to Management and Cost Accounting/ Materials/Labour Cost/Overheads

Book Detail:

2010 / 648 Pages / PB / ₹ 1100
ISBN: 978-81-7446-806-2



Second Edition

Corporate Accounting

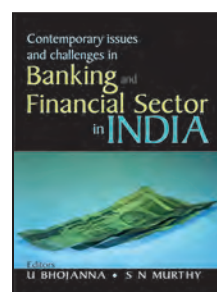
DR V K GOYAL

Contents include:

Issue of Shares - Forfeiture and Reissue of Forfeited Shares/Issue and Redemption of Preference Shares and Bonus/Purchase of a Business/Profits Prior to Incorporation/Loan Capital (Issue of Debentures)/Redemption of Debentures/Final Accounts/Internal Reconstruction/External Reconstruction (Amalgamation, Absorption and Merger)/Cash Flow Statement/Ratio Analysis

Book Detail:

2009 / 486 Pages / PB / ₹ 775
ISBN: 978-81-7446-751-5



First Edition

Contemporary Issues and Challenges in Banking and Financial Sector in India

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.

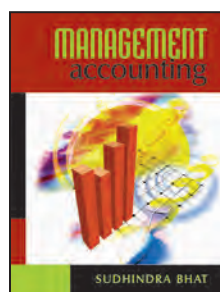
Prof. S.N. Murthy is a qualified Electrical Engineer with postgraduate degree in Business Administration from IIMC. His area of specialisation is Marketing. He has worked with multinational engineering companies in India and abroad and has a total industrial experience spanning over a period of 28 years.

Contents include:

Part I: Mergers and Acquisitions/Mergers and Acquisitions: A Leverage for Growth of Banks/Mergers in Banking Sector: New Survival Mantra/Special Economic Zones and its Land Acquisition Issues/Part II: HR Issues in Banking Sector/Employee Engagement and Retention Strategies in Banking Sector/HR Training and Development in Banks/HR Issues and Challenges in Indian Banking Sector/Part III: Microfinance/Microfinance/Public Sector Banks in India: Empowering Rural Growth and Development/Microfinance: A Beginning to Empower the Rural Segment/Part IV: Risk Management/Value at Risk as a Tool for Measurement and Control of Market Risk in Banking Sector/Credit Risk Management: A Study on Credit Risk Identification and Risk Management Policies/Management of Credit Risk in State Banks' Group/Part V: E-Banking/Financial Inclusion: New Paradigm for Development Banking/E-Banking: Moving towards a Cashless Society/Application of Information Technology in Banking Operations: Customer Perspective/Part VI: Merchant Banking/Merchant Banking/Problems and Prospects of Merchant Bankers/Role of Merchant Banker in IPO in India/Part VII: Retail Banking/Marketing of Financial Services in India: Key Issues and Challenges/Retail Marketing: CRM Issues in Banking/Retail Banking in India/Part VIII: CRM in Banking/Analyzing Brand Value and Customer Satisfaction in Indian Banking/Customer Relationship Management in Banking and Financial Sector/An Analysis of Customer Relationship Management/Part IX: Globalization in Banking Sector/Challenges and Opportunities of Indian Banking Industry/Impact of Globalization on Indian Financial Services Industry/A Study on Efficiency of Banks in Changing Economic Scenario/Part X: Capital Market and Banking Sector/The Indian IPO Practices: An Empirical Evidence/A Study on Evaluation of IT Sector Mutual Fund with Comparison to NSECNX IT Index/Part XI: Role of Banks in India/Role of Banks in Achieving Sustained GDP Growth and Balance of Payment/Role of Co-operative Banks in Rural Market/Financial Inclusion through SHG-Bank Linkage Programme/Part XII: Issues of Indian Banking and Financial Sector/Bancassurance: An Effective Channel for Insurance Deliveries/ Banking Operations in the Changing Financial Environment

Book Detail:

2010 / 728 Pages / PB / ₹ 1125
ISBN: 978-81-7446-848-2



First Edition

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).

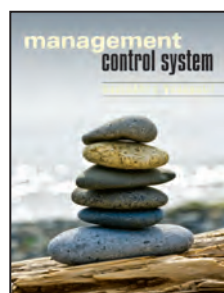
Contents include:

Part I: Introduction/Management Accounting/Part II: Financial Statement Analysis/Financial Statement and Accounting Practice/Funds

Flow Statement/Cash Flow Statement/Part III: Cost Determination/Concept of Cost/Material Control/Costing and Control of Labour/Part IV: Planning/Marginal Costing and Cost Volume Profit Analysis/Budget and Budgetary Control/Capital Budgeting/Part V: Control/Standard Costing/ Variance Analysis/Responsibility Accounting/Part VI: General Topics/Accounting for Price Level Changes/Value Added and Shareholder Value Analysis/Human Resource Accounting/Financial Forecasting and Balance Scorecard

Book Detail:

2009 / 818 Pages / PB / ₹ 950
ISBN: 978-81-7446-763-8



First Edition

Management Control System

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.

Contents include:

Basic Concepts of Management Control System/Strategic Planning and Management Control/Management Control System: Structure and Processes/Adaptive Control System/Management Control Information/Responsibility Accounting/Divisional Operation and Profit Centres/Operational Control/Project Operation and Management Control/The Balanced Scorecard

Book Detail:

2010 / 290 Pages / PB / ₹ 650
ISBN: 978-81-7446-810-9

PERSONALITY DEVELOPMENT



First Edition

Competency Based Interviewing Skills

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.

