CATALOGUE
HIGHER EDUCATION 2020

COMMERCE & MANAGEMENT

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COMMERCE & MANAGEMENT

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A Textbook of Accounting for Management, 4e
S N Maheshwari, et al.

About the Book
The book provides a comprehensive coverage of the course-content requirements of the students appearing in the paper 'Management Accounting' at the MBA and MCom examinations of different Indian Universities and those of professional institutions. Each of the five sections covers a different aspect of 'Management Accounting'.

The unique features of this book lie in its simple and systematic presentation of theory, which would enable the students to solve practical problems with ease. The other main strengths of this book are: plentiful illustrative examples and end-of-the-chapter exercises with answers.

Salient Features
• Covers the entire syllabus requirements of MBA and MCom courses of universities and autonomous institutions of India
• Takes a managerial decision-making approach by not only expounding on the theory but also by including real-world examples and case problems. The book includes over 270 illustrations and examples in the chapters and about 15 book-end cases.
• Updated treatment of IFRSs and steps for their convergence in India. Accounting Standards (IndASs and ASs) have also been updated.
• The pedagogical approach is outcome-based, including Learning Objectives at the beginning of the chapters and a rich suite of end-of-chapter assessments that include objective type questions, essay type questions and practical questions (with answers)

Market: Primarily for MBA, PGDBM, PGDM. Also useful for MCom, BBA, BCom, Professional Exams.

New in this Edition
• Updated position regarding IFRSs and steps for their convergence in India
• Two new chapters; ‘Activity Based Costing’ and ‘Leverages’

Contents
Section-I: Accounting Fundamentals
1. Meaning and Scope of Accounting
2. Accounting Principles
3. Basic Accounting Terms
4. Journalizing Transactions
5. Ledger Posting and Trial Balance
6. Sub-Division of Journal
7. Negotiable Instruments
8. Final Accounts
9. Rectification of Errors
10. Depreciation Provisions and Reserves
11. Inventory Valuation

Section-II: Cost and Management Accounting
12. Management Accounting: Nature and Scope
13. Cost Accounting: Meaning and Scope
14. Basic Cost Concepts
15. Human Resource Accounting
16. Innovative Concepts
17. Activity Based Costing

Section-III: Financial Analysis
18. Financial Statements: Analysis and Interpretation
19. Funds Flow Statements
20. Cash Flow Statement
21. Leverages

Section-IV: Planning and Control
22. Budgetary Control
23. Innovative Budgeting Techniques
24. Standard Costing
25. Variance Analysis
26. Marginal Costing and Profit Planning
27. Decisions Involving Alternative Choices
28. Pricing Decisions

Section-V: Case Problems
• Index

S N Maheshwari is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.
S K Maheshwari has more than two decades of teaching, research and industry experience.
Sharad K Maheshwari is currently practising as a Chartered Accountant at Gurugram, Haryana.
Financial Accounting, 6e
S N Maheshwari, et al.

About the Book
Financial Accounting provides a comprehensive coverage of course requirements for students studying to appear in the Financial Accounting paper of B.Com examinations under different Indian universities, including those that have adopted the CBCS system. It also meets the requirements of students appearing in the accounting paper at the Foundation Examinations of Institute of Chartered Accountants of India, the Institute of Company Secretaries of India and the Institute of Cost Accountants of India. The book is divided into three sections:

Section I explains the fundamental principles necessary for understanding the subject. It covers the entire accounting cycle, from recording of financial transactions to the preparation of final accounts. Section II deals with accounting problems related to certain specific types of business transactions. Section III deals with partnership accounts.

New in this Edition
- Updated position regarding Accounting Standards (ASs) issued by the Institute of Chartered Accountants of India.
- Notification of 40 Indian Accounting Standards (Ind ASs) issued by the Ministry of Corporate Affairs, Govt. of India.
- Phased implementation of Ind ASs by the concerned authorities to bring at par Indian Finance Reporting System with Global Financial Reporting System.
- Addition of a new chapter “Royalty Accounts” in section II as per course content requirements.

Market: Primarily for BCom. Professional Exams like MBA, CA, CS and CMA


Contents

Section-I: Accounting Principles and Processes
1. Meaning and Scope of Accounting
2. Accounting Principles
3. Basic Accounting Terms
4. Journalising Transactions
5. Ledger Posting and Trial Balance
6. Sub-Division of Journal
7. Negotiable Instruments
8. Bank Reconciliation Statement
9. Matching Concept
10. Capital and Revenue
11. Final Accounts

12. Rectification of Errors
13. Depreciation, Provisions & Reserves
14. Accounting Concept of Income
15. Sectional & Self-Balancing Systems
16. Accounts of Non-Profit Making Organizations
17. Single Entry System
18. Computers & Accounting: An Introduction
19. Accounting in a Computerized Environment
20. Accounting and Database System

Section-II: Special Accounting

Section-III: Partnership Accounts

Problems
1. Consignment Accounts
2. Joint Venture Accounts
3. Account Current and Average Due Date
4. Inventory Valuation
5. Hire Purchase, Lease and Installment Purchase Systems
6. Branch Accounts
7. Departmental Accounts
8. Accounting for Price Level Changes
9. Insurance Claims
10. Royalty Accounts

Appendices:
I. Present Value of ₹ 1
II. Periodic Deposit Which Will Amount to ₹ 1
III. Present Value of ₹ 1 Received Annually for N Years
IV. Periodic Payment to Amortize ₹ 1 and Interest

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Sharad K Maheshwari is currently practising as a Chartered Accountant at Gurugram, Haryana.
An Introduction to Accountancy, 12e
S N Maheshwari, et al.

About the Book
This well-known textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature that has made this book popular among students is the simplicity of presentation which enables students to understand the subject and solve practical problems with ease. The main strengths of the book are the plentiful illustrative examples and the end-of-chapter exercise with answers. The wide coverage and user-friendly approach has made the book meet comprehensively the requirements of students studying Accountancy as a subject at BCom, BBA, MBA, MCA examinations and those conducted by different professional institutions.

New in this Edition
• Updated provision regarding ASs, IFRSs and Ind ASs.
• Phased implementation of Ind ASs by the concerned authorities to bring at par Indian Financial Reporting System with Global Financial Reporting System.
• Strengthening and updating of the text material in several chapters keeping in view the course content requirements.
• “Schedule III” as per the Companies Act 2013, with all details in the chapter Company Financial Statements.
• Incorporation of the basic features of Ind AS 1: Presentation of Financial Statements and Ind AS 103: Business Combinations in appropriate chapters of the book.
• A new chapter on Accounts of Non-profit Making Organizations.

Market: Primarily for BCom, BBA. Also useful for MBA, MCA and CA/ICWA/ICSI.


Contents

Section-1: Accounting Principles and Processes
1. Meaning and Scope of Accounting
2. Accounting Principles
3. Basic Accounting Terms
4. Journalising Transactions
5. Ledger Posting and Trial Balance
6. Sub-Division of Journal
7. Negotiable Instruments
8. Bank Reconciliation Statement
9. Matching Concept
10. Capital and Revenue
11. Final Accounts
12. Rectification of Errors
13. Depreciation, Provisions and Reserves
14. Accounts of Non-Profit Making Organizations
15. Single Entry System

Section-2: Special Accounting Problems
1. Consignment Accounts
2. Joint Venture Accounts
3. Hire Purchase, Lease and Instalment Purchase Systems
4. Branch Accounts
5. Account Current and Average Due Date
6. Inventory Valuation

Section-3: Partnership Accounts
1. Fundamentals
2. Reconstitution of Partnership Firms (Admission)
3. Reconstitution of Partnership Firms-II (Retirement, Death and Amalgamation)
4. Dissolution of Partnership Firms

Section-4: Company Accounts
1. The Joint Stock Company
2. Shares and Share Capital
3. Debentures
4. Company Financial Statements
5. Acquisition of Business and Profit Prior to Incorporation
6. Internal Reconstruction
7. External Reconstruction, Amalgamation and Absorption

Section-5: Cost and Management Accounting
1. Management Accounting: Nature and Scope
2. Financial Statements: Analysis and Interpretation
3. Funds Flow Statement
4. Cash Flow Statement

Instructor’s Resource available
Corporate Accounting, 6e
S N Maheshwari, et al.

About the Book
Corporate Accounting is a comprehensive textbook on accounting for different types of corporate bodies, in tune with the growing importance and accounting complexities of the corporate form of business. The book is divided into three convenient sections, each comprising independent chapters dealing with a particular aspect of corporate accounting. It deals exhaustively with the course requirements of students preparing for BCom, MCom, MBA and professional examinations conducted by different institutions, such as the Institute of Chartered Accountants of India (ICAI), the Indian Institute of Bankers (IIB), the Institute of Company Secretaries of India (ICSI) and the Institute of Cost Accountants of India (ICAI).

Key Features
- Enactment of the Companies Act, 2013 and introduction of new schedules, particularly Schedule II and Schedule III concerning Depreciation and Financial Statements, respectively.
- Notification of 40 Indian Accounting Standards (Ind AS) by MCA for IFRS convergence in India.
- Concept of Component Accounting in the chapter “Recent Developments in Accounting”.

New in this Edition
- Enactment as per the Company Law 2013
- Solutions for Illustrative examples reworked in accordance with the new Company Law.
- More than 350 such illustrations
- More than 350 Objective type questions, 200 Essay types and 320 Practical problems
- Answers provided for all Practical problems
- Questions from recent examinations from renowned universities.

Market: Primarily for BCom, Professional Exams like CA, CS and Banking, Also useful for MCom., MBA.


Contents

Section-1: Company Accounts
1. Introductory
2. Shares and Share Capital
3. Debentures
4. Company Statutory Records
5. Company Financial Statements
6. Valuation of Goodwill and Shares
7. Acquisition of Business and Profit Prior to Incorporation
8. Internal Reconstruction
9. External Reconstruction, Amalgamation and Absorption
10. Company Liquidation Accounts
12. Accounting for Financial Instruments

Section-2: Specific Companies Accounts
1. Insurance Companies Accounts
2. Banking Companies Accounts
3. Double Account System (Including Accounts of Electricity Companies)
4. Holding Companies
5. Hotel Companies Accounts
6. Accounts of Government Companies and Statutory Corporations

Section-3: Management Accounting
1. Management Accounting: Nature and Scope
2. Financial Statements: Analysis and Interpretation
3. Funds Flow Statement
4. Cash Flow Statement
5. Accounting for Price Level Changes

6. Valuation of Assets
8. Social Cost Benefit Analysis
9. Recent Developments in Accounting

Appendices:
I. Present Value of ₹ 1
II. Present Value of ₹ 1 Received Annually for N Years
III. Periodic Deposit Which Will Amount to ₹ 1
IV. Periodic Payment Required to Amortize ₹ 1 and Interest
V. The Compound Value of an Annuity of ₹ 1
VI. Schedule II
Cost and Management Accounting: Fundamentals and its Applications

Suveera Gill

About the Book
The book caters to a much needed requirement of a text that is contemporary and at the same time provides a concise approach to cost and management accounting in the Indian context. Every effort is made in this book to expose the students to the relevance of cost concepts in managerial decision-making.

Benefits
• Serves to the readers from all accounting disciplines.
• A realistic approach that helps students learn the nuances of cost and management accounting.

Key Features
• Chapter Opening Case: Each chapter opens with an interesting case of a hypothetical company, posing an issue directly related to the concepts covered in the chapter. This should help the student to relate the chapter’s theoretical content to an actual business setting.
• Opening Case Linkages: Each chapter opening case is revisited later in the chapter, after the students have gained an understanding of the concepts and techniques needed to address it.

Contents

Part-I: Purview of Cost and Management Accounting
1. Introduction to Cost and Management Accounting
2. Forces Shaping Business Environment and their Effect on Cost and Management Accounting
3. Strategic Management Accounting
4. Cost Measurement and Estimation

Part-II: Costing Systems
5. Alternative Cost Accumulation Systems
6. Job Order Costing
7. Process Costing
8. Activity-Based Costing and Customer Profitability Analysis

Part-III
9. Cost-Volume-Profit Analysis
10. Tactical and Pricing Decisions

11. Capital Investment Decisions
12. Budgetary Planning and Control
13. Standard Costing and Variance Analysis
14. Quality and Environmental Costs: Management and Control
15. Responsibility Accounting, Performance Evaluation, and Transfer Pricing
16. Financial Statement Analysis

Suveera Gill is Professor of Accounting and Finance at the University Business School, Panjab University, Chandigarh.
A Textbook of Cost and Management Accounting, 10e

M N Arora

About the Book
The book provides the students with thorough grounding in cost concepts, cost behaviour and methods, and techniques of cost and management accounting with an understanding of the uses and limitations of cost and financial data for managerial operations. The subject matter has been presented in a student-friendly, simple and intelligible manner. Every discussion involving conceptual complexity is immediately illustrated by a numerical example. In addition, the book contains a liberal sprinkling of charts and diagrams so as to make the subject easily understandable and highlight its finer points. The subject matter has been organized on ‘first things first’ basis for its logical presentation that sustains interest. Since the approach is examination oriented, a good number of problems and solutions have been included in its chapters. Theoretical and numerical questions have been mostly selected from various examinations. Objective type questions have been given to serve as self-test by students. This is an ideal book for postgraduate commerce and management students and self-study.

Market: Primarily for MCom, MBA, ICWAI, ICAI. Also useful for BCom, BBA.

Key Features
- Includes 495 Illustrations and Solved Problems of various grades.
- Covers the syllabi of MCom and MBA courses. Also includes the latest guidelines and issued by the Institute of Chartered Accountants of India (ICAI) and Cost and Works Accountants of India (ICWAI). Includes many problems from these professional examinations.
- Contains a liberal sprinkling of charts and diagrams so as to make the subject easily understandable and highlight its finer points.
- Has a rich suite of end-of-chapter exercises for practice – Objective Type Questions, Theoretical Questions and Practical Questions. Answers to all the questions have been given for the reader to tally their own results arrived by them.


Contents

Section-I:
1. Overview of Cost Accounting
2. Material Cost
3. Employee Cost (Labour Cost)
4. Overhead Cost
5. Output or Unit Costing (Cost Sheet)
6. Job and Batch Costing
7. Contract Costing
8. Process Costing
9. Joint Products and By-Products
10. Operating Costing (Service Costing)
11. Non-Integrated and Integrated Accounts
12. Reconciliation of Cost and Financial Accounts

Section-II:
13. Management Accounting—Nature and Scope
14. Financial Statement Analysis
15. Funds Flow Statement
16. Cash Flow Statement
17. Marginal (Variable) Costing and Cost-Volume-Profit Analysis
18. Budgeting and Budgetary Control
19. Standard Costing and Variance Analysis
20. Tactical Decision Making
21. Responsibility Accounting and Transfer Pricing
22. Advanced Cost Management Techniques

M N Arora has teaching experience of more than four decades in Hans Raj College, University of Delhi. He is also a Fellow Member of the Institute of Cost Accountants of India. His experience has been mostly in teaching of Cost Accounting and Management Accounting in various courses in Delhi University and other professional courses like M.Com, B.Com, MIB, MHROD, MBA, BBA, CA, CS, etc.
Cost Accounting, 3e
M N Arora & Priyanka Katyal

About the Book
Year after year, this book has immensely helped students in their comprehension of the subject and score good marks in examinations. It has been written specifically for the prescribed syllabus of Cost Accounting Paper of BCom (Hons) Semester IV of the University of Delhi and of School of Open Learning. Its basic features are the same as the mother book Cost Accounting—Principles and Practice, which is a UGC-recommended text for the last many years. Thus, it gives a thorough grounding in cost concepts, cost behaviour, and costing methods. The subject matter has been organized on ‘first things first’ basis to sustain the interest of the students. Every discussion involving conceptual difficulties is immediately followed by a numerical example.
The book is bundled with all the teaching tools like Learning objectives, Summary of the chapter, Key terms, and a large number of questions for practice.
The Third edition is the updated version of the book as per the latest CBCS syllabus.

Salient Features
• Ideal for self-study, making learning a painless exercise
• Examination-oriented approach
• A total of 258 solved problems and illustrations accompanied by working notes, 156 Theoretical questions, 202 Practical questions
• A large number of Objective Type Questions with answers that include True/False, Fill in the Blanks, Match the following
• Past question papers with answers included in the Appendix

Market: Primarily for BCom, BBA. Also useful for BBM, BBS.


Contents
1: Introduction
2: Material Cost
3: Labour Cost (Employee Cost)
4: Overhead Cost
5: Output or Unit Costing (Cost Sheet)
6: Job Costing
7: Contract Costing
8: Process Costing
9: Operating Costing (Service Costing)
10: Integral and Non-Integral Systems
11: Reconciliation of Cost and Financial Accounts
• Past Question Papers with Answers

M N Arora has teaching experience of more than four decades in Hans Raj College, University of Delhi. He is also a Fellow Member of the Institute of Cost Accountants of India. His experience has been mostly in teaching of Cost Accounting and Management Accounting in various courses in Delhi University and other professional courses like M.Com, B.Com, MIB, MHROD, MBA, BBA, CA, CS, etc.

Priyanka Katyal received her MCom and MPhil from Delhi School of Economics, University of Delhi. She has more than fifteen years’ experience of teaching BCom (Hons) classes in various colleges of the University of Delhi.
# Cost Accounting: Principles & Practice, 12e

**M N Arora**

## About the Book
The revised edition of *Cost Accounting—Principles and Practice* gives students a thorough grounding in cost concepts, cost behaviour, and costing methods. The subject matter has been presented in a student-friendly, systematic and intelligible manner. Every discussion involving conceptual difficulties is immediately followed by a numerical example. A large number of charts and diagrams bring to light finer points of the subject and make it easily comprehensible. The subject matter has been organized on ‘first things first’ basis to sustain the interest of the students. Additional problems and solutions have been included in the Appendix to help students.

It is a UGC recommended textbook for various commerce graduate programmes like B.Com, BBA, BBM and BBS. Also useful for CA, CS, ICMA, M.Com and MBA.

## New in this Edition
- Latest Cost Accounting Standards issued by the Institute of Cost Accountants of India
- Learning Objectives in the beginning of each chapter
- Summary and Key Terms at the end of each chapter
- More recent questions from B.Com, BBA, MBA, CA and CS examinations

## Salient Features
- Fully covers the undergraduate commerce and business administration syllabi. Ideal for self-study, making learning a painless exercise
- Takes an examination-oriented approach. Contains university and professional examination questions. Also offers Model test papers.
- Includes around 300 solved problems and illustrations accompanied by ‘working notes’
- Theoretical, Practical and Objective Type Questions selected mostly from various university and professional examinations

## Market:
Primarily for BCom, BBA. Also useful for BBM, BBS.


## Contents

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**M N Arora** has teaching experience of more than four decades in Hans Raj College, University of Delhi. He is also a Fellow Member of the Institute of Cost Accountants of India. His experience has been mostly in teaching of Cost Accounting and Management Accounting in various courses in Delhi University and other professional courses like M.Com, B.Com, MIB, MHROD, MBA, BBA, CA, CS, etc.
Advanced Accountancy Volume I, 11e
S N Maheshwari, et al.

About the Book
Advanced Accountancy (Vol-1 & 2) has emerged as the definitive and comprehensive textbook on accountancy as it completely meets the requirements of students preparing for CA/CS/ICWA/IIB and B.Com., M.Com, MBA examinations.

Salient Features of the Book
- Simplicity of style, exhaustive text with plenty of illustrative materials
- Properly graded, practical problems with answers
- Questions from recent examinations of renowned universities
- Objective type questions
- Alternative solutions to practical problems within the text

Benefits
- Helps students in developing a strong background in accountancy at both undergraduate and postgraduate levels.

New in this Edition
- Basic features of the 32 Accounting Standards of India issued by the Institute of Chartered Accountants of India, and 40 Indian Accounting Standards (Ind AS) notified by the Ministry of Corporate Affairs.
- Updation and convergence of Indian Accounting Standards with International Financial Reporting Standards (IFRSs).
- Latest questions and problems from examinations conducted by different professional bodies and universities.


Contents

Advanced Accountancy Volume II, 11e
S N Maheshwari, et al.

About the Book
Over the years Advanced Accountancy has emerged as the definitive and comprehensive textbook on accountancy as it completely meets the requirements of students preparing for BCom, MCom, MBA, BBA and professional examinations conducted by different institutions, such as the Institute of Chartered Accountants of India, the Indian Institute of Bankers, the Institute of Company Secretaries of India, and the Institute of Cost Accountants of India.

Salient Features of the Book
- Overhauled as per the Company Law 2013
- Solutions for Illustrative examples reworked in accordance with the new Company Law.
- More than 350 such illustrations
- More than 350 Objective type questions, 200 Essay types and 320 Practical problems
- Answers provided for all Practical problems
- Questions from recent examinations from renowned universities.
New in this Edition

- Enactment of the Companies Act, 2013 and introduction of new schedules, particularly Schedule II and Schedule III concerning Depreciation and Financial Statements, respectively.
- Notification of 40 Indian Accounting Standards (Ind AS) by MCA for IFRS convergence in India.
- Concept of Component Accounting in the chapter "Recent Developments in Accounting".


**Contents**


Appendices: I. Present Value of ₹1, II. Present Value of ₹1 Received Annually for N Years, III. Periodic Deposit Which Will Amount to ₹1, IV. Periodic Payment Required to Amortize ₹1 and Interest, V. The Compound Value of an Annuity of ₹1, VI. Schedule II

S N Maheshwari is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

S K Maheshwari has more than two decades of teaching, research and industry experience.

Sharad K Maheshwari is currently practising as a Chartered Accountant at Gurugram, Haryana.

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**Financial Accounting for BBA, 2e**

S N Maheshwari, et al.

**About the Book**

This well-known textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature that has made this book popular among students is the simplicity of presentation which enables them to understand the subject and solve practical problems with ease. The main strengths of the book are the plentiful illustrative examples and the end-of-chapter exercise with answers. Its wide coverage and user-friendly approach has made the book to meet comprehensively the requirements of students studying Financial Accounting as a subject at BBA examination of different universities.

**New in The 2nd Edition**

- Updated provisions regarding ASs, IFRSs and Ind ASs.
- Phased implementation of Ind ASs by the concerned authorities to bring at par Indian Financial Reporting System with Global Financial Reporting System.
- "Schedule III" as per the Companies Act 2013, with all details in the chapter; Company Financial Statements'.
- Introduction of Goods & Services Tax (GST) replacing several taxes imposed by different authorities.
- Notification of 40 Indian Accounting Standards (Ind ASs) by the Ministry of Corporate Affairs (MCA), Govt. of India.
- Incorporation of the basic features of Ind AS 1: Presentation of Financial Statements in Chapter 4: Company Financial Statements (Section II) of the book.
Key Features

- Learning objectives for every chapter
- Key terms at the end of every chapter
- Objective type questions for testing the student's understanding
- Essay type questions for review, discussion and practice
- Over 200 practical problems with solutions and around 125 illustrations
- 32 Accounting Standards dealt in detail with latest amendments therein


Contents


S N Maheshwari is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

S K Maheshwari has more than two decades of teaching, research and industry experience.

Sharad K Maheshwari is currently practising as a Chartered Accountant at Gurugram, Haryana.

Accounting for Management: Text and Cases, 3e

S K Bhattacharyya & John Dearden

About the Book

This book incorporates the refinements in the accounting concepts and practices and reflects on new issues and developments in the field of accounting at the international and national levels. The original structure of the book, i.e. to instruct managers rather than accountants, remains unchanged. The inclusion of a large number of cases is an element of this design. To make the book more contemporaneous some of the cases have been replaced. However, those cases have been retained which we believe provide learning that can be described as timeless. The focus of the book is on how to use a financial statement than on how to prepare one. However to understand fully, one must know how a statement is prepared. Towards this end, the authors have also increased the proportion of content devoted to the mechanics of preparing financial statements.

Salient Features

- The hallmark feature of the book is its 28 cases, most of which have been taken from GSBA-Harvard University, IIM-Ahmedabad and IIM-Bangalore, which provide the contextual setting to the book.
- A conscious attempt has been made to inculcate accounting as the "language" of business among the students and "understanding" financial data among professionals and practitioners.
- Keeping the needs of the students and practitioners alike, the managerial aspects of accounting have been given paramount importance but at the same time it deals with mechanics of preparing financial statements.

Benefits

Caters to the postgraduate students of management and business administration and also business professionals.


Contents


S K Bhattacharyya, formerly IFCI Professor of Management at the IIM, Ahmedabad, frequently contributed to business and management journals.

John Dearden, the Krannert Professor of Business Administration at the Harvard Business School, Boston, was earlier the Financial Systems Manager of Ford Motor Company.

S Venkatesh is Professor at Indian Institute of Management, Bangalore. He holds a doctorate from the Indian Institute of Management, Ahmedabad.
Management Accounting, 3e
I M Pandey

About the Book
The book, besides providing data for published financial statements for external users, is an important source of financial information for internal decision making. The main focus of the book is on managerial decision making. The objective is to train the reader in the systems of management and cost accounting and also develop his skills in interpreting and analyzing accounting statements and data. Though primarily meant for students of management, chartered accounting and cost and management accountancy courses, it will also be helpful to business managers who want to hone their decision-making skills. The book is meant for postgraduate students of management, accountancy and commerce. It will also be useful for the cost and financial managers.

Salient Features
• Takes a user-manager approach towards managerial accounting as opposed to mechanics/procedures of accounting.
• To assist readers’ comprehension the text contains real-life problems with suggestive solutions, and illustrative diagrams, charts and exhibits

Benefits
Helps readers in developing skills to understand, analyse and interpret accounting data for improving decision-making process.


Contents

I M Pandey is Director General at Delhi School of Business and Vivekanand Institute of Professional Studies, Delhi. He was formerly Professor and Dean at IIM, Ahmedabad (IIM-A), and Finance Department of Commerce, Delhi School of Economics, University of Delhi.

Management Accounting: Principles and Practice, 3e
M A Sahaf

About the Book
This book is meant for students of accounting, management and business studies. It not only describes the principles, procedures and techniques of management accounting, but also explains and analyses the core concepts that have driven the development of the subject for decades. The book is a perfect blend of conceptual and practical approaches to accounting.

New in this Edition
• Completely revised and updated
• New chapters on strategic management accounting, product costing, and service costing

Contents

M A Sahaf is Professor at The Business School, University of Kashmir, Srinagar.
Fundamentals of Corporate Accounting (As per CBCS)
S N Maheshwari, et al.

About the Book
This textbook provides students with the knowledge of basic accounting principles and practices concerned with preparing and presenting corporate accounts in a systematic manner. The unique feature of this book is the simplicity of presentation which enables students to understand the subject and solve practical problems with ease. The main strengths of the book are the plentiful illustrative examples and the end-of-chapter exercises with answers. The wide coverage and user-friendly approach makes the book to comprehensively meet the requirements of students studying Corporate Accounting as a subject at B.Com & BBA examinations of different Indian universities based on Choice Based Credit System (CBCS).

Key Features
• Adopts a step-by-step approach beginning with an Introduction to Accounting Standards, both national and international, to the preparation of financial statements of a corporate enterprise.
• Presents the subject matter as per the requirements of the Companies Act 2013 and other statutory laws applicable to corporates, as amended to date.
• Explains lucidly specific provisions applicable to complex topics like amalgamation and merger of companies along with the specific requirements of the relevant Accounting Standard(s).
• Focuses on peculiar accounting provisions of specific laws applicable to banking, insurance and electricity companies.
• Makes one understand and learn accounting on computers in a simple and illustrative manner.

Market: Primarily for BCom, BBA. Also useful for BBM, BBS.


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6. Cash Flow Statement
7. Financial Statements: Analysis
8. Computers and Accounting
4. Company Liquidation Accounts
5. Financial Reporting for Financial Institutions

Section-1: General Company Accounts: 1. The Joint Stock Company
2. Shares and Share Capital
3. Debentures
4. Company Financial Statements
5. Acquisition of Business and Profit Prior to Incorporation

Section-2: Specific Corporate Accounting Problems:
1. Valuation of Goodwill and Shares
2. Internal Reconstruction
3. External Reconstruction, Amalgamation

Section-3: Specific Companies Accounts:
1. Holding Companies
2. Banking Companies Accounts
3. Insurance Companies Accounts
4. Accounts of Electricity Companies

S N Maheshwari is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

S K Maheshwari has more than two decades of teaching, research and industry experience.

Sharad K Maheshwari is currently practising as a Chartered Accountant at Gurugram, Haryana.
**Advanced Cost Accounting**

K Senthilkumar, K Maruthamuthu & Desti Kannaiah

ISBN: 9789325981089  
Price: ₹ 250 | Pages: 352  
Size: 6.75" X 9.5" (Paperback)

**About the Book**

Advanced Cost Accounting presents the subject matter in simple and easy-to-understand language. It includes latest solved questions papers of university examinations. The book will serve the B.Com, B.Com.(CA), M.Com, M.Com.(CA), BBA, BCA And MBA students of Periyar, Thiruvalluvar, Bharathiar, Madras and various Indian Universities. The given solutions to past semesters question papers in this book will help the students in preparing for examinations.

**Key Features**

- This book designed as per the syllabi of various Indian universities
- Step-by-step approach adopted for solved problems
- Easy-to-understand approach
- Solved problems & theories

**Contents**


K Senthilkumar is Assistant Professor for Commerce, Laxminarayana Arts & Science College for Women, Dharmapuri.

K Maruthamuthu is Assistant Professor for Commerce, Periyar University, Salem and Principal-in-charge of Periyar University College of Arts and Science, Pappireddippatti.

Desti Kannaiah is faculty member, School of Business, James Cook University, Singapore.

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**Book Keeping and Basic Accounting (For BCom, BBA, BBM and BMS)**

Vandna Misra & Amit Mishra

ISBN: 9789325983243  
Price: ₹ 199 | Pages: 240  
Size: 6.75" X 9.5" (Paperback)

**About the Book**

The main objective of this book is to provide a reader friendly study material to the students which will enable them to revise the subject with ease and get high level of retention for examination preparedness.

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**Financial Accounting (For BCom, BBA, BBM and BMS)**

Minaxi Rachchh, S T Gadade & Gunvantrai A Rachchh

ISBN: 9789325983281  
Price: ₹ 349 | Pages: 514  
Size: 6.75" X 9.5" (Paperback)

**About the Book**

The main objective of this book is to provide a reader friendly study material to the students which will enable them to revise the subject with ease and get high level of retention for examination preparedness.

**Key Features**

- Content has been developed according to the syllabus requirements
- The units are written in simple language
- Numerous illustrations, examples and case studies for better understanding of concepts
- Chapter end questions for practice

**Contents**


Minaxi Rachchh is a professor at ICLES’ Motilal Jhunjunwala College of Arts, Science and Commerce.

S T Gadade is Principal of CKT College, Panvel.

Gunvantrai A Rachchh is a professor in Smt. P N Doshi Women’s College, Mumbai.
Cost Accounting
(For BCom, BBA, BBM and BMS)
Minaxi Rachchh & Gunvantrai A Rachchh

ISBN: 9789325983298
Price: ₹ 299 | Pages: 368
Size: 6.75” X 9.5” (Paperback)

About the Book
The main objective of this book is to provide a reader friendly study material to the students which will enable them to revise the subject with ease and get high level of retention for examination preparedness.

Key Features
- Content has been developed according to the syllabus requirements
- The units are written in simple language
- Numerous illustrations, examples and case studies for better understanding of concepts
- Chapter end questions for practice

Contents

Minaxi Rachchh is a professor at ICES’ Motijal Jhunjhunwala College of Arts, Science and Commerce.

Gunvantrai A Rachchh is a professor in Smt. P N Doshi Women's College, Mumbai.

Problems and Solutions in Advanced Accountancy Volume I, 6e
S N Maheshwari & S K Maheshwari

ISBN: 9788125921998
Price: ₹ 695 | Pages: 1228
Size: 7.25” X 9.5” (Paperback)

About the Book
The book has been designed specially to serve as a complementary set to the textbook Advanced Accountancy Volume-I. It contains detailed solutions to all the practical problems given at the end of each chapter in Advanced Accountancy, as also solutions to the problems set at the recent university and professional examinations. Special feature of the book is that the problems have been properly graded. The book will serve as a useful guide to students preparing for B.Com., M.Com., BBA, MBA and other professional examinations conducted by ICAI, IIB, ICSI, and ICWAI.

Contents

S N Maheshwari is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

S K Maheshwari has more than two decades of teaching, research and industry experience.
Financial Management, 11e
I M Pandey

About the Book
This authoritative and definitive MBA/PGDM textbook highlights the modern, analytical approach to corporate financial decision-making. Its aim is:

• to help readers develop a thorough understanding of the theories and concepts underlying financial management in a systematic way
• to make the subject of finance interesting to learn, simple to comprehend and relevant in practice
• to help readers appreciate the logic for making better financial decisions

The book has excellent pedagogical tools like Excel applications, Illustrative problems, Real-life examples, Cases, and Practical projects, and distinctly differentiates itself from other textbooks in terms of coverage, presentation, and equal focus on theory and practice.

Apart from MBA/PGDM courses, the text comprehensively covers M Com, CA, CFA, ICWA and other postgraduate and professional courses.

New to this Edition
• Many chapters have been updated.
• New concepts, like consumption beta, simulation in capital budgeting, and three-factor model, have been added.
• A number of new real-life examples of companies and cases have also been included.

Key Features
• Excel applications: Proficiency with spreadsheets and Excel is a great advantage to financial analysts and managers and a necessity for all the postgraduate students of management, commerce and accounting courses. With this in mind, at appropriate places, Excel Applications have been created showing how spreadsheets with the help of Excel could be used to solve finance problems and take decisions. These have also been identified in the Contents.
• Illustrative problems: Finance decisions involve solving problems using theoretical concepts. The book contains solved illustrations showing readers how concepts could be used to solve problems and take decisions.
• Real-life examples: The book contains a large number of real-life cases and examples to illustrate the practical applications of finance theories and concepts.
• Cases: Most chapters include mini cases that reflect the applications of the conceptual material in the chapters.
• Key concepts: For the benefit of readers, the key concepts of each chapter have been listed at the end of the chapter.
• Practical project: Most chapters have a ‘Practical Project’ each, where students are helped to apply their knowledge to real company situations

Market: Primarily for MBA, MCom. Also useful for CA, CFA, ICWA.