Contents include:

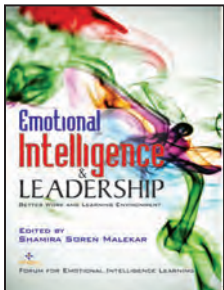
What is this Black Box called Interviewing?/Is Interviewing Everybody's Business?/Basics of Competencies/Leveraging Competencies for Business/

The Process/Art of Getting the Right Start/Core of the Interview/Iceberg Model Showing Points of Human Qualities/Closing an Interview or Getting Interviewed/Post Interview Documentation/Campus Interviewing Made Easy/Leveraging the Communication Medium - Welcome Truth.

Book Detail:

2008 / 124 Pages / PB / ₹ 300

ISBN: 978-81-7446-590-0



First Edition

Emotional Intelligence & Leadership

Better Work and Learning Environment

DR. SHAMIRA SOREN MALEKAR

Contents include:

Competencies as a Behavioural Approach to Emotional Intelligence/ Emotional Intelligence: Vedic and Modern Perspectives/Team Emotional Intelligence in Design Thinking Process/Emotional Intelligence, Gen X and Y and Quarter Life Crisis/Emotional Intelligence and Mentoring in the Context of Gender Diversity Programmes/Emergent Leadership: Inevitability, Ethics and Managerial Styles/Social Relationships – A Study/A Holistic Approach for Developing Emotional Intelligence at Workplace/Voices of Contemporary Indian Women Leaders: Managing and Balancing Emotions Intelligently in Organisations/Behavioural Aspects of ERP System of an Indian Steel Manufacturing Industry/ Balanced Scorecard Implementation and Employee Engagement/ An Investigation on the Role of Emotional Intelligence on Academic Performance among University Students/Achieving High-Emotional Intelligence (EI) Behaviour through an Innovative Learning Approach: Sahaja Yoga Meditation/Building Engaging Work Places/Emotional Intelligence among Adolescents/Relationship between Emotional Intelligence and Leadership Styles amongst Indian Nursing Professionals: A Preliminary Study/Environment Welfare – Organizational Initiatives/ Emotional Intelligence – A Part of Learning Russian in India/Know how Emotions affect Physical Health?/Parenting with Emotional Intelligence/ Organizational Learning Capability and Job Satisfaction: A Study of a Power Distribution Organization/The Neural Role of Emotions/Effect of Meditation on the Brain with Implications for Emotional Intelligence/ In Quest of Enhanced EQ/Building Distributed Leadership/Effective Leadership for the 21st Century: Emotionally and Ethically Competent Leaders/From Design to Praxis: Evaluation of a Self-guided Internet based Emotional Intelligence Enhancement Programme/Emotional Intelligence and Transformational Leadership/Structural Equation Modeling for Testing the Impact of Organization Communication Satisfaction on Employee Engagement/Emotional Intelligence amongst NGO Workers and their Conflict Resolution Styles/EQM as a New Mantra in Corporate Corridors: Integrating Spirituality with EI/Role of Emotional Intelligence in Teaching.

Book Detail:

2011 / 324 Pages / PB / ₹ 750

ISBN: 978-81-7446-902-1



Fourth Edition

Foundation of Success

SUBHASH JAGOTA

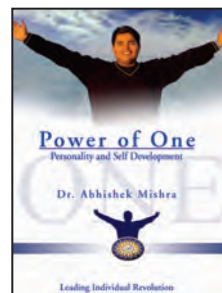
Contents include:

Scoring High by Goal Setting/Coping with Executive Stress

Book Detail:

2009 / 80 Pages / PB / ₹ 225

ISBN: 978-81-7446-721-8



First Edition

Power of One

Personality and Self Development

DR. ABHISHEK MISHRA

Contents include:

Power of One/A Miracle Called Love/Who am I?/Why Be a Better Person?/Building Blocks for a Better You/Angels of God/Finishing Touches/Respect Authority/I am Being Ignored!/Art of the Possible/Now is the Time to Act

Book Detail:

2006 / 250 Pages / PB / ₹ 600

ISBN: 978-81-7446-571-9



First Edition

Happiness is a Choice

Choose to be Happy

JS MISHRA

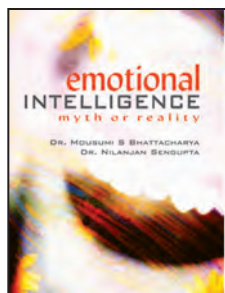
Contents include:

Happiness is Multi-dimensional/Work with Love, Leads to Happiness/ Change your Thoughts to Change your World/Every Moment is Celebration/Creative Interaction and Happiness/Family: The Perennial Source of Happiness/Friendship: A Bouquet of Happiness/Creativity and Happiness/Self-Esteem and Happiness/To Love and be Loved is the Greatest Joy/Marriage is a Harbour in the Tempest of Life/He who has Health, has Happiness/Be Focused on Here and Now/Successful People Reset their Sails/Be Your Best/Happiness is a Choice/Happiness is a Blessing.

Book Detail:

2007 / 150 Pages / PB / ₹ 350

ISBN: 978-81-7446-530-8



First Edition

Emotional Intelligence

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.

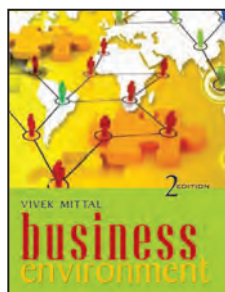
Contents include:

Section-I: Emotional Intelligence - Myth or Reality/Emotional Intelligence: The Genesis/Emotional Intelligence – Theory and Research Work/Section-II: Dimensions of Emotional Intelligence/‘Self’ and Emotional Intelligence/Social Dimensions and Emotional Intelligence/Section-III: Applications of Emotional Intelligence/Emotional Intelligence in Classroom/Emotional Intelligence at Workplace – Leadership Dimensions/Emotional Intelligence – Group and Organizational Effectiveness/Bhattacharya Instrument on Emotional Intelligence (BEIS-In)/Guidelines to Improve Emotional Intelligence

Book Detail:

2007 / 242 Pages / PB / ₹ 500

ISBN: 978-81-7446-543-X



Second Edition

Business Environment

VIVEK MITTAL

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

Contents include:

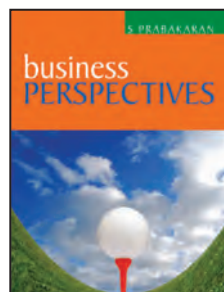
Part 1: Environment of Business: Business Environment/Economic Environment/Political and Government Environment/Part 2: Economic Policies II: Inflation/Fiscal Policy/Foreign Trade Policy/Part 3: Legal Environment: Company Law/Industries (Development and Regulation)

Act, 1951/MRTP Act/Part 4: Socio-Culture Environment: Ethics/Social Responsibility of a Business/Corporate Governance/Part 5: Financial Environment: Indian Financial System/Development Banking/Stock Exchange and SEBI/Part 6: International Environment: Globalisation/World Trade Organization and India/Regional Groupings ...

Book Detail:

2011 / 696 Pages / PB / ₹ 999

ISBN: 978-81-7446-975-5



First Edition

Business Perspectives

DR S PRABAKARAN

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

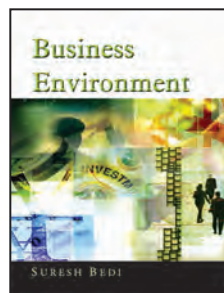
Contents include:

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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.

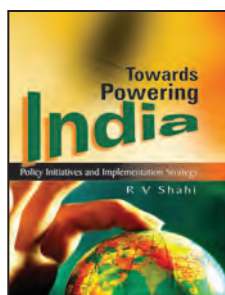
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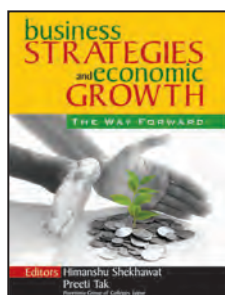
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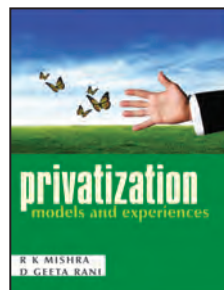
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Prof R K Mishra is a Senior Professor and the Director of the Institute of Public Enterprise, Hyderabad. He is a graduate of International Management Programme, SDA Bacconi, Milan, Italy. He has done research stints in London Business School and Maison 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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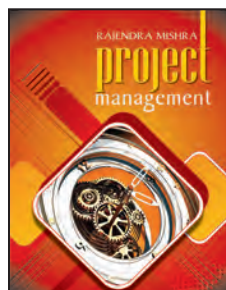
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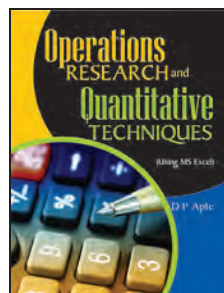
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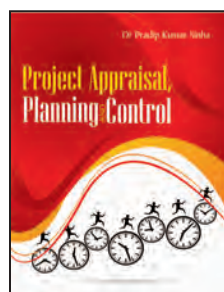
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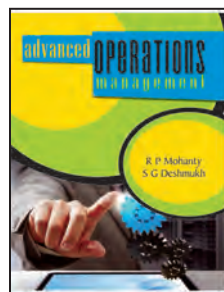
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Jaya Subramanian, Electrical Engineer, Worked in Supply Chain Management in SAIL, India

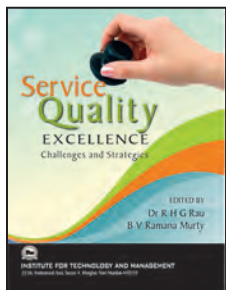
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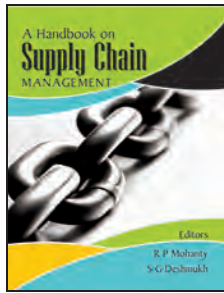
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First Edition

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PROF. R. P. MOHANTY
PROF. S. G. DESHMUKH

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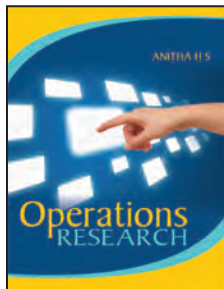
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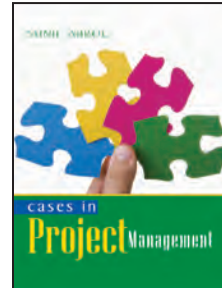
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G NAGALINGAPPA