ISBN: 9789325982291 | Price: ₹ 750 | Pages: 948 | Size: 8.5” X 11” (Paperback)
Contents

Part-I: Valuation
1. Nature of Financial Management
2. Value and Return
3. Valuation of Bonds and Shares
4. Risk and Return
5. Portfolio Theory and Assets Pricing Models
6. Beta Estimation and the Cost of Equity
7. Options and their Valuation

Part-2: Investment Decisions
8. Capital Budgeting Decisions
9. The Cost of Capital
10. Cash Flows for Investment Analysis
11. Complex Investment Decisions
12. Risk Analysis in Capital Budgeting
13. Real Options, Investment Strategy and Process

Part-3: Financing and Dividend Decisions
14. Financial and Operating Leverage
15. Capital Structure: Theory and Policy
16. Valuation and Financing
17. Dividend Theory
18. Dividend Policy

Part-4: Long-Term Financing
19. Capital Market Efficiency and Capital Markets in India
20. Long-Term Finance: Shares, Debentures and Term Loans
21. Convertible Debentures and Warrants
22. Asset-Based Financing: Lease, Hire Purchase and Project Financing
23. Venture Capital Financing

Part-5: Financial and Profit Analysis
24. Financial Statements
25. Financial Statement Analysis

Part-6: Working Capital Management
26. Financial Planning and Strategy

Part 7: Managing Value And Risk
27. Principles of Working Capital Management
28. Receivables Management and Factoring
29. Inventory Management
30. Cash Management
31. Working Capital Finance

Part-8: Comprehensive Cases

Part-9: Tables

Annexure

I M Pandey is Director General at Delhi School of Business and Vivekanand a Institute of Professional Studies, Delhi. He was formerly Professor and Dean at IIM, Ahmedabad (IIM-A), where he served for more than 25 years. In the past, he also served as Professor of Finance Department of Commerce, Delhi School of Economics, University of Delhi and held the position of Dean of the Faculty of Commerce & Business.

Other Books by the Same Author
Financial Derivatives: Text and Cases
Prakash B Yaragol

About the Book
Financial Derivatives—Text and Cases has been written primarily for the students of MBA, MCom, MFC, MIB and so on, who wish to study the subject as a part of their specialization in the area of finance. It will also be useful to finance professionals. It is written in a very simple language and presented in a neat style, covering entire spectrum ranging from the basics to advanced aspects of financial derivatives. One focus of the book is on the recent developments in the area. The book sets the direction of every chapter by laying down course outcomes at the beginning of each chapter. Judicially supplementing and substantiating the main text are figures and charts, tables, numerical illustrations, different types of questions such as fill in the blanks, true/false, short answer questions and essay type questions. Every chapter ends with a brief summary of the entire text of the chapter which helps the reader to grasp the important aspects of the chapter.

Market: Primarily for MBA, MCom, MFC, MIB Students. Also useful for Finance Professionals

Key Features
- Solved Problems: A large number of numerical problems solved for complete understanding of derivatives of various degrees of complexity. The book contains 240 illustrations/solved problems
- Try Yourself: To engage students and help them to solve problems on their own. Answers to all questions are also provided to enable students to cross check the answers.
- Case Studies: Along with analytical solutions to apply the concepts in real life situations.
- Excel Calculations: Excel calculations of selected problems provided to enable the reader to show calculations cross check answers.
- Web Links: With every chapter, a list of useful web links will help students to explore further and also to take up projects
- Annexures: A rich appendage of a list of Formulae, Glossary, a list of Stocks and Indices traded in BSE and NSE (F&O), and Major global derivative exchanges, to enhance practical utility of the book.


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Prakash B Yaragol, Professor of Finance in the Department of Management Studies and Research, Acharya Institute of Technology, Bengaluru, obtained his PhD from Gulbarga University (Karnataka). He has more than two decades of teaching experience in various management institutes.
Project Management: The Complete Process
Vishwanath Murthy

About the Book
The book presents a mix of theory and practice; a mix of engineering, finance, taxation, economics, statistics, legal aspects, governmental policies and international practice; and a mix of case studies, and illustrations.

It covers the entire gamut of project scoping, identification, development and appraisal and is primarily designed to meet the requirements of postgraduate students of management and engineering education. The objective of the book is to provide a multidisciplinary grounding to the readers so that they can develop all the skills and competencies required to view or manage the entire project management process as an integrated whole. Though based on renewable energy projects, majority of the concepts explained in the book are applicable to other industrial projects equally – detailed guidance and notes on this aspect is given appropriately in the book.

Market: MBA, MCom, MFC, MIB, MTech and MSc students. Also useful for BFSI DPR, Infrastructure, Engineering, Environment, Economic and Finance policy makers and professionals; Project Management Consultants, CDM Consultants

Key Features
- Covers all functional areas of project management -- commercial viability, technical feasibility, managerial competence and organizational set-up, financial soundness, economic analysis, environmental safety/sustainability and social cost benefit analysis.
- Case studies involving practices of stakeholders of renewable energy sector lends coherence to all the aspects and ensures continuity of discussion from one topic to another.
- Financial soundness of projects is explained in thorough detail. Preparation of projected operating statement and decision drivers like cash flow statement, break-even analysis, ICR, DSCR, payback period, discounted cash flow techniques like discounted payback, IRR, NPV and profitability index are discussed in detail. Also explains various sources of financing projects -- both foreign and domestic.
- Tools and techniques from operations management like PERT/CPM methods, Decision Tree analysis, Sensitivity analysis, Quality management, Risk management, Gantt Chart and so on -- during project operations & maintenance -- have been covered appropriately.
- The policies of state/central governments, rules and regulations, accounting standards, legal aspects and engineering considerations have been weaved nicely. International practices are referred too.
- Includes about 70 worked-out problems, more than 150 tables, 31 charts and 20 boxed exhibits.


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Vishwanath Murthy is a PG in Economics and doctorate in Financial Economics. He is a Certified Associate of Indian Institute of Bankers (CAIIB), and holds Diploma in Taxation and Certificate in Industrial Finance.
Security Analysis and Portfolio Management, 2e

Punithavathy Pandian

About the Book
In the current scenario, investing in the stock markets poses a significant challenge even for seasoned professionals. Not surprisingly, many students find the subject Security Analysis and Portfolio Management difficult. This book offers conceptual clarity and in-depth coverage with a student-friendly approach. Targeted at the postgraduate students of management and commerce, it is an attempt to demystify the difficult subject. The book is divided into three parts. Part I explains the Indian stock market; Part II exclusively deals with the different aspects of security analysis; and Part III is devoted to portfolio analysis.

New in this Edition
• Inclusion of Cases and Excel spreadsheet applications.
• Chapter queries to kindle the interest of the learner.
• Bifurcation of Fundamental Analysis chapter into Economic and Industry Analyses, and Company Analysis.
• New chapters on Oscillators and Indicators, Options and Futures, as well as International Portfolio Investment.
• More than 20 new topics

Key Features
• Comprehensive coverage of the SAPM syllabus including stock markets, how they operate, indices and the role of SEBI; risk, valuation, fundamental and technical analyses, indicators, instruments, Efficient Market Hypothesis, futures and options; portfolio construction and models involving it, CAPM and arbitrage pricing theory, evaluation and revision and international portfolio management.
• Includes solved problems with attendant numerical steps to illustrate particular concepts. Contains 200 problems, cases and derivations.
• Rigorous practice exercises have been given at the end of each chapter -- objective questions as well as numerical and analytical questions.

Market: Primarily for PGDBM, PGDM, MBA. Also useful for BBM, BBA, BCom, Professionals.


Contents

Punithavathy Pandian is currently working as Emeritus Professor in the School of Business Studies, Madurai Kamaraj University, Madurai. She is well known for her contribution in teaching and research for more than 36 years.

Essentials of Financial Management, 4e

I M Pandey

About the Book
The book is designed to introduce the subject to the readers in a systematic way for developing a basic understanding of the concepts and techniques underlying financial management.

The book talks about financial analysis and how to manage corporate funds and liquidity. It focuses on financial decision making and the role of the finance manager as an efficient user of financial resources. It introduces readers to the basic concepts of time value of money, return and risk and portfolio theory and discusses important financial topics like the cost of capital, capital budgeting, debt-equity mix, sources of finance, dividend policy, working capital management, and financial planning, in a simple and lucid way.

New in this Edition
• Additional chapter on Financial Statement Analysis
• Additional material in the chapter on Capital Budgeting
• Cash budgeting models added in the chapter on Cash Management

Market: Primarily for BBA, BBS, BCom. Also useful for MBA, Professionals.
Key Features

- **Excel Applications**: Proficiency with spreadsheets and Excel is a great advantage in this subject. With this in mind, at appropriate places, Excel Applications have been created showing how spreadsheets could be used to solve finance problems and take decisions.

- **Illustrative solved problems**: Financial decisions involve solving problems using theoretical concepts. The book contains solved illustrations showing how concepts could be used to solve problems and take decisions.

- **Cases**: Most chapters include mini cases that reflect the applications of the conceptual material in the chapters.

- **Review questions and Quiz exercises**: Problems with answers are some end-of-chapter exercises to grill and sharpen analytical skills.

- **Practical Project**: Most chapters have a 'Practical Project' each, where students are helped to apply their knowledge to real company situations.

**ISBN**: 9789325982338  |  **Price**: ₹ 550  |  **Pages**: 640  |  **Size**: 7.25” X 9.5” (Paperback)

**Contents**


**I M Pandey** is Director General at Delhi School of Business and Vivekanand Institute of Professional Studies, Delhi. He was formerly Professor and Dean at IIM, Ahmedabad (IIM-A), where he served for more than 25 years. He also served as Professor of Finance Department of Commerce, Delhi School of Economics, University of Delhi in 2009, held the position of Dean of the Faculty of Commerce & Business during 2010-11.

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**Indian Financial System, 5e**

**H R Machiraju**

**About the Book**

This much-awaited new edition of a pioneering textbook written by an expert academic and policy maker is released after a gap of eight years. All through these years the book has been in demand across many university MBA/PGDMs and B-schools.

India has seen landmark changes in its financial system in recent times, which has transformed the economic scenario of the country in a big way. This has necessitated a thorough revision of this textbook. This edition incorporates these changes in all their complexities, yet retains the original focus on the analysis of the principles and practices in the money market, capital market and foreign exchange market of India.

This all-inclusive textbook — covering major concepts, regulations and practices in the working of financial intermediaries, capital market, money market and foreign exchange market — puts the Indian financial system in the right perspective, making it a “must have” for the students of MBA and economics, as also for those appearing in professional examinations such as CA, CFA and ICWAI.

The book has been thoroughly revised and includes the latest available data.

**New in this Edition**

- Financial Sector Assessment
- Reserve Bank and Priority Sectors
- Debt Waivers
- Demonetization
- Twin Balance Sheet Problem

**ISBN**: 9789352718795  |  **Price**: ₹ 475  |  **Pages**: 488  |  **Size**: 7.25” X 9.5” (Paperback)

**Contents**


**H R Machiraju** is a former teacher, researcher and financial economist. He has over four decades of teaching experience and has taught at Andhra University and BITS (Pilani).
Fundamentals of Financial Management

Amit Singhal

About the Book
The book attempts to make students understand the subject with its application in the real world and not merely for the examination purposes. Though the book has been designed as per the latest CBCS curriculum of Delhi University’s B.Com. (Hons.) course, it may be helpful to the students of other courses as well. Even professionals, who are not from finance background and are interested in understanding the basics of financial management, would find the book useful.

The book is based on a story where two friends identify a business opportunity when a call centre opens up in their town. They, along with their other friends, plan and steer the business towards success. The concepts in financial management have been embedded in the story in such a way that the reader would be able to relate such concepts to a real business situation.

As the text is in the form of dialogues between friends, the reader does not need a serious mood to study the subject. The book can be read anywhere like a storybook and helps the reader in understanding finance without any stress.

Market: B.Com. (H), UG courses like BBA, BMS, etc

Key Features
• Applications of finance concepts are explained using a spreadsheet (Chapter 11).
• All the concepts of financial management are embedded within the story.
• Concepts have been explained with the help of numerical examples within the dialogues.
• Ample solved and unsolved problems.
• Last two years’ solved examination papers.


Contents

1. Financial Management: An Overview
2. Capital Budgeting: Estimation of Cash Flows
3. Time Value of Money
5. Cost of Capital
6. Leverages
7. Capital Structure

8. Dividend Policy
10. Management of Receivables, Inventory and Cash
11. Applications on a Spreadsheet
   • Appendix A
   • Past Question Papers (CBCS)

Amit Singhal is a chartered accountant by qualification and used to practice before realizing that his interest lies somewhere else. During his days as a student, he developed an inherent liking for teaching. So he pursued his interest and is now into full time teaching and research. Over the years, he has become passionate about teaching and learning through the art of storytelling. At present, he is Assistant Professor with Ramjas College, University of Delhi, where he helps students learn concepts in finance and feels that he is, in turn, learning the subject himself.
**Banking Theory and Practice, 21e**

K C Shekhar & Lekshmy Shekhar

**About the Book**

The book covers the entire gamut of topics in the field of banking – from its evolution to the latest trends. The present edition has kept pace with the new developments, including the changes in legislation, growing globalization of banking, as well as the expansion of the banking business to meet the needs of customers for a wider range of services.

It is an essential resource not only for undergraduate students, but also for professional bankers and those who pursue more advanced and practically oriented studies on the subject.

**Salient Features**

- Covers the move towards universal banking, virtual banking, green banking
- Includes flexi bank accounts and speed clearing
- A new chapter on Financial Stability, especially in the Indian context

**Benefits**

- A student's companion for five decades.
- Helps readers understand the nuances of banking through well-researched theory and extensively developed practice questions.

**ISBN:** 9789325969056  |  **Price:** ₹ 599  |  **Pages:** 1060  |  **Size:** 6.75” X 9.5” (Paperback)

**Contents**


- Appendix
- Subject Index
- Case Index

**K C Shekhar** retired as Professor from the Department of Postgraduate Studies in Commerce and Management, St Thomas College, Trichur, and is at present, Professor and Head, Department of Accounting and Finance, University of Zambia.

**Lekshmy Shekhar** is Manager, Global Enterprise Systems Support – SAP Finance, Discovery Communications Inc., Washington, DC, USA.

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**Behavioural Finance**

Shuchita Singh & Shilpa Bahl

**About the Book**

*Behavioural Finance* seeks to bring together all the concepts and theories developed by renowned international and national researchers and practitioners in financial markets. An in-depth study has been made to explain the current economic downturn and the role of behavioural finance in it.

**Salient Features**

- **Interviews:** Latest industry views by various asset-class experts
- **Facts:** Important factual information in boxes titled 'Do You Know?'
- **Model Test Papers:** For practice
- **Questions:** 175 Review Questions for practice.

**Benefits**

- The book brings together all the concepts and theories developed by renowned researchers and practitioners in financial markets.
- Covers the syllabi of most Indian universities.

**ISBN:** 9789325984578  |  **Price:** ₹ 299  |  **Pages:** 260  |  **Size:** 6.75” X 9.5” (Paperback)

**Contents**

1. Nature, Scope, Objectives and Significance of Behavioural Finance
2. Psychology: Concept, Nature, and Importance
3. Behavioural Finance: Market Strategies
4. Building Blocks of Behavioural Finance
5. Cognitive Psychology and Limits to Arbitrage
6. Expected Utility as a Basis for Decision Making: The Evolution of Theories Based on Expected Utility Concept
7. Rationality in Investment Decisions
8. Investor Sentiments and Bubble Creation
9. External Factors and Investor Behaviour
10. Geomagnetic Strom and its Effects on Stock Markets
11. Behavioural Corporate Finance
12. Personality Traits and Risk Attitude

**Shuchita Singh** is Assistant Professor in the Department of Management Studies at JSS Academy of Technical Education, Noida. She has 11 years of rich experience in corporate and academic sectors.

**Shilpa Bahl** is Assistant Professor in the Department of Management Studies at JSS Academy of Technical Education, Noida. She has 5 years of experience in the academic sector.
Financial Services and Markets

Punithavathy Pandian

About the Book
It traces the origins of various financial products, explains the way in which these have evolved over the years, elaborates on the landmark changes and discusses these in the light of the contemporary scenario. This understanding of the interlinkages and interdependence of financial services and markets is indispensable for a student or any general reader who is curious to have thorough knowledge of the intricacies of markets and their impact on a globalized world. The book has been written to meet the requirements of MBA, M.Com. and MFA students of various universities.

Key Features
• Extensive coverage of financial services in the Indian context
• Case studies, figures and numerical problems for conceptual clarity
• Comprehensive coverage of derivative products
• Acquaints the students with the intricacies of financial services and markets.
• Fulfills the requirements of commerce and management students.


Contents

Punithavathy Pandian is currently working as Emeritus Professor in the School of Business Studies, Madurai Kamaraj University, Madurai. She is well known for her contribution in teaching and research for more than 36 years.

Mergers, Acquisitions and Corporate Restructuring, 2e

Prasad G Godbole

About the Book
The book aims to give its readers a concise yet comprehensive coverage of the subject from all the angles—strategic, legal, accounting, taxation, fund raising and valuation. The book not only caters to the syllabi of MBA students of most universities, but also meets the needs of CA, CS and ICWA students. Given its holistic approach in the discussion of various issues, both students and practitioners would find this book of immense practical utility.

Salient Features
• Comprises over 60 numerical or situational illustrations to explain difficult concepts and legal provisions
• Interprets and explains 4 comprehensive cases and 9 mini cases from the Indian corporate history and current affairs to enhance understanding


Contents

Prasad G Godbole has not only been the CEO and CFO in a number of reputed firms but has also been a visiting faculty at management institutions like SP Jain Institute of Management & Research. He has over 32 years of proven relevant experience.
Finance for Everyone

Devinder Kumar Anand

About the Book
This is an amazing book in the sense that it is:
• For non-finance executives to employ financial tools and techniques in their day-to-day work;
• For engineers to have broad knowledge of finance to take their engineering decisions more effectively;
• For students of MBA and BCom to understand the complexities of finance in such simple manner, which they do not find in their too-technical textbooks.
• For ordinary citizens to equip them with the technical knowledge of finance required to live in business-oriented modern times to reduce risk.

This is a unique book with Forewords from three eminent people in the field of Finance! Realizing its practical utility for people of primarily non-finance background they readily came forward to introduce it to a vast majority of these four classes of people who require some basic knowledge of the subject to excel in their professions and to handle day-to-day situations involving money.

Key Features
• Teaches the complex subject in a simple way
• The best buy to feel the pulse of financial management
• Lauded by famous experts on the subject


Contents

Devinder Kumar Anand has been Group CFO (Head of Finance) in a large-sized coking coal mining company in Africa. Fellow member of the Institute of Cost Accountants of India and also Fellow member of the Institute of Company Secretaries of India, he has long, varied and in-depth experience of board and company affairs having worked as Executive Director (F&A) and Secretary at SAIL and Central Government as well. He has also been on the Boards of many large companies and their committees. In the past he has also held the position of an Independent External Monitor of the National Fertilizer Limited for ensuring transparency (integrity pact) in their contracts. Devinder Anand has the expertise in project management, treasury management, equity issue, cost & budget, finalisation of accounts, taxation, contractual matters, mergers & acquisitions, joint venture formation, company secretarial matters, corporate governance and corporate social responsibility. He has been involved in the preparation of financial models for business projections and turn-around of sick/loss-making companies. He has also taught financial management & cost management and held workshops on these subjects.

Strategic Financial Management, 2e

Girish P Jakhotiya

About the Book
It is a pioneering book which combines strategic analysis of financial structures, policies, decisions and models. It provides an interface between strategy and finance, and facilitates strategic thinking and financial acumen. It contains original, pragmatically-tested ideas on strategic management of finance and financial evaluation of strategies, has plentiful of live case studies, many creative diagrammatic presentations, questions for intellectual discussions and solved numerical examples. A very useful book for the students of MBA, CIMA, CFA, CPA, CA, ICWA and other international programs on finance and serves the dual purpose of a textbook and a reference book.

Key Features
• The book focuses on the role of CEOs and CFOs in aligning the financial goals with the strategic goals of organizations, and the relevant tools and techniques.
• Includes a rigorous conceptual framework of SFM which would lead to pathways to sound SFM practices.
• Real corporate case studies at the end of each chapter illustrating various components of SFM would help in understanding the concepts in a proper contextual setting.

Contents

Dr Girish P Jakhotiya has been a Professor of Finance and Strategy at the Jamnalal Bajaj Institute of Management Studies (University of Mumbai) from 1985 to 1999. Currently, he is the Chief Consultant at Jakhotiya & Associates, Mumbai.

Management of Financial Services
C Rama Gopal

ISBN: 9789325976023
Price: ₹ 399  |  Pages: 592
Size: 6.75" X 9.5" (Paperback)

About the Book
The financial services sector is witnessing such rapid changes and innovations that the existing books are hardly able to keep up with the rapid developments in the entire gamut of financial services. This book aims to fill this gap by covering the most recent developments and new products in the sector. Closely following the syllabus of MBA UGC curriculum and PGDM, the book has a single-window approach, that is, to meet the total requirement of students in this subject area in a single book.

The book caters to the requirements of students appearing for Company Secretaries course for the subject 'Securities Laws and Compliances' in Executive Programme, apart from providing the required inputs to Chartered Accountancy and Cost Accountancy students.

Salient Features
• Contemporary developments, directives of regulatory authorities and recent changes in practices
• Real-time media reactions echoing the reactions of the investors and general public to the developments
• Live examples and real case studies
• Examination-oriented questions with answers, as well as frequently asked interview questions with answers

Benefits
• Full coverage of MBA, UGC and PGDM syllabi.
• Fulfills the requirements of students appearing for Company Secretaries course for the subject 'Securities Laws and Compliances' in Executive Programme, apart from providing the required inputs to Chartered Accountancy and Cost Accountancy students.

Contents

C Rama Gopal, a senior member of three professional institutes, has vast experience in banking, industry, as well as teaching. He is a practising chartered accountant in Andhra Pradesh, as well as education counselor and a paper valuer to the Institute of Company Secretaries of India. He was a visiting faculty at Indian Institute of Forest Management (IIFM), Bhopal; the National Law University, Bhopal; and Maulana Azad National Institute of Technology (MANIT), Bhopal (2011-13). He was also a full-fledged Professor at the VNS Institute of Management, Bhopal (2002-11). Earlier, he was the Executive Director (Finance) at MPSCSC Ltd, and held several senior positions, including the Chief Officer at Bank of India.

N R Mohan Prakash is a postgraduate in Commerce and Management and a doctorate in the area of marketing of services. He has rich industrial, teaching and research experience. He served in leather, pharmaceutical and NBFC industries. He has been working as a faculty in the GITAM Institute of Management, GITAM University, Visakhapatnam since 2005. He is the author of six books in the areas of Business Environment, Entrepreneurship, Internal Marketing, Customer Relationship Management, Risk Management and Insurance and Computer Applications-II. He has contributed several articles to reputed national magazines and journals, and presented a number of papers in national and international seminars in various parts of the country.

Project Management, 2e
Bhavesh Patel

ISBN: 9788125931348
Price: ₹ 525 | Pages: 784
Size: 6.75" x 9.5" (Paperback)

About the Book
In today’s competitive world, the importance of project management can hardly be understated. Project Management: Financial Evaluation with Strategic Planning, Networking and Control is an attempt in the direction of addressing all the issues related to Project Management. Strategic considerations, recognition of the human factor and need for administrative set-up are interwoven in this book while developing the main theme of the financial side of Project Management.

New in this Edition
- New chapters titled ‘Infrastructure Projects and Project Financing’ have been added
- ‘Economic and Social Cost Benefit’ and ‘Network Analysis and Execution Plan’ have been enriched with additional material
- Components of interest rates has been elaborated and the concepts of cost of capital and required rate of return built on it
- Text has been augmented with more examples and real cases and enhanced diagrammatic explanation
- Chapterization scheme has been revised in the line of phases of project life cycle
- References, footnotes and web links have been added to give readers access to extra material for further reading

Key Features
- Strategy, human aspect, administrative issues and system approach have been integrated in a single thread without compromising on conceptual clarity and simplicity
- Use of spreadsheet has been extensively explained in chapters where it is most applicable
- A continuous case has been built around the theme of each chapter throughout the book for the better understanding of the readers

Contents


Bhavesh Patel, a Fulbright scholar, has been in academia for more than 33 years. A doctorate in Finance from Sardar Patel University, Gujarat.

Banking Operations Management
Bimal Jaiswal

ISBN: 9789325984295
Price: ₹ 350 | Pages: 336
Size: 6.75" X 9.5" (Paperback)

About the Book
The book covers the entire syllabuses of all bank related UG and PG courses of Indian universities. It explains the concept, utility and applications of banking services in our daily life and for the development of national economy, and changing scenario of banking industry. It shows how banking services can be availed at the door step of the account holder. It also brings out the objectives and functions of governing bodies of the financial sector of India. It is good for BCom, BCom(Hons.), BBA, BBA(International Business), BBA(Management Science), MCom, MBA, MBA (International Business), PG Diploma in Banking courses.

Contents
Fundamentals of Financial Management
Bhavesh Patel

ISBN: 9789325976016
Price: ₹ 375 | Pages: 560
Size: 6.75" X 9.5" (Paperback)

About the Book
The subject of financial management is gaining importance in the context of today's business environment. This book attempts to provide a clear understanding of the fundamentals of the subject, including the concepts, theories, models, tools and techniques, and their applications. It focuses on logical discussion, where it is needed for contextual understanding of the topic, making the book different from others. Fundamentals of Financial Management is a useful resource for undergraduate students of management and commerce, as well as for practising managers.

Key Features
• Logical progression of text, from fundamentals and concepts to theories, techniques, and their applications
• Discussion of various tools and their applications in decision making in the context of the situation
• Explanation of various functions of Excel spreadsheet for different applications
• Pedagogical elements to help in better learning—objective questions, worked out examples, as well as unsolved problems

Contents

Bhavesh Patel, a Fulbright scholar, has been in academia for more than 33 years. A doctorate in Finance from Sardar Patel University, Gujarat.

Risk Management
S Arunajatesan

ISBN: 9789325984554
Price: ₹ 225 | Pages: 208
Size: 6.75" X 9.5" (Paperback)

About the Book
Risk Management, in theory, consists of rules, regulations and procedures. Successful application of the same calls for imagination, innovation and common sense. It is because risk perception differs from person to person and impacts vary from one situation to other, standard formula may not work in all cases. The book contains good amount of details on rules and regulations and also cover practical aspects of risk management. Students as well as Banking and Finance Professionals will find this book an ideal companion to understand Risk Management.

Contents

S Arunajatesan, a professional banker with over three decades of experience with State Bank of India. He is a Trustee and an Advisor on the Board of Institute of Economic Education.

Currency, Banking and Exchange
Bimal Jaiswal

ISBN: 9789325990272
Price: ₹ 295 | Pages: 288
Size: 6.75" X 9.5" (Paperback)

About the Book
Currency, Banking and Exchange covers the whole syllabus of undergraduate and postgraduate courses of many universities of India. Written in a reader friendly manner, it explains the concept and importance of currency in balancing availability of resources at all places. It also explains the structure and objectives of monetary authority in the country in the form of banking industry and the concept of credit and its utility in nation building along with its management and control by RBI. The book also explains the concept of calculating exchange rate and the various methods adopted by central bank to control it. Effort has been made to explain the
changing scenario of banking industry and how banking services can be availed at the doorstep of the account holder. The content of the book covers the full course of the Currency, Banking and Exchange, Banking Theory and Practice, Indian Banking and Financial system, Money and Banking, Theory of Money and Banking, Money and Financial Market, and many more with same title concept.

The book best suits to B.Com. B.Com. (Hons.), BBA, BBA (International Business), BBA (Management Science), M.Com., MBA, MBA (International Business), Postgraduate Diploma in Banking courses of many universities and its affiliated colleges/institutes.

Salient Features

- Each chapter has detailed treatment of the subject
- Wherever necessary, examples follow the text to help understand the subject thoroughly

Benefits

Illuminates students by keeping abreast of prevalent trends.

Contents


Dr Bimal Jaiswal is Assistant Professor, Department of Applied Economics, Faculty of Commerce, University of Lucknow. He is also the present Director of MBA (International Business) and MBA (International Business) programs at Lucknow University. He has authored five books. Dr. Jaiswal has teaching and research experience of 15 years. He has contributed papers in many reputed research journals and has participated in many national and international level seminars. Besides being an ardent reader, he is also an active member of a number of management associations.
Business Legislation for Management, 5e

M C Kuchhal & Vivek Kuchhal

About the Book
Business Legislation for Management is meant for students of business management, who need to be familiar with business laws and company law in their future role as managers. The book explains these laws in a simple and succinct manner, making the students sufficiently aware of the scope of these laws so that they are able to operate their businesses within their legal confines. The book approaches the subject in a logical way, so that even a student with no legal background is able to understand it.

The book is the outcome of the authors' long experience of teaching business law and company law to students pursuing UG and PG courses at the University of Delhi and GGSIPU. This, in fact, has made it possible for them to write on law without the use of legal jargon; thus ensuring that even the most complicated provisions of various legislations are explained in an easily comprehensible manner.

This new edition has been thoroughly updated and revised in accordance with the Companies Act, 2013. The amendments introduced by the Insolvency and Bankruptcy Code, 2016, through its Eleventh Schedule to the Companies Act, 2013 have also been duly incorporated.

New In this Edition
• Provisions of Companies Act, 2013
• Provisions of Companies (Amendment) Act, 2015 and Companies (Amendment) Act, 2017
• Amendments introduced by the Insolvency and Bankruptcy Code 2016

Key Features
• Unfolds intricate points of law to solve intriguing questions
• Elucidates practical implications of law through a large number of illustrations


Contents

Part I: Law of Contract
1: Nature and Kinds of Contracts
2: Offer and Acceptance
3: Consideration
4: Capacity of Parties
5: Free Consent
6: Legality of Object and Consideration
7: Void Agreements
8: Performance of Contracts
9: Quasi-Contracts
10: Discharge of Contract
11: Remedies for Breach of Contract
12: Indemnity and Guarantee
13: Bailment and Pledge
14: Agency

Part II: Law of Sale of Goods
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16: Conditions and Warranties
17: Transfer of Property
18: Performance of Contract of Sale
19: Rights of Unpaid Seller

Part III: Law of Partnership
20: Definition and Nature of Partnership
21: Formation of Partnership
22: Rights, Duties and Liabilities of Partners
23: Dissolution of Partnership Firm

Part IV: Law of Limited Liability Partnership
24: Limited Liability Partnership (LLP)
25: Nature and Incorporation of LLP
26: Partners and Their Relations: LLP
27: Accounts, Audit and Taxation
28: Winding Up and Dissolution

Part V: Law of Negotiable Instruments
29: Negotiable Instruments
30: Parties to Negotiable Instruments
31: Negotiation of Negotiable Instruments
32: Dishonour and Discharge of Negotiable Instruments
33: Crossing and Bouncing of Cheques

Part VI: Law of Arbitration and Conciliation
34: General Provisions Regarding Arbitration
35: Arbitral Tribunal
36: Arbitration Proceedings
37: Conciliation
38: Enforcement of Certain Foreign Awards

Part VII: Law of Consumer Protection
39: Consumer Protection Act, 1986

Part VIII: Law of Information Technology (Cyber Law)
40: Information Technology Act, 2000

Part IX: Company Law
41: The Companies Act and Its Administration
43: Incorporation of a Company
44: Memorandum of Association
46: Articles of Association
47: Prospectus
51: Depository System
52: Calls and Forfeiture of Shares
54: General Meetings and Resolutions
55: Dividends
56: Accounts
57: Audit and Auditors
58: Prevention of Oppression and Mismanagement
59: Compromise, Arrangement and Amalgamation
60: Winding Up

Part X: Laws of Intellectual Property
51: Patents Act, 1970
52: Copyright Act, 1957
53: Trade Marks Act, 1999
54: Designs Act, 2000

Part XI: Law of Foreign Exchange Management
65: Foreign Exchange Management Act, 1999

Part XII: Competition Law
66: Competition Act, 2002
Business Law, 7e
M C Kuchhal & Vivek Kuchhal

About the Book
This definitive and authoritative textbook deals with the fundamental branches of business law, namely, law of contract, law of sale of goods, law of partnership, law of negotiable instruments and law of limited liability partnership. The complexities of the subject have been demystified, making them more intelligible to the students who are learning the subject for the first time. English and Indian cases have been cited with a view to ensure substantiation, lending authenticity and clarity to the subject.

The book has been consistently rated as one of the most authentic texts in the subject by the UGC, and is recommended as the first text in its syllabus for CBCS scheme.

Business Law is intended to serve as a textbook for the students of BCom, BCom (Hons), CA–CPT and IPCC, CS Foundation Programme, ICMA Intermediate, BBA, MBA, and also for those appearing for banking and competitive examinations.

Key Features
- Short and crystal clear explanation of concepts and complicated provisions.
- Every concept is followed by illustration(s)/case(s) to give clearer insight into it.
- More than 400 cases cited in the book in support of text.

Market: Primarily for BCom, BCom (Hons). Also useful for CA Courses.


Contents

Part-I: Law of Contract
1. Nature and Kinds of Contracts
2. Offer and Acceptance
3. Consideration
4. Capacity of Parties
5. Free Consent
6. Legality of Object and Consideration
7. Void Agreements
8. Contingent Contracts
9. Performance of Contracts
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11. Quasi-Contracts
12. Remedies for Breach of Contract
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Part-II: Law of Sale Of Goods
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Part-III: Law of Partnership
21. Definition and Nature of Partnership
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M C Kuchhal served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi. Vivek Kuchhal is Associate Professor at Maharaja Agrasen Institute of Management Studies, Delhi.
Legal Aspects of Business: Concepts and Applications, 2e
Parul Gupta

About the Book
This textbook introduces the Indian legal system and presents exhaustive discussion on laws which govern and regulate businesses. It focuses on the application of law based on which managers need to take decisions. It also maximizes its usefulness as textbook for business management students and managers through a huge number of cases and mini-case highlighting the legal issues of business entities. Aiming to provide the readers an understanding and knowledge of business-related laws, the book provides in-depth coverage of the law of contract and sale of goods, laws dealing with negotiable instruments, consumer rights, competition and also law regulating the incorporation and management of companies in India.

The book covers the syllabuses of most IIMs and IMTs, DU, GGSIPU, and Jamia Millia Islamia.