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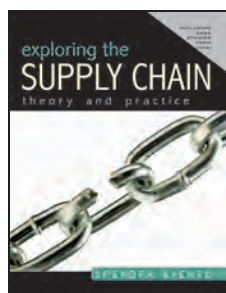
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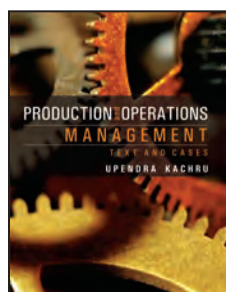
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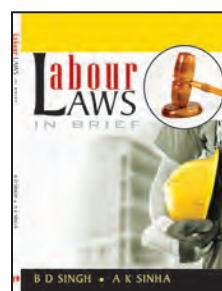
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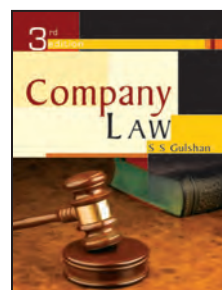
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S S GULSHAN

M.Com., Ph.D., LL.B., Adviser, Author and Educationist, India

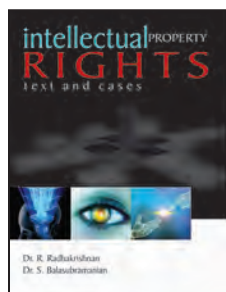
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Dr. S. Balasubramanian, Director, Centre for Intellectual Property Rights, Anna University - Coimbatore, India

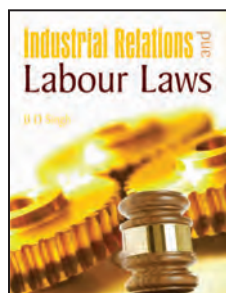
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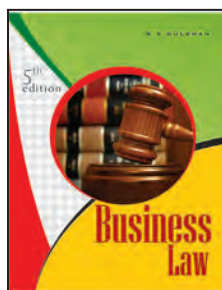
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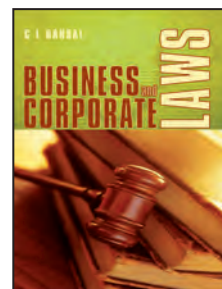
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UPENDRA KACHRU

President, Professor K Advisory; Member, Harvard Business Review Advisory Council, New Delhi, India

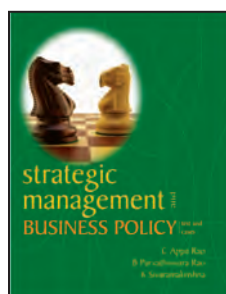
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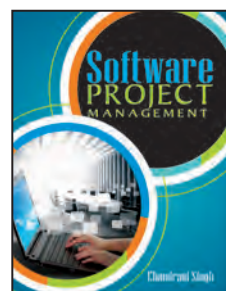
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MCA, ME (Computer Science) and PhD (completion stage), Joint Director and Associate Professor, MCA Department at Sinhgad Institute

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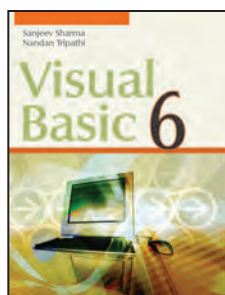
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Introduction to Minitab/Data Management/Data Manipulation/Summarizing Data (Graphically)/Summarizing Data (Descriptive Statistics)/Normality/Hypothesis Testing/ANOVA/Correlation Analysis/Regression Analysis/Residual Analysis/Non-parametric Statistics/Logistic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

Book Detail:

2010 / 204 Pages / PB / ₹ 575

ISBN: 978-81-7446-871-0



First Edition

Visual Basic 6

SANJEEV SHARMA

NANDAN TRIPATHI

Sanjeev Sharma, MIS Expert, Asian Development Bank, Philippines

Nandan Tripathi, Faculty, CRIM, Barkatullah University, Bhopal, India

Contents include:

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, Imagelist, 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

Book Detail:

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ISBN: 978-81-7446-704-1



First Edition

IT Initiatives for Building Creative Organizations

SUYASH JHAWAR

YOGESHWARI PHATAK

RAJ KISHORE SHARMA

ALOK BANSAL

Suyash Jhawar, Assistant Professor in the area of Systems, General Management and Human Resource Management at Prestige Institute of Management and Research, Indore, India

Yogeshwari Phatak, Director of Prestige Institute of Management and Research, Indore, India

Raj Kishore Sharma, Director of Undergraduate Programs at Prestige Institute of Management and Research, Indore, India

Alok Bansal, HOD and Associate Professor in the area of Systems and Quantitative Techniques at Prestige Institute of Management and Research, Indore, India

Contents include:

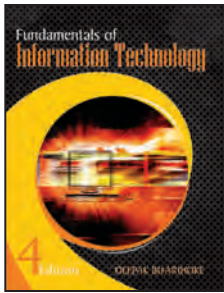
A Study on Factor Criticality for E-Banking Adoption and Implementation/Challenges in Using Internet Banking/Core Banking: Roadmap for Future

Cooperative Banking: A Case Study of SVC/E-Commerce: Essence for Business Excrescence/E-Commerce: A Study of Users with Special Reference to Baroda City of Gujarat/E-Banking: A Study of Preferences and Barriers/E-Government in India: Barriers to Adoption and Diffusion/Enterprise Resource Planning: Implementation Procedures and Critical Success Factors/E-Society by E-Governance: A Case Study of Madhya Pradesh/IT Resources, Billing and Profitability: The Survival Quotient/Survey of E-Commerce Security Measurement and Risk Analysis/A Review on Data Cleaning: Problems and Different Approaches/Customers' Perception towards Private and Government DTH Services in Rural Area/Applications of Data Mining in Business Decision/Automation of Activities in Management Institutes: An Analytical Study/Clustering and Sequential Pattern Mining of Learning Data/Data Mining and Data Warehousing: Market Basket Analysis in a Supermarket/Impact of Clustering Data on Action Queries Performed in Large Databases/Knowledge Management Applications in Petroleum Sector/Role of IT in Travel and Tourism Industry: An Empirical Study/Significance of IT-Enabled Human Resource Management/Web-based Online Examination System: Relevance with Modern Scenario/An Exhaustive Analysis of Technique for Improving Efficiency and Removing Anomalies in Genetic Algorithm/Automatic Transport Verification and Security Policy Measures under Wireless Computing/Design and Implementation of Steganography Technique: Challenges and Approaches/Finding the Number of Clusters in Unlabeled Datasets using Extended Dark Black Extraction (EDBE)/Firewall Architecture and Design Challenges/Fuzzy Edge Filter: Edge Detection and Feature Extraction Technique for JPEG Image/Mapping 12 to 14 with Total Quality/Optimization of Standard Color Model using Image Processing and Analysis/Providing Cluster Management through Distributed Mobile Agents/Securing Ad-hoc Network: Joint Venture of Intrusion Detection and Denial of Service Resilience/Security of Group Communication Schemes in Wireless Network/A Study on Users' Perception towards Security Concerns in E-Transactions/Ethical Issues in Information and Communication Technology/Feasibility of an Intermediary for E-waste Management/Fun and Fraud by Teenagers in Cyber World/Green Computing Approaches Help IT Organizations to Observe Social Responsibility/Green Computing as a Technique of Environmental Protection/Mobile Devices Exploitation by Malware/Semi-strong Form of Efficiency in Indian Stock Market with Special Reference to Indian IT Stocks/The Mathematics between Cyber Law and Cyber Crime in Indian Arena/Application of ICT in Education: Opportunities and Challenges for India/Emergency Communications: A Study with Special Reference to Present Condition of India/ICT Adoption in Managerial Functions: Issues and Challenges/Inherent Security Issues of Bluetooth/M-Commerce: Its Ten Components and their Role in India/Mobile Ticketing: An Application of IT in Cinemas/Past Present and Future of Mobile Computing/Usage of Internet by Senior Citizens: A Study of Kothrud Area in Pune City/Use of ICT in Indian Educational System: Issues and Challenges/VSAT-Technology: An Innovative Tool with Special Reference to Blended Learning

Book Detail:

2010 / 508 Pages / PB / ₹ 1000

ISBN: 978-81-7446-884-0



Fourth Edition

Fundamentals of Information Technology

DR DEEPAK BHARIOKE

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.

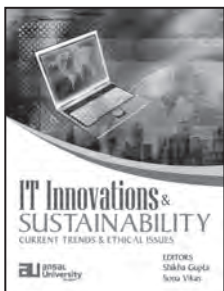
Contents include:

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

Book Detail:

2012 / 646 Pages / PB / ₹ 1100

ISBN: 978-93-5062-060-1



First Edition

IT Innovations & Sustainability

Current Trends & Ethical Issues

MS SHIKHA GUPTA

MS SONA VIKAS

Ms Shikha Gupta, MCA, is currently Asst. Dean, School of Computer Applications, Ansal University, Gurgaon.

Ms Sona Vikas, PhD (pursuing) is currently Asst. Dean, School of Management Studies, Ansal University, Gurgaon.

Contents include:

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Rural India through E-Learning/Challenges in Adopting Open Source Systems in Higher Education/Improve Productivity using Agile Software Methodology/A Blended Approach for Clustering Problem in Data Mining

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ISBN: 978-93-5062-313-8



First Edition

Excel in Excel: Introducing the "Power of MS Excel" to Beginners

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.

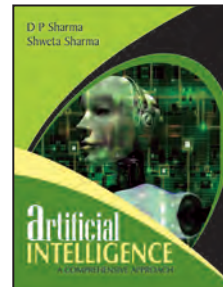
Contents include:

Introduction to MS Office Suite/MS Excel Basics/Excel Formatting/Understanding Functions in Excel/Data Representation/Other Fun Stuff

Book Detail:

2013 / 134 Pages / PB / ₹ 250

ISBN: 978-93-5062-319-0



First Edition

Artificial Intelligence

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.

Contents include:

Artificial Intelligence: An Introduction/Intelligent Agents: The Concept, Structure and Utility/Uninformed Search Strategies/Informed Search Strategies/Constraint Satisfaction Problem/Adversarial Search/Knowledge and Reasoning/First-order Predicate Logic and Inference Procedure/Representing Knowledge in Uncertain Domain/Knowledge Acquisition, Organisation and Manipulation/Knowledge Representation/Machine

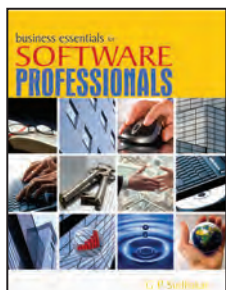
Information Technology

Learning/Expert Systems/Decision Support Systems in AI/Pattern Recognition and Image Processing/Soft Computing

Book Detail:

2013 / 492 Pages / PB / ₹ 850

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First Edition

Business Essentials for Software Professionals

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.