Key Features
• Every discussion on an Act is supported by a large number of carefully selected cases to nail the concept of the Act
• Cases in the book are followed by judgment and discussion unveiling the application of the legal concept in business.
• End of the chapter exercises have been split into MCQs, true-false questions, descriptive questions and practical problems for a fuller insight

New in the Second Edition
• Two new topic
• The insololvency and Bankruptcy code, (IBC)2016
• The Special Relief Act, 1963

Market: Primary Market: MBA, PGDBM, Secondary Market: LLB, BCom, BBA


Contents

Section 1: Introductory
1: Indian Legal System –An Overview

Section 2: Law of Contract
2: Meaning, Essentials and Types of a Valid Contract
3: Offer, Acceptance and Capacity of Parties
4: Consideration and Free Consent
5: Void Agreements, Wagering Agreements and Contingent Contracts
6: Performance and Discharge of a Contract
7: Remedies for the Breach of Contract
8: Quasi-Contracts–Meaning, Features and Kinds

Section 3: Law of Sale of Goods
9: Contract of Sale of Goods
10: Transfer of Property
11: Performance and Breach of Contract of Sale of Goods

Section 4: Laws Dealing with Special Contracts
12: Law of Contract of Agency
13: Law of Bailment and Pledge
14: Law of Indemnity and Guarantee
15: Law of Partnership
16: Law of Arbitration and Conciliation

Section 5: Law of Negotiable Instruments
17: Law of Negotiable Instruments-Part I
18: Law of Negotiable Instruments-Part II

Section 6: Company Law
19: A Company in India
20: Classification of Companies
21: Incorporation and Documentation of a Company
22: Memorandum of Association
23: Articles of Association
24: Share Capital and Members of the Company
25: Shares
26: Board of Directors, Company Management and Administration
27: Company Meetings and Proceedings
28: Winding Up of a Company

Section 7: Miscellaneous Laws
29: Law of Consumer Protection
30: The Competition Act, 2002
31: The Information Technology Act, 2000 (Amendment 2008)

Parul Gupta has been teaching management courses for the last 15 years. Before joining MDI Gurgaon, she served at Army Institute of Management & Technology, Greater Noida, for more than a decade. Her special expertise lies in Business Law, Labour Laws and Environmental Laws. She is a visiting faculty of IIMs, IIFT, New Delhi and also IIT-Delhi, delivering the course of Business and Corporate Laws.
Mercantile Law, 8e
M C Kuchhal & Vivek Kuchhal

About the Book
The book presents a comprehensive, systematic and coherent study of the laws relating to Contracts, Sale of Goods, Partnership, Negotiable Instruments, Information Technology, Consumer Protection, Insurance, Insolvency, and Arbitration and Conciliation. It discusses the statutory provisions and the intricacies of law and explains the logic behind them. A large number of decided cases and illustrations given in the text explain the practical implications of the law. Practical problems with hints and solutions have been given at the end of each chapter for the student’s self-assessment.

Salient Features
A total of 466 cases cited in the book support text

Benefits
Test questions and practical problems at the end of chapters drafted carefully so as to test the understanding, and not to test the memory.

ISBN: 9789325960107 | Price: ₹ 550 | Pages: 688 | Size: 5.5” X 8.5” (Paperback)

Contents

M C Kuchhal served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi.

Vivek Kuchhal is Associate Professor at Maharaja Agrasen Institute of Management Studies, Delhi.

Company Law, 12e
Ashok K Bagrial

About the Book
The book fully discusses the statutory provisions and case law. About two hundred practical problems from past examinations of various universities and professional institutes have been included in the book. Brief hints for the solutions of practical problems at the end of each chapter have been given in the Appendix. The book explains the vast and complicated subject in a simple, compact and lucid manner.

Key Features
• Gives latest rules, circulars, notifications, and clarifications issued by the government
• Includes the SEBI Guidelines, 2000
• Showcases the emerging areas of the subject through four new chapters

Contents

Appendix
Ashok K Bagrial is a Reader in the Department of Commerce at Shivaji College, University of Delhi. He has four decades of teaching experience to under-graduate and post-graduate classes. His areas of specialization are Corporate, Business and Industrial Laws, besides Banking Law & Practice.
About the Book

The main objective of this book is to provide a reader friendly study material to the students which will enable them to revise the subject with ease and get high level of retention for examination preparedness.

Key Features

- Content has been developed according to the syllabus requirements
- The units are written in simple language
- Numerous illustrations, examples and case studies for better understanding of concepts
- Chapter end questions for practice

Contents


Chandra Kumar Roy has been teaching Finance and Project Management at Apeejay Institute of Technology, Greater Noida.

Prabhat Kumar Roy is an engineer and management professional having 10 years of experience in managing NGO and his own consultancy work.

About the Book

The book Company Law and Practice explains the latest provisions of the Companies Act, 2013. It presents the rules made under the Law and the Secretarial Standards specified by the Institute of Company Secretaries of India as approved by the Central Government, in the most student-friendly way. The book covers every aspect of the Company Law, and is suitable for the students of CA, CS, MBA, MCom, BCom, BBA, LLB, and LLM.

About the Book

First published in 1975, Secretarial Practice introduces readers to the vast and complicated subject in a forthright and intelligible manner. The eighteenth edition is up-to-date and incorporates the latest amendments. The book explains the laws, practices and procedures relating to Company Secretarial work in detail, with focus on the role of the Company Secretary. It discusses all the
important aspects of Company Management and Secretarial Practice, right from the incorporation of a company to its winding up. To impart the necessary practical bias, specimens of Forms of Registers, Notices, Agenda, Resolutions, Minutes of Company Meetings, etc., have been appended to the relevant text. The book has all the essential features of a good textbook: precision, comprehensiveness, clarity and utility.

The book is meant for the students of BA, BCom, and also those preparing for CS, CA, ICWA and competitive examinations. It will also provide professionals and businessmen with ready access to Company Law and Secretarial Practice.

Salient Features
• Explains the laws, practices and procedures relating to Company Secretarial work in detail
• Discusses all the important aspects of Company Management and Secretarial Practice

Benefits
The book is meant for the students of BA, BCom, and also those preparing for CS, CA, ICWA and competitive examinations.

Contents

M C Kuchhal served for about four decades as the senior faculty member of Shri Ram College of Commerce, University of Delhi, Delhi. He is the author of renowned titles like Mercantile Law and Business Law, both published by Vikas Publishing House Pvt Ltd.

Managerial Economics, 8e
D N Dwivedi

About the Book
Spread across 43 chapters, the eighth edition of this definitive text for MBA, MCom, BBA, CA, ICWA and CS has stood the test of time for the last 35 years because of the quality of presentation of its text, and frequent updation. It has become students’ favourite as it provides the latest theories, thoughts and applications on the subject with timely revisions to stay up-to-date all the time. Since its first edition, it has provided complete, comprehensive and authentic text on micro and macro aspects of managerial economics. It has now been revised thoroughly with added interpretations of economic theories and concepts and their application to managerial decisions.

New in this Edition
• One freshly written chapter on IS-LM, and three new chapters resulting from splitting and expansion of an earlier chapter in the areas of Demand, Monopoly and Oligopoly. The idea is to strengthen the discussion of economic theories for output and price determination and their application to managerial decisions.
• About 15 new sections have been added or existing ones expanded keeping in view the current microeconomic and macroeconomic events in the world of business (please see an indicative list in "Some New Important Sections" below).
• New pedagogical tools include Chapter Objectives at the beginning of each chapter and Summary at the end.

Some New Important Sections
• ‘Derivation of Demand Curve with Changing Marginal Utility of Money’, and ‘Why Demand Curve Slopes Downward to Right’
• ‘Expansion Path of Production’ and ‘Equilibrium of Multi-plant Monopoly’
• ‘Theory of Interest Rate Determination’ and ‘Monetary Sector Equilibrium’
• ‘Current Foreign Trade Policy of India’ and ‘Current Role of the IMF’
• ‘Monetary Policy’ and ‘Current Scenario of CSR in India’
Salient Features

- It covers all the microeconomic and macroeconomic theories along with their implications in managerial decision making -- in the real-world context of the firm, industry and national levels -- required by the postgraduate management and commerce curriculum.
- The book is lucidly written, complemented well with use of graphical and mathematical treatment at an appropriate depth so that the non-initiated readers will find the contents accessible and engaging. All mathematical relationships have been derived step by step, and all graphical representations have been analyzed appropriately.
- The text is profusely illustrated with examples, which will help the readers to understand and assimilate the theories and concepts in a sound manner.
- A rich suite of end-of-chapter exercises will help the reader to apply their learning and therefore reinforcement of conceptual clarity.

Market: Primarily for MBA. Also useful for BBA, MA (Economics), CA, CS, ICWA.


Contents

Part-I: Introduction
1. Nature and Scope of Managerial Economics
2. Objectives of Business Firms
3. Some Fundamental Concepts and Business Decision Rules
4. Basic Tools of Economic Analysis and Optimization Techniques
5. Method of Estimating a Function: The Regression Technique

Part-II: Theory of Consumer Demand And Demand Forecasting
6. Analysis of Consumer Demand
7. Analysis of Market Demand
8. Elasticity of Demand
9. Demand Forecasting

Part-III: Production and Cost Analysis
10. Theory of Production
11. Theory of Cost and Break-Even Analysis
12. Linear Programming

Part-IV: Market Structure, Pricing Theory and Practices
14. Price and Output Determination Under Perfect Competition
15. Price and Output Determination Under Monopoly
16. Price and Output Determination Under Monopolistic Competition
17. Price and Output Determination Under Oligopoly Firms
18. Game Theory and Strategic Behaviour of Oligopoly Firms
19. Alternative Theories of the Firm
20. Pricing Strategies and Practices

Part-V: Capital Budgeting and Investment Decisions
22. Investment Decisions Under Risk and Uncertainty

Part-VI: Macroeconomic Aspects of Managerial Economics
23. Macroeconomics: Definition, Nature, Scope and Importance
24. Circular Flow Model of the Economy
25. National Income: Concept and Measurement
27. Monetary Sector of the Economy
29. Modern Theories of Economic Growth
30. Business Cycles and Control Measures
31. Theories of Inflation and Control Measures

Part-VII: International Aspects of Business Management
32. Changing International Business Environment
33. Theories of Foreign Trade
34. Foreign Trade Policy: Free Trade vs. Trade Control
35. Determination of Foreign Exchange Rate
36. Balance of Payments: Meaning, Measurement and Adjustment
37. International Monetary System
38. Government’s Role in the Economy
39. Monetary Policy
40. Fiscal Policy
41. Industrial Policy of India
42. Some Economic Legislations
43. Corporate Social Responsibility

D N Dwivedi retired as Reader in Economics, Ramjas College, University of Delhi. He has taught postgraduate and graduate students of economics for over three decades. He has authored several other textbooks including Principles of Economics, Engineering Economics, Microeconomics: Theory and Applications and International Economics, and edited Readings in Indian Public Finance.

Related Titles
Microeconomics: Theory and Applications, 3e

D N Dwivedi

About the Book
Microeconomics: Theory and Applications provides a comprehensive and authentic text on the theory and applications of microeconomics. An effort has been made to present microeconomic theories lucidly and comprehensively and to delineate the application of microeconomic theories to business decision-making and to analyse the economic effects of indirect taxes, subsidy and pricing policies of the government.

New in this Edition
• More examples and mathematical treatment of economic theories
• Substantial revision and updating of several chapters
• Two new chapters: (I) Application of Competitive Market Theory, (II) Theory of Sales Maximization and Game Theory

Key Features
• Appropriate graphical and numerical treatment
• Plenty of solved numerical problems
• Questions from various university examinations
• Appendixes containing explanatory notes on advanced topics

Market: Primarily for BA (Economics), BCom. Also useful for MBA, BBA, MA.


Contents

Part-I: Introduction
1. Introduction to Microeconomics
2. The Economy: Its Basic Problems and Working System

Part-II: Market Mechanism: How Markets Work
3. The Market Forces: Demand and Supply
4. Elasticity of Demand and Supply
5. Application of Market Laws and Elasticities

Part-III: Theory of Consumer Demand
6. Theory of Consumer Demand: Cardinal Utility Approach
7. Theory of Consumer Demand: Ordinal Utility Approach
8. Application of Indifference Curve Analysis
9. Revealed Preference Theory
10. Consumer Surplus: Measurement and Application

Part-IV: Theory of Production & Cost Analysis
11. Theory of Production-I: Laws of Returns to a Variable Input
12. Theory of Production-II: Production with Two Variable Inputs
13. Theory of Cost
14. Optimum Combination of Inputs

Part-V: Theory of Firm: Theory of Price and Output Determination
15. Market Structure and Objectives of Business Firms
16. Price and Output Determination Under Perfect Competition
17. Application of Competitive Market Analysis
18. Price and Output Determination Under Monopoly
19. Price and Output Determination Under Monopolistic Competition
20. Price and Output Determination Under Oligopoly
21. Theory of Sales Maximization and Game

Part-VI: Factor Market and Factor Pricing
22. The Factor Market: Factor Demand and Supply
23. Wage Determination Under Perfect Competition
24. Wage and Employment Under Imperfect Competition
25. Theory of Rent
26. Theories of Interest
27. Interest Rate and Investment Decisions
28. Theories of Profit
29. Product Exhaustion Theorem

Part-VII: General Equilibrium and Welfare Economics
30. General Equilibrium Analysis
31. Welfare Economics: Pareto Optimality
32. New Welfare Economics
33. Market Failures and Provision of Public Goods

D N Dwivedi retired as Reader in Economics, Ramjas College, University of Delhi. He has taught postgraduate and graduate students of economics for over three decades.
Public Finance, 29e
H L Bhatia

About the Book
The book Public Finance continues its stride of presenting the latest information on Indian Budget. Over two generations now it has virtually become an encyclopedia on all financial matters of the Government of India, serving as a textbook for students, teachers and the general public and a reference volume for researchers and others. It is equally useful for competitive examinations conducted by various professional and employment-providing bodies. It covers the UGC syllabus and the syllabi of many Indian universities for honours, postgraduate and professional courses.

The discussion in the book grows with a logical and systematic approach. Thus, it is divided into two parts. Part I provides an analytical and comprehensive discussion of both the basics and frontiers of the theory of public finance.

Part II covers the set-up, issues and working of Indian fiscal field mounted upon the theoretical underpinnings and international practices and experience. The illustrations are drawn mainly from the Indian scene, with a cross reference to international experience.

The book uses all the modern-day tools of pedagogy, like Learning Objectives, Key Terms, Summary, Review Questions and Exercises.

New in this Edition
- Exhaustive revision incorporating the theoretical advancements using latest discussions, debates, data and information.
- The GOI Budget for 2018-19.
- State Government Budgets for 2016-17.
- Constitution and terms of reference of the Fifteenth Finance Commission.
- Detailed coverage of GST and its pervasive impact on Indian economy, including federal financial system.

Market: Primarily for BA (Hons) Eco, BCom (Hons). Also useful for MA, Entrance Exams


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H L Bhatia, former Reader in Economics, Shri Ram College of Commerce, University of Delhi, has published a number of papers, research studies and other books and given evidence and memoranda to Committees and Commissions.
International Economics: Theory and Policy

D N Dwivedi

About the Book
It is a comprehensive, authentic and up-to-date textbook, which meets the requirements of UG and PG students of international economics, international business management and those appearing for competitive examinations. The book presents the complex theories of international economics in a technically simple and comprehensible manner without sacrificing the analytical precision and sophistication of the theories.

Salient Features
• Low- and non-mathematical treatment of the theoretical aspects
• Real examples of foreign trade problems used to introduce a topic
• Covers India’s foreign trade and balance of payment

Benefits
• The approach of explaining concepts with real-life examples facilitates easy understanding of a complex subject like international economics.
• Covers the undergraduate and postgraduate syllabi of international economics of most universities.


Contents
1. Introduction to International Economics, 2. The Basis of International Trade, 3. The Classical Theory of Trade: The Theory of Comparative Advantage,
Contents


Principles of Economics, 2e

D N Dwivedi

About the Book

• Covers theory and applications of microeconomics, macroeconomics and international economics appropriately
• Technically simple and comprehensible presentation of complex theories
• Extensive use of simple quantitative methods and graphical technique
• Provides review questions and exercises at the end of every chapter

Benefits

• Covers course content of most Indian universities
• Useful for UPSC and other competitive examination aspirants

D N Dwivedi retired as Reader in Economics, Ramjas College, University of Delhi. He has taught postgraduate and graduate students of economics for over three decades.
Mathematics and Statistics for Economics, 2e

G S Monga

About the Book
The purpose of the book is to provide technique of salient mathematical and statistical methods widely used by economists and managers in various contexts. The contents and methodology of this book have been tested over the past three decades and more. Each chapter gives a concise presentation of concepts and theories which are illustrated and simplified with the help of examples and solved problems. As the book is intended for the beginners, although a wide range of topics have been covered the treatment is kept at the elementary level. The students will easily engage with the subject once they start reading the chapters and practice the unsolved questions.

Salient Features
- Has a very wide coverage (30 chapters), so that the book can be used in a wide range of courses.
- Includes 100s of solved and unsolved numerical problems. Final answers to the unsolved questions have been given. Hints to difficult problems are given.
- Both solved and unsolved examples are given at the topic level rather than the chapter level, so that the students progress to the next topic after understanding the previous one.

Benefits
Prepares students of economics for a better understanding of current economic literature.


Contents

G S Monga is Dean at Invertis Institute of Management Studies, Bareilly. He has completed his studies in M.A., M.Sc. and D.Stat.

International Economics, 2e

H G Mannur

About the Book
International Economics is one of the important branches of the study of economics science. The present book is a result of long years of teaching experience in International Economics at University level in several countries including India, Malaysia and the United States and is a definite improvement on other books available on the subject. The book is divided into two parts and explains in detail every aspect of the subject. It will be of use to students of M.A. (Economics), M. Com. as well as those studying this subject as M. Com majors in the Universities of Malaysia, Singapore and other far eastern countries, as well as the countries of the South Pacific.

Salient Features
- Presents international trade, commercial policy and balance of payments in a balanced manner
- Theories and their manifestations in policies and practices have been nicely dealt with
- Short notes at the end of chapters provided to augment learning from the book. Questions have also been given for checking concepts.


Contents
Essentials of Business Economics

D N Dwivedi

About the Book
There has been a rapidly growing demand for professional managerial manpower over the past two decades, as a result of which most Indian universities and management institutes had to introduce degree and diploma course right at the undergraduate level, with ‘Business Economics’ as a separate paper. To meet the requirement of the students who take on economics for business for the first time, the subject matter needs to be within their comprehension level that at the same time lays a strong foundation. This book meets this requirement by presenting a short, simpler and restructured version of the author’s popular book ‘Managerial Economics’.

The book is as per the model syllabus of Business Economics recommended by the UGC for BBA students, with additional topics for the sake of completeness and to cover the syllabi of a large number of universities. The book also caters to BBE, BCom, and PGDBM courses run by the Indian universities and management institutes.

The book differs from the author’s ‘Managerial Economics’ in its scope of the subject matter and the level of analytical treatment, in as much as here only the microeconomic aspects of managerial economics are covered.

Salient Features

• Learning objectives in the beginning of every chapter
• A large number of diagrams for clarity of concepts
• Case studies wherever required
• Easy comprehensibility of the subject matter


Benefits: Covers the syllabi of Business Economics taught in most Indian universities.

Contents


D N Dwivedi He obtained his M.Com., M.A. and Ph.D degrees from Banaras Hindu University and joined Ramjas College, University of Delhi, as a Lecturer in Economics in the year 1969. He retired from Ramjas College as Reader in August 2004. After his retirement, he joined Maharaja Agrasen Institute of Management Studies (MAIMS), Delhi, where he worked as Professor of Economics till January 2016.

H G Mannur was Head of the Economics Department and the most senior economist at the University of Papua New Guinea, Port Moresby. Earlier, he had a long teaching career in India.
About the Book

Rapid developments in international economic relations have exposed the inadequacy of the conventional theory of international trade in explaining the emerging contours of inter-economy interdependence and the decisive role played by a host of determining forces. Yet, conventional theory and its tools of analysis remain indispensable for understanding reality. They however need to be suitably interpreted and supplemented with what is actually going on around us.

International Economics aims at meeting various needs of its readers. It covers the syllabi on international economics of leading Indian universities, supplements it with a comprehensive coverage of ground realities and, in the process, enriches theoretical understanding of the subject.

Salient Features

The book covers the syllabi of Indian universities, including technical segments and tools of analysis, supplements the syllabi with a comprehensive coverage of ground realities and, in the process, enriches theoretical understanding of the subject. It also caters to aspirants of competitive examinations. Provides real life examples in the form of case studies. Offers all pedagogical tools like additional text boxes, appendices, glossary, review questions and references.

Contents


H L Bhatia PhD, ex-Reader in Economics, Shri Ram College of Commerce, University of Delhi, has published a number of papers, research studies and other books and given evidence and memoranda to Committees and Commissions.
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Dr M B Rao,
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Dr M B Rao, Former Member of the Law Commission of India, completed his B.L. in 1948 at the Madras University. He was awarded an LLM in Revenue and Company Law at the University of London and did his Ph.D. in International Economic Law and Double Taxation at the University of Delhi. He was enrolled as an advocate in 1951 and has held various government posts. In 1974-75 and in 1983, he acted as tax law expert for the United Nations at Trinidad and Tobago. Dr. Rao has participated in a number of international conferences and was leader of the Indian delegation to the United Nations Conference on International Trade Law in 1982.

Manjula Guru is currently instructor at University of Arkansas in the department of Business and Technology. She holds a postgraduate degree in law and M.S. from the U.S. She is member of International Agricultural Economic Association and American Agricultural Law Association. She has been awarded the University of Arkansas Agricultural Foundation Scholarship for Graduate research and the recipient of Rice Technical Working Group Economic & Marketing Panel Award for outstanding research by a graduate student.

M C Vaish, Former Professor and Head of the Department of Economics, University of Rajasthan, Jaipur, has four decades of teaching experience and has guided many research projects. A prolific writer he has authored many books and published numerous papers in reputed journals and periodicals. His two other books published by Vikas are Monetary Theory and Macroeconomic Theory.

**About the Book**

The subject title is a misnomer and should not be taken in literal sense. Business environment is not exclusively economic but politico-economic and social. We have looked at business from such viewpoints. Business is no island and business executive does not function in a vacuum. It operates in a complex socio-economic and legal environment which affects its decision-making functions. While taking decisions a business manager cannot neglect the limitations of his environment in India after the announcement of the new economic policy. The book comprehensively deals with micro-environment elements.

**Contents**


Biswanath Ghosh, Professor and Dean of Management, Bengal College of Engineering and Technology, Durgapur.

**Government and Business, 6e**

Nitish K Sengupta

ISBN: 9788125910510
Price: ₹ 525 | Pages: 544
Size: 6.25" X 9.5" (Paperback)

**About the Book**

The main objective of this book is to provide a reader friendly study material to the students which will enable them to revise the subject with ease and get high level of retention for examination preparedness.

**Key Features**

- Content has been developed according to the syllabus requirements
- The units are written in simple language
- Numerous illustrations, examples and case studies for better understanding of concepts
- Chapter end questions for practice

**Contents**


Amit Kumar Upadhyay is a faculty member at Apeejay Institute of Technology, Greater Noida.
Disaster Management
R Subramanian

About the Book
‘Disaster Management’ is a compulsory subject for all undergraduate students pursuing any course of study, both under AICTE and UGC schemes. On its own merit also, it is an important area of study, research and of general public awareness in the volatile world of today. For this reason, even NCERT has included it in its school curriculum.

This book on disaster management is intended as a textbook for students pursuing a first course on the subject for undergraduate programmes of AICTE and UGC. It will also serve as a reference book for schools teaching the subject. The objective of the book is to create awareness on disasters and appreciation of disaster management programmes. It apprises students of the nature and kinds of disasters, such as earthquakes, landslides, hurricanes, tornadoes and tsunamis, incessant rains causing floods, and melting of icebergs. It elaborates on man-made disasters which are due to human negligence and incompetence and are very much preventable. It deals with basic principles of disaster management, the phases and modern technological tools that help us to take preventive measures, as well as discusses ethical issues which have been highlighted by the Oxfam scandal. The book guides on how to prevent disasters, and, if they strike, how not to panic and tackle the situation to minimize losses.

The book approaches the subject with a number of case studies which are given as exhibits in all the chapters; a separate chapter is also devoted to case studies of natural, man-made and environmental disasters.

Market: Primarily for Students of Civil, Structural, Geotechnical & Mechanical Engineering and all UG departments. Diploma in Disaster Management. Also useful for Disaster Management Professionals, Policy Makers

Key Features
- ‘Food for Thought’ in the beginning of every chapter serves as a prelude to the main text
- Case study based approach
- Text supported by tables, charts and exhibits
- End-of-chapter exercises include objective type questions as well as descriptive


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R Subramanian, retired as Professor and Head of Department of Civil Engineering at National Institute of Technical Teachers’ Training and Research (NITTTR), Chandigarh, after serving the organization for 36 years. He holds a bachelor's degree in Civil Engineering from Kerala University and a master's in Structural Engineering from Roorkee University (now IIT-Roorkee). He has taught Civil Engineering subjects to both undergraduate and postgraduate students. Pursuing his passion for teaching he presently works as a teacher trainer.

www.vikaspublishing.com e-mail: helpline@vikaspublishing.com
The book then proceeds to describe operating systems, and the basics of programming concepts like procedure-oriented programming and object-oriented programming. Useful application software like MS Word, MS Excel and MS PowerPoint are described in great detail in separate chapters. A complete section has been devoted to the teaching of data communication, networking and Internet. The book ends with a detailed description of the business applications of computers.

**Salient Features**
- Incorporates basics of IT along with developing skills for using various IT tools
- Includes diagrams, pictures and screenshots
- Provides key terms, review questions, practical exercises, group discussions, project activities and application-based case studies in each chapter
- Follows the latest curriculum and guidelines for undergraduate and postgraduate courses of various universities, colleges and institutes

**Benefits**
- Covers the latest curriculum and guidelines for undergraduate and postgraduate courses of most Indian universities

**Contents**
3. **Section-C: Communications, Networking and Internet**: 13. Data Communication And Networking, 14. Using The Internet,

**About the Book**
Computers have today changed the face of the world of business and management. It is today essential for a successful manager to be comfortable in the use of computers and aware of the great potential it offers in improving efficiency and productivity in all aspects of business.

Computers Applications in Management aims at providing a sound theoretical as well as practical basis for understanding the subject. It gives a clear conceptual understanding of computer concepts and, to help students, an easy to follow visual style for the practical usage of various packages has been followed. Basically, if the reader follows this book in a sequential manner, she would have covered the entire syllabi of this paper. For the more interested and committed, additional ‘Do-it-yourself’ exercises have been given at the end of the relevant chapters.

**Salient Features**
Written for the MBA course of Indian universities this book provides theoretical and practical knowledge and follows visual style for practical usage of various packages. Additional ‘Do-it-yourself’ exercises add value to the book.

**Contents**
1. Understanding Computers,
2. Data Representation,
3. The Central Processing Unit,
4. Memory Organisation,
5. Input Devices,
6. Output Devices,
7. Multimedia,
8. Computer Software,
9. Disk Operating System (Dos),
10. Microsoft Windows,
11. Linux,
12. Word Processing,
13. Spreadsheet Package,
14. Presentation Package,
15. Networking,
16. Database Management Systems,
17. Internet-Connecting the World,
18. Information Technology and Society

**Computer Applications in Management**
Sanjay Saxena & Prabhpreet Chopra
ISBN: 9788125920601
Price: ₹ 450 | Pages: 548
Size: 6.25” X 9.5” (Paperback)

**Leadership: Personal Effectiveness and Team Building, 2e**
Ranjana Mittal
ISBN: 9789325987531
Price: ₹ 350 | Pages: 356
Size: 6.75” X 9.5” (Paperback)

**About the Book**
Leadership: Personal Effectiveness and Team Building amalgamates leadership theories with the competencies and tools needed for effectively leading teams and organizations. With its lucid presentation, it explicates the concept of leadership through illustrative examples and case studies. Along with discussions on leadership and emotional intelligence, transformational leadership, and leadership development, this book details key concepts of team formation with focus on types of teams and the roles and skills of a team leader. With its focus on personal effectiveness and self-leadership, this book will be invaluable for management and engineering students aspiring for key roles in the corporate world, as well as for professional managers.

The book contains workbook comprising several exercises and tools for skill building and self-assessment. Real life case studies provide an insight into the leadership challenges and experiences of leaders across disciplines.
Key Features

- Every chapter starts with an Opening Case, offering a first look into its learning outcomes through its applications in real life.
- Over 50 Reflective Questions and Reflecting Exercises across chapters to develop perspectives about leadership.
- Case studies on situations faced by famous personalities like Steve Jobs, Ratan Tata, Azim Premji, N R Narayana Murthy, and M S Dhoni, to name a few.
- Over 140 chapter-end questions for practice and application.

Contents


Dr Ranjana Mittal is a reputed corporate trainer, passionate academician and a keen researcher. She has over 25 years of rich experience in the area of OB & HR. Presently she is working as Senior Corporate Trainer (AGM) at NTPC’s training centre. She is a certified practitioner & trainer for MBTI, 16 PF, Firo-B, Emotional Intelligence, besides being an NLP practitioner. She is recognised for her inspiring sessions based on sound research and academic models and has developed highly effective learning tools. She is extensively involved in the design, development and conduct of training in the areas of Self & interpersonal effectiveness, Team building, Leadership & EI.

About the Book

This book combines all concepts of Management Theory and Practice with balanced coverage of various approaches to the subject matter the concepts presented are up-to-date and encompass the most recent thinking on managerial issues and approaches and some special areas have also been added to give the field of management a global perspective.

Contents


J S Chandan is currently Professor of Management at Medgar Evers College, City University of New York.

Strategic Management

Nitish Sengupta & J S Chandan

ISBN: 9789325965225
Price: ₹ 435 | Pages: 472
Size: 6.75” X 9.5” (Paperback)

About the Book

Strategic Management will provide business students with a comprehensive overview of the concept and processes of strategic management. It will also equip them with skills in strategic thinking that encompass strategy formulation, implementation and evaluation. Furthermore, the book includes the most recent developments and trends in strategic management and will help the students to apply this knowledge to become effective managers and leaders.

The book serves the capstone course needs of students majoring in business and commerce at the undergraduate as well as postgraduate levels.

Salient Features

- Structured and lucid presentation of content
- Includes the latest research outcomes in strategic management theory and practice
- Contains a separate chapter on preparing a case analysis
- A short opening case, closing case, ‘strategic spotlight’ and ‘a great decision’ in every chapter
- Objective as well as subjective exercises at the end of each chapter

Benefits

Tailor-made for students majoring in business and commerce at the undergraduate as well as postgraduate levels.

Contents


Dr Nitish Sengupta is a renowned bureaucrat, politician and academician. An alumnus of Presidency College and University of Calcutta, he completed his PhD in Management from Delhi University. As India’s revenue secretary and while holding other posts, Sengupta played a critical role in revitalization of India’s capital markets in the 1980s. He has represented India at various UN bodies and was elected chairman of the UN Commission on Transnational Corporations. In 1996 he was elected to the 13th Lok Sabha. Currently, he is Chairman, Board for Reconstruction of Public Sector Enterprises, New Delhi. Sengupta has been a regular columnist in leading dailies, and is the author of 20 books, including several related to management. Some of his well-known books are Unshackling of Indian Industry, Government and Business, Changing Pattern of Corporate Management, Life and Times of Dr. Bidhan Roy and Bengal Divided.

J S Chandan is a Professor of Management in the division of Business Administration at Medgar Evening College, U.S.A. He has previously taught at New York Institute of Technology and Branch College. He has membership in various professional organizations also. He has published a number of articles in professional journals, and authored Textbooks of Management Theory and Practice and Fundamentals of Modern Management published by ‘Vikas’.

www.vikaspublishing.com

e-mail: helpline@vikaspublishing.com
Principles and Practices of Management
Vijay Kumar Kaul

ISBN: 9789325990173
Price: ₹ 325 | Pages: 376
Size: 6.75" X 9.5" (Paperback)

About the Book
Principles and Practices of Management introduces students to the fundamentals of management through a balanced blend of theory and practice. Highlighting the management practices of successful Indian and foreign companies, the opening vignettes and cases in the chapters depict real-world situations and problems managers face in their professional life. In addition to the concepts, the book also delves into the various academic perspectives that have evolved over time to provide the readers an integrated view of different approaches to management. Each chapter consists of various pedagogical features like Managerial Insights, Management Insights—A Revisit, Exhibits, Case Studies and relevant content on management theory.

Key Features
- Managerial Insight: Every chapter starts with the feature Managerial Insight focusing on a real-life situations and managerial issues involved in various Indian companies.
- Managerial Insight: A Revisit: Management Insight. A Revisit marks the closing of the same case discussed in the Managerial Insight and is presented at the end of main text. There are a set of questions related to the key aspects of the case.
- Exhibits: There are over 50 exhibits illustrating cases of various Indian enterprises with a focus on the areas including entrepreneurial/managerial challenges, global business implications, ethical and social considerations.
- Exercises and Questions: Each chapter has various questions, which provide a fairly comprehensive coverage of the major points and topics contained in the text.
- Case Studies: Each chapter closes with an exercise in the form of a Case Study with relevant questions

Contents

Vijay Kumar Kaul is Professor of Business Economics in the University of Delhi. He has served as Head, Department of Business Economics and Dean, Faculty of Applied Social Sciences and Humanities in the University of Delhi. Professor Kaul completed his post-graduation, M.Phil. and Ph.D. from the The University of Delhi. He has over 36 years of experience as a teacher, consultant and researcher. His main focus of teaching, training and research has been in the areas of innovation and technology, business policy and strategy, strategic marketing, and international marketing. He has also been associated with the Indian Council for Social Science Research (ICSSR) and other professional bodies and several industrial and trade associations.

Office Organisation and Management, 2e
S P Arora

ISBN: 9780706999280
Price: ₹ 410 | Pages: 584
Size: 5.5" X 8.5" (Paperback)

About the Book
This book has been thoroughly revised in view of the changes in the syllabi of various universities and Professional institutes in the country and abroad. Many new features have been added, including a separate chapter on ‘Security’.

The present study deals with various facets of management and organization in the light of growing need for information in business organizations. Besides throwing light on the basic principles and functions of management, it further highlights the managerial functions of planning, communication and control in the light of their applicability in the area of office management. The salient feature of book is that, while discussing the subject-matter, author has tried to provide the latest information about different types of office machines and equipments which are usable in business organizations and are easily available in the country.

A Section on personnel management has also been given for those professional managers who take management as human relations.

This book will serve as a textbook for degree, post degree, Institute of Company Secretaries and I.C.W.A. The text will also be a useful source of information for office managers.

Salient Features
This book deals with various facets of management and organization in the light of growing need for information in business organizations. Besides throwing light on principles and functions of management, it highlights the managerial functions of planning, communication and control for their applicability in office management. It is a textbook for degree courses and Institute of Company Secretaries and ICWA.

Contents

S P Arora is senior lecturer in the Department of Commerce, School of Correspondence Courses and Continuing Education, University of Delhi. He has also worked as lecturer in the Department of Commerce at Shri Ram College of Commerce, University of Delhi. He has published several research papers in reputed journals and has also authored and co-authored several books on commerce.
Management Concepts and Strategies
J S Chandan

About the Book
Simple, clear, unambiguous, well-structured well-grounded and authoritative, this book covers the tools, techniques and strategies used by effective managers.

Contents

J S Chandan is currently Professor of Management at Medgar Evers College, City University of New York.

Principles and Practices of Management
Partho S Sengupta

About the Book
The principal difference that this book would make to anyiterate young mind above 17 is its non-textbook flavour. Once the young reader discovers the uniqueness of the book, an exhilarating journey would begin. This book begins by highlighting the challenges that an individual has to face to be successful in life. The emphasis then shifts to the bottlenecks that need to be overcome for a better change. The underlying theme that is evident throughout the book is that although enervating, the challenges we face are unavoidable as smooth seas skilful sailors do not make. The book successfully converts what the students have to study into a flexible curriculum. The chapters reverberate with lateral thinking infused with ideas on the skills and values that they will have to gather in order to shape the 21st century. This book is innovative and works as a platform between intersecting ideas and helps the youth to toil towards a better change syndrome. The book exudes a set of distinctive styles that effectively connects with the potential energy of young Indians. The greatest managers of any society are parents and teachers. The book’s approach connects with all mobile human talent to understand the emerging trends and commit ourselves to a better and positively more beautiful place to live in with grace and dignity.