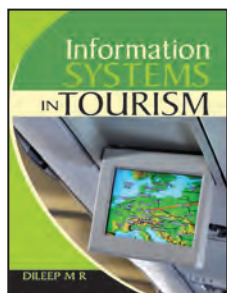
Contents include:

Part One: It Related Skills/IT Strategy/Traditional IT Terminology/Project Management/Program Management/Software Quality/Part Two: Soft Skills/Leadership in Modern Organizations/Communication Skills/Other Needed Soft Skills/Part Three: Business Skills/Basic Management Functions with Respect to IT Manager/Human Resource Management in IT Companies/Marketing Management/Importance of Strategic Management in Organization Development/ New Product Development/ Knowledge Management/Getting into Business School/Career Alternatives for Software Engineers

Book Detail:

2008 / 188 Pages / PB / ₹ 450

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First Edition

Information Systems in Tourism

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.

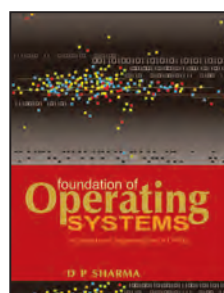
Contents include:

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Book Detail:

2011 / 518 Pages / PB / ₹ 900

ISBN: 978-81-7446-909-0



First Edition

Foundation of Operating Systems

A Structural Approach with UNIX

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.

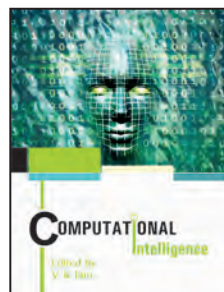
Contents include:

Overview of Operating System/Process Management Functions/ Memory Management Functions/Device Management Functions/Concurrent Programming/UNIX Operating System

Book Detail:

2008 / 300 Pages / PB / ₹ 700

ISBN: 978-81-7446-626-6



First Edition

Computational Intelligence

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

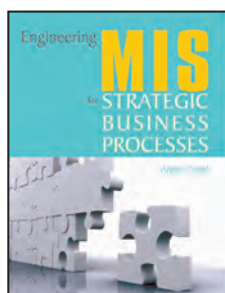
Director in Mahakal Institute of Management, Ujjain. He has been teaching undergraduate and post graduate students for the last 15 years.

Contents include:

Section I: It for Organizational Excellence/Information Security Literacy for MIS Education/A Comparative Study of ISO 9001, CMMI and Six Sigma with Reference to Software Process Quality/Agriculture Information System (AIS): An Application of Information Technology in the Context of Rural India/Computer-Aided Voting (CAV) in Indian Context/An Approach towards Electronic Waste Problem Solving in Indian Perspective/ Section II: Computational Intelligence/A Rough Set Approach to Analyze the Problem of Knowledge Acquisition under Uncertainty/Artificial Intelligence for Real World Application/An Approach for the Prospective use of Mobile Positioning Technologies in Indoor Surroundings/ Software Engineering – Theory and Practices/Interactive Digital Entertainment Technology: IPTV/Section III: Networking and Data Security/ SQL Injection Inference/Looking Ahead in Open Multithreaded Transactions/ Ontology: A Web Navigation and Knowledge Engineering Methodology/ An Approach for Robust Congestion Controlling through ECN using Red Algorithm/An Interface between Asynchronous-to-Synchronous Data Transmission and Synchronous-to-Asynchronous Data Transmission/ Section IV: Data Mining and Data Warehousing/Implementation of FP-Growth Tree for Large and Dynamic Data Set and Improve Efficiency and Increase Scalability by Applying Database Projection/Item-based Collaborative Filtering Algorithm/An Efficient Frequent Data Mining on Compressed Transactions/Technological Advancements in Opinion Mining of Web Documents/Web Mining Research: A Survey

Book Detail:

2010 / 480 Pages / PB / ₹ 950
ISBN: 978-81-7446-864-2



First Edition

Engineering MIS for Strategic Business Processes

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.

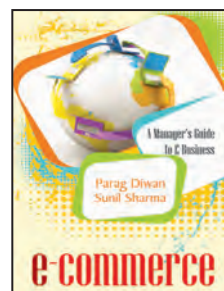
Contents include:

Section 1: Thinking in Terms of Management Information Systems/ Overview of Concepts/Education Institute Management System/ Petrol Pump Management System/Payroll Management System/ Resource Allocation Management System/Sports Management System/ Banking Management System/Hospital Management System/Library Management System/Section 2: Strategic Business Processes Related MIS Case Studies/Human Resource Department/Marketing Department/

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Book Detail:

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ISBN: 978-81-7446-688-4



First Edition

e-commerce

A Manager's Guide to E-Business

PARAG DIWAN

SUNIL SHARMA

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

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ISBN: 978-81-7446-203-9



First Edition

Foundations of IT

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.