Salient Features
• The book’s learning genre encourages a questioning mode within the reader

Partho S Sengupta is currently a Professor at the School of Management, KIIT University, Bhubaneswar, Orissa.

Principles and Practices of Management
Rupa Gunaseelan & V Kulandaiswamy

About the Book
The field of management is dynamic and continuously expanding. Its relevance has been widely appreciated and its tools and techniques have gained applicability in a variety of institutional systems and sectors. The book is designed to enhance the learning experience of the students by lucidly explaining the basic concepts with suitable illustrations. Relevant cases have been incorporated at appropriate places. Numerous questions that have appeared in university examinations of previous years have been given. The authors have drawn inferences and ideas from wide-ranging sources and those have been duly acknowledged at the end of each chapter.

Salient Features
• Comprehensive coverage of syllabuses of South Indian universities
• Also suited for universities of other regions
• Innovative presentation with real-life examples and practical insights
• Contemporary and research-based text
• Covers global and Indian management scenarios

Contents
• Sample Caselsets

Rupa Gunaseelan is a professor at BS MED, Bharathiar University, Coimbatore. She is a doctorate in management with human resource management as her domain of specialization.

V Kulandaiswamy is a postgraduate in agricultural economics & co-operation, and doctorate in commerce. He is an acknowledged author in the field of co-operation and has published six books on co-operation and allied fields.
and reinforced by short summaries of personal interviews and discussions with key executives, senior managers, executives and high-level management teams of various companies.

**Key Features**
- Takes a close look at the existing CSR scenario in India
- Covers the private and public sectors, as well as family firms, MNCs and the banking industry
- Detailed discussion on the role of NGOs
- Also covers corporate social and environmental reporting
- Focuses on sectoral differences in CSR and sustainability
- Provides detailed data analysis
- Must-read for researchers, academicians, students, practitioners and public policy makers

**Contents**

C V Baxi is the Former Director of the Management Development Institute (MDI), Gurgaon.

Rupamanjari Sinha Ray is a Faculty member and currently, the Area Chairperson of the Economics Department, MDI, Gurgaon.

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**Fundamentals of Management:**
(For B.Com, BBA, BBM and BMS)

**J P Pathak**

ISBN: 9789325983267

**Price:** ₹ 179 | **Pages:** 180

**Size:** 6.75" X 9.5" (Paperback)

**About the Book**
The main objective of this book is to provide a reader-friendly study material to the students which will enable them to revise the subject with ease and get high level of retention for examination preparedness.

**Key Features**
- Content has been developed according to the syllabus requirements
- The units are written in simple language
- Numerous illustrations, examples and case studies for better understanding of concepts
- Chapter-end questions for practice

**Contents**

J P Pathak is serving as a faculty member at Galgotias University, Greater Noida.
About the Book

Business Ethics
(For B.Com, BBA, BBM and BMS)
Chandra Kumar Roy & Prabhat Kumar Roy
ISBN: 9789325983274
Price: ₹ 169 | Pages: 168
Size: 6.75” X 9.5” (Paperback)

About the Book
The main objective of this book is to provide a reader friendly study material to the students which will enable them to revise the subject with ease and get high level of retention for examination preparedness.

Key Features
• Content has been developed according to the syllabus requirements
• The units are written in simple language
• Numerous illustrations, examples and case studies for better understanding of concepts
• Chapter end questions for practice

Contents

Chandra Kumar Roy has been teaching Finance and Project Management at Apeejay Institute of Technology, Greater Noida.

Prabhat Kumar Roy is an engineer and management professional having 10 years of experience in managing NGO and his own consultancy work.

Knowledge Management
Sudhir Warier
ISBN: 9788125913634
Price: ₹ 465 | Pages: 252
Size: 6.25” X 9.5” (Paperback)

About the Book
Knowledge Management involves enhancing organizational knowledge through sound practices of information management and organizational learning. This book discusses the strategies, techniques and tools to facilitate the design and development of an organizational Knowledge Management System.

Salient Features
• Discusses key terminology and core concepts in a simple and lucid manner
• Presents a systematic overview of tools and the implementation approaches
• Discusses the strategies for successful implementation of a Knowledge Management System

System
• Exclusive chapter on Knowledge Management Careers
• Summary at the end of every chapter

Contents

Sudhir Warier has been in the field of Knowledge Management for several years and has worked in developing organization Knowledge Management framework as well as the design and implementation of prototype Knowledge Management Systems.

Export Management
D C Kapoor
ISBN: 9788125909392
Price: ₹ 550 | Pages: 536
Size: 6” X 9” (Paperback)

About the Book
In this changing environment, instead of just developing managers, executives and exporters, we need to develop them to become good competitors. This book provides a simple, verbiage – free and, above all, holistic compendium of principles and concepts pertaining to one of the most important areas of modern Business Management. This textbook will be helpful to all everyone whether you are a student, entrepreneur, exporter, importer or marketers.

Contents

D C Kapoor was the Director, National Institute of Careers in Export and Marketing (NICEM), New Delhi.
Case Studies in Management
Prem Vrat, K K Ahuja & P K Jain

ISBN: 9788125912033
Price: ₹ 475 | Pages: 306
Size: 6.25” X 9.5” (Paperback)

About the Book
This book is a collection of award winning case studies, presented for an all India competition conducted by Dalmia Research Programme, IIT, Delhi. The case studies, coupled with theoretical inputs, relate to the real organizational situation faced by managers. The cases have been classified into the areas of strategic management, financial management and operation/organization management. The analysis of cases offers a significant value addition to the readers.

Contents

Prem Vrat, Director, IIT Roorkee.
K K Ahuja, Senior Director, Gujarat Heavy Chemicals Limited.
P K Jain, Department of Management Studies, IIT, Delhi.

Business Policy and Strategic Management
Sukul Lomash & P K Mishra

ISBN: 9788125911630
Price: ₹ 450 | Pages: 408
Size: 6.25” X 9.5” (Paperback)

About the Book
This book focuses on conceptual understanding of processes and articulation of strategies. A hallmark feature of this text is its emphasis on issues of the real business world. Up-to-date, and well researched, this book includes many case studies, numerous exhibits or boxed highlights and review questions.

Contents
1. Business Planning and Strategic Management, 2. Strategic Management Processes,
About the Book

Management Information Systems covers the basic concepts of management and the various interlinked concepts of information technology that are generally considered essential for prudent and reasonable business decisions. The book offers the most effective coverage in terms of content and case studies. It matches the syllabi of all major Indian universities and technical institutions.

The book has an Indian perspective combined with an international standpoint. It draws on both academic research and current practices to present the organizational perspective of MIS.

Salient Features

- Explains the business management perspective to students, MIS manager, designers, developers, implementers and users
- Discusses the concepts in every chapter through relevant case studies
- Offers detailed understanding through MCQs, questions, project work, key terms and summary

Benefits

- The book provides an Indian perspective combined with an international standpoint.
- The content is suitable for most Indian universities and B schools.

Contents


Dr Nirmalya Bagchi is an MBA and PhD in Business Management (Information Management). He has completed the programme on Statistical Methods and Application from Indian Statistical Institute, Kolkata. He has also been trained by the UNICEF in Executing Evaluation and by UNAPCICT, South Korea in E-governance.

He has over 10 years of experience in teaching, consultancy and research in various management institutions. He is currently with the Administrative Staff College of India, Hyderabad as an Associate Professor, working at the Centre for Innovation and Technology. He has also authored several academic papers and books.
Business Communication, 3e

R K Madhukar

About the Book
Over the last 12 years this book has made a pride of place for itself among students of management because of the authoritative approach it has followed. It is a comprehensive textbook especially designed for the students of commerce, management and other professional courses. It serves both as a learner’s text and a practitioner’s guide. It provides a sharp focus on all relevant concepts and cardinal principles of business communication and adds value to the reader’s understanding of the subject. Following a need-based and sequential approach, the book is highly stimulating and leads students to communicate with élan and prepare for workplace challenges.

New in this Edition
- Chapter on Technology Powered Communication
- Chapter on Soft Skills in Business
- Sections on eleven new topics

Strong Points of the Book
- Introduces new thoughts, approaches and practices
- Focuses on practical tips, real-life situations and skill-building
- Written by a practitioner of business communication

Market: Primarily for MBA, PGDM, MMS. Also useful for BBA, BCom, B.Tech.

Salient Features
- Covers Syllabuses Exhaustively: Syllabuses of more universities included in its fold
- Adds Global Flavour Through: (a) Expert Speak, (b) Quote to Note, (c) Communication Clue, (d) Noteworthy, Key Point and Point to Note, (e) Margin Elements
- Provides Fun with Learning: (a) Laugh and Learn, (b) Wit and Humour
- Apprises with Corporate and Academic Truths: (a) From the Corporate World, (b) Good and Bad Examples, (c) From the Academic World, (d) From Study Reports
- Includes Appendix Lessons for Additional Teaching: (a) Key Terms, (b) Good Business Letters—Tips and Specimens, (c) Learn to Pronounce, (d) Speeches and Presentations, (e) Grammar and Good Writing, (f) Correct and Improve, (g) Communication Quiz
- Prepares for Workplace Challenges: Includes interviews, resumés, meetings, etiquettes, current business usages, soft skills and employability, to face challenges and realities of today.
- Embellishes Text with Box Items and Insertions that add content value and make concepts easy to assimilate. Plus, the regular Questions, Exercises and Case Studies.

ISBN: 9789352710898 | Price: ₹ 475 | Pages: 496 | Size: 8.5" X 11" (Paperback)

Contents

1. Prologue: Communication in Business
   1.1. Expanse and Scope of Communication
   1.2. Making Communication Effective
   1.3. Non-Verbal Communication
   1.4. Listening Skills

5. Communication Skills
   5.1. Basic Communication Skills
   5.2. Business Letters
   5.3. Internal Communication
   5.4. Rules of Good Writing
   5.5. Speeches and Presentations
   5.6. Interactive Communication
   5.7. Mass Communication
   5.8. Report Writing and Case Study

6. Business Letters
   6.1. Business Letters
   6.2. Resume Writing and Case Study

7. Internal Communication
   7.1. Internal Communication
   7.2. Internal Reports

8. Rules of Good Writing
   8.1. Rules of Good Writing
   8.2. Business Etiquette

9. Speeches and Presentations
   9.1. Good Speeches and Presentations
   9.2. Business Etiquette

10. Interactive Communication
    10.1. Communication in Professional Environment
    10.2. ET Job Morning Report

11. Mass Communication
    11.1. Mass Communication
    11.2. Advertising

12. Report Writing and Case Study
    12.1. Report Writing and Case Study
13. Interview
    13.1. Employment Oriented Communication
14. Employment Oriented Communication
15. Charts, Graphs and Pictures
17. Cross-Cultural Dimensions of Business Communication
18. Technology-Powered Communication
19. Soft Skills in Business
20. Key Areas in Corporate Communication

About the Author
R K Madhukar retired as General Manager, Canara Bank, Bengaluru, where he handled various departments as Business Development, Corporate Communication and Public Relations. A keen communicator and a regular resource person at the Staff Training Centres and in-house Executive Development Programmes, he has been closely associated with preparing varied study material and publication of booklets.

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www.vikaspublishing.com
Business Communication, 2e

Shalini Verma

About the Book

This book brings together application-based knowledge and necessary workforce competencies in the field of communication. It utilizes well-researched content and application-based pedagogical tools to present to the readers a thorough analysis on how communication skills can become a strategic asset to build a successful managerial career. With the second edition, teaching resource material in the form of a companion website is also being provided. This book must be read by students of MBA, practicing managers, executives and corporate trainers.

Salient Features

• **Case Study 1:** It sets the stage for the areas to be discussed in the concerned chapter
• **Case Study 2:** It presents real-world scenarios and challenges to help students learn through the case analysis method
• **Tech World:** It throws light on the latest advancements in communication technology and how real-time business houses are leveraging them to stay ahead of their competitors
• **Communication Snippet:** It talks about real organizations/people at workplaces, their on-job communication challenges and their use of multiple communication channels to gain a competitive edge

**Benefits**

Well-researched content with application-based pedagogy helps readers improve their communication skills and build a successful managerial career.

**Market:** Primarily for MBA, PGDM, MMS. Also useful for BBA, BCom, B.Tech.

**ISBN:** 9789325981171 | **Price:** ₹ 525 | **Pages:** 472 | **Size:** 8.5” X 11” (Paperback)

**Contents**

| 2. Communication Barriers | 9. Writing Reports, Business Proposals, and Business Plans |
| 3. Communications in Organizations | 10. Planning and Delivering Business Presentations |
| 7. Written Communication |

Shalini Verma has over two decades of experience in teaching, training, research and consulting. She has authored more than 50 books in several genres, including 16 management and self-help titles.
About the Book

Business Communication covers concept of communication, its elements and the various devices and modes of communication such as business correspondence, non-verbal communication, essay writing, speech and management information systems. An important feature of the book is the fact that it deals not only with written communication but also with spoken communication including telephone etiquette and speeches within an organisation. This book is a must for all those who are involved in business or who are aspiring to move up the corporate ladder. It is a comprehensive guide to communication skills for corporate executives and business professionals. The book will be enormously useful to students of commerce, management, international business and sciences as the authors have taken into consideration the fact that ~2 students entering a degree course as well as graduates from science disciplines would not have been introduced to the concepts of communications, and the book does that in an effective manner. This book explains the principles of communication and correspondence in simple language and provides models of written communication with explanations, where necessary.

Salient Features

Provides models of communication with examples, where necessary.

Benefits

Useful to the students of BCom, BBA, BCom (CA), BCom (e-Commerce), BBM, MBA, MIB and MCom.

Contents


Dr K K Ramachandran is an educator and administrator par-excellence. He has postgraduate degrees in Commerce, Management and International Business with an MPhil and a PhD in Marketing Management. He is currently the Director of G R D Institute of Management, School of Commerce and International Business and the Vice Principal of Dr G R Damodaran College of Science (an autonomous institution affiliated to Bharathiar University). Dr Ramachandran has specialised in Marketing Strategies and has published articles in leading national dailies and international journals and presented papers at conferences across the globe. He is on the Board of Studies and Academic Councils of several institutions. He has also created innovative forums which are the first of their kind in the country.

Lakshmi K K is currently the Dean of PMR College, Chennai. She has done her MA in English, MS in Education, MBA and MPhil in Communicative English. She has over two decades of experience in education administration and has published important articles in reputed journals in India.

K K Karthick is currently Director HR of Decatrend Technologies, Chennai. He has postgraduate degrees - MBA, MHRM, MS in Education, an MPhil in Entrepreneurship and PhD in Management. He has specialised in Organisational Behaviour and is the author of two books. He organises periodic workshops on personality development and is on the Visiting Faculty of many Business Schools.

Professor M. Krishna Kumar is a postgraduate in English Literature, Communicative English and History, and an MPhil in American Literature. He has more than three decades of teaching experience in a number of top institutions in the country. He has authored various books on English. Professor Krishna Kumar is an advisor to educational institutions, trains students for TOEFL and counsels students on their careers.
Industrial Relations and Labour Laws, 7e
S C Srivastava

About the Book
The Seventh revised and enlarged edition of the book Industrial Relations and Labour Laws has brought all the important labour legislations within the purview of this book. The notable feature of this edition is inclusion of laws on social security, wages and minimum standards of employment (including factory, contract, child and migrant workers). Another significant feature of this edition is detailed discussion on labour law reforms and more specifically comprehensive analysis of the proposed labour code on industrial relations, social security, wages and occupational safety, health and working conditions. This edition also incorporates all the amendments in labour laws and analyses of all important judgments of the Supreme Court and High Courts on labour laws.

This edition covers almost all the syllabuses of LLB, LLM, MBA, MPA, MSW, Company Secretary, and masters and diploma courses in personnel management, human resource management, industrial relations and labour laws. Thus, the book is an indispensible resource for personnel managers, general managers, HR and law officers of public and private sectors, officials of labour departments of Central and State governments, presiding officers of labour courts/tribunals, trade union officials, management associations/federations and among others, lawyers and NGOs.

Key Features
- Includes laws on social security, wages and minimum standards of employment.
- Provides the contextual and constitutional framework of labour law and an overview of industrial relations.
- Deals with the trade union movement, employers’ organizations and laws relating to trade unions, collective bargaining, unfair labour practices and victimization.
- Deals with regulation of industrial disputes, persuasive, coercive and voluntary processes for settlement of industrial disputes, grievance procedure, government’s power of reference, laws relating to instruments of economic coercion, management of discipline, laws relating to change in conditions of service and lay-off, retrenchment, transfer and closure.
- Examines laws relating to standing orders.

Primary Market: LLB, LLM, MBA, MPA, MSW Secondary Market: Professionals

## Contents

**Part One: Industrial Relations and Labour Laws**

1. Introduction to Labour Law
2. Industrial Relations: An Overview
3. Constitutional Framework and Labour Laws
4. Trade Unions of Workers and Employers’ Organizations: A Contextual and Historical Analysis
5. Trade Unions and the Law
6. Collective Bargaining
7. Industrial Disputes Act: Contextual Framework, Concept and Definitions
8. Settlement of Industrial Disputes
9. Powers and Functions of Appropriate Government in Disputes Settlement, Administration and Enforcement
10. Instruments of Economic Coercion
11. Lay-off, Retrenchment, Transfer and Closure
12. Management of Discipline and Notice of Change
13. Industrial Employment (Standing Orders) Act, 1946
14. Workers’ Participation in Management

**Part Two: Social Security and Labour Laws**

16. Employees’ Compensation Act, 1923
17. Employees’ State Insurance Act, 1948
18. Employees’ Provident Funds and Miscellaneous Provisions Act, 1952

19. Payment of Gratuity Act, 1972
20. Maternity Benefit Act, 1961

**Part Three: Wages and Labour Laws**

22. Wage Concept
23. The Payment of Wages Act, 1936
24. Minimum Wages Act, 1948
25. Payment of Bonus Act, 1965

**Part Four: Minimum Standards of Employment, Working Conditions and Labour Laws**

27. The Factories Act, 1948
28. Contract Labour (Regulation and Abolition) Act, 1970
29. Law on Child Labour
30. Inter State Migrant Workmen Act, 1979

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**SC Srivastava** is LLD (Doctor of Laws) from the Calcutta University. He has the privilege of being the first LLD in Labour Law in India. He has taught in Banaras Hindu University and Jammu University and has been the Chairman, Department of Law and Dean, Faculty of Law at Kurukshetra University and University of Calabar (Nigeria). Thereafter, he served the Law Commission of India, Indian Law Institute, New Delhi as Research Professor, and Institute of Industrial Relations and Personal Management, New Delhi as Director. He also served as a Visiting Professor at XLRI (Jamshedpur), IIT-Delhi, IIM-Rohtak and several other Indian and foreign universities. He has also been Legal Consultant to Petroleum & Natural Gas Regulatory Board, New Delhi and NEPZ, Noida. He was awarded the rare distinction of National Fellow by UGC. Dr Srivastava has been Consultant of ILO on a project on child labour; resource person for the ILO workshops on skills of conciliation; Officer and Presiding Officer of Labour Court/Tribunal organized by the ILO and National Judicial Academy, Bhopal; member of the Sectoral Innovation Council appointed by the Prime Minister of India to review labour laws; and member of the Task Force, 2016 for recommending measures to eradicate child labour. Presently, he is an advocate and legal consultant, Secretary-General of National Labour Law Association, New Delhi and Member, Advisory Board on Child Labour of VV Giri National Labour Institute, Noida. He has published several books and more than ninety research papers in India and abroad.
Human Resource Management, 2e
Seema Sanghi

About the Book
The second edition is crisper as it covers topical subjects and some novel features. The book is insightful and practical and takes the reader through the concepts to applications of Human Resource Management. It is interspersed with examples from national and international organizations. Thus it brings various HR aspects from countries across the world, bringing in the global perspective to all HR issues. The book has a proven track record of guiding students of management successfully through their studies. It also helps line managers who have to deal with HR issues in their day-to-day handling of tricky questions.

Key Features
- Opening Vignette introduces the HR topic, simulating the reference in context, generating interest and curiosity
- Did You Know? has illuminations, events, and historical facts relating to the roots and evolution of HR.
- Comparative Analysis cites examples from national and multinational companies on all aspects of HRM, enabling the readers to compare the problems and solutions.

- Recent Advances includes changing conditions, advances in the field and emerging trends that may open up new areas or give leads for project work, studies, surveys and research.
- Legal Corner gives insight into national and international legal issues, framework and challenges faced by the corporates on a day-to-day basis
- Courtroom are short knowledge capsules on rights and wrongs based on past court rulings.
- Skill-Building Activities are designed to tap readers' curiosity and interest, motivate and increase their eagerness to learn, provide an opportunity to expand their current range of knowledge, and test their skills with respect to the real-world issues.
- HRM in Action are short boxed items interspersed logically throughout the book, serve as mini case studies.
- HRM in News provides the news of substance related to HRM.
- Case Studies are full length real situations, where conceptual knowledge has to be applied to deal with various corporate challenges.

Market: Primarily for MBA, PGDBM, PGDM. Also useful for BBA, BBM, Professionals.

ISBN: 9789352596430 | Price: ₹ 599 | Pages: 484 | Size: 8.5" X 11" (Paperback)

Contents
Unit-1: Perspective of HRM
1. Human Resource Management
2. Strategic Human Resource Management

Unit-2: Staffing
3. Human Resource Planning
4. Job Analysis and Job Design
5. Recruitment and Selection

Unit-3: Human Resource Development
6. Training and Development

Unit-4: Compensation and Benefits (Job Evaluation)
7. Career and Succession Planning
8. Performance Management
9. Employee Separation

Unit-5: Employee Relation
10. Job Evaluation
11. Employee Compensation and Benefits

Unit-6: Contemporary Practices in HRM
12. Union Management Relationship
13. Establishment and Terms of Service
14. Social, Safety & Health, Sexual Harassment at Workplace
15. Competency-Based HRM
16. Assessment Centers
17. HR Accounting and Auditing
18. Well Being and Work Life Balance
19. Case Studies

Seema Sanghi is currently Managing Director at Styrix Consultants, a firm set up by her in the human resource solution space, which is focused on developing processes and people. Earlier she was Director at FORE School of Management.

www.vikaspublishing.com  e-mail: helpline@vikaspublishing.com
Human Resource Management: Text & Cases, 2e
Sharon Pande & Swapnalekha Basak

About the Book
In a constantly evolving service-led Indian economy, human resources have become the cornerstone of an organization's success. The management of human capability has become an art that has to be understood and mastered to run a successful enterprise. Human Resource Management: Text and Cases, 2e explains the basic concepts of this discipline and presents cases that provide an insight into the challenges faced by HR professionals on a day-to-day basis. Going beyond the coverage of a traditional textbook, this book focuses on applied aspects of HRM, which capture the evolving challenges in the field. The authors have used their extensive real-world experience in talent acquisition, and human resource development and retention to provide lucid explanation of all major concepts of human resource management. Replete with examples and cases, this title is a complete guide for all MBA/PGDM students and HR practitioners.

Market: Primarily for MBA, PGDBM, PGDM. Also useful for BBA, BBM, Professionals.

Key Features
• Comprehensive course coverage as well as extensive treatment of HR best practices and innovations. Deeply rooted in Indian context, but essential global concepts have also been incorporated. The paradigm shift from ‘resource’ to ‘capital’ is very well presented.
• Learning Outcome based approach – includes chapter objectives, opening case, in-text examples/cases, text arranged as per chapter objectives, closing cases, summary and exercises.
• Special topics on competency management, IT in HRM, HRD practices in India, HR audit and internalization of HRM.
• The real-world cases and examples are a hallmark feature of the book. Includes Opening Cases at the beginning of chapters; in-text HRM in Action, Views in the News and other Boxes; and chapter closing Application Cases
• Very strong additional learning tools. Every chapter uses a cartoon to capture its theme. Includes margin notes, web-based exercises etc.
• Sample ‘ready-to-use formats’ of relevant documents and instruments for carrying out

ISBN: 9789325987609 | Price: ₹ 599 | Pages: 620 | Size: 8.5” X 11” (Paperback)

Contents

| 4. Recruitment | 10. Employee Engagement | • Special Topics |
| 7. Employee Relations and | 13. Learning and Development | 3. HRM Practices in India |
| | | 4. Internationalization of HRM |

Sharon Pande is Area Chairperson and Professor—Human Resources and Behavioural Sciences, School of Business Management, Narsee Monjee Institute of Management Studies (NMIMS), Mumbai.
Swapnalekha Basak is an entrepreneur, a champion of social causes, a writer, teacher and mentor for young people—all rolled into one.
Organizational Behaviour: Text and Cases, 3e

Kavita Singh

About the Book
The third edition of Organizational Behaviour: Text and Cases offers a concise yet comprehensive coverage of the theories that determine behaviour in organizations. The relationship between effective organizational behaviour and the effective functioning of an organization is established through a clear and lucid style of presentation.

With the help of necessary concepts, tools and techniques necessary for understanding behaviour in organizations, this book attempts to unfold human behaviour at four levels; starting from the individual processes and moving on to the interpersonal, organizational, and change processes. It encourages active learning through exercises, field projects and case studies, and develops competencies that are essential for becoming successful managers and effective employees in organizations. The three new chapters—Career, Planning and Management; Performance and Reward Management; and Gender Issues in Management—help readers understand organizational behaviour in the current Indian business scenario better.

Key Features
- Comprehensive coverage of the Individual, Interpersonal and Group dynamics, Organizational processes and Change/Transformation. Special topics like Career planning, Gender issues, etc have also been covered.
- Takes a learning outcome based pedagogical approach -- includes chapter objectives, opening cases, in-text examples/cases, text arranged as per chapter objectives, summary and exercises.
- Contains classroom-tested case studies pertaining to actual incidents from the workplace are included. Several examples from organizations highlighting the best practices in the industry. Caselets focusing on behavioural issues in organizations.
- Field projects involving students in data collection and analysis in behavioural analysis.
- Marginalia on almost all pages, summarizing crucial points and serving as quick references.

Market: Primarily for MBA, PGDBM, PGDM. Also useful for BBA, BBM, Professionals.


Contents
1. Managing Organizational Behaviour
2. Personality
3. Perception
4. Learning and Reinforcement
5. Attitudes and Values
6. Work Motivation
7. Work Stress
8. Organizational Communication
9. Managing Group Dynamics
10. Leadership
11. Managing Conflicts and Negotiations
12. Decision Making and Problem Solving
13. Organizational Structures and Design
14. Power and Political Behaviour in Organizations
15. Organizational Culture
16. Nature of Planned Organizational Change
17. Approaches to Planned Organizational Change
18. Career, Planning and Management
19. Performance and Reward Management
20. Gender Issues in Management

Kavita Singh is a Faculty in the area of Organizational Behaviour, Organizational Development and Change at the Faculty of Management Studies, University of Delhi. Dr Singh has been actively involved in teaching, research, and consultancy in a distinguished career spanning more than 21 years.
Review
Employee Management, Welfare, Multiple Employee Questions, Tools:

1. Contents
• Numerous Key Features

2. Key Features
• Learning objectives focus student attention on upcoming chapter content and shows what happens to the human resource manager or the organization
• Cases at the end of chapters provide students an opportunity to apply their knowledge in making managerial decisions and recommendations. These case studies present current HRM issues that allow for critical analysis
• Numerous review and discussion questions follow each chapter. These are designed to enhance learning and sustain interest

3. Contents

P G Aquinas is Professor and Dean, Aloysius Institute of Business Administration, St Aloysius College, Mangalore.

R S Dwivedi

5. ISBN: 9788125919131
Price: ₹ 395 | Pages: 408
Size: 7.25″ X 9.5″ (Paperback)

6. Salient Features
Designed for MBA students, this book stresses the need for proactive HRM to accomplish a competitive edge, and discusses in detail several changes that have taken place in the field of people management. The book provides case problems and practical experiences developed and successfully tested abroad assimilated by empirical knowledge generated in Indian context.

About the Book
This book is designed to provide a comprehensive introduction to the subject. It is a student-oriented textbook as it satisfies the requirements of students for an exhaustive exposure to the principles and practices of human resource management in a clear, direct and easily understandable manner. The book focuses on two themes—the need to take a strategic orientation at all levels of the firm and the fact that true competitive advantage lies in a firm’s human resources. It would be useful to MBA students and other post-graduate students of management who are specializing in human resource management. The book is also useful for the practicing HR Professional.

Key Features
• Emerging Issues: Topics such as strategic human resource management, human resource information system and industrial relations have been discussed
• Case Studies: Each chapter concludes with a case on HR problem-solving
• Pedagogical Tools: Each chapter contains Review Questions, Multiple Choice Questions, flow charts, illustrations, boxes and exhibits to enhance comprehension and stimulate interest in HR tools

Contents

J P Mahajan is currently working as an Associate Professor of Commerce at Kirori Mal College, University of Delhi. Being a topper in MCom examination from Delhi School of Economics, University of Delhi, he was awarded the ‘Jai Narayan Vashisht Prize for the year 1973.’ He has been a Visiting Faculty to the Delhi University’s Department of Computer Science, besides being associated with the National Council of Educational Research and Training (NCERT) and Indira Gandhi National Open University (IGNOU). Key areas of his interest are Marketing, Human Resource Management and General Management. During a teaching career spanning over four decades, he has authored several books on General Management, Business Organisation, Marketing Management, Human Resource Management and Business Entrepreneurship.

Managing Human Resources
J P Mahajan

6. ISBN: 9789325986619
Price: ₹ 270 | Pages: 280
Size: 6.75″ X 9.5″ (Paperback)
Organisational Behaviour
M N Mishra

ISBN: 9788125909361
Price: ₹ 550 | Pages: 498
Size: 6.25” X 9.5” (Paperback)

About the Book
Comprehensive and student-friendly, this book covers the entire gamut of organisational behaviour with its emphasis on Indian cases and examples. The book includes a lucid exposition on corporate development.

Contents

M N Mishra has been Head and Dean, Faculty of Commerce, Banaras Hindu University, Varanasi. He has 35 years of teaching experience, having taught at Allahabad University (1967-1979) and BHU (since 1980). He is a member of the All India Commerce Association, All India Management Association and All Indian Accountancy Association. A prolific writer, he has contributed to many reputed journals and has authored three books in the areas of Management and Commerce.

Organizational Behaviour
A Modern Approach
Arun Kumar & N Meenakshi

ISBN: 9788125930938
Price: ₹ 495 | Pages: 580
Size: 8.5” X 11” (Paperback)

About the Book
This book prescribes methods to manage employees and suggests that the management takes responsibility for everything that might adversely affect an employee’s capacity to work creatively and intelligently, irrespective of the place – inside the organization or outside it. The focus of the book is on holistic development of the individual. Peeping into the human mind, it shows how organizations can tap the passions and fears of their employees to make them more creative and productive. The book prescribes a democratic and inclusive management style.

Salient Features
• Incorporates the latest research and developments that have taken place in the last 10 years in the field of organisational behaviour.
• A comprehensive content - a total of 261 distinct topics discussed.
• Each distinct topic carries a corresponding case.
• A summary for every distinct topic.
• The CEO, Women in the Workforce, Decision Making, Negotiations Managing and Enhancing Work Performance are some of the topics that have not been discussed in any other competition books.

Contents

Arun Kumar is an engineering graduate from IIT, Roorkee, and a management graduate from Faculty of Management Studies, University of Delhi. He has worked for a decade in Escorts Limited. He is presently teaching at NIILM Centre for Management Studies, New Delhi.

N Meenakshi is a doctorate from Faculty of Management Studies, University of Delhi. She is a post-graduate in International Business from Delhi School of Economics and is presently teaching at NIILM Centre for Management Studies, New Delhi.
About the Book
It has now become an accepted fact that an organization has no life but for the people working in it. There is thus a shift in the managerial approach from task oriented to people oriented. This has resulted in the increased emphasis on the need for understanding people. Organizational Behaviour is the study of individual and group behaviour in a work setting. This study, complex as it is, has acquired new dimensions with the dynamic social and technological changes of the past two decades. Changing demographics, cultural diversity, a better educated workforce with an awareness of rights and privileges have prompted new look at the entire organizational structure and systems.

The book is addressed to a wide readership. It is useful for the students of management, human resource management, organizational behaviour, and for those in the field of behavioural sciences. It is equally useful for management practitioners who want to enrich themselves on human behaviour to manage their workforce more effectively. Relevant case studies with each chapter as well as those at the end of the book refer to the organizational environment of both the USA and India.

The third edition of this book has been thoroughly revised and updated. New ideas such as emotional intelligence and the art of negotiation have been added. New caselets have been given at the end of the book to give students a grasp of how theory works in real life.

Salient Features
- Extensively covers various micro and macro facets of organizational behaviour.
- Emotional intelligence and art of negotiation have been added.
- New caselets have been given at the end of the book to give students a grasp of how theory works in real life.

Benefits
Broad, up-to-date coverage helps students learn the concepts and applications.

Contents

Dr Jit S Chandan is a professor of management in the Department of Business Administration at Medgar Evers College, The City University of New York. He previously taught at New York Institute of Technology and at Baruch College, The City University of New York in the areas of management, organizational behaviour and quantitative methods. He has authored many textbooks and published many articles in professional journals. Some of his books published by Vikas Publishing House Pvt Ltd are Management: Theory and Practice, Business Statistics, Essentials of Linear Programming, Statistics for Business and Economics, and Management: Concepts and Strategies.

About the Book
Industrial Relations comprise topics like labour relations, personnel management, trade unionism, role of the middle management, all issues relating to employment, safety, rights and obligations of workers, and settlement of disputes. The book fully discusses all these topics.

The Second Edition includes a new section on HRD that covers everything connected with all categories of employees of the organization. Topics included are the role of HRD in the 21st century, policies and practices in USA, performance appraisal system, equality for women workers, the principle of Kaizen, and workers’ participation in management.

Key Features
- A complete treatise on industrial relations
- An excellent guide for labour and personnel managers
- A text book for students of industrial relations
- A reference book on employer-employee relations

Contents

M V Pylee, former VC of Cochin and Founder Director of the School of Management Studies, is now Director General of the Asian Institute of Development & Entrepreneurship. He is a pioneer of management education in India. He is Padma Bhushan awardee, and was named as National Research Professor by the Government of India in 2006.

A Simon George has 50 years of practical experience in the field of Human Engineering, Industrial Relations, Labour Relations, Personnel Management and Administration at YMCA, Burma Shell, Luminis, Kaiser Engineers, Procon Inc, American Oil Co., in fertilizer projects, and international travels in top executive/advisory positions.

Presently he is the Director of International Services (India) rendering management services.
Corporate Administration
(For B.Com, BBA, BBM and BMS)
Ashwini N & Kavita Gothe Basapure

ISBN: 9789325983328
Price: ₹ 199 | Pages: 166
Size: 6.75" X 9.5" (Paperback)

About the Book
The main objective of this book is to provide a reader friendly study material to the students which will enable them to revise the subject with ease and get high level of retention for examination preparedness.

Key Features
• Content has been developed according to the syllabus requirements
• The units are written in simple language
• Numerous illustrations, examples and case studies for better understanding of concepts
• Chapter end questions for practice

Contents

Human Values and Professional Ethics
S B Gogate

ISBN: 9788125937135
Price: ₹ 245 | Pages: 344
Size: 6.75" X 9.5" (Paperback)

About the Book
Human Values and Professional Ethics fulfil this noble intention by providing thought-provoking inputs. The reader will be compelled to delve deeper into his own consciousness and explore values that will benefit him and the society. It will also help the reader to develop a holistic perspective towards life. The book explains the essential complementarities between ‘values’ and ‘skills’ to ensure sustained happiness prosperity. The most delicate issues pertaining to the subject have been discussed in simple language with adequate scientific, logical and practical explanations. Although this book is specially designed for the engineering students, the value inputs contained herein will equally be useful to all educational disciplines.

Key Features
• Student and teacher-friendly
• Case studies
• Even the most intricate theories deliberated in a lucid and simple language
• Quotes from the scriptures as well as Hindi and Urdu poetry with explanations
• Practice sessions at the end of each chapter
• Index and glossary provided for easy reference

Contents

Subhash Bhalchandra Gogate is actively working as the vice-chairman of Prakriti, an NGO working in the field of empowerment and development of women in more than 300 villages of Maharashtra, Madhya Pradesh and Chhattisgarh.
Benefits
• In addition to describing terms and steps, the book provides definite decisions that marketers should follow.
• Up-to-date content provides deep insight of marketing concepts.

About the Book
Marketing Management advocates ‘marketing based on absolute truth’. It cuts through the trappings to give substance to its readers. The book advocates that superior products and services will always be central to marketing. It covers all the topics required by MBA/PGDM students for their marketing courses — both principles of marketing as well as marketing management. Some of the advanced topics will also be useful for students specializing in marketing as well as marketing professionals.

Salient Features
Best Practices
• Researched, implemented, and result-driven practices taken from leading companies across diverse industries throughout the world
• Marketers can adopt these practices to elevate individual and organizational performance
Corporate Insights
• Examples of marketing concepts being implemented by well-known Indian companies and brands
• Latest moves of companies and brands as they cope with competition and environment
Case Studies
• A brief case study after each chapter, focusing on specific issues dealt within the chapter
Specialized Questions
• Questions meant to make students ponder upon various aspects of marketing and challenge the existing paradigms

Market: Primarily for MBA, PGDM. Also useful for Professionals.


Contents

Section-1: Foundations of Marketing
1. Fundamentals of Marketing
2. Marketing Research
3. Marketing Environment
4. Consumer Behaviour

Section-2: Selection of Markets
5. Segmentation and Targeting
6. Positioning

Section-3: Product Decisions
7. Product Management
8. Brand Management
9. Management of Innovations

Section-4: Pricing Decisions
10. Pricing Strategy

Section-5: Distribution Decisions
11. Distribution
12. Retailing

Section-6: Communication Decisions
13. Integrated Marketing Communication
14. Advertising Management

Section-7: Impact of Competition on Strategy

Section-8: Reaching Consumers Directly
16. Direct Marketing
17. Internet Marketing
18. Personal Selling and Sales Management

Section-9: Analysing Marketing
20. Marketing of Services
21. International Marketing
22. Marketing for Non-Profit Organization
23. Rural Marketing

Arun Kumar is working in New Delhi Institute of Management. He has a rich blend of corporate and academic experience.
N Meenakshi is currently working in Goa Institute of Management. She has earlier taught at NIILM Center for Management Studies for fourteen years.
Marketing in India, Text and Cases, 4e

S Neelamegham

About the Book
This book provides a comprehensive overview of the current marketing environment in India. It examines the changing dynamics of marketing management against the backdrop of globalization and liberalization, analysing how both marketers and consumers are adapting to radical changes. Insightful perspectives on key issues including market segmentation, brand strategy, product planning, advertising, pricing and distribution strategies as well as challenges of rural marketing are given. This Fourth Edition boasts of incisive coverage of all contemporary concepts and formats of marketing, including retailing, Internet marketing and telemarketing. It is further enriched by varied case studies that are drawn from the Indian experience and will go a long way to inculcate skills of analysis, logical thinking and decision making in students. Valuable not only to students and teachers of marketing management, the book is a must-have for practising managers who want to stay abreast with the latest developments in their field.

Key Features
- Offers thorough analysis of the marketing arena
- Juxtaposes contemporary marketing trends in India against global economic developments
- Provides keen insights into current marketing practices and how they evolved
- Presents real-life case studies relating to diverse businesses


Contents

Part-I: Marketing in India—New Directions:
1. Marketing—Its Changing Role in the Indian Economy
2. New Directions in Marketing
3. The Changing Face of Indian Consumer Market
4. Internet Marketing in India

Part-II: Consumer Behaviour and Segmentation Strategy:
5. Market Segmentation

6. Consumer Behaviour
7. Marketing Research and Executive Decision Making

Part-III: Product Strategy:
8. Product Planning and Strategy
9. Brand Strategy and Management

Part-IV: Advertising and Communication Strategy:
10. Integrated Marketing Communication
11. Advertising and Promotion Strategy

Part-V: Promotion and Pricing Strategies:
12. Sales Promotion, Personal Selling and Direct Marketing
13. Pricing Strategy

Part-VI: Distribution in Marketing:
14. Distribution Strategy

Part-VII: Challenges of Rural Marketing:
15. Rural Marketing

Part-VIII: The Retail Sector:
16. Retail Marketing

* Index

S Neelamegham, currently President of NIILM Centre for Management Studies, is the Co-founder of the Academy of Indian Marketing and has been the Dean of the Faculty of Management Studies of University of Delhi. Dr Neelamegham has served as a visiting professor at University of Wisconsin (USA), Concordia University (Canada), Curtin International (Australia), University of Rio de Janeiro (Brazil), School of Tourism Organization (France), Case Method Programme of Harvard Business School, Durban University, South Africa and as the Founder-Dean of School of Business Studies at University of Zambia. A recipient of the Australian Education Foundation Fellowship award, he has lectured at several universities in Australia. He was the Chairman of the committee that prepared the blueprint for setting up the fifth IIM at Indore. He has served as an advisor and as a member of boards of several public and private organizations. A well-known seminar speaker and an author of several books and numerous publications.
Sales and Distribution Management: A Practice-Based Approach

Ramendra Singh

About the Book
The primary aim of the book is to provide students of management with a firm foundation for understanding all the main components of sales and distribution management. The book has a practical orientation, as it written by author who has worked as practicing manager mostly in sales and distribution. The book, therefore, is a useful resource to MBA/PGDM students and practicing professionals in industry, training and consultancy.

Salient Features
• Contains more than 50 classroom-tested cases from Indian as well as international business organizations
• Provides chapter-end quiz questions and project assignment and worksheets
• Provides 106 practice questions in the Question Bank section at the end of the book
• Includes examples and boxed exhibits in key areas of sales and distribution management

Benefits
• Bridges the gap between theoretical explanation and the industry realities and expectations.
• The book is not only for students but also for sales professionals who want to go back to the basics of selling and distribution.
• Coverage of all the topics taught in most Indian universities

Market: Primarily for postgraduate students of MBA, PGDBM, and PGDM.


Contents

Part-A: Sales Management:
1. An Introduction to Sales and Distribution Channel Management
2. Personal Selling
3. Sales Organization
4. Sales Technology
5. Sales Territory and Time Management
6. Sales Force Recruitment and Training
7. Sales Force Motivation and Compensation
8. Sales Force Productivity and Performance
9. Selling Ethics

Part-B: Distribution Management:
10. Sales-Marketing Interfaces
11. Distribution Channel Design
12. Distribution Channel Power and Relationships
13. Trade Loyalty Programmes
14. Channel Economics
15. Retailing

Part-C: Cases in Sales and Distribution Management

Ramendra Singh is Assistant Professor (Marketing) at Indian Institute of Management Calcutta. He has extensively worked in the industry in sales and marketing responsibilities in organizations such as Indian Oil Corporation, ExxonMobil, SRF Limited, and ICICI Bank.
Customer Relationship Management
Mallika Srivastava

ISBN: 9789325974111
Price: ₹ 350 | Pages: 368
Size: 6.75" X 9.5" (Paperback)

About the Book
With the aim of developing a successful CRM program, this book begins with defining CRM and describing the elements of total customer experience, focusing on the front-end organizations that directly touch the customer. The book further discusses dynamics in CRM in services, business market, human resource and rural market. It also discusses the technology aspects of CRM like data mining, technological tools and, most importantly, social CRM. The book can serve as a guide for deploying CRM in an organization stating the critical success factors.

Salient Features
• Basic concepts of CRM and environmental changes that lead to CRM adoption
• Technological advancements that have served as catalyst for managing relationships
• Customer strategy as a necessary and important element for managing every successful organization
• CRM is not about developing a friendly relationship with the customers but involves developing strategies for retention, and using them for achieving very high levels of customer satisfaction
• The concept of customer loyalty management as an important business strategy
• The role of CRM in business market
• The importance of people factor for the organization from the customer's perspective
• Central role of customer related databases to successfully deliver CRM objectives
• Data, people, infrastructure, and budget are the four main areas that support the desired CRM strategy

Benefits
The book is a blend of marketing and information technology with more focus on Indian corporate sector.

Contents

Dr Mallika Srivastava is PhD in Customer Relationship Management–Marketing & Master of Management Studies (MMS). She has rich teaching experience in CRM, sales and distribution and marketing management with corporate work experience in project management, customer relationship management, systems design and development, and training and implementation. She has varied experience in training as well as handling independent projects.
She has varied experience in developing and teaching courses on marketing management, customer relationship management, sales and distribution, international marketing, and strategic marketing management.

Principles of Marketing (For B.Com, BBA, BBM and BMS)
J P Mahajan & Anupama Mahajan

ISBN: 9789325983359
Price: ₹ 210 | Pages: 242
Size: 6.75" X 9.5" (Paperback)

About the Book
Increasing complexity of markets, skyrocketing aspirations of customers, and use of interactive technology at an ever-accelerating pace have made marketing an evolving and dynamic discipline. Consequently, marketing mantras have also been changing from product-centric to customer-centric, and then from customer satisfaction to customer delight. Marketers are acquiring information and understanding of customers on an ongoing basis, and are then using it to provide a wide variety of products and services at affordable prices to effectively and efficiently satisfy customer needs and wants. All this makes marketing not only relevant, but also quite an exciting subject of study. The book is written in a simple, scientific and lucid style.

Key Features
• Content has been developed according to the syllabus requirements
• The units are written in simple language
• Numerous illustrations, examples and case studies for better understanding of concepts
• Chapter end questions for practice

Contents

J P Mahajan is currently working as an Associate Professor of Commerce at Kirori Mal College, University of Delhi. Being a topper in MCom Examination from Delhi School of Economics, University of Delhi, he was awarded the ‘Jai Narayan Vashisht Prize for the year 1973.’ He has been a Visiting Faculty to the Department of Computer Science, University of Delhi besides being associated with the National Council of Educational Research and Training (NCERT) and Indira Gandhi National Open University (IGNOU). Key areas of his interest are Marketing, Human Resource Management and General Management. During a teaching career, spanning over four decades, he has authored several books on General Management, Business Organisation, Marketing Management, Human Resource Management and Business Entrepreneurship.

Dr Anupama Mahajan, Associate Professor of Commerce at Bharati College, University of Delhi, has been into the teaching profession for the past eighteen years. Her areas of interest are Marketing Ethics, Business Ethics, Management and Advertising. She has done her PhD from the Department of Commerce, Delhi School of Economics to which she has been associated as a visiting faculty. She has presented papers at various national and international conferences, and her articles have also been published in journals of repute. She has also been a resource person/teacher trainer in workshops conducted by NCERT, SCERT and DIET on a regular basis.
**Theory of Consumer Behaviour**

Shri Prakash

ISBN: 9788125940593  
Price: ₹ 495 | Pages: 608  
Size: 8.25" X 11" (Paperback)

**About the Book**

*Theory of Consumer Behaviour* presents a broad and comprehensive vision of the changing profile of consumer behaviour in the context of historical evolution of civilization and economic systems. This book provides a concise explanation and a critical evaluation of the concepts, theories and models of consumer behaviour. What gives this book an edge over the others are the practical examples both from India and abroad. The book exudes freshness as it embodies an economist’s insights and a management expert’s perception of consumer behaviour. This book will be an asset to students of management and economics, teachers, researchers, marketers and policy makers.

**Key Features**

- Conceptual and theoretical clarity.
- Critical evaluation of arguments.
- Explanatory illustration of points and arguments with relevant Indian examples.
- Practical demonstration of procedures of application of concepts and theories to data.
- Implicit and explicit theorizing.
- Selected cases of practical application of celebrated and well-established theoretical paradigms to the Indian context.

**Contents**

**Part-I: Introduction**
1. Consumer and Consumption: Pivot of Economy and Business  
2. Decision Theory  
3. Stylized Facts of Business and Economy Circular Flows and Stocks of Men, Materials, Money and Consumption  
4. Hedonism, Materialism and Utilitarianism—Base of Consumer Behaviour  
**Part-II: Economic Models of Consumer Behaviour**
5. Utility Analysis of Consumer Behaviour  
6. Law of Equi-Marginal Utility  
7. Indifference Preference Analysis of Consumer Behaviour  
8. Indifference Preference Analysis Merits, Demerits and Practical Applications  
**Part-III: Managerial Models of Consumer Behaviour**
9. Derivation of Demand Curve/Function  
10. Aggregate Consumption Function Theory and Applications  
**Part-IV: Empirical Models of Consumer Behaviour**
12. Models—Concepts and Types  
13. Models of Consumer Behaviour  
14. Culture and Motivational Involvement Theories of Consumer Behaviour  
15. Learning Theories and Models of Consumer Behaviour  
16. Social and Economic Background of Consumer Behaviour  
17. Influence of Groups on Consumer Behaviour  
18. Changing Profile of Consumer and Consumption Baskets  
19. Communication, Advertising and Consumer Behaviour  
20. Diversification of Consumption Baskets and Consumer Durables  
21. Growth of Income and Aggregate Consumption in India: Analysis in Macro Framework  
22. Generalization of Engel’s Law of Consumption  
23. Intellectual Capital, Branding and Brand Value  
24. Purchase Decision Makers for Households Index

**Shri Prakash**, Professor and Dean (Research) at the Birla Institute of Management Technology (BIMTECH). Has a PhD degree in Economics from the University College of Wales, UK. Has completed more than a dozen research projects, sponsored by UGC, MHRD, UNESCO, the World Bank and the governments of Nagaland, Punjab and Madhya Pradesh. Was an AICTE Emeritus Fellow and has taught at various European Universities.

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**Marketing Management: Text and Cases**

Rajagopal

ISBN: 9788125907732  
Price: ₹ 435 | Pages: 324  
Size: 6.25" X 9.5" (Paperback)

**About the Book**

This book discusses the core themes of marketing from a broader perspective and is set against the backdrop of changing business practices, mega-competition, international markets, tailor-made strategies and all other issues of doing business in the current context. One of the significant highlights of the book is its Indian context and cases. The case studies in the book are drawn from various companies operating in India. Class-tested and concise, the book provides in essence, a blend of marketing concepts and Indian cases.

**Contents**

1. Conceptualisation  
2. Marketing Management Process  
3. Consumer Behaviour  
4. Marketing Mix  
5. Organisation, Control and Strategy Building  
6. Services Marketing  
7. Supply Chain Management and Physical Distribution  
8. Sales Management, Retailing and Wholesaling  
9. Activity Scheduling in Marketing  
10. Advertising Management  
11. Marketing Research

**Rajagopal** is Senior Faculty, Administrative Staff College of India, Hyderabad. He has served as faculty in the Institute of Rural Management, National Institute of Rural Development and National Institute of Agricultural Marketing. He has published a number of books and research papers in the field of marketing, entrepreneurship agribusiness and international management. He is consultant to many international consulting organisations in the United Kingdom.

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**Rural Marketing: Focus on Agricultural Inputs**

Sukhpal Singh

ISBN: 9788125914426  
Price: ₹ 350 | Pages: 152  
Size: 5.5" X 8.5" (Paperback)

**About the Book**

The book provides an in-depth understanding of the market for agricultural input and suggests specific solutions for their better marketing.

**Contents**

1. Rural Marketing: An Introduction  
2. Market for Agricultural Inputs  
3. Marketing of Seeds  
4. Understanding  
5. Market for Seed: A Case Study  
6. Marketing of Fertilisers: Market and Marketing Mix  
7. Marketing of Pesticides  
8. Case Studies of Bio-pesticide Firms  
9. Marketing of Tractors  
10. Marketing of Credit  
11. Strategies for Rural Marketing

**Sukhpal Singh**, Associate Professor, Indian Institute of Rural Management, Anand, Gujarat.
International Marketing
Rajagopal

ISBN: 9788125918561
Price: ₹ 525 | Pages: 556
Size: 8.25" X 11" (Paperback)

About the Book
This book covers major topics of international marketing, international business finance, environmental factors affecting international marketing (social, legal, economic, political and technological), international marketing-mix (product, price, place and promotion), international marketing research, strategies, decisions, organizations, negotiations, modes of entry into international markets, and trade in emerging markets. It caters to undergraduate and graduate students in management schools in India and most Asian and Latin American universities for core or elective paper and will also prove useful to them as practising managers since it develops new concepts derived from managerial applications discussed in the cases.

Key Features
• Short and contemporary contextual examples from business houses
• Focus on the strategy employed in various marketing situations to enhance contextual knowledge and arouse interest in the subject
• Comprehensive cases at the end of chapters in order to enhance application skills
• A contemporary commentary on political thinking on the globalization issues
• An exclusive website (http://www.vikaspublishing.com international marketing) carrying additional learning tools in the form of chapter-wise PowerPoint presentations

Contents

Rajagopal—Professor, Department of Marketing, Business Division, Monterrey Institute of Technology and Higher Education, ITESM Mexico City Campus, Mexico.

Consumer Behavior
M S Raju & Dominique Xardel

ISBN: 9788125915324
Price: ₹ 499 | Pages: 368
Size: 6.25" X 9.5" (Paperback)

Managing Indian Brands, 2e
S Ramesh Kumar

ISBN: 9788125913085
Price: ₹ 495 | Pages: 368
Size: 6.25" X 9.5" (Paperback)

About the Book
The text bridges the gap between academic concepts and marketing practice. The theory is blended with apt real-life case studies that would enable the reader to get an integrated view of how brands could make use of marketing concepts to formulate strategies.

Contents

S Ramesh Kumar, Professor of Marketing, Indian Institute of Management, Bangalore.
Industrial Marketing Management
M Govindarajan

ISBN: 9788125913719
Price: ₹ 450 | Pages: 304
Size: 6.25" X 9.5" (Paperback)

About the Book

Industrial Marketing Management provides a comprehensive review and analysis of industrial marketing issues, practices and strategies with reference to Indian scenario. The main focus of this book is on building a conceptual understanding for developing industrial marketing strategies. It includes analysis of the caselets, which will sharpen the analytical ability of the students.

Key Features

• Special characteristics of industrial market vs. Consumer market
• Marketing strategies adopted for different industrial products
• Techniques used to solve peculiarities of industrial marketing in practice
• Extensive coverage of Industrial Marketing Planning, Components of Marketing Mix & Marketing Research Process and Techniques
• Exhibits, figures and illustrations
• Seven case studies and Glossary

Contents


M Govindarajan has taught at the Department of Management Studies, Anna University. In his teaching experience spanning over 30 years, he has taught students of MBA for more than 10 years. He is member of Madras Management Association and System Dynamics Society of India.

Key Features

• Presents evolution and historical background of events
• Includes a brief section on the synergies between Advertising, PR and Events
• Detailed insight into specific events related to phenomena such as ambush marketing and barter
• Pre-event, during-event, and post-event activities have also been clearly demarcated by using step-by-step event flow analysis
• Features numerous figures, exhibits, tables and case studies for clarity of concepts
• Exposition on formulation and implementation of business strategies


Sanjaya Singh Gaur is currently Assistant Professor of Marketing at Shalesh J. Mehta School of Management, Indian Institute of Technology, Bombay. He also holds the position of An Adjunct Professor at University of Hoseo, Korea. He is on the Board of Governors for Management Institutes in India. Dr. Gaur is a Fellow of Academy of Marketing Science (USA). He has a Doctorate in Management and has done his graduation in Engineering and postgraduation in Management. He has been the core Marketing Faculty at Indian School of Mines, Dhanbad, Birla Institute of Technology & Science, Pilani, a consultant to Ranbaxy Laboratories Ltd, RFCL, Geologistics India Ltd and Godrej & Boyce Mfg Co Ltd etc.

Sanjay V Saggere is currently Vice President of Sypro Technologies Inc., a US based Information Technology and Products Company. Other firms he has worked include Blueshift Inc., Grindwell Norton and Elmach Engineering.

Salesmanship and Publicity, 1/e
R S Davar, et al.

ISBN: 9788125900474
Price: ₹ 395 | Pages: 456
Size: 5.5" X 8.5" (Paperback)

About the Book

A textbook with a practical approach, this book has a number of illustrations of actual sales talks and meeting objections raised by prospective customers.

Contents

Marketing Research and Consumer Behaviour

S Sumathi & P Saravanavel

ISBN: 9788125914761
Price: ₹ 550 | Pages: 780
Size: 5.5" X 8.5" (Paperback)

About the Book
This book is designed for the students of M.A., M.Sc., M.Com. and M.B.A. with the purpose of blending both concepts and applications from the field of consumer behaviour and most importantly jargon has been avoided.

Key Features
• Large number of illustrations and tables
• Review questions at the end of each chapter
• Appendix provides sample questionnaires

Contents

S Sumathi, M.A. in Psychology as well as Master Degree holder in Marketing Management also holding PG Diploma in Digital Electronics and Computer Applications.
P Saravanavel, has having more than three decades of teaching experience in M.Com. and MBA Course students.

Brand Management: The Indian Context

Y L R Moorthi

ISBN: 9788125914273
Price: ₹ 399 | Pages: 184
Size: 6.25" X 9.5" (Paperback)

About the Book
Bridging the gap between theoretical aspects of brand management and the reality of the Indian Market, this crisp and compact book covers five essential topics including brand success, brand equity, brand extension, brand personality and brand repositioning.
The book targets product/brand managers, senior and middle level marketing managers, and postgraduate students of management.

Salient Features
• Includes Indian examples
• Empirical approach to topics on brand success and brand repositioning
• Highlights four personal care product organizations
• Exhaustive treatment of brand personality and brand image

Benefits
The book addresses not only academia but also management executives.

Contents

YLR Moorthi is currently Faculty-Marketing Area at the Indian Institute of Management, Bangalore. He is an MTech (Mech) from IIT, Madras and a postgraduate in management from IIM, Bangalore.

He has worked for seven years in different capacities in organisations like HACP, ONGC, HAL and ITC.

His teaching experience spans over nine years and includes conducting programmes for several organisations on different aspects of marketing like business-to-business marketing, consumer marketing, brand management and international marketing.

Salesmanship and Sales Management, 3e

Promod K Sahu & Kishore Chand Raut

ISBN: 9788125911623
Price: ₹ 450 | Pages: 332
Size: 5.25" X 8.5" (Paperback)

About the Book
Salesmanship today comprises a wide range of activities and constitutes an integral part of management. This book presents the basic elements of the subject in a simplified and
graded approach. Maintaining the features of the earlier edition, all the chapters of this edition are qualitatively updated. The examples and illustrations in the book are drawn from realistic situations which help the reader develop winning confidence.

**Contents**

**P K Sahu** is a senior professor at Department of Commerce, Berhampur University.

**K C Raut** is Reader, Department of Commerce, Berhampur University.

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**Customer Relationship Management: A Step-By-Step Approach**

H Peeru Mohamed & A Sagadevan

ISBN: 9788125912057

Price: ₹ 395 | Pages: 240

Size: 6.25" X 9.5" (Paperback)

**About the Book**

This book succinctly explains the cardinal principles of effective customer relationship management (CRM)—acquiring, retaining and expanding customer base. The concepts, process, techniques, significance and architectural aspects of CRM are dealt in comprehensive manner. The book would serve as a useful source of reference for designing, developing and implementing CRM in any organization.

**Key Features**

- Practice-oriented approach
- Guidelines for total customer care programmes
- Topics on eCRM and basic requirements of CRM
- Details CRM architecture process
- Tips for effective implementation and success of CRM
- Provides basic and complete input for all business organizations
- Up-to-date, incorporating latest developments in the field
- Frequently asked IT based questions

**Contents**


**H Peeru Mohamed** is Assistant Professor and Coordinator of MBA programme in the School of Management at Anna University, Chennai. He obtained his Ph.D. from Bharathiar University, Coimbatore. He has specialized in the areas of Marketing Management, Consumer Behaviour and Industrial Marketing and possesses over 20 years of experience in teaching, research and consultancy.

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**Rural Marketing: Environment, Problems and Strategies, 3e**

T P Gopalaswamy

ISBN: 9788125930976

Price: ₹ 335 | Pages: 264

Size: 5.5" X 8.5" (Paperback)

**About the Book**

*Rural Marketing—Environment, Problems and Strategies*, attempts to rectify the lacunae of a near total absence of any comprehensive text on rural marketing. This is despite the fact that almost three-fourths of India’s population is rural and one-third of its national income is generated by the rural areas. In the present context of the downturn in the economy, many companies producing consumables and durables are being sustained by rural demand which has brought a sharp focus on rural markets. This Third Edition has been thoroughly revised in view of the above. Rural Marketing provides an in-depth analysis of the environment, the problems associated with rural marketing and also the strategies that can be successfully adopted.

This book offers an interesting reading for academicians, students and a new class of ‘forced entrepreneurs’ which is emerging as a consequence of the present economic upheaval. It also offers an interesting reading for general readers who are curious to know about the vibrant dynamics of rural India.

**Key Features**

- Thoroughly revised and updated third edition
- Contains latest developments in rural initiatives such as National Rural Employment Guarantee Programme, Encouragement of Self-Help Groups and the impact of massive loan write-off
- Includes a new chapter on Services Marketing
- Deals with issues such as branding of agricultural products which have prompted industry to evolve and adopt new strategies and techniques of selling to rural areas.
- Contains a separate chapter on Corporate Social Responsibility.

**Contents**


**T P Gopalaswamy** is retired professor of Marketing, IIM, Bangalore and is recognized for his expertise in the field of rural marketing.
Research Methodology: Concepts and Cases, 2e
Deepak Chawla & Neena Sondhi

About the Book
The second edition of the book Research Methodology: Concepts and Cases provides an updated, comprehensive, and stepwise understanding of the research processes with a balanced blend of theory, techniques and illustrations from a wide cross-section of businesses in India. This book makes no presumptions and can be used with confidence and conviction by both students and experienced managers. The conceptual base has been provided in a comprehensive yet simplistic way, addressing even the minutest explanations required by the reader. Every chapter is profusely illustrated with business problems related to all domains—marketing, finance, human resource, and operations.

New in this Edition
• Number of cases augmented from 35 to 49
• Substantial revision and updating of several chapters
• A chapter, Conjoint Analysis has been added
• A new topic, Online Research: New Age Techniques has been added

Key Features
• Coverage of all topics taught in Indian universities and business schools
• 49 real-life cases researched from all domains of business management at the end of the chapters
• Three comprehensive cases at the end of the book
• Explicit instructions on usage of SPSS for data analysis
• Thorough and simplified explanation of the research processes
• Chapter structure includes learning objectives, opening cases, margin notes, flowcharts and tables, summary, review questions and cases for discussion.
• Citation of milestone works and their references at appropriate places in the text will help readers to explore further work in those areas.

Market: Primarily for MBA, PGDBM, MMS. Also useful for BBA, MPhil, PhD, Professionals.

Contents

Section 1: Research Process: Problem Definition, Hypothesis Formulation and Research Designs
1. Introduction to Business Research
2. Formulation of Research Problem and Development of Research Hypotheses
3. Research Designs: Exploratory and Descriptive
4. Experimental Research Designs,
Section 2: Data Collection, Measurement and Scaling
5. Secondary Data Collection Methods
6. Qualitative Methods of Data Collection
7. Attitude Measurement and Scaling
8. Questionnaire Designing
Section 3: Respondents Selection and Data Preparation
9. Sampling Considerations
10. Data Processing
Section 4: Preliminary Data Analysis and Interpretation
11. Univariate and Bivariate Analysis of Data
12. Testing of Hypotheses
13. Analysis of Variance Techniques
14. Non-Parametric Tests
Section 5: Advanced Analysis Techniques
15. Correlation and Regression Analysis
16. Factor Analysis
17. Discriminant Analysis
18. Cluster Analysis
19. Multi-D Scaling and Perceptual Mapping
20. Conjoint Analysis
Section 6: Reporting Research Results
21. Report Writing and Presentation of Results

Deepak Chawla is Distinguished Professor, Dean (Research & Fellow Programme) at the International Management Institute (IMI), New Delhi, where he has been a professor since 1991. He was earlier Dean (Academic), Dean (Research), Programme Director for various postgraduate programmes and the Registrar of IMI. A fellow of the Indian Institute of Management, Ahmedabad (IIM-A), he holds a master’s degree in statistics from the Indian Statistical Institute, Kolkata.

Neena Sondhi is Professor at the International Management Institute, New Delhi. A doctorate from the University of Delhi, she has over twenty years of experience in teaching, research and consulting. She has been trained in the case method of teaching and writing at Harvard Business School and is also a certified evaluator of social programs by ISB-UNICEF.

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Operations Research, 4e
S Kalavathy

About the Book
Operations Research is the discipline of applying advanced analytical methods to help make better decisions. It helps the management to achieve its goals by using scientific techniques, making the study and understanding of operations research even more important in the present day scenario. This book has been written with the objective of providing students with a comprehensive textbook on the subject. It follows a simple algorithmic approach to explain each concept, often giving different steps. This approach stems from the author’s experience in teaching undergraduate and postgraduate students of Madras University and Anna University, Chennai, over many years.

One of the highlights of this book is the solved-problems approach, as each chapter in the book is substantiated by a large number of solved problems. Many of the questions that have been incorporated are from previous examination papers of various universities. In addition, each chapter has numerous exercise problems at the end and a section on short answer questions with answers.

Due to its approach and coverage the book is indispensable to the MBA/PGDM, Engineering and Mathematics students.

Market: Primarily for MBA & Engineering. Also useful for Mathematics, BBA, MCom.

New in this Edition
• A New Chapter on Non-Linear Programming has been added
• Includes the Stepping Stone Method to solve Problem of Degeneracy and Transportation Problem

Salient Features
• Covers the syllabus of MBA/PGDM and Engineering courses completely.
• Adopts a solved-problem approach. The book includes 248 problems which have been solved in a step-by-step manner. These solved problems are interwoven through the book.
• Method of solving OR problems in a step-wise format for ease in remembering and recalling.
• Contains a large number of Exercise Problems, accompanied with answers


Contents

2. Linear Programming
3. Graphical Method
4. Simplex Method
5. Artificial Variables Technique
6. Duality in Linear Programming
7. Revised Simplex Method
8. Transportation Problem
9. Transhipment and Assignment Problems
10. Goal Programming
11. Integer Programming Problems
12. Markov Processes and Markov Chains
13. Dynamic Programming
14. Sequencing Problems
15. Network Scheduling by PERT/CPM
16. Inventory Control
17. Replacement Models
18. Queuing Theory
19. Game Theory
20. Simulation
21. Decision Theory
22. Non-Linear Programming Problem

S Kalavathy is Professor of Mathematics in the Science and Humanities Department, RMD Engineering College, Chennai. She has been teaching for the past 25 years, having handled almost all engineering mathematics subjects for various disciplines in UG and PG courses, including MBA/MCA.
Business Statistics 5e
J K Sharma

About the Book
The fifth edition of the book Business Statistics will provide readers an understanding of problem-solving methods, and analysis, thus would enable readers to develop the required skills and apply statistical techniques to decision-making problems. A large number of new business-oriented solved as well as practice problems have been added, thus creating a bank of problems that give a better representation of the various business statistics techniques.

This book meets the specific and complete requirements of students pursuing MBA/PGD-BM, B.Com., M.Com., MA(Eco), CA, ICWA, BBA, BIS/BIT/BCA, etc., courses, who need to understand the basic concepts of business statistics and apply results directly to real-life business problems. The book also suits the requirements of students who need practical knowledge of the subject, as well as for those preparing for competitive examinations.

Key Features
• Each chapter contains Learning Objectives to guide the students and help them focus their attention on understanding a specific topic under study.
• Each chapter contains Concept Quizzes to help students reinforce their understanding of the principles and applications of business statistics techniques.
• Explanations are well illustrated with numerous interesting and varied business-oriented examples.
• Conceptual Questions and Self-Practice Problems with Hints and Answers are given in each chapter to enable students to learn at their own pace.

New in The Fifth Edition
• The text of almost each chapter has been reorganized and/or rewritten to make explanations more cogent through relevant and interesting examples.

Market: Primarily for MBA. Also useful for BCom, BBA, MCom.

ISBN: 9789353387273 | Price: ₹ 675 | Pages: 780 | Size: 8.5” X 10.5” (Paperback)

Contents
1. Statistics: An Overview
2. Data Classification, Tabulation And Presentation
3. Measures Of Central Tendency
4. Measures Of Dispersion
5. Skewness, Moments, And Kurtosis
6. Fundamentals Of Probability
7. Probability Distributions
8. Sampling And Sampling Distributions
9. Estimation And Confidence Intervals
10. Hypothesis Testing
11. Chi-Square And Other Non-Parametric Tests
12. Analysis Of Variance
13. Correlation Analysis
14. Regression Analysis
15. Partial And Multiple Correlation And Regression Analysis
16. Forecasting And Time Series Analysis
17. Index Numbers
18. Statistical Quality Control
19. Statistical Decision Theory
   • Appendices
   • Index

J K Sharma, MSc, PhD, has been teaching at the Faculty of Management Studies, University of Delhi, since 1985. He has over 25 years of teaching experience in Operations Research, Business Statistics, Mathematics and Logistics Management. He was awarded Gold Medal for securing first-class-first rank in his MSc (Maths) examination. He has taught as a visiting professor at Group ESSEC (a Graduate School of Management) in France. He has authored 16 books and over 100 research papers and/or case studies, and is actively involved in guiding students for their doctoral work.

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www.vikaspublishing.com
An Introduction to Statistical Methods, 23e

C B Gupta & Vijay Gupta

About the Book
This best-selling textbook has been revised by adding a chapter on the theory of games. First published in 1957, this book continues to serve as a text for students taking statistics as a course in Commerce, Management, Economics or any other area of the social sciences. Emphasis has been laid on the significance of various statistical concepts to help readers understand and interpret them. A large number of illustrations have been provided to better demonstrate the use of statistical techniques in diverse situations and understand their applicability better.