Contents include:

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Mathematics and Statistics

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First Edition

Management of Technology

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:

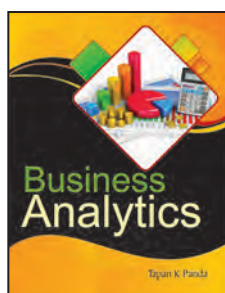
Technology Management/The Process of Technological Innovation/Creativity and Problem Solving/Technology Policy/Technology Planning/Technology Strategy/Technology Acquisition/ Financial Evaluation of Research and Development Projects/R&D Programme Planning and Control/New Product Development/Technology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

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DR TAPAN K PANDA

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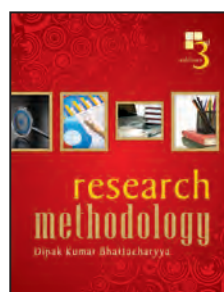
Rethinking Marketing and its Relationship/Customer Profiling, Competitor Mapping and Usage Pattern Analysis of Various User Segments of Anti-rabies Vaccine: A Study with Specific Reference to Brand Raksharab' from Indian Immunologicals Limited/Forecasting Practices in Agrochemical Industry in India/Impact of Hospital Service Quality Dimensions on Customer Loyalty from the Patients Perspective/Promotional Strategies

of Apparels in Selected Retail Stores: A Study on Private Labels/Driving Customer Experience Management through Business Analytics/A Fuzzy Logic-based Model for Analysis of a Research Design for its Suitability to Avoid Non-sampling Errors in Market Research/Advertising on Mobile Phones in India: Spread and Areas of Control/An Operational Approach to Crop Forecasting: The Case of JISL/Factors Affecting Choice of Global vs. Local Apparel Brands: An Empirical Study in Indian Context/Social Media Analytics: A Study of Select Indian Banks/Alternative Goodness of Fit for Continuous Dependent Variable/Cash Flow Modelling and Risk Mapping in Public Cloud Computing: An Evolutionary Approach

Book Detail:

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ISBN: 978-93-5062-277-3



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DIPAK KUMAR BHATTACHARYYA

Professor, School of Human Resource Management, Xavier Institute of Management, Bhubaneswar, India

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Book Detail:

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Third Edition

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PROF. S.N. MURTHY

DR. U. BHOJANNA

Prof. S.N. Murthy, B.E., MBA (I.I.M.C), Professor, R.N.S. Institute of Technology, Bangalore, India

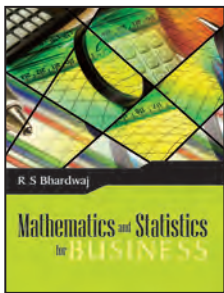
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Contents include:

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Book Detail:

2010 / 512 Pages / PB / ₹ 900
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First Edition

Mathematics and Statistics for Business

R S BHARDWAJ

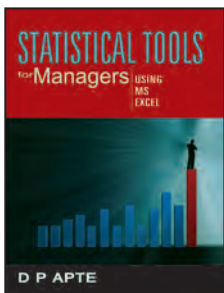
Associate Professor, Department of Economics, Shivaji College, University of Delhi, India

Contents include:

Matrices and Determinants/Functions and their Graphs/Limits and Continuity/The Derivative/Maxima and Minima/Integration/Mathematics of Finance/Statistics and Statistical Techniques – An Introduction/Measures of Central Tendency/Measures of Dispersion/Correlation/Regression Analysis/Index Numbers/Analysis of Time Series

Book Detail:

2013 / 730 Pages / PB / ₹ 1200
ISBN: 978-93-5062-171-4



First Edition

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Using MS Excel

PROF. (GROUP CAPTAIN) D.P. APTE

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

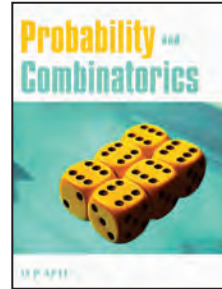
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Statistics and Decision Making/Collection, Processing and Presentation of Data/Measure of Central Tendency/Measures of Variability, Skewness and Kurtosis/Fundamentals of Probability/Random Variables and Probability

Distributions/Sampling Design and Theory of Sampling/Estimation for Decision Making/Basic Concepts of Hypotheses Testing/Test of Hypothesis: Testing for Population Parameters/Hypothesis Testing II: The comparison of Two Populations/Correlation and Association/Regression/Analysis of Variance (ANOVA)

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First Edition

Probability and Combinatorics

PROF. (GROUP CAPTAIN) D.P. APTE

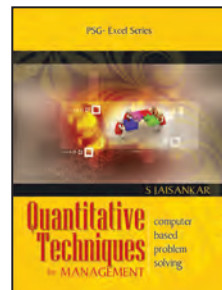
Professor and Director of MIT School of Management, Pune, India

Contents include:

Combinatorics I/Combinatorics II/Combinatorial Identities/Probability/Random Variables/Standard Discrete Probability Distributions/Standard Continuous Probability Distributions/Jointly Distributed Random Variables/Advanced Counting Techniques/Generating Functions

Book Detail:

2011 / 478 Pages / PB / ₹ 925
ISBN: 978-81-7446-520-0



First Edition

Quantitative Techniques for Management

Computer Based Problem Solving

S JAISANKAR

Faculty Member, PSG Institute of Management, Coimbatore, India

Contents include:

Linear Programming (Formulation and Graphical Method)/Linear Programming (Simplex Method)/Transportation Model/Assignment Model/Network Analysis/Sequencing/Replacement Model/Queuing Theory/Game Theory/Simulation

Book Detail:

2006 / 318 Pages / PB / ₹ 875
ISBN: 978-81-7446-457-3



First Edition

Research Methodology for Management and Social Sciences

DR. ADITHAM BHUJANGA RAO

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

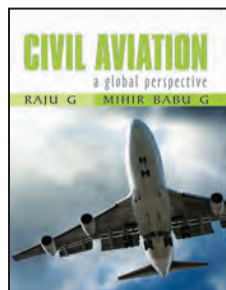
Contents include:

Introduction/Hypothesis and Research Designs/Research Methods and Research Methodology/Collection of Data/Measurement and Scaling Techniques/Sampling Techniques/Processing and Analysing of Data/Testing of Hypothesis: Parametric Tests/Testing of Hypothesis: Non Parametric Tests/Analysis of Variance/Interpretation of Data/Research Report Writing/Use of Computers in Research/Statistical Notes and Formulae.