Salient Features
- A definitive textbook on Statistics, this book continues to serve even after 60 years
- A whopping 500 solved examples and 600 unsolved problems
- Intuitive, analytical treatment has been given to complement the numerical examples, which makes the contents extremely accessible and immensely interesting.
- At many places, applications of the theory have been included.

ISBN: 9788125916543 | Price: ₹ 499 | Pages: 868 | Size: 5.5" X 8.5" (Paperback)

Contents

C B Gupta was Director and Professor of Finance and Accounting at the Institute of Management Technology, Ghaziabad. Earlier, he was Principal, Shri Ram College of Commerce, University of Delhi.

Vijay Gupta is Professor of Aeronautical Engineering at the Indian Institute of Technology, Kanpur.

Business Mathematics, 2e

Qazi Zameeruddin, Vijay K Khanna & S K Bhambri

About the Book
The book has been designed for the students of commerce & economics. It covers a vast selection of topics including sets, logic, number system, algebra (both classical and modern), geometry, trigonometry, matrices, determinants, linear programming, vectors, calculus (both differential and integral) along with applications to commerce & economics. It is a self contained book that requires only school level knowledge of mathematics.

Benefits
- Nearly 1000 solved examples
- Nearly 1400 unsolved exercises

ISBN: 9788125928416 | Price: ₹ 499 | Pages: 1016 | Size: 5.5" X 8.5" (Paperback)

Contents

The authors taught at the Department of Mathematics, Kirori Mal College, University of Delhi, and they have authored many other books.
Fundamentals of Business Statistics, 2e

J K Sharma

About the Book
The second edition has been extensively revised with the objective of enhancing and strengthening the conceptual, as well as practical knowledge of readers about various techniques of business statistics. Its easy-to-understand approach will enable readers to develop the required skills and apply statistical techniques to decision-making problems. With a completely new look and feel, this book will enhance the learning experience for students.

New in This Edition
• Completely revised and reorganized to make explanations more cogent through relevant and interesting examples.
• Large number of new business-oriented solved as well as practice problems representing the various business statistics techniques.
• Pedagogical features like Conceptual Questions, Self Practice Problems with Hints and Answers.

Contents

J K Sharma is Professor, Amity Business School, Amity University, Noida. Formerly a Professor at the Faculty of Management Studies, University of Delhi, he has more than 36 years of teaching experience.

Quantitative Techniques, 3e

C R Kothari

About the Book
The book has been known for years for its simplicity of approach which explains the tedious concepts of quantitative techniques in a most reader-friendly manner through practical examples. The style is so lucid that even a reader having no formal training of mathematics and statistics will not find it difficult to understand and to apply these techniques. The book is meant for MCom, CA, ICWA and degree diploma students of business administration.

Contents

C R Kothari was Principal, University Commerce College, Jaipur, and Associate Professor in the Department of Economic Administration and Financial Management (EAFM), University of Rajasthan, Jaipur.
Production and Operations Management

S P Singh

About the Book

This book covers the emerging and important topics related to production and operations management in a systematic way. It covers not only the essentials of planning, designing, managing and controlling of manufacturing operations, but also a number of relevant topics such as total preventive maintenance, environmental issues in production system, advanced production system, total productivity management and work system design, which are not covered in many books.

The book is a useful resource for undergraduate and postgraduate students of MBA programmes, as well as B.Tech and M.Tech programmes of production and industrial engineering.

Salient Features

- Theories and concepts based on day-to-day practical applications in the industry
- Large number of solved examples to explain the theoretical concepts
- Case study at the end of each chapter to illustrate the theory
- Brings out the link between linear programming and its applications


Contents


Surya Prakash Singh is a faculty member in the Department of Management Studies, IIT Delhi. A PhD from IIT Kanpur in Industrial & Management Engineering and a Postdoctoral Fellow from NUS Singapore-MIT USA Alliance in Manufacturing Systems, he is involved in research projects and consultancies for the government and corporate sector.

Statistics for Business and Economics, 5e

R P Hooda

ISBN: 9789325961203

Price: ₹ 695 | Pages: 708 | Size: 8.5" X 11" (Paperback)

About the Book

- Comprehensive textbook for students of any level. As consumers and future managers, students are introduced to a range of data collection and analysis methods that enable them to evaluate data and analyse them to reach well informed decisions in various business settings. The thorough and exhaustive text provides a firm grounding in the basics of statistics. The step-by-step explanation of topics simplifies the various concepts, methods and problem-solving processes vastly.
- More than 250 solved problems, 300 unsolved numericals and 190 descriptive questions provide ample scope for practice and application of methods discussed in the book.

Contents


R P Hooda is an academician of merit. During his long career of 35 years, he has held with distinction a number of top academic and administrative positions. He remained Professor in the Department of Business Studies/Commerce, Kurukshetra University, for about 20 years and built up the Department as a Centre of Excellence as its Chairman for nine years. He held the offices of the Registrar, Dean Faculty of Commerce and Management, and Director, Directorate of Distance Education at Kurukshetra University. He was Director of Apeejay Institutions at their Dwarka Campus (New Delhi) for quite some time. On an earlier occasion, he also worked as Director, Academic Coordination at Indira Gandhi National Open University (IGNOU), New Delhi. Formerly the Vice-Chancellor of Kurukshetra University, he is now the Vice-Chancellor of Maharishi Dayanand University (MDU), Rohtak.
An Introduction to Operational Research, 3e

C R Kothari

About the Book
A useful book for those who want to understand the concepts and techniques of Operational Research. It is based on basic concepts along with their applications in the context of real life industrial and business situations.

Contents

C R Kothari was Principal, University Commerce College, Jaipur, and Associate Professor in the Department of Economic Administration and Financial Management (EAFM), University of Rajasthan, Jaipur.

Business Statistics, 2e

J S Chandan, Jagjit Singh & K K Khanna

About the Book
The book will serve as a textbook for graduating engineers and scientists for the course on Entrepreneurship Development, which has already been introduced in several institutions. The material, presented especially on financial aspects, will be useful in developing suitable projects, whether in small scale or large scale. Also, the book will be useful to short term training programmes, generally organized by state entrepreneurship development institutes jointly with State Directorate of Industries, Financial Institutions, Department of Science and Technology, Government of India, etc.

Contents

J S Chandan, Professor of Management at Medgar Evers College, City University of New York, USA.

Jagjit Singh, Senior Professor and Executive President of the Institute of Marketing and Management.

K K Khanna, Reader in Commerce, Zakir Hussain College, Delhi University.

Business Statistics: Problems and Solutions

J K Sharma

About the Book
Precise and to the point, this book elucidates the key concepts and methods of business statistics. It aims to supplement textbooks on business statistics and upgrade the student's knowledge and skill in the subject. It also helps them understand applications of statistical methods in real-life problems. This book meets the requirement of students pursuing BBA, B.Com. (Hons), MBA and M.Com.

Benefits
Valuable for those whose primary interests are the applications of the statistical techniques.

Salient Features
• Complete conformity to the latest trend of questions appearing in universities and professional examination
• Variety of solved examples to provide integrated view of theory and applications of statistical methods
• Chapters include more than 500 solved problems and more than 450 unsolved questions for practice
• Answers and sufficient hints to unsolved problems enable students learn at their own pace

Contents

J K Sharma is Professor, Amity Business School, Amity University, Noida. Formerly a Professor at the Faculty of Management Studies, University of Delhi, he has more than 36 years of experience in teaching Operations Research, Business Statistics, Business Mathematics and Logistics Management.
About the Book
The presentation is simple and communication of the subject matter is made student friendly, interesting and exciting, avoiding Mathematical complexities. The text has been written to facilitate usage, not only by all business and economics majors but also by professionals, academicians and researchers who can improve their decision-making skills by analyzing the pertinent data with use of statistical methodologies. The book covers the various aspects of the field of statistics in 20 chapters, making each topic relevant and useful. There are many solved examples within each chapter so as to demonstrate the applicability of statistical tools described and learned in the chapters, about 30 real world business problems are added at the end of each chapter so that the students acquire a reasonable degree of specialization in statistical thinking, decision making and problem solving. Furthermore, a real world statistical situation in the form of a case study is added at the end of each chapter. A unique feature of the book is the inclusion of data bases to be utilized by computers and software statistical packages. These computer applications would strengthen the student’s ability to utilize large data bases by computer programs.

Contents

J S Chandan is currently Professor of Management at Medgar Evers College, City University of New York.
Implementing ISO 9001:2000

Pradeep Kumar Mathur

ISBN: 9788125913771
Price: ₹ 500 | Pages: 412
Size: 6.25” X 9.5” (Paperback)

About the Book
ISO 9001: 2000 is a quality management system applicable to all types of organizations world over. The standard (ISO 9001: 2000) and the system (QMS) focus on quality assurance and customer satisfaction and exceeding customer expectations. Comprehensive and reader-friendly, this book lucidly presents the fundamentals of the standard. It explains clause by clause, an analysis of the standard along with the model manual and procedures that would act as a suitable guide for any organization.

Key Features
• Covers the ‘8’ quality management principles that form the fundamentals of the standard
• Explains the standard clause by clause with regard to requirements
• Presents method of preparing ISO documents and verifying suitability
• Elucidates list of procedures required
• Provides samples QMS model, adequate to pass any audit
• Sets out the process approach – the basis of the standard with suitable charts

Contents

Pradeep Kumar Mathur is the Technical Director & Management Representative of Verny Group of Companies, Hyderabad.
Contents


• Bibliography • Glossary of Terms and Terminology • Index

S K Mandal, formerly Director (Scientific Services), Tata Steel, Jamshedpur, is a Management Consultant with over thirty years of industry experience with the Tata Group. He worked for over twenty years in quality management with Tata Engineering. He had also been associated with the management and administration of quality at TELCO and Tata Steel. He has also been engaged in teaching at a number of reputed management schools in Kolkata, namely the Department of Business Management, JD Birla Institute, Institute of Management Technology-Ghaziabad, Kolkata Centre, the RCC Institute of Information Technology and as visiting faculty at IIT, Kharagpur.

Warehouse Management and Inventory Control

J P Saxena

ISBN: 9788125912101
Price: ₹ 435 | Pages: 268
Size: 6.25" X 9.5" (Paperback)

About the Book

This book treats warehouse management and inventory control as an important industrial activity and presents a perfect blend of theory and practice. The book has been organized in two parts: Part I ‘Warehouse Management’ focuses on the areas of warehouse operations and controls. Part II ‘Inventory Control’ addresses the issues of increasing productivity and reducing cost.

Salient Features

• Highlights the requirements of ISO certification related to warehouse operations
• Discusses functions and responsibilities of key personnel in the stores division
• Special attention to management of spare parts
• Details key issues in efficient repair and maintenance of the plant and machinery
• In-depth coverage of topics such as: Requisitions and replenishment of materials, Stocktaking, Storage and handling practices of materials, Performance evaluations of storage activities, Dynamic inventory control techniques, Valuation of inventory

Contents


J P Saxena is Consulting Engineer, Saudi Cement Co., Saudi Arabia. He holds a Ph.D. from IIT Delhi, MBA, Bachelor’s degree in Electrical Engineering from Institute of Engineers, India. During his career spanning over 40 years, he has worked as Director, National Council for Cement and Building Materials, New Delhi. A specialist in Productivity and Materials Management, he has published books Purchasing in Industrial Sector and Refractory Engineering and Kiln Maintenance in Cement Plant besides a number of papers in international journals.

Next Generation Business Intelligence

Rajendra M Sonar

ISBN: 9788125942566
Price: ₹ 610 | Pages: 236
Size: 6.75" X 9.5" (Paperback)

About the Book

Business Intelligence (BI) has been successfully deployed by modern businesses to serve their customers and stakeholders. However, organizations increasingly look at BI to be all pervasive and realize its higher level of potential, instead of following it conventionally. The book covers the techniques, technologies and frameworks that can be used to build next generation BI.

The focus of this book is on building intelligence that:

• is operational—looks into each opportunity on an on-going basis
• works at a granular level analysing one entity, such as one customer at a time
• is integrated into operational systems
• uses the right combination of machine and human intelligence
• is delivered through services and
• is acted upon in real-time or within a time frame

Key Features

• The book illustrates how the web, web 2.0, semantic web, intelligent systems and filtering techniques can contribute to building next generation of intelligence.
• Unlike other books in this genre, this goes far beyond traditional BI approaches centred around technologies like OLAP, data mining and data warehouse.
• The framework is supported by case studies that have been implemented in the commercial environment successfully.

Contents


Rajendra M Sonar has been with Shailesh J. Mehta School of Management, IIT Bombay, for almost 8 years. Associate Professor, Information Systems/Technology, he holds a PhD degree in Computer Science from Pune University.
Hospitality and Tourism
Rajat Gupta, Nishant Singh, Ishita Kirar & Mahesh Kumar Bairwa

ISBN: 9789325982444
Price: ₹ 285 | Pages: 280
Size: 6.75” X 9.5” (Paperback)

About the Book
Hospitality and Tourism is an emerging market in India with immense potential to generate revenue and employment. This book encourages students to take up the interdisciplinary field of hospitality and tourism management as a career. It endeavours to provide the fundamentals and a full overview of the tourism and hospitality industry in India.

Salient Features
- Explains origin, functioning and scope of travel agencies and the hospitality industry in India
- Focuses on the relationship between tourism and hospitality industries in the Indian context
- Provides charts, maps and images for easy understanding of concepts

Benefits
Helps readers understand the concepts of Hospitality and Tourism Management, and their relationship to different tourism products.

Contents

Rajat Gupta Assistant Lecturer at IHM Pusa, has done his hotel management from IHM-Ahmedabad. He has over eight and a half years of work experience. He has been teaching in hotel management institutes for the past seven years.

Nishant Singh is a well-known hospitality professional with a degree in MBA from MDU University, Rohtak, and a BSc degree in hospitality and hotel administration from IHM, Ahmedabad. With an experience of almost seven years in teaching and with prominent hotels, he has written several books related to the field of hotel management.

He has worked as a lecturer with Delhi Institute of Hotel Management, and is currently working as a faculty member at the Institute of Hotel Management, Jodhpur.

Ishita Kirar presently a faculty member in IHM Faridabad, holds a bachelor’s degree in hotel management from Banarsidas Chandwala Institute of Hotel Management and Catering Technology affiliated to Guru Gobind Singh Indraprastha University, Delhi, and a master’s degree in Tourism Management. She has more than seven years of experience in the industry as well as in academics. She works for IHM Shimla, LPU, FIHM, and several hotels.

Mahesh Kumar Bairwa has been the alumni of Institute of Hotel Management, Jaipur (Rajasthan). He is currently working as a faculty member at the Institute of Hotel Management, Jodhpur.

Tourism and Travel Management, 2e
Biswa Nath Ghosh

ISBN: 9788125905615
Price: ₹ 325 | Pages: 212
Size: 5.5” X 8.5” (Paperback)

About the Book
Dealing with concepts as well as practices, the book covers all important aspects of the subject, giving an overview of the subject to beginners in a concise manner.

Contents

Biswa Nath Ghosh, Professor and Dean of Management, Bengal College of Engineering and Technology, Durgapur.

Introduction to Tourism and Hotel Industry
Mohammed Zulfikar

ISBN: 9788125904663
Price: ₹ 350 | Pages: 248
Size: 5.5” X 8.5” (Paperback)

About the Book
This book discusses in detail Tourism, Hoteliering and its main branch – Hotel Front Office Management – in its operative perspective and forms. A lot of emphasis has been laid on tourism concepts and its utility to the economy, a wide network of statistics has been provided to illustrate the relevant features of the industry. Hotel industry with its historical perspective, hotels in India – origin, growth and development find a prominent place in this book.

This book has been designed specifically for the students of Bachelors Degree in Hotel Management. However, students pursuing Diploma in Tourism and Hotel Management will also find it very useful. A ready reference for beginners in the field of hoteliering and catering.

Contents

Mohammed Zulfikar, A consultant in the field of culinary concepts, menu planning and market feasibility reports.
English Communication

Pooja Khanna

About the Book
As per the guidelines of Choice Based Credit System (CBCS) for all Central Universities, including the University of Delhi, and written specifically for the Ability Enhancement Compulsory Course (AECC) in English, the book introduces students to the theory, fundamentals and tools of communication to help them develop vital communication skills that would be integral to personal, social and professional interactions.

With minimal textual emphasis and optimal use of practice exercises, an effort has been made to make learning a pleasure for the students. While some sections have been included from theoretical point of view, several passages have been introduced to expose the reader to more interesting materials.

Key Features
- Easy language
- Equal emphasis on theory and practice
- Interactive worksheets incorporated to improve communication skills
- Equips students to tackle the problem areas in reading and comprehension


Contents
- Introduction to Communication
- Channels of Communication
- Directions: Downward, Upward, Lateral and Diagonal
- Media of Communication - Verbal or Oral Communication
- Non-verbal Communication
- Written Communication
- Personal, Social and Business Communication
- Barriers, Solutions, Techniques and Alternatives
- Intra Personal, Inter Personal and Group Communication
- Monologues and Dialogues
- Group Discussion
- Effective Communication & Miscommunication
- Interview
- Public Speech
- Close Reading and Comprehension
- Summary and Paraphrasing
- Analysis, Interpretation and Translation
- Documenting
- Report Writing
- Making Notes
- Letter Writing

Pooja Khanna is Assistant Professor, Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English language and literature here for over 15 years. She has also been actively involved in creating e-Lessons for English language at the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.

Elements of Business Laws

M C Kuchhal & Vivek Kuchhal

About the Book
The book is especially written for the 'Business Laws' paper of the B Com Semester-II course of the University of Delhi. It is designed strictly in accordance with the new Choice Based Credit System. The entire text has been organized in five units, namely, Law of Contract, Law of Special Contracts, Law of Sale of Goods, Law of Limited Liability Partnership, and Law of Information Technology. The intricate points of law are explained in a systematic and logical way and the emphasis is on explaining the entire subject matter in the most compact form. The book will prove to be the prized possession for comprehending the subject in its entirety and passing the examination.

Key Features
- Use of appropriate cases to ensure authenticity and clarity on the subject
- Inclusion of test questions and practical problems with hints and solutions to enable students to evaluate their understanding
- Use of illustrations and analogies to explain complicated provisions


Contents
- Unit-I: Law of Contract
- Nature and Kinds of Contracts
- Offer and Acceptance
- Consideration
- Capacity of Parties
- Free Consent
- Legality of Object and Consideration
- Void Agreements
- Contingent Contracts
- Quasi-Contracts
- Discharge of Contract
- Remedies for Breach of Contract
- Unit-II: Law of Special Contracts
- Indemnity and Guarantee
- Bailment and Pledge
- Agency
- Unit-III: Law of Sale of Goods
- Contract of Sale of Goods
- Conditions and Warranties
- Transfer of Property
- Performance of Contract of Sale
- Rights of Unpaid Seller

M C Kuchhal served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi. He is also the author of renowned books like Secretarial Practice and Mercantile Law published by Vikas.
Vivek Kuchhal is Associate Professor at Maharaja Agrasen Institute of Technology, Delhi. He is an alumnus of Shri Ram College of Commerce, and Faculty of Management Studies, University of Delhi, Delhi. He has had a brilliant academic record throughout, securing second position in order of merit in BCom (Hons) and also in the MBA in the University. He is also a Chartered Accountant and Cost Accountant. He secured 13th all-India rank in CA (Inter) Examination.

Business Laws

M C Kuchhal & Vivek Kuchhal

About the Book
The book has been written for 'Business Laws' Paper of the BCom (Hons), Semester-I, Examination of the University of Delhi in accordance with its syllabus under Choice Based Credit System. Its contents have been largely extracted from the author's reputed title Business Law which has gained tremendous readership over the years. This book presents the subject matter tailor-made as per the revised course structure of the Paper, to enable the students to possess a textbook that caters to their needs in full. The book has been organized into four parts, namely, Law of Contract, Law of Sale of Goods, Law of Limited Liability Partnership, and Law of Information Technology.

Key Features
- Quotes Indian and English cases at appropriate places with a view to ensure necessary authenticity and clarity on the subject
- Includes objective type questions, test questions and practical problems with hints and solutions in each chapter to enable students to evaluate their understanding of the subject
- Explains complicated provisions in easily comprehensible language with the help of illustrations and analogies

ISBN: 9789352711673 | Price: ₹ 295 | Pages: 414 | Size: 5.5” X 8.5” (Paperback)

Contents

M C Kuchhal served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi. He is also the author of renowned books like Secretarial Practice and Mercantile Law published by Vikas.

Vivek Kuchhal is Associate Professor at Maharaja Agrasen Institute of Technology, Delhi. He is an alumnus of Shri Ram College of Commerce, and Faculty of Management Studies, University of Delhi, Delhi. He has had a brilliant academic record throughout, securing second position in order of merit in BCom (Hons) and also in the MBA in the University. He is also a Chartered Accountant and Cost Accountant. He secured 13th all-India rank in CA (Inter) Examination.

Marketing Management

J P Mahajan & Anupama Mahajan

About the Book
Marketing Management is a curriculum-driven text. It is designed to cater to the knowledge and examination needs of B.Com. students of Semester VI of the University of Delhi.

Key Features
- Provides exhaustive coverage of all topics in the syllabus
- Makes productive use of study aids such as Flow Charts, Tables, Boxes, Illustrations and Snapshots to reinforce learning and help students acquire greater conceptual clarity
- Incorporates Review Questions, University Examination Questions and Projects

Contents
• Introduction to Marketing • Marketing Mix • Marketing Environment • Consumer Behaviour • Market Segmentation, Targeting and Positioning • Products Decisions
• Pricing • Channels of Distribution and Distribution Logistics • Wholesaling and Retailing • Promotion • Tools of Promotion

J P Mahajan served for about four decades as the faculty member of Kirori Mal College, University of Delhi. He is also the author of renowned books like Managing Human Resources and Management Principles and Applications published by Vikas.

Anupama Mahajan is Associate Professor of Commerce at Bharati College, University of Delhi, has been into the teaching profession for the past eighteen years. Key areas of her interest are Marketing Ethics, Business Ethics, Management and Advertising. She has presented papers at international conferences and published articles in journals of repute. She has published books on Marketing Management and Human Resource Management.

Management Principles And Applications

J P Mahajan, Anupama Mahajan & Deepika Dewan

About the Book
Management Principles and Applications is a curriculum-driven text designed to cater to the examination and knowledge needs of students. The book presents principles of management and explains their applications at the workplace for business advantage.

Key Features
• Incorporates latest ideas to develop business acumen in students and sharpen their problem solving skills.
• Emphasises on competency-based study aids — such as Learning Objectives, Flow Charts, Boxes and Tables, and Figures — to provide intensive coverage of general and contemporary management topics.
• Provides Case Studies to highlight the practical side of management


Contents
• Fundamentals of Management • Evolution of Management Thought • Contemporary Management Thought • Trends and Challenges of Management in Global Scenario • Strategic Planning • Environment Analysis and Diagnosis • Decision Making • Fundamentals of Organising • Delegation and Decentralisation of Authority • Types of Organisational Structures • Fundamentals of Staffing • Motivation • Leadership • Communication • Fundamentals of Controlling • Techniques of Controlling

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Anupama Mahajan is Associate Professor of Commerce at Bharati College, University of Delhi, has been into the teaching profession for the past eighteen years. Key areas of her interest are Marketing Ethics, Business Ethics, Management and Advertising. She has presented papers at international conferences and published articles in journals of repute. She has published books on Marketing Management and Human Resource Management.

Deepika Dewan is currently working as an Assistant Professor of Commerce at Bharati College, University of Delhi. Key areas of her interest are Finance, Marketing, Management and Economics. During her teaching career spanning over six years, she has authored chapters for ILLL and e-pg pathshala, presented papers at national seminars, and published articles in journals of repute.
Human Resource Management

J P Mahajan & Reeta

About the Book

Human Resource Management is a curriculum-driven book designed to cater to the examination and knowledge needs of students pursuing B.Com. (Hons.) course at the University of Delhi. The book presents principles and practices of human resource management in a simple, scientific and lucid style.

Key Features

• Incorporates latest ideas valuable in developing students' business acumen and sharpening their diagnostic skills of human resource management problem solving.
• Emphasises on competency-based study aids — such as Learning Objectives, Flow Charts, Boxes and Tables, and Figures— to provide intensive coverage of general and contemporary human resource management topics.
• Provides Case Studies in significant areas to highlight the practical side of human resource management issues.


Contents

• Introduction to Human Resource Management • Emerging Challenges of HRM • Human Resource Planning • Job Analysis • Employee Recruitment • Employee Selection • Placement, Induction, Socialisation and Retention of Employees • Training and Development • Performance Appraisal, Potential Appraisal and Employee Counselling • Job Changes–Promotions and Transfers • Employee Compensation • Job Evaluation • Employee Health, Safety, Security, Welfare and Grievance Handling and Redressal • Employer-Employee Relations and Industrial Disputes • HRIS, e-HRM, HR Audit and Impact of HRM Practices on Organisational Performance • Contemporary Issues in HRM

J P Mahajan served for about four decades as the faculty member of Kirori Mal College, University of Delhi. He is also the author of renowned books like Managing Human Resources and Management Principles and Applications published by Vikas.

Reeta is currently working as an Assistant Professor of Commerce at Zakir Husain Delhi College, University of Delhi. During her teaching career spanning over thirteen years, she has published a number of papers in national and international journals. She has also presented papers in various national and international conferences. She has also authored a Dictionary of Commerce.

Effective Business Communication

Pooja Khanna

About the Book

One of the core skills sought by business houses is the ability to conduct and communicate with others effectively. Amongst the top five criteria for selecting employees, four communication skills – speaking, writing, listening and interpersonal communication – are rated by recruiters as the most important. Effective communication brings people together. For a business to be successful and relationships to remain healthy, communication plays a vital role.

This book is especially written to meet this purpose. It is in exact conformity with the syllabus of 'Business Communication' paper of BCom Honours, Semester II of the University of Delhi, under Ability Enhancement Compulsory Course (AECC). It lucidly answers the basic questions on misconceptions in communication, the importance of paralanguage, the key to preparing for interviews and many such issues.

Key Features

• Analysis of vital components of business communication
• Informative use of illustrations, examples, diagrams and pictures
• Inclusion of review questions and university examination questions
• New tools for business communication, like emails, teleconferencing, video conferencing, telex and fax

Contents

• What is Communication?
• Types of Communication - Verbal and Non-Verbal Communication
• Different Forms of Communication
• Barriers to Communication
• Letter Writing
• Presentation
• Inviting Quotation
• Sending Quotation
• Placing Orders
• Sales Letters, Claim & Adjustment Letters
• Social Correspondence
• Memorandums
• Notices, Agenda, Minutes
• Resume Writing
• Report Writing
• Importance of Business Language
• Oral Presentation-Importance, Characteristics
• Powerpoint Presentation
• E-Correspondence

Pooja Khanna is Assistant Professor, Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English language and literature here for over 15 years. She has also been actively involved in creating e-Lessons for English language at the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.

Principles of Marketing

J P Mahajan & Anupama Mahajan

About the Book

Principles of Marketing is a curriculum-driven text. It is designed to cater to the knowledge and examination needs of BCom (Hons) students of Semester-V as per the CBCS pattern of the University of Delhi. It is a reader-friendly, unique and unrivalled compendium of modern marketing.

Key Features

• Provides exhaustive coverage of all topics in the syllabus
• Uses analytical framework to explain complexities of marketing issues
• Includes study aids such as Flow Charts, Tables, Boxes, Illustrations and Case Studies
• Incorporates Review Questions, University Examination Questions and Projects


J P Mahajan served for about four decades as the faculty member of Kirori Mal College, University of Delhi. He is also the author of renowned books like Managing Human Resources and Management Principles and Applications published by Vikas.

Anupama Mahajan is Associate Professor of Commerce at Bharati College, University of Delhi, has been into the teaching profession for the past eighteen years. Key areas of her interest are Marketing Ethics, Business Ethics, Management and Advertising. She has presented papers at international conferences and published articles in journals of repute. She has published books on Marketing Management and Human Resource Management.
CATALOGUE
HIGHER EDUCATION 2020

ENGINEERING & TECHNOLOGY

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Strength of Materials, 4e
S S Bhavikatti

About the Book
Over the last two decades, this book has become a students’ companion due to its comprehensive coverage, student-friendly approach and the all-steps-explained style. This has made it the best-selling book among all the books on the subject. Thus, it takes care of all the syllabuses on the subject and fully satisfies the needs of engineering students.

New in this Edition
♦ Overhaul of the text to match the changes in various syllabi
♦ Additional topics and chapters for the benefit of mechanical engineers, like
  • Stresses and strains in two- and three-dimensional systems, and Hooke’s law
  • Euler’s buckling load and secant formula
  • Deflection of determinate beams using moment area and conjugate beam methods
  • Deflection of beams and rigid frames by energy methods
♦ Redrawing of some diagrams

Key Features
• Conforms to syllabuses of a large number of Indian Universities
• Use of SI units throughout the text as required by the curriculums of the universities.
• Summary of important concepts and formulae at the end of every chapter, to help readers recapitulate and revise.
• A large number of solved (221 in number) and exercise problems (109) are presented systematically. Answers to exercise problems have been given to help readers evaluate their solutions.
• Generous use of diagrams (more than 550) for better understanding.
• Additional topics such as stresses and strains in two- and three-dimensional systems, and Hooke's law; Euler's buckling load and secant formula; Deflection of determinate beams using moment area and conjugate beam methods; Deflection of beams and rigid frames by energy methods, apart from many other topics.

Market: Primarily for BE/BTech. Also useful for ME/MTech.


Contents
1. Introduction
2. Simple Stresses and Strains
3. Compound Stresses and Strains
4. Theories of Failure
5. Shear Force and Bending Moment In Statically Determine Beams
6. Stresses in Beams
7. Deflection of Beams by Double Integration Method
8. Deflection of Determinate Beams Using Moment area and Conjugate Beam Methods
9. Deflection of Beams and Rigid Frames by Energy Methods
10. Torsion
11. Thin and Thick Cylinders and Spheres
12. Columns and Struts.

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.
Structural Analysis-1, 5e
S S Bhavikatti

About the Book
Structural Analysis, or the 'Theory of Structures', is an important subject for civil engineering students who are required to analyze and design structures. It is a vast field and is largely taught at the undergraduate level. A few topics like Matrix Method and Plastic Analysis are also taught at the postgraduate level and in structural engineering electives. The entire course has been covered in two volumes - Structural Analysis I and II.

Structural Analysis I deals with the basics of structural analysis, measurements of deflection, various types of deflections, loads and influence lines, etc.

Salient Features
• Systematic explanation of concepts and underlying theory in each chapter
• Numerous solved problems presented methodically
• Solved university examination questions
• A set of exercises to check the student's understanding of concepts

Market: Primary Market: B.Tech, BE Secondary Market: Diploma

New in The 5th Edition
• Inclusion of the following three new chapters:
  • Ch 2, Pin-jointed plane frames
  • Ch 3, Shear Force and Bending Moment in Statically Determinate Beams
  • Ch 8, Deflection of Beams by Double Integration Method

Primary Market: B.Tech, BE Secondary Market: Diploma


Contents
1. Introduction
2. Pin-jointed Plane Frames
3. Shear Force and Bending Moment in Statically Determinate Beams
4. Moving Loads on Girders
5. Influence Lines for Bridge Trusses
6. Three-hinged Arches
7. Cables and Suspension Bridges
8. Deflection of Beams by Double Integration Method
9. Deflections of Determinate Beams using Moment Area and Conjugate Beam Methods
10. Deflection of Beams and Rigid Frames by Energy Methods
11. Deflections of Pin-jointed Plane Frames
12. Introduction to Analysis of Indeterminate Structures
13. Analysis of Pin-connected Indeterminate Frames by Consistent Deformation Method
14. Analysis of Indeterminate Beams and Rigid Frames by Consistent Deformation Method
15. Three Moment Equation
  • Appendix: Analysis of Pin-jointed Plane Frames

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal, and SDM College of Engineering & Technology, Dharwad. For some time, he has also been Principal, RYM Engineering College, Bellary. Prof Bhavikatti holds an ME degree in Structural Engineering from the University of Roorkee and a PhD from IIT-Delhi.
Structural Analysis-II, 4e
S S Bhavikatti

About the Book

Structural Analysis-II deals in depth with the analysis of indeterminate structures, and also special topics like curved beams and unsymmetrical bending. It includes indeterminate structural analysis and provides an introduction to advanced methods of analysis, namely matrix method and plastic analysis. Structural analysis, or the ‘theory of structures’, is an important subject for civil engineering students who are required to analyse and design structures. It is a vast field and is largely taught at the undergraduate level. A few topics like matrix method and plastic analysis are also taught at the postgraduate level and in structural engineering electives. The entire course has been covered in two volumes—Structural Analysis-I and II.

New in this Edition

• Thoroughly reworked computations
• Objective type questions and review questions
• A revamped summary for each chapter
• Redrawing of some diagrams

Key Features

• Use of SI units standard international notations
• Systematic explanation of concepts and underlying theory in each chapter
• 133 solved problems of various grades presented methodically, many of which are from university papers
• A set of exercises (with answers) to test the student’s ability in solving them correctly
• Generous use of Bending moment diagram, free body diagram, and shear force diagram

Market: Primarily for BE/BTech. Also useful for Polytechnic courses, ME/MTech.


Contents

1. Slope Deflection Method
2. Moment Distribution Method
3. Kani’s Method of Rotation Contribution
4. Column Analogy Method
5. Influence Line Diagrams for Statically Indeterminate Beams
6. Analysis of Multistorey Frames by Approximate Methods
7. Two-Hinged Arches
8. Fixed Arches
9. Beams Curved in Plan
10. Unsymmetric Bending and Shear Centre
11. Matrix Method of Structural Analysis
12. Introduction to Plastic Analysis

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal, and SDM College of Engineering & Technology, Dharwad. For some time, he has also been Principal, RYM Engineering College, Bellary. Prof Bhavikatti holds an ME degree in Structural Engineering from the University of Roorkee and a PhD from IIT-Delhi.
Disaster Management
R Subramanian

About the Book
Disaster Management is an intended textbook for students pursuing a first and intermediate course on the subject in any undergraduate programme, especially engineering courses like civil, structural, geotechnical engineering and other specialized courses on the subject. The latest AICTE and the earlier UGC model curriculums have been extensively consulted to design the contents of the book. The main objective of the book is to create awareness about and understanding of disasters and disaster mitigation measures. It deals with the subject in a structured manner. Starting with an introductory chapter, the book goes to classification of disasters, separate chapters on natural and man-made (anthropogenic) disasters, basic management concepts, four-cycle disaster management, organizational structures in India and other countries, NGOs, ethical issues and case studies. It follows the ‘assurance of learning’ model by enumerating the learning objectives in every chapter, followed by detailed exposition of each objective and ends with a rich suite of assessment questions.

Market: Primarily for Students of Civil, Structural, Geotechnical & Mechanical Engineering and all UG departments. Diploma in Disaster Management. Also useful for Disaster Management Professionals, Policy Makers

Key Features
• Extensive coverage of both natural and man-made disasters. Separate chapter on case studies of both of these types of disasters.
• Provides blueprints of not only rescue & relief but also how to prevent disasters, especially with reference to man-made disasters.
• Boxed exhibits of particular aspects of past disasters have been provided alongside the text as a learning aid.
• All important codes have been discussed appropriately - both national and international including building design codes of some countries, ILO’s code, Codes of Practice by BIS and National Building Code, and Ethical Codes.
• Disaster management agencies have been discussed thoroughly, including the need for international cooperation.
• Current status of disaster management in India and national organization has been included appropriately.
• Vulnerability maps of India and practical projects for students have been included in the book-end appendix


Contents
1. Overview
2. Understanding Disasters
3. Natural Disasters
4. Anthropogenic (Man-made) Disasters
5. Objectives & Principles of Disaster Management
6. Disaster Management Cycle
7. Stakeholders and Technological Tools of Disaster Management
8. International Cooperation and Organisational Structures for Disaster Management
9. Disaster Management in India
10. Ethical Issues
11. Case Studies
   • Appendix-1: Suggested Practical Tasks
   • Appendix-2: Vulnerability Maps of India
   • Index

R Subramanian retired as Professor and Head of Department of Civil Engineering at National Institute of Technical Teachers’ Training and Research (NITTTR), Chandigarh, after serving the organization for 36 years. He holds a bachelor’s degree in Civil Engineering from Kerala University and a master’s in Structural Engineering from Roorkee University (now IIT-Roorkee). He has taught Civil Engineering subjects to both undergraduate and postgraduate students. Pursuing his passion for teaching he presently works as a teacher trainer.

www.vikaspublishing.com e-mail: helpline@vikaspublishing.com
Engineering Geology, 2e
D V Reddy

About the Book
This book is designed as a textbook for students pursuing undergraduate and postgraduate courses in advanced/applied geology and earth sciences. 

Engineering Geology is a multidisciplinary subject that interacts with other disciplines, such as mineralogy, petrology, structural geology, hydrogeology, seismic engineering, rock engineering, soil mechanics, geophysics, remote sensing (RS-GIS-GPS) and environmental geology. This book is unique in the Indian market that caters to the students of all these subjects. Also, serves as a reference for practicing civil engineers, geotechnical engineers, marine engineers, geologists and mining engineers.

Salient Features
• The concept of watershed and the depiction of watershed atlas of India
• Latest findings by the Indian Bureau of Mines
• Recent developments in coastal engineering and innovative structures
• New types of protective structures to guard against tsunamis
• Role of geology in building smart cities
• Environmental legislation in India


Contents

D V Reddy is an active researcher and a consultant of international repute in the field of geotechnology. He retired as Professor and HOD in the Department of Civil Engineering, National Institute of Technology Karnataka (NITK).

Water Power Engineering, 2e
M M Dandekar & K N Sharma

About the Book
The book covers the entire scope of the subject in a lucid manner starting from the fundamentals of hydrology, to various hydraulic and civil structures to electrical and mechanical equipment as required for hydro-power projects. Recent innovations and developments in some areas like wave power, and new technologies in hydraulic structures, like the P-K weirs, fuse gates, stepped spillways, CFRD, RCC, etc., find place suitably in the book.

The book is meant for undergraduate and postgraduate students of civil and electrical engineering and professionals.

New in This Edition
♦ Two new chapters on 'small-scale hydro, and 'environmental impact of hydro and multi-purpose projects
• New types of dams, sedimentation of reservoirs, rehabilitation of dams • Spillway design floods, new types of spillways • Mathematical models for rainfall-runoff analysis, including contribution of snowfall • Structural components of tidal plants, and new types of turbines • Wave power exploitation
♦ Detailed study on Sardar Sarovar and Tehri projects


Contents

M M Dandekar was Professor and Head of Civil Engineering Department at Malaviya Regional Engineering College (now Malaviya National Institute of Technology), Jaipur, Rajasthan.
K N Sharma taught hydraulics, water power engineering, and hydrology to undergraduate and postgraduate students from 1969-81.
Water Supply Engineering
Subhash Verma, Varinder Kanwar & Siby John

About the Book
This book completely covers a one-semester course on potable water supply systems in a single, compact volume for undergraduate students. The book integrates the concepts of chemistry, biology and hydraulics as applicable to water supply engineering. It presents the basic and applied principles and most recent practices and technologies.

Key Features
- Concepts and design practices illustrated with the help of solved examples
- All related topics discussed in context of principles of sustainability, affordability, effectiveness, efficiency, and appropriateness
- Step-wise solution to problems, with stress on unit cancellation in calculations
- Updated data from Bureau of Indian Standards
- More than 70 solved examples, 70 true/false questions and 325 multiple choice questions


Contents

Subhash Verma retired as Professor of Sault College of Applied Arts and Technology, Canada. Earlier, he taught at Punjab Agricultural University, Ludhiana. Varinder Kanwar is Professor in Civil Engineering and Registrar of Chitkara University, Solan. Siby John is Professor of Civil Engineering and Dean at PEC University of Technology (formerly, Punjab Engineering College), Chandigarh.

Design of Steel Structures
L S Jayagopal & D Tensing

About the Book
First course for the learners of steel structural design at UG level, this book is based on limit state design as per the Indian Code of Practice – General construction in steel – IS 800-2007. It explains theoretical concepts which form the basis of codal provisions. Emphasis lies on principal axes based compression members, peripheral load distribution for base plates, limit state design of base plate bearing column with moment, unsymmetrically loaded beam design, tension field web design in plate girders, section and member design for bi-axially loaded beam columns which are unique to the book. Practical insight provided in chapters of applied design.

Key Features
- Splitting of design problem into basic steps
- Inclusion of simplified design rules which will help the practicing engineers
- Examples under each chapter to illustrate the concepts discussed.


Contents

L S Jayagopal, Managing Director of structural design firm Mithran Structures (P) Limited.

D Tensing, Professor and Director of School of Civil Engineering and has taught Design of Steel Structures for more than 20 years to the Undergraduate students and Post graduate students.
Building Construction
S S Bhavikatti

About the Book
This Building Construction covers the entire process of building construction in detail, from the stage of planning and foundation building to the finishing stages like plastering, painting, electricity supply and woodwork. Each of the basic components of a building are covered separately, including doors, windows, floors, roof, walls, partitions, as are the basic finishing works like plumbing, damp-proofing, ventilation, air conditioning and so on. Essential features of construction like acoustics, fire-resistance and earthquake-resistant design are also covered. In keeping with contemporary needs, the book also includes a chapter on the environmental impact of a building and how to make it green.

The text, presented in simple, precise and reader-friendly language, is amply supported by figures and tables. Together with its companion volume, Building Materials, the book will meet the academic requirements of degree, as well as diploma courses in civil engineering and architecture.

Salient Features
For degree and diploma students of civil engineering and architecture, this book covers the entire process of building construction in detail, from the stage of planning and foundation to the finishing stages. The basic components of a building, the basic finishing works like plumbing, damp-proofing, air conditioning etc., as well as features like acoustics, fire-resistance and earthquake-resistant design as also the environmental impact are all covered appropriately.

ISBN: 9789325960794  |  Price: ₹ 325  |  Pages: 368  |  Size: 6.75" X 9.5" (Paperback)

Contents

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.

Building Materials
S S Bhavikatti

About the Book
Building Materials covers in detail the properties and uses of various building materials, including stones, bricks, tiles, timber, cement, sand, lime, mortar, concrete, glass, plastics and so on. Ferrous and non-ferrous metals, bitumen, asphalt, tar, plastics, paints and varnishes are included, as are non-traditional materials like fibre reinforced plastics and smart materials. For each material, its manufacture, properties, uses, advantages and disadvantages, and so on, are discussed.

The text, presented in simple, precise and reader-friendly language, is amply supported by figures and tables. The book will meet the academic requirements of degree as well as diploma students. Relevant IS codes have also been listed for the benefit of practising engineers.

Salient Features
For degree and diploma students of civil engineering, this book covers all types of building materials from traditional to modern. The text is amply supported by figures and tables. Relevant IS codes are given at the end of each chapter.


Contents

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.
Ground Improvement Techniques
Nihar Ranjan Patra

ISBN: 9789325960015
Price: ₹ 299 | Pages: 336
Size: 6.75" X 9.5" (Paperback)

About the Book
The book provides an overview of the basic concepts of ground modifications to difficult soils in a logical and illustrative way. It teaches how to apply alternative solutions to difficult foundation problems and evaluates their effectiveness before and after construction. The text is supported by a large number of examples, review and multiple choice questions, as well as practical problems. The book is intended to serve as a textbook for undergraduate and postgraduate students of Geotechnical, Transportation, Hydraulic and Environmental Engineering, and a reference work for practising civil engineers.

Key Features
• A well researched textbook on ground improvement techniques
• Conforms to the syllabi of all Indian universities where the subject is taught
• Written by an expert on the subject with a decade of teaching experience

Contents

Annexures: Conversion Relationships, Geotextile Related Terms, Geomembrane-related Terms, Computer Programming Codes for Stone Column and for Preloading and Sand Drains

Nihar Ranjan Patra is presently Associate Professor in the Department of Civil Engineering, Indian Institute of Technology, Kanpur.

Advanced Strength of Materials
(SFor Polytechnic Students)
S S Bhavikatti

ISBN: 9789325983397
Price: ₹ 150 | Pages: 136
Size: 6.75" X 9.5" (Paperback)

About the Book
This book follows the polytechnic syllabus for mechanical branch. The subject is developed systematically, using simple language and a large number of figures. At the end of each chapter a set of problems are presented along with answers so that the students can check their ability to solve problems. To enhance the ability of students to answer semester questions and examinations, a set of descriptive type, fill in the blanks type, identifying true/ false type and multiple choice questions are also given. It is written in SI units. Notations used are as per Indian standard codes. It is hoped that students of civil engineering branch will find this book useful for overall understanding of the course and exam preparedness.

Key Features
• 100 per cent coverage of new syllabus
• Emphasis on practice of numerical for guaranteed success in exams
• Lucidity and simplicity maintained throughout
• Nationally acclaimed author of over 40 books

Contents

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.
About the Book

**Building Materials and Construction**
(For Polytechnic Students)
S S Bhavikatti

ISBN: 9789325983403
Price: ₹ 250 | Pages: 232
Size: 6.75" X 9.5" (Paperback)

**About the Book**

This book involves selecting suitable materials and carrying out building construction neatly. This book comprehensively covers all aspects of the subject and is written as per the requirements of civil engineering degree students.

The text is presented in simple, precise and reader-friendly language. It is amply supported by figures and tables.

**Key Features**

- Detailed coverage as per the syllabus
- Simple and precise explanations
- Text sufficiently illustrated by figures and tables
- Relevant IS Codes listed
- Exhaustive questions given

**Contents**


**S S Bhavikatti** is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.

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**Mechanics of Structure**
(For Polytechnic Students)
S S Bhavikatti

ISBN: 9789325982451
Price: ₹ 265 | Pages: 344
Size: 6.75" X 9.5" (Paperback)

**About the Book**

For students of civil engineering, the basic course on Strength of Materials is not enough to start their engineering career. They need an advanced course like Mechanics of Structures to understand strength and stability of several components of civil engineering structures. Hence, Mechanics of Structure is taught to all polytechnic students of civil engineering.

It is written in SI units. Notations used are as per Indian standard codes. Apart from West Bengal Polytechnic students of civil engineering branch, it is hoped that the students of other states with similar syllabus may also find this book useful.

**Key Features**

- 100 per cent coverage of new syllabus
- Emphasis on practice of numericals for guaranteed success in exams
- Lucidity and simplicity maintained throughout
- Nationally acclaimed author of over 40 books

**Contents**


**S S Bhavikatti** is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.
Strength of Materials
(For Polytechnic Students)
Debasish Roy Choudhury & Sumon Roy

ISBN: 9789325984356
Price: ₹ 375 | Pages: 522
Size: 6.75” X 9.5” (Paperback)

About the Book
The subject Strength of Materials is concerned with those properties of engineering and engineered materials that ensures its ability to provide safety and stability during its operating life. The scope of the subject is vast and involves good understanding of the properties of a material under static and dynamic loading, basic mechanics and the like. Within its scope, this book consists of seven chapters and covers fundamental aspects of the subject. Each topic of every chapter has been explained in as much detail as possible, followed by its counterpart in the form of ‘Example Problem’. Example problems are solved in a step-by-step manner such that students find comfortable in dealing with them.

Key Features
• Large number of example problems
• Step-wise illustration to each example problem for easy understanding by the students
• Plenty of diagrams for each topic of discussion / illustration
• Large number of objective questions with answers commensurate with the questions usually asked in competitive examinations
• Summary at the end of each chapter

Contents

Debasish Roy Choudhury is presently working as Officer-in-Charge, Baruipur Government Polytechnic, West Bengal.

Sumon Roy is presently working as a Sr. Lecturer & Head, Mechanical Engineering Department, APC Roy Polytechnic, Kolkata.

Land Drainage: Principles, Methods and Applications
A K Bhattacharya & A M Michael

ISBN: 9788125927761
Price: ₹ 535 | Pages: 768
Size: 6.75” X 9.5” (Paperback)

About the Book
This book provides an explicit description of the subject for students as well as the practicing engineers in this area. A logical sequence is followed in the presentation of chapters, beginning with the occurrence of drainage problems, their causes, remedies, the design and execution of drainage systems and the benefits of drainage. A very specific and useful feature of the book is the application of simple concepts of mathematics and statistics in solving drainage and related problems. The inclusion of a large number of solved and unsolved problems in each chapter makes this book more application centric. A large number of illustrations in the book provide link between the theoretical concepts and the practical application of land drainage principles to the readers for better understanding. The book can claim to be the only comprehensive title on the subject in India.

Key Features
• Application-centric approach
• Global scenario of drainage
• Well-illustrated examples
• Self-assessment questions with answers
• Case studies of Drainage and Salt Management
• Study of different drainage models
• Discussion of drainage in Indian context
• Text supported by statistical inputs

Contents
• Appendix • Index

A K Bhattacharya, retired as Principal Scientist from Indian Agricultural Research Institute (IARI) in 2006.

A M Michael, fellow of Institution of Engineers (India), Indian National Academy of Engineering, and Indian Society of Agricultural Engineers, is an internationally reputed authority on water resources development and management.
About the Book
The book is an outcome of the experience and expertise of the author in the subject area for more than 25 years. With Learning Objectives at the beginning of the chapters, Learning Outcomes at the end, and sequential organization of topics and problems within the chapters, followed by Assignments, it is completely in line with ‘Outcome Based Education (OBE)’ that is being followed by most universities. The engineering drawings in the book have been prepared using the latest version of AutoCAD.

The book has all the major assessment tools, such as assessment exercises, short questions with answers, fill in the blanks and multiple choice questions (MCQ), that will help in the learning process.

Salient Features
- Includes all the projection techniques required by the core engineering syllabuses of the subject in the institutions
- BIS codes and conventions, curves and sections, and visualization and free hand techniques have been included at the beginning of the book.
- 358 solved problems of various degrees of difficulty and inclusion of previous years' university questions are the major highlights of the book.
- Rich suite of Assessment Exercises will give every conceivable situations to students to analyse and solve problems. Wherever applicable, final answers have been given.

Market: Primarily for BE/BTech. Also useful for ME/MTech.


Contents

1. Engineering Graphics Concepts and Conventions
2. Scales
3. Plane Curves in Engineering Practices
4. Visualization Concepts and Freehand Sketching
5. Orthographic Projections
6. Projections of Points
7. Projections of Straight Lines
8. Projections of Planes
9. Auxiliary Projections
10. Projections of Solids
11. Projections of Sectioned Solids
12. Development of Surfaces
13. Isometric Projection
14. Perspective Projection
15. Computer Aided Drafting

Appendix

T Jeyapoovan is Professor, Hindustan Institute of Technology and Science, Chennai. He has over 25 years of teaching experience and specializes in computer programming, computer aided design and drafting.
Salient Features

- Develops a step-by-step build up of the subject.Statics and dynamics are covered in a balanced manner. Follows the SI system of units.
- Free Body Diagrams, which comprise the foundation of understanding engineering mechanics, are discussed in detail.
- Good balance of theory and solved examples to explain concepts. Contains 294 problems of various grades, solved in a step wise manner.
- A large number of practice questions to help students prepare for the examinations. Summary at the end of the chapters will aid in revision and recapitulation of key concepts.
- Chapter-end and book-end appendices on "Computer Assignments" will help in using software like Excel, C and Fortran to solve problems.
- Contains useful appendices on Vector Algebra, Solution of Non-Linear Equations, Mathematical Formulae and Numerical Integration.

Market: Primarily for BE/BTech. Also useful for ME/MTech, Professionals.


Contents

1. Introduction
2. Statics of Particles - Concurrent Forces in Plane
3. Statics of Particles - Concurrent Forces in Space
4. Statics of Rigid Bodies: Non-Concurrent Forces in Plane
5. Statics of Rigid Bodies: Non-Concurrent Forces in Space
6. Analysis of Pin-Jointed Plane Trusses
7. Uniform Flexible Suspension Cable
8. Friction
9. Centroid and Centre of Gravity
10. Moment of Inertia and Mass Moment of Inertia
11. Method of Virtual Work
12. Kinematics of Particles - Rectilinear Motion
13. Kinematics of Particles - Curvilinear Motion
14. Kinetics of Particles - Newton's Second Law
15. Kinetics of Particles - Work and Energy
16. Kinetics of Particles - Impulse and Momentum
17. Collision of Elastic Bodies
18. Kinematics of Rigid Bodies
19. Kinetics of Rigid Bodies
20. Mechanical Vibrations

S Rajasekaran is Professor Emeritus, Department of Civil Engineering, PSG College of Technology, Coimbatore.
G Sankarasubramanian is Professor in the Department of Civil Engineering, PSG College of Technology, Coimbatore.
Operations Research, 4e
S Kalavathy

About the Book
Operations Research is the discipline of applying advanced analytical methods to help make better decisions. It helps the management to achieve its goals by using scientific techniques, making the study and understanding of operations research even more important in the present day scenario. This book has been written with the objective of providing students with a comprehensive textbook on the subject. It follows a simple algorithmic approach to explain each concept, often giving different steps. This approach stems from the author’s experience in teaching undergraduate and postgraduate students of Madras University and Anna University, Chennai, over many years.

One of the highlights of this book is the solved-problems approach, as each chapter in the book is substantiated by a large number of solved problems. Many of the questions that have been incorporated are from previous examination papers of various universities. In addition, each chapter has numerous exercise problems at the end and a section on short answer questions with answers.

Due to its approach and coverage the book is indispensable to the MBA/PGDM, Engineering and Mathematics students.

New in this Edition
• A New Chapter on Non-Linear Programming has been added
• Includes the Stepping Stone Method to solve Problem of Degeneracy and Transportation Problem

Salient Features
• Covers the syllabus of MBA/PGDM and Engineering courses completely.
• Adopts a solved-problem approach. The book includes 248 problems solved interwoven through the book.
• Method of solving OR problems in a step-wise format for ease in remembering and recalling.
• Contains a large number of Exercise Problems, accompanied with answers

Market: Primarily for Engineering and MBA. Also useful for Mathematics, BBA, MCom.


Contents

2. Linear Programming
3. Graphical Method
4. Simplex Method
5. Artificial Variables Technique
6. Duality in Linear Programming
7. Revised Simplex Method
8. Transportation Problem
9. Transhipment and Assignment Problems
10. Goal Programming
11. Integer Programming Problems
12. Markov Processes and Markov Chains
13. Dynamic Programming
14. Sequencing Problems
15. Network Scheduling by PERT/CPM
16. Inventory Control
17. Replacement Models
18. Queuing Theory
19. Game Theory
20. Simulation
21. Decision Theory
22. Non-Linear Programming Problem

S Kalavathy is Professor of Mathematics in the Science and Humanities Department, RMD Engineering College, Chennai. She has been teaching for the past 25 years, having handled almost all engineering mathematics subjects for various disciplines in UG and PG courses, including MBA/MCA.
Engineering Drawing & Graphics Using Auto CAD, 3e
T Jeyapoovan

About the Book
The study of engineering drawing builds the foundation of analytical capabilities for solving a wide variety of engineering problems and has real-time applications in all branches of engineering. Student-friendly, lucid and comprehensive, this book adopts step-by-step instructions to explain and solve problems. A major highlight of this book is that all the drawings are prepared using AutoCAD.

Key Features
• Contains simplified diagrams to explain problems
• Presents logical sequence of examples for easy learning
• Uses the actual dimensions and details of constructions followed in building drawings
• Includes a large number of figures, solved problems, exercise problems and short questions with answers
• Provides numerous examination-oriented questions for self-assessment


Contents

T Jeyapoovan is a professor in the department of Mechanical Engineering, Hindustan Institute of Technology and Science, Padur, Chennai.

Engineering Practices Lab Manual, 5e
S Gowri & T Jeyapoovan

About the Book
Engineering Practices Lab Manual covers all the basic engineering lab practices in the Civil, Mechanical, Electrical and Electronics areas. The manual details the various tools to be used and exercises to be practiced in the application of engineering practices in each field.

Key Features
• A hands-on guide to Engineering Practicals
• Offers more than 70 experiments.
• Introduces the tools before every Practice
• Viva questions after every Practice
• Space for rough work provided within the book


Contents

S Gowri is the first Registrar of Anna University.
T Jeyapoovan is a professor in the Department of Mechanical Engineering, Hindustan Institute of Technology and Science, Padur, Chennai.
Fundamentals of Engineering Mechanics, 3e
S Rajasekaran & G Sankarasubramanian

About the Book
It illustrates the application of numerical methods to solve engineering problems with mathematical models and introduces students to the use of computer applications to solve problems. A continuous step-by-step build up of the subject makes the book very student-friendly. All topics and sequentially coherent subtopics are carefully organized and explained distinctly each chapter.

Salient Features
• An abundance of solved examples is provided to illustrate all phases of the topic under consideration.
• All chapters include several spreadsheet problems for modelling of physical phenomena, which enable the students to obtain graphical representations of physical quantities and perform numerical analysis of problems without recourse to a high-level computer language.
• This edition includes past question papers of Anna University and their solutions.

SBN: 9788125918653  |  Price: ₹ 525  |  Pages: 924  |  Size: 6" X 9" (Paperback)

Contents

S Rajasekaran is Visiting Professor, Department of Civil Engineering, PSG College of Technology, Coimbatore.
G Sankarasubramanian, Professor and Head, Department of Civil Engineering, PSG College of Technology, Coimbatore, received national award for promising engineering teacher for creative work done in technical education.

Non-Conventional Energy Resources
N K Bansal

About the Book
This book caters to such courses as a full-fledged textbook. It covers a wide range of topics from the origin of all energy sources, their manifestation, availability, resource assessment to science and technology of renewable energy conversion processes. Every chapter enunciates its learning objectives before beginning the discussion and offers insightful questions in the end.
Renewable energy is going to be a very important part of the whole energy chain and its know-how will be essential at various levels of education, especially in science and engineering. Considering this fact, this book will also serve as a knowledge compendium for the seekers in renewal energy sources and technology.

Salient Features
• One chapter dedicated to low temperature applications of solar energy
• Use of tables and figures to depict important data and information
• Around 200 questions with equal stress on theory and numerical problem solving


Contents

N K Bansal is a former Head and Senior Professor of Centre for Energy Studies at IIT-Delhi. He is also the founder Vice-Chancellor of a technical university in J&K. Presently, he is Emeritus & SINTEX Chair Professor, CEPT University, Ahmedabad.
Turbo Machines, 2e
A Valan Arasu

About the Book
Designed for a one-semester course, this comprehensive and student-friendly book provides clear explanation of various fundamental concepts in turbo machines. While it serves as a textbook for the undergraduate and postgraduate students, it is also a reference for those preparing for AMIE, GATE, UPSC and TNPSC examinations on Mechanical Engineering.

New in This Edition
- Two chapters on ‘Cooling of turbine blades’ and ‘Fans and blowers’
- Separate appendices on ‘Forces on compressor and turbine blades’, and ‘Forces on wind turbines’

Salient Features
- Crystal clear explanation of compressible and incompressible flow machines
- Use of analytical and graphical methods for problem-solving
- Use of SI units throughout the book
- A large number of solved examples, illustrations, objective questions and exercise problems adapted from various university question papers


Contents

A Valan Arasu is an Associate Professor in the Department of Mechanical Engineering, Madurai, India, with over 18 years of teaching experience.

A Textbook of Engineering Thermodynamics
B B Ghosh, Satyajit Chakrabarti, Samir Ghosh & Prokash Chandra Roy

About the Book
Thermodynamics being one of the basic subjects in all engineering disciplines there are umpteen books on it. The main aim of this one is to make the subject effortless for the students and help them pass the examination with flying colours. For this reason, the text has been kept short and simple and the book provides a heavy dose of solved examples, MCQs, review questions and numerical problems to hone the problem-solving skills. It has been written in such a style that the students of all streams, be it mechanical, chemical, electrical or civil, will find it comprehensible. The book covers the syllabuses of degree classes of most Indian universities. It is designed to serve both levels—the basic as well as applied thermodynamics—to give a new dimension to the learning of thermodynamics.

New in This Edition
- More than 225 Solved Examples
- More than 240 MCQs
- More than 210 Review Questions
- More than 210 Numerical Problems


Contents

B B Ghosh, Ex-Principal, Institute of Engineering and Management (IEM), Kolkata.
Satyajit Chakrabarti is Director of IEM, Salt Lake, Kolkata.
Samir Ghosh is Assistant Professor at Hooghly Engineering and Technology College, Kolkata.
Prokash Chandra Roy is Assistant Professor at the Department of Mechanical Engineering, Jadavpur University.

www.vikaspublishing.com  e-mail: helpline@vikaspublishing.com
Mechanical Engineering Drawing
Sankar Prasad Dey
ISBN: 9789325982277
Price: ₹ 235 | Pages: 236
Size: 6.75" X 9.5" (Paperback)

About the Book
The subject 'Mechanical Engineering Drawing' has been introduced in 3rd semester for Mechanical engineering groups as per model syllabus issued by the All India Council for Technical Education with effect from 2011 for diploma level of engineering courses in India. The conventions used in this book are as per BIS-SP-46-1988.

This book is written elaborately using simple words to realize every chapter even without help of a teacher. Objects are shown in 3D model, which helps the students about the object during drawing. Assembled drawings are shown in half and full sections including offset section to visualize the interior of the object. It covers all the features of the entire syllabus of 'Mechanical Engineering Drawing'.

Contents

Sankar Prasad Dey is a faculty member, Department of Mechanical Engineering, The Calcutta Technical School, Kolkata under the Department of Technical Education and Training, Govt. of West Bengal.

Basic Mechanical Engineering
N R Banapurmath & V S Yaliwal
ISBN: 9789325975606
Price: ₹ 375 | Pages: 336
Size: 6.75" X 9.5" (Paperback)

About the Book
Basic Mechanical Engineering curriculum focuses on what mechanical engineering is all about: design, analysis, materials and manufacture of systems. To that extent, all mathematics, science, and engineering courses relate their contents to analysis, design, development and manufacturing. Mechanical Engineering explains about the knowledge and understanding of the concepts in the mechanical engineering discipline. This book focuses on basic engineering concepts which will help student to perform well in the engineering field.

Key Features
- Course learning objectives
- All topics explained in simple and lucid manner

Power Plant Engineering
Samsher Gautam
ISBN: 9789325960060
Price: ₹ 325 | Pages: 384
Size: 6.75" X 9.5" (Paperback)

About the Book
The book has been written for B.Tech / BE students in conformity with the syllabuses of various Indian universities. Special care has been taken to explain the complicated subject of power plant engineering in a language and with an approach so as to make it comprehensible and interesting to the undergraduate students. Thus, the basic concepts have been presented in brief but with full clarity. The orientation of the book has been kept towards the practical aspect of running the power plants while retaining the theoretical aspects at the same time, which is the unique feature of this book. Topics mentioned hereunder are either unique to this book or have received a focussed treatment:

- The book is replete with solved examples. Each chapter ends with a summary, objective type questions and review questions. Practical problems have been provided wherever required. References of related published works and website addresses have also been provided for further studies.

Key Features
- Energy conservation and power tariff system (availability-based tariff).
- Latest technology used in sub-critical / supercritical / fluidized bed boilers, losses in turbine, condenser and its tube cleaning and cooling tower.
- Gas turbine cycle with its modification, blade cooling, jet propulsion.
- Nuclear power strategy of India and nuclear power generation.
- Mini- and micro- hydroelectric generation, governing of hydro turbines and diesel power plants.
- Non-conventional power generation by solar thermal and photovoltaic, wind, gasification, geothermal, tidal, thermionic, thermoelastic, tidal, and biomass.
- Latest techniques of combined cycle power generation.
- Measurement of various parameters and their controls.
- Environmental aspects of power plants.

Contents
Fluid Mechanics and Hydraulic Machines

D K Mandal, S Chakraborti, N K Manna & N C Chatterjee

ISBN: 9789325984219
Price: ₹ 325 | Pages: 464
Size: 6.75" X 9.5" (Paperback)

About the Book
Fluid mechanics is the branch of engineering science, which deals with the behavior of fluids under the condition of rest or motion. Designed for students of various engineering disciplines such as mechanical, civil, production, aerospace and chemical, this book provides a balanced introductory knowledge of theoretical and analytical tools used in understanding the basics of fluid mechanics. The book further guides the readers in solving various practical problems pertaining to fluid mechanics.

The book will also be useful for the students appearing in various competitive examinations such as AMIE and GATE.

Salient Features
- Equal emphasis on theoretical concepts and practical applications
- Concepts described with the help of suitable diagrams and numerical examples
- Coverage of various types of hydraulic turbines and their working principles
- Detailed coverage of boundary layer theory and fluid flow around submerged bodies
- Exhaustive discussion on the principles of centrifugal and reciprocating pumps
- Answers provided for all Numerical Problems and Multiple Choice Questions

Benefits
Caters to the students of various engineering disciplines as well as those appearing for various competitive examinations such as AMIE and GATE.

Contents

Dipak Kumar Mandal is Head, Department of Mechanical Engineering, College of Engineering and Management, Kolaghat.

Somnath Chakraborti is Professor, Department of Mechanical Engineering, Indian Institute of Engineering Science and Technology.

Nirmal Kumar Manna is a faculty member at the Department of Mechanical Engineering, Jadavpur University.

Nikhil Chandra Chatterjee works at Saroj Mohan Institute of Technology, Hooghly.

Industrial Management

D K Bhattacharyya

ISBN: 9788125937104
Price: ₹ 400 | Pages: 544
Size: 6.75" X 9.5" (Paperback)

About the Book
In today’s complex business environment, engineering and management issues cannot be segregated. Integration of Industrial Management with the technicalities of engineering functions yields better results. In keeping with the needs of engineering degree and diploma students, Industrial Management studies the basic concepts of management and all other management-related aspects, which are considered valuable for engineering students. The book would certainly be the most effective one in the coverage of its content, as it was developed browsing through the syllabuses of various universities and technical institutions both in India and abroad. USP: This book with its comprehensive coverage of topics, both practical and operational, would make the would-be engineers confident of taking significant workplace/management decisions, thus enhancing their employability.

Key Features
- Equips students to apply various managerial tools and techniques for improved decision-making
- Reinforces engineering knowledge and skills with management inputs, to groom the engineering students as future managers
- Uses simple and lucid language keeping in view the need of the students
- Includes illustrative examples, models, mathematical problems and solutions to help students relate to the theoretical explanations

Contents

D K Bhattacharyya, Professor, Xavier Institute of Management, Bhubaneswar.
About the Book
Essentials of Engineering Mechanics explains the essential concepts and principles underlying the subject. It illustrates the application of numerical methods to solve engineering problems with mathematical models. A continuous step-by-step build up of the subject makes the book very student-friendly. All topics and sequentially coherent sub topics are carefully organized and explained distinctly within each chapter. An abundance of solved examples is provided to illustrate all phases of the topic under consideration. The book includes two-mark questions and answers (theory and problems) and Do-you-know assignments. The second edition includes past years’ question papers and their solutions. The book deals with:

- Statics of Particles • Equilibrium of Rigid Bodies • Friction • Properties of Surfaces and Solids • Dynamics of Particles • Elements of Rigid Body Dynamics

Contents

S Rajasekaran is the Professor Emeritus, Department of Civil Engineering, PSG College of Technology, Coimbatore.

G Sankarasubramanian is Assistant Professor in the Department of Civil Engineering, PSG College of Technology, Coimbatore.

About the Book
Thermal Engineering, 2e explains the essential concepts and principles underlying the subject. It illustrates the application of numerical methods to solve engineering problems with mathematical models. A continuous step-by-step build up of the subject makes the book very student-friendly. All topics and sequentially coherent sub topics are carefully organized and explained distinctly within each chapter. An abundance of solved examples is provided to illustrate all phases of the topic under consideration. The book includes two-mark questions and answers (theory and problems) and Do-you-know assignments. The second edition includes past years’ question papers and their solutions. The book deals with:

- Statics of Particles • Equilibrium of Rigid Bodies • Friction • Properties of Surfaces and Solids • Dynamics of Particles • Elements of Rigid Body Dynamics

Contents

S K Kulshrestha is the Professor Emeritus, Department of Civil Engineering, PSG College of Technology, Coimbatore.

About the Book
Robotics For Engineers provides introductory but detailed study of robot design, installation and maintenance. It caters to the needs of the students by emphasizing the practical utility of robot in the field of engineering, science and technology. The book introduces the science and engineering of robotics and provides in-depth coverage of mechanical and electrical manipulation. For every topic, the fundamental mathematical concepts and analytical tools required to develop the relevant theory, algorithms and programming have been discussed sufficiently. ACL programming has been used for developing the robot programming.

In the current form, this book is useful for undergraduates, postgraduates and research scholar students for their course and research projects.

Key Features
- Coverage of wide application areas and problems
- Includes number of solved, unsolved and multiple choice questions
- Emphasizes the fundamental concepts and tool for analysis
- FAQs to prepare for interviews and viva-voce
- Detailed list of references for further study on the subject

Contents

Kailash Chandra Mahajan is Ph.D (Electronics), has been working as Principal, LNCT College, Jabalpur, MP, India.

Prasant Kumar Pattanaik is Professor at the School of Computer Engineering, KIIT University, Bhubaneswar.

Raghvendra Kumar has been working as Assistant Professor in Department of Computer science and engineering at LNCT College, Jabalpur, MP.
CNC Programming Made Easy
Binit Kumar Jha

ISBN: 9788125911807
Price: ₹ 425 | Pages: 240
Size: 6.25" X 9.5" (Paperback)

About the Book
Designed for beginners, this book comprehensively covers the development, principles of operation and manufacturing features of CNC machines. The book elucidates methods of setting machines for operation, includes programming modules and codes, and provides real programs for CNC operation.