Book Detail:

2008 / 342 Pages / PB / ₹ 650

ISBN: 978-81-7446-612-9



First Edition

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A Global Perspective

RAJU G

MIHIR BABU G

Raju G, M.Com, MBA and PhD degrees from Kerala, University Professor and Head of Finance and Accounts Department at Amity Business School, Amity University, Noida, India

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

Contents include:

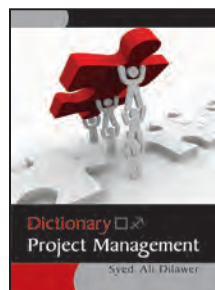
Introduction/Aviation History/Growth of Civil Aviation/Aviation Technology/Manufacturers/Leading Players/Airline Alliances/Aviation Infrastructure/Leading Airports of the World/Human Resource in Aviation/Conclusion

Book Detail:

2008 / 176 Pages / PB / ₹ 450

ISBN: 978-81-7446-727-0

DICTIONARY



First Edition

Dictionary of Project Management

SYED ALI DILAWER

BE, PMP, CCC, AIQA, ACI Arb, MICA, GMP, MRICS

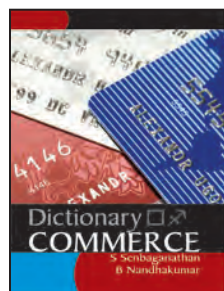
Contents include:

This is a Project management Professional's toolkit, not just for reference, but also for the wealth of knowledge that it contains.

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First Edition

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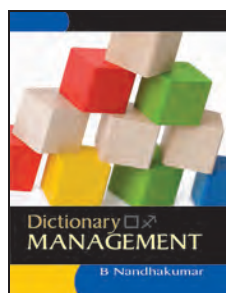
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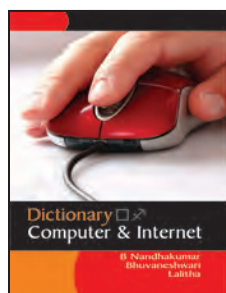
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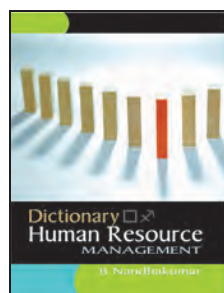
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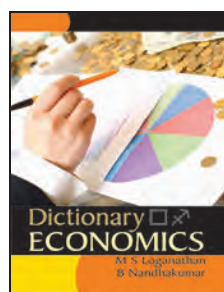
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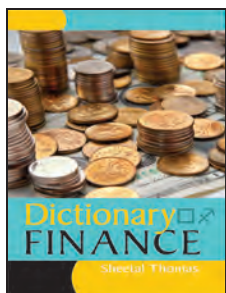
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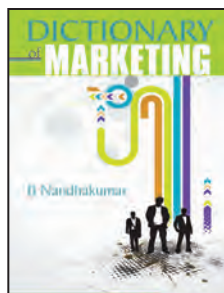
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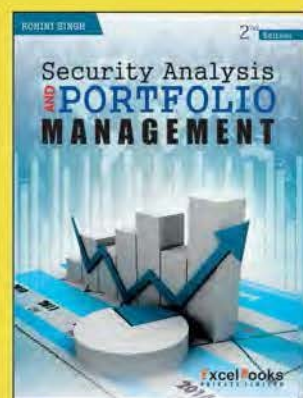
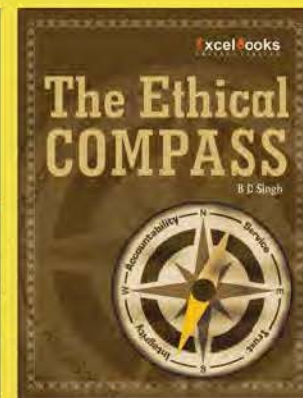
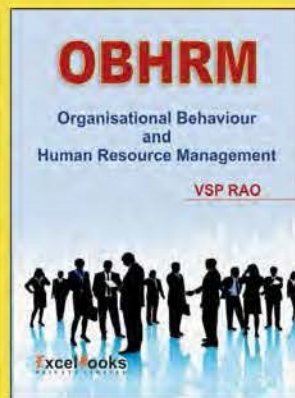
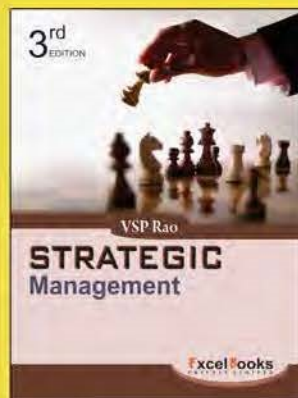
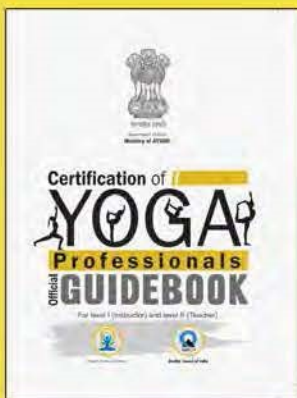
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