Salient Features
• Graded approach for beginners
• Guidelines to develop practical programs
• Complete programs for machine safety
• Detailed description of CNC machine using G-Codes and M-Codes
• Covers program inputs from leading CNC manufacturing companies
• Includes troubleshooting techniques
• Includes programs tested on various CNC machines

Contents

Binit Kumar Jha is an Engineer at Tata Yodogawa Limited, Jamshedpur and he is a guest lecturer at Regional Institute of Technology, Jamshedpur and Foreman Training Institute, Jamshedpur.

Key Features
• Logical build up of topics and concepts
• Up-to-date coverage of trends and development in the subject
• Simple and clear elucidation
• Numerous simple solved problems and exercises
• Examination oriented questions

Metal Cutting and Tool Design, 2e
B J Ranganath

ISBN: 9780706975109
Price: ₹ 365 | Pages: 280
Size: 5.5" X 8.5" (Paperback)

About the Book
The second revised edition of the book fully covers Metal Cutting and Tool Design taught at undergraduate and post-graduate courses at different universities and institutes. The basic principles required in understanding the subject are explained in detail and at the same time advance topics in the subject are discussed with a number of illustrations and photographs.

Contents

B J Ranganath, Professor and Head, Department of Industrial and Production Engineering, National Institute of Engineering, Mysore.
**AutoCAD 2014 for Engineers Volume I**  
*(For Polytechnic Student)*  
Sankar Prasad Dey

**About the Book**  
Learning to use a CAD system is compulsory for engineers and designers. It is necessary to begin with the basic alphabets of AutoCAD and learn how to use it correctly and effectively through continuous practice. CAD systems create designs using basic geometric entities and many constructions used in technical designs. Universities, engineering colleges, polytechnics and ITIs of our country have also modified their syllabi according to industry needs and have introduced 'AutoCAD' as an important sessional subject. As per AICTE guided syllabus for diploma level of engineering, AutoCAD 2D and 3D have been introduced in the subject 'Professional Practice-I' in 3rd semester and 'Professional Practice-II' in 4th semester in most of the branches (mechanical, civil, automobile, architecture, electrical, etc.). This book will be invaluable for the students of Professional Practice-I.

**Salient Features**
- Use of the latest version of software AutoCAD 2014
- Easy for those using earlier version of AutoCAD in which ribbon concept was not included
- Variety of worked-out examples as per AICTE recommended syllabus
- Step-by-step command prompts
- Detailed applications of each command with explanation
- Examples for every topic
- Command sequences given for every example for the beginner

**ISBN:** 9789325983373  |  **Price:** ₹ 425  |  **Pages:** 704  |  **Size:** 6.75" X 9.5" (Paperback)

**Contents**

1. Starting of AutoCAD  
2. Draw Geometric Object  
3. Working with Precision Tools  
4. Modify Objects  
5. Control the Properties of Object  
6. Add Constraints to Geometry  
7. Work with Blocks  
8. Annotate Drawings  
9. Model Space, Paper Space and Sheet Set  
10. Plot and Publish Drawings  
11. Share Data between Files  
12. Worked out Examples

**Sankar Prasad Dey** is a faculty member, Department of Mechanical Engineering, The Calcutta Technical School, Kolkata under the Department of Technical Education and Training, Govt. of West Bengal.
A Textbook of Electrical Machines
K R Siddhapura & D B Raval

About the Book
This is a single-volume book on 'electrical machines' that teaches the subject precisely and yet with amazing clarity. The extent has been kept in control so that the entire subject can be covered by students within the limited time of the semesters. Thus, they will not have to consult multiple books anymore. The discussions of concepts include the modern trends used in industry, like efficient transformers, efficient induction motors, DC drives, and the problems related to them.

Key Features
• Tools like 'Remember!' and 'In a Nutshell' aimed at focusing attention on important related points and 'Key Points to Remember' at the end of each chapter to facilitate recapitulation of text in fast mode
• MATLAB based solution to selected problems as well as additional problems
• More than 250 focused solved examples
• More than 300 numerical questions
• More than 400 descriptive questions


Contents

K R Siddhapura is Associate Professor and Head in Electrical Engineering Department at Darshan Institute of Engineering and Technology, Rajkot, Gujarat.
D B Raval has been an outstanding engineer. He has an industry experience of over six years during which he worked for two Tata affiliated companies. Thereafter, he moved to academics where he has been serving for the last 18 years.

Digital Communications
Atis D Mitra

About the Book
Digital Communications is the result of the author's four decades of experience in teaching, and in design and development of various wireless communication systems. The book covers all primary areas in digital communication systems in engineering. The book intends to give the students a grasp of the basic issues of communication systems during transition from analog to digital. To make the reading interesting as well as systematic, conscious efforts have been made to explain the basics of technology, avoiding complex mathematics as far as possible. Numerical problems are then introduced to help the students fully understand the concepts and applications.

Key Features
• Complete and thorough introduction to the analysis and design of digital communication systems
• Concepts explained with practical applications derived from the personal experience of the author
• Analytical steps of all derivations without any external reference
• Numerous numerical examples to help students understand the fundamental applications of the concepts in practice


Contents

Atis D Mitra has taught at ISM Dhanbad and worked in organizations, such as Defence Electronics Applications Lab and Bharat Electronics Limited. He has the perfect blend of academic and industry experience.
Communication System Engineering Using Matlab
Kandarpa Kumar Sarma

ISBN: 9789325984547
Price: ₹ 315 | Pages: 400
Size: 6.75" X 9.5" (Paperback)

About the Book
The present title is intended to be an introduction to communication system engineering with stress upon basic know how, practical design and programming using MATLAB. The contents are presented in a concise manner with summary of the topics, solved questions, practical design guidelines, probable questions and application of MATLAB. A sizable portion of the book has relevant content related to practical design of the systems. The book has ten chapters and is expected to help the reader in developing insights into the working and design of communication systems.

Key Features
• Use of MATLAB to cover the basic foundations of communication system.
• A detailed practical approach to design of AM, FM and pulse modulation systems.
• Summarized and concise description of each of the chapters, solved problems and MATLAB programs.
• Probable questions and brief historical description of almost all major issues.
• Discussion on television and radar as examples of communication system.

Contents

Kandarpa Kumar Sarma is currently Associate Professor in Department of Electronics and Communication Technology, Gauhati University, Guwahati, Assam, India. He did his PhD in the area of Soft-Computational Application in Mobile Communication from the same institute. He also completed Post Doc research from Technical University Sofia, Bulgaria in 2015.

Introduction to Digital Signal Processing
Mohammad Atique & Amol Bhagat

ISBN: 9789325984318
Price: ₹ 199 | Pages: 264
Size: 6.75" X 9.5" (Paperback)

About the Book
Written for the UG and PG students of Electrical, Electronics, Computer Science & Engineering and Information Technology meets the syllabus requirements of most Indian Universities. This covers basic concepts of digital signal processing which are necessary for the implementation of signal processing systems and applications. Elaboration of basic digital concepts using MATLAB and Scilab codes is provided for practical knowledge of the students. Some topics on classical/analytical Signal Processing required for various national level examinations like GATE etc have also been covered.

Key Features
• Illustrative numerical solved example on each topic.
• MATLAB and Scilab implementations of most of the concepts.
• Practice examples and programming assignments.
• Website containing additional programs in MATLAB and Scilab software.

Contents

Mohammad Atique is Professor in Post Graduate Department of Computer Science & Engineering, Sant Gadge Baba Amravati University, Amravati since 2007. He is a Member, Board of Studies in Information Technology and Member Faculty of Engineering & Technology, Sant Gadge Baba Amravati University, Amravati since 2007.
Amol Bhagat is Assistant Professor in Department of Computer Science & Engineering, Prof. Ram Meghe College of Engineering and Management, Amravati since 2010.

Electric Circuit Analysis, 2e
S N Sivanandam

ISBN: 9788125913641
Price: ₹ 485 | Pages: 388
Size: 6.25" X 9.5" (Paperback)

About the Book
This book ‘Electric Circuit Analysis’ attempts to provide an exhaustive treatment of the basic foundations and principles of circuit analysis, which should become an integral part of a student’s knowledge in his pursuit of the study of further topics in electrical engineering. The topics covered can be handled quite comfortably in two academic semesters. Numerous solved problems are provided to illustrate the concepts. In addition, a large number of exercise problems have been included at the end of each chapter. This revised edition covers some additional topics separately in an appendix. Further, some revisions and corrections have been incorporated in the text, as per the suggestions given by teachers and students of electrical engineering. The book draws upon three decades of teaching experience of the author in this subject. Students are advised to work out the problems and enhance their learning and knowledge of the subject. The book includes objective type questions to help students prepare for competitive examinations.

Key Features
• Clear concepts
• Simple and lucid presentation of fundamentals
• Numerous illustrations
• 227 solved problems
• 197 exercises and objective questions
Power System Analysis and Stability
S N Sivanandam, S N Deepa & J Rizwana

ISBN: 9789325974135
Price: ₹ 375 | Pages: 464
Size: 6.75" X 9.5" (Paperback)

About the Book
This book discusses about the basic concepts on analysis of the power system transients and its stability. It helps the reader to perform simple and complex power flow analysis under steady-state operating conditions and also helps the reader to analyze and understand the transient behaviour of power systems. It also provides a platform for understanding and solving the power system analysis problems. The book meets both the theoretical and practical requirements of the curriculum of Indian universities. This book will be a helpful guide and a valuable source of information about Power System Analysis and Stability concepts and their various practical applications.

Key Features
• Detailed description of the concepts of power system analysis
• Fundamental concepts of power system stability
• Numerous solved problems for each topic
• Coverage of the GATE syllabus, including frequently asked GATE questions
• MATLAB solutions provided for the concepts

Contents

S N Sivanandam, former Professor and Head, Department of Electrical and Electronics Engineering and Computer Science Engineering, PSG College of Technology, Coimbatore.

S N Deepa is Associate Professor, Department of Electrical and Electronics Engineering, Anna University Regional Centre, Coimbatore.

J Rizwana is a Research Fellow, Department of Electrical and Electronics Engineering, Anna University Regional Centre, Coimbatore.

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Digital Image Processing
Sudhir Shelke & Pramod B Patil

ISBN: 9789325984332
Price: ₹ 225 | Pages: 272
Size: 6.75" X 9.5" (Paperback)

About the Book
Digital Image Processing is specially meant for the students of BE/ B Tech/ ME and M Tech students of Electronics & Telecommunication, Electronics Engineering, Computer Science Engineering, and Information Technology. This book provides a lucid, comprehensive and state-of-the-art introduction to Digital Image Processing in a hardnosed style. Expounding knowledge for Programming in MATLAB software has been provided in the book to help the students to formulate their concept into realistic things.

Key Features
• In-depth coverage of 2-D Image Transforms, Image Enhancement, Image Restoration, Image Segmentation, Image Compression in a comprehensive way to provide the students with unyielding theoretical knowledge of Digital Image Processing
• Over 300 images and illustrative diagrams to help the student better understanding the subject
• Large variety of examples to provide better understanding of how particular image processing algorithm works
• Separate chapter on Programming in MATLAB to simulate image processing algorithms
• Separate chapter on numerical with solutions to prepare the students for their university examinations

Contents

Sudhir Shelke is Associate Professor and Head of Electronics & Telecommunication Engineering at Gurunanak Institute of Engineering and Technology, Nagpur.

Pramod B Patil is Principal and Professor at Jhulelal Institute of Technology, Nagpur.
**About the Book**

This book is intended as a textbook catering the needs of the second-year undergraduate students of engineering and applied sciences degree courses in Electronics, Communication and allied branches. Signals and Systems is a prerequisite for subjects like Digital Signal Processing, Digital Communication and Control systems.

In writing this textbook, authors have used simple language, avoided using long and complex sentences. All the derivations are thorough and complete with average Indian students in mind and lots of numerical examples have been given to illustrate theory.

**Salient Features**

- 271 Solved problems
- 258 Multiple-choice questions with answers
- 430 Diagrams
- Points to be memorized at the end of each chapter
- Short-answer questions and review questions at the end of each chapter

**Benefits**

Useful to any student who pursues training in signal studies.

**Contents**


**B Somanathan Nair** is currently working as the Principal of SHM Engineering College, Kadakkal, Kerala. Formerly, he was the Principal of various government engineering colleges in Kerala. He was also the Joint Director of Technical Education, Kerala; Controller of Examinations of Kannur University; and member of the Syndicate of M. G. University, Kottayam. He is the author of 28 textbooks in the area of electronic engineering. He has also published several articles in national and international journals.

**S R Deepa** is currently acting as the Principal of KMP College of Engineering, Perumbavoor, Kerala. Formerly, she was a professor in the Department of Optoelectronics, University of Kerala, Thiruvananthapuram. She is the co-author of 10 textbooks in the area of electronic engineering. She has also published several articles in national and international journals.
Electronic Instrumentation and Measurement
Rohit Khurana

About the Book
The book Electronic Instrumentation and Measurement has been written for the students of BE/BTech in Electronics and Communication Engineering, Electrical and Electronics Engineering, and Electronic Instrumentation Engineering. It explains the performance, operation and applications of the most important electronic measuring instruments, techniques and instrumentation methods that include both analog and digital instruments. The book covers a wide range of topics that deal with the basic measurement theory, measurement techniques, such as analog meter movements, digital instruments, power and energy measurement meters, AC and DC bridges, magnetic measurements, cathode ray oscilloscope, display devices and recorders, and transducers. It also explains generation and analysis of signals along with DC and AC potentiometers, and transformers.

Key Features
• Complete coverage of the subject as per the syllabi of most universities
• Relevant illustrations provide graphical representation for in-depth knowledge
• A large number of mathematical examples for maximum clarity of concepts
• Chapter objectives at the beginning of each chapter for its overview
• Chapter-end summary and exercises for quick review and to test your knowledge
• A comprehensive index in alphabetical form for quick access to finer topics

Contents

Rohit Khurana is the Founder and CEO of ITL Education Solutions Limited (ITLES) and has authored more than thirty-five best-selling textbooks.

Control Systems Engineering Using MATLAB, 2e
S N Sivanandam & S N Deepa

About the Book
A textbook for a one-semester course in Electric Machines for BE / B Tech students. A reference book for Polytechnic students. Comprehensive, lucid and student-friendly in true sense, DC Machines and Transformers adopts a self-study approach and is aimed at demystifying the subject for students who consider ‘Electric Machines’ too tough. This second edition has been thoroughly revised and includes a summary at the end of each chapter, many short and long answer questions taken from question papers of various universities over the last 25 years.

DC Machines are covered in 10 chapters while Transformers are dealt with in 8 chapters.

Salient Features
• 160 solved examples
• 140 exercises with answers
Contents

K Murugesh Kumar is Professor and Head, Department of Electrical and Electronics Engineering, PSG College of Technology, Coimbatore.

About the Book
A handy supplement and quick reference guide, this book covers the major gamut of Electric Machines including DC Machines, Transformers, Induction Machines and Synchronous Machines.

Salient Features
- Standard symbols prescribed by BIS (Bureau of Indian Standards)
- 309 worked out examples, 268 exercises with answers
- 514 short answer questions with answers, 512 long answer questions
- 400 objective type questions
- Computation with complex numbers for solving AC Machines examples, making use of complex calculation facility available in recently available calculators
- Clear concepts about the nature of different phasors

Contents


Electromagnetic Field Theory
Rohit Khurana

About the Book
The book Electromagnetic Field Theory caters to the students of BE/BTech Electronics and Communication Engineering, Electrical and Electronics Engineering, and Electronic Instrumentation Engineering, as electromagnetics is an integral part of their curricula. It covers a wide range of topics that deal with various physical and mathematical concepts, including vector functions, coordinate systems, integration and differentiation, complex numbers, and phasors.

The book helps in understanding the electric and magnetic fields on different charge and current distributions, such as line, surface, and volume. It also explains the electromagnetic behaviour of waves, fields in transmission lines, and radiation in antennas. A number of electromagnetic applications are also included to develop the interest of students.

Salient Features
- Simple and easy-to-follow text
- Complete coverage of the subject as per the syllabi of most universities
- Lucid, well-explained concepts with clear examples
- Relevant illustrations for better understanding and retention
- Some of the illustrations provide three-dimensional view for in-depth knowledge
- Numerous mathematical examples for full clarity of concepts
- Chapter objectives at the beginning of each chapter for its overview
- Chapter-end summary and exercises for quick review and to test your knowledge

Contents
The entire syllabus has been covered in 12 chapters. Illustrations and detailed explanations of fundamental concepts with examples. The book has been revised according to the latest syllabus. The second edition of the book includes 126 unsolved exercises with end answers at the end of all chapters, 342 review questions, 139 worked out examples, and 185 illustrations wherever appropriate to supplement text. Simple language, systematic presentation of concepts, and self-study approach are adopted. It is aimed at demystifying the subject for students who consider 'Electric Machines' too tough. The book covers Induction Machines in 8 chapters and Synchronous Machines in 9 chapters.

**Key Features**
- Organized, self-explanatory and easy-to-understand text
- Serves the dual purpose of learning and preparing for examinations
- A large number of neatly drawn illustrations to make concepts clearer
- ‘Points to Remember’ and ‘Important Formulae’ at the end of every chapter
- Large number of solved examples covering all types of problems that could appear in examinations
- Suitable for all universities at the first year BE level
- Includes three previous examination papers

**Contents**
1. Introduction to Electronics
2. Introduction to Semiconductor Theory
3. p-n Junction Diode
4. p-n Junction Applications, Rectifiers, Filters and Zener Diode
5. Transistor
6. Transistor Biasing and R-C Coupled Amplifier
7. Oscillators
8. Operational Amplifiers
9. Communication Systems
10. Digital Electronics
11. Logic Families and R-S Flip-Flop
12. Cathode Ray Oscilloscope • Solved Question Papers

B Basavaraj is Head, Department of Electronics, SJR College, Bangalore.

H N Shivashankar is Principal and Professor at RNS Institute of Technology, Bangalore.

**Handbook of Experiments in Electronics and Communication Engineering**

S Poornachandra Rao & B Sasikala

ISBN: 9788125909439

Price: ₹ 485 | Pages: 376
Size: 7.25" X 9.5" (Paperback)

About the Book
Well-written, handy and comprehensive, this laboratory experiments manual caters to the requirements of students of Electronics and Communication Engineering. Each experiment in the book provides essential theory, aim, scope, statement, equipment required, procedure, complete circuit diagram, tabulation, model graphs and results. A complete laboratory manual for students of electronics and communication engineering. Also useful for EEE, EIE, CSE, IT, ICME mechanical and polytechnic students.

**Key Features**
- Important definitions, formulas and derivations
- 180 experiments
- Design methodology and performance of electronic circuits
- Includes microwave communication and digital system design
- Basic assembly programs using microprocessor 8085

**Contents**
1. Basic Network
2. Device Characteristics
3. Amplifier Circuit Design
4. Operational Amplifier (OP-AMP)
5. Digital Electronics
6. Communication Circuits
7. Microwave Communication Circuits
8. Microprocessor 8085 • Hardware Experiments

S Poornachandra Rao is Assistant Professor, Department of Electronics and Communication Engineering, SSN College of Engineering, Chennai.

B Sasikala is Senior Lecturer, Department of Electronics and Communication Engineering, Crescent Engineering College, Chennai.
Fundamentals of Power Electronics
S K Bhattacharya

ISBN: 9788125918530
Price: ₹ 415 | Pages: 192
Size: 8.25" X 11" (Paperback)

About the Book
The application of power electronics is increasingly being seen in residential, commercial, industrial, transportation, aerospace, and telecommunication systems. An electrical, electronics or control systems engineer needs to understand the basic devices used in the electronic control of such systems. Power electronics has therefore become a compulsory applied engineering subject of study at both undergraduate and diploma levels. Fundamentals of Power Electronics will serve as a basic book for all engineering students. The material has been presented in a modular form following a particular pattern keeping in view the principles of effective learning. The language used is simple so that an average student can easily understand the matter presented. Experiments with instructions have also been included for the benefit of students and teachers.

Contents

S K Bhattacharya is Professor of Electrical Engineering at the National Institute of Technical Teachers' Training and Research (NITTTR) Chandigarh.

Robotics For Engineers
Kailash Chandra Mahajan, Prasant Kumar Pattnaik & Raghvendra Kumar

ISBN: 9789325984264
Price: ₹ 250 | Pages: 200
Size: 6.75" X 9.5" (Paperback)

About the Book
Robotics for Engineers provides introductory but detailed study of robot design, installation and maintenance. It caters to the needs of the students by emphasizing the practical utility of robot in the field of engineering, science and technology. The book introduces the science and engineering of robotics and provides in-depth coverage of mechanical and electrical manipulation. For every topic, the fundamental mathematical concepts and analytical tools required to develop the relevant theory, algorithms and programming have been discussed sufficiently. ACL programming has been used for developing the robot programming.

In the current form, this book is useful for undergraduates, postgraduates and research scholar students for their course and research projects.

Key Features
• Coverage of wide application areas and problems
• Includes number of solved, unsolved and multiple choice questions
• Emphasizes the fundamental concepts and tool for analysis
• FAQs to prepare for interviews and viva-voce
• Detailed list of references for further study on the subject

Contents

Kailash Chandra Mahajan is Ph.D (Electronics), has been working as Principal, LNCT College, Jabalpur, MP, India.

Prasant Kumar Pattnaik is Professor at the School of Computer Engineering, KIIT University, Bhubaneswar.

Raghvendra Kumar has been working as Assistant Professor in Department of Computer science and engineering at LNCT College, Jabalpur, MP.
A Textbook of Chemical Technology Volume I is meant for undergraduate and postgraduate students of chemical engineering and technology. The book explains the basic principles of chemical engineering and operating conditions of chemical plants in India. It includes chapters on all the major inorganic chemical industries, nuclear technology, industrial gases and iron and steel. It also contains a chapter on Small Scale Industry that will assist young entrepreneurs intending to set up small units.

With the growing importance of environment protection for chemical industries, details about location from the environmental angle, emission parameters and standards have also been discussed. This book will also serve as a reference for practicing engineers and technologists.

Contents


G N Pandey, adjunct Professor, Indian Institute of Information Technology, Allahabad.

About the Book

This book is a companion volume of A Textbook of Chemical Technology Volume-I, written by the same author. The two books cover the complete syllabi of Chemical Engineering and Chemical Technology programmes leading to the B.Tech. degree. The book explains the basic principles of chemical engineering and operating conditions of chemical plants in India. It discusses all major organic chemical industries including petroleum technology, petro-chemicals, polymer science, pulp and paper technology. It also deals with pesticides, coal and coal chemicals and the pharmaceutical industry.

Keeping the importance of environmental protection and prevention and control of hazards in mind, a few chapters on planned industrial development, environmental impact assessment and prevention of hazards in chemical industries have also been included. This book will also serve as a reference for practicing engineers and technologists.

Contents


G N Pandey, adjunct Professor, Indian Institute of Information Technology, Allahabad.
Engineering Graphics and Design: With Demonstrations of AutoCAD, CATIA & ANSYS

Kaushik Kumar, Apurba Kumar Roy & Chikesh Ranjan

About the Book

This newly written book is a boon to the first-year engineering students of all branches getting admitted to AICTE-complying colleges from 2018 onwards, as it covers the complete syllabus of 'Engineering Graphics and Design' prescribed by AICTE's model curriculum. Written by the experts of the subject, it provides traditional engineering graphics with the aid of CAD software like AutoCAD, CATIA and ANSYS, through simple and well-explained examples along with an ample number of unsolved problems and MCQs. Screenshots have been provided after every step, making it simple to learn how to use the software for a specific solution. It targets all academics—students, and researchers as well as industry practitioners and engineers, involved in engineering drafting.

The book begins by introducing the role and application of engineering drawing and describing such basics as the types of drawing sheets, lines, planes, quadrants and angles of projection, and national and international drawing standards which it calls the basic grammar for engineering graphics as a language.

Salient Features

• Exclusive treatment to all aspects of Engineering Graphics
• Step-by-step approach showing graded development
• Numerous exercises and MCQs to allow the reader to self-assess himself
• A companion video of various exercises that provides a visual display of the problems being solved, and shows how to utilize various tools and utilities of the software used

Market: First Year Engineering Students of all Branches. Also useful for Mechanical Drafters & Engineers.


Contents

1. Introduction to Engineering Drawing
2. Introduction to CAD Software
3. Engineering Curves
4. Projections of Point
5. Projection of Lines
6. Projection of Plane
7. Projection of Solids
8. Sections of Solids
9. Intersection of solids
10. Development of Surfaces of Solids
11. Isometric Projection
12. Orthographic Projection
13. 3D Modeling
14. 2D Analysis

Kaushik Kumar, Associate Professor, Birla Institute of Technology, Mesra (Ranchi).
Apurba Kumar Roy, Associate Professor, Birla Institute of Technology, Mesra (Ranchi).
Chikesh Ranjan, Assistant Professor, RTC Institute of Technology-Ormanjhi, Ranchi.
**About the Book**

Technical Communication for Engineers provides a well-researched content developed meticulously to help readers become strategic assets to their organizations and have a successful career.

The book covers the entire spectrum of learning required by technical professionals to effectively communicate the technicalities of their subject to other technocrats or non-technical persons at their proper levels. It is unique inasmuch as it provides some thoughtful pedagogical tools that help the students attain proficiency in all the modes of communication. The book is written for undergraduate students of all engineering disciplines.

**Key Features**
- Marginalia, which are spread throughout the book to clarify and highlight the key points.
- Tech Talk passages, which throw light on the latest advancements in communication technology and their innovative use.
- Application-Based Exercise, which encourages the readers to apply the concepts learnt to real-life situation.
- Language-Based Exercise (Grammar & Vocabulary) to help readers assess their language competency.
- Ethical Dilemma, which poses a complex hypothetical situation of mental conflict on choosing between difficult moral imperatives.
- Experiential Learning-Based Exercise (Project Work) devised to help learner 'feel' or 'experience' the concepts and theories learnt and thereby gain hands-on experience.

**Contents**

**About the Book**

English for Engineering Students, 2e

Language, unlike other engineering subjects, is more a skill that has to be practiced constantly. With this in mind, English for Engineering Students has been written to help building engineers use technical English appropriately in all situations. The objective of this book is to facilitate the practice of the four major study skills (Listening, Speaking, Reading and Writing) along with their sub-skills. The book is divided into 4 units of 3 chapters each. Each unit is accompanied by a revision exercise. At the end of the book are the supplementary tasks along with keys, an appendix of phonetic symbols and their use, and a model question paper.

**Contents**
Unit-I: Communication - Say it with Words: 1. The Tower of Babel, 2. Reaching Out
- Revision, Unit-II: Pollution: 3. The Breath of Life, 4. The Elixir of Life, 5. The Good Earth
- Revision, Unit-III: Technology: 6. Space: The Final Frontier, 7. Genetics: Mapping Man, 8. In the Wrong Hands...

**About the Book**

Development of Life Skills and Professional Practice

Life skills are essentially individual abilities that help in promoting mental well-being and competence in people to deal with the various situations in life. This book presents various aspects of life skills, including communication, self-analysis, self-development and study habits. These are crucial elements in determining one’s personal and professional growth. Written in an interactive style, this course book will help students inculcate the various life skills and enhance their acceptability and growth in this highly competitive world.

**Key Features**
- Opening Case Study in every chapter, along with case-analysis-based class discussion, to encourage students to apply their analytical skills
- Assess Your Understanding to test understanding and assimilation of the information shared in the passages
- Story Time with short, interesting stories that allow young learners to develop critical thinking skills and draw some moral lessons from them
- In-class Team Activity in the form of role plays, debates, discussion, etc
- Experiential Learning to gauge the students’ understanding of the concepts and to measure how much of the learning they are able to apply in real life

**Contents**
Textbook of Engineering Chemistry, 4e
R Gopalan, D Venkappayya & Sulochana Nagarajan

About the Book
Spread across 24 chapters and covering a wide variety of topics required by the core engineering students of all branches, the 4th edition of this well-accepted textbook has been thoroughly revised to include the current trends in the B.Tech/BE curricula. Due to its simple language, straightforward approach to explaining concepts, and the right kind of examples, this book has established itself as student’s companion in almost all leading universities in India. With its authentic text and a large number of questions taken from various university examinations, coupled with regular revisions, the book has served well for more than 20 years now.

In the attempt to keep the book aligned with various syllabuses and to reach out to students of more and more universities, more details have been included for the fourth edition, which has been completely recast and reformatted.

For the first year engineering degree courses of Indian universities.

New in this Edition
• Completely recast and reformatted text
• New topics like: Cooling curves for one- and two-component eutectics; Electrode polarization and overvoltage; Decomposition potential; Solar cells; Pitting corrosion; Metallurgy and medicine; Reverse osmosis; Bioengineering.

Key Features
• Fully covers the undergraduate core engineering syllabus
• Numerous solved problems, especially in chapters that involve chemical calculations.
• Includes overall 846 exercise questions -- objective type, short answer type, long answer type and numerical problems. Many questions are from various university examinations. These are to prepare students for exams.
• Profuse usage of chemical equations, coverage of New Engineering Materials and chapter-wise Glossary are hallmark features of the book.
• Contains boxed exhibits throughout the text featuring important and popular aspects of topics.

Market: For BE/BTech.


Contents

1. Thermodynamics
2. Phase Equilibria
3. Ions in Solution
4. Electrochemistry
5. Batteries and Fuel Cells
6. Corrosion
7. Surface Coatings
8. Metallurgy
9. Alloys
10. Cements
11. Refractories
12. Abrasives
13. Lubricants
14. Fuels and Combustion
15. Explosives and Rocket Fuels
16. Polymers and Plastics
17. Environmental Pollution
18. Water Treatment
19. Engineering Properties of Solids
20. New Engineering Materials
21. Chemical Kinetics
22. Photochemistry
23. Surface Chemistry and Catalysis
24. Spectroscopy

Appendix

R Gopalan taught at Madras Christian College for 35 years and guided several MPhil and PhD students. Currently, the Director, Sri Malolan College of Arts and Science, Madurantakam, Tamil Nadu.

D Venkappayya is a former Dean and Head, Department of Chemistry, NIT, Tiruchirappalli.

Sulochana Nagarajan has more than 35 years of teaching and research experience. She is presently working at NIT, Tiruchirappalli.
Chemistry-I
(As per the latest AICTE Curriculum)
Gourkrishna Dasmohapatra

About the Book
The book has been designed according to the new AICTE syllabus and will cater to the needs of engineering students across all branches. The book provides the basis which is necessary for dealing with different types of physicochemical phenomena. Great care has been taken to explain the physical meaning of mathematical formulae, when and where they are required, followed by lucid development and discussion of experimental behaviour of systems. Every chapter has a set of solved problems and exercises. The idea is to instil sound understanding of the fundamental principles and applications of the subject.

The author is known for explaining the concepts of Engineering Chemistry with full clarity, leaving no ambiguity in the minds of the readers.

Although this book is primarily intended for BTech/BE students, it will also cater to the requirements of those pursuing BSc and MSc, including those of other disciplines like materials science and environmental science.

Key Features
- Conforms to the new AICTE curriculum
- Specially designed solved problems to equip the student to handle all kinds of them
- Exercises at the end of the chapters to provide hands-on practice
- Examination-oriented approach

Market: For BE, BTech 2nd Sem (AICTE) for all streams.


Contents

| 1. Atomic and Molecular Structure          | 4. Use of Free Energy in Chemical Equilibria | Drug Molecule |
| 2. Spectroscopic Techniques and Applications | 5. Periodic Properties                       |   | Multiple Choice Questions |
|                                           | 7. Organic Reactions and Synthesis of a Drug Molecule |   | Model Test Paper |

Gourkrishna Dasmohapatra has a doctorate in science from Jadavpur University. He teaches at Science and Humanities Section, Netaji Subhash Engineering College, Kolkata, as well as at Jadavpur University. He has worked as post-doctoral fellow at Polymer Institute in Czechoslovakia, at Universitat-Siegen in Germany and also at Central Glass and Ceramic Research Institute, Kolkata for ten years in various capacities.
Mathematics-I
Calculus & Linear Algebra
(BSC 103)
Bikas Chandra Bhui & Dipak Chatterjee
ISBN: 9789352718825
Price: ₹ 299 | Pages: 656
Size: 5.5” X 8.5” (Paperback)

About the Book
Mathematics-I for the paper BSC-103 of the latest AICTE syllabus has been written for the first semester engineering students of Indian universities. Paper BSC-103 is common to all streams of engineering except CS&E. Keeping in mind that the students are at the threshold of a completely new domain, the book has been planned with utmost care in the exposition of concepts, choice of illustrative examples, and also in sequencing of topics. The language is simple, yet accurate. A large number of worked-out problems have been included to familiarize the students with the techniques to solving them, and to instill confidence.

Authors’ long experience of teaching various grades of students has helped in laying proper emphasis on various techniques of solving difficult problems.

Key Features
- Short and accurate for full comprehension of the topics
- A large number of worked-out problems
- A large number of MCQs at the end of the book
- Written in accordance with the latest AICTE syllabus
- Written by the authors of proven expertise

Contents

Bikas Chandra Bhui is Head of the Mathematics Department at Meghnad Saha Institute of Technology, Kolkata.

Dipak Chatterjee a renowned educationist and social worker of West Bengal.

Mathematics-II
Calculus, Ordinary Differential Equations and Complex Variable
Bikas Chandra Bhui & Dipak Chatterjee
ISBN: 9789353381318
Price: ₹ 265 | Pages: 496
Size: 5.5” X 8.5” (Paperback)

About the Book
Mathematics-II (Calculus, Ordinary Differential Equations and Complex Variable) for the paper BSC-105 of the latest AICTE syllabus has been written for the second semester engineering students of Indian universities. Paper BSC-105 is common for all streams except CS&E students. The book has been planned with utmost care in the exposition of concepts, choice of illustrative examples, and also in sequencing of topics. The language is simple, yet accurate. A large number of worked-out problems have been included to familiarize the students with the techniques to solving them, and to instill confidence.

Authors’ long experience of teaching various grades of students has helped in laying proper emphasis on various techniques of solving difficult problems.

Key Features
- Short and accurate for full comprehension of the topics
- A large number of worked-out problems
- A large number of MCQs at the end of the book
- Written in accordance with the latest AICTE syllabus
- Written by the authors of proven expertise

Contents
About the Book

Mathematics-II (Probability and Statistics) for the paper BSC-106 of the latest AICTE syllabus has been written for the second semester engineering students of Indian universities. Paper BSC-106 is for the CS&E stream. The book has been planned with utmost care in the exposition of concepts, choice of illustrative examples, and also in sequencing of topics. The language is simple, yet accurate. A large number of worked-out problems have been included to familiarize the students with the techniques to solving them, and to instil confidence.

Authors' long experience of teaching various grades of students has played an instrumental role towards this end. An emphasis on various techniques of solving difficult problems would be of immense help to the students.

Key Features

- Short and accurate for full comprehension of the topics
- A large number of worked-out problems
- A large number of MCQs at the end of the book
- Written in accordance with the latest AICTE syllabus
- Written by the authors of proven expertise

Contents


Bikas Chandra Bhui is Head of the Mathematics Department at Meghnad Saha Institute of Technology, Kolkata.

Dipak Chatterjee a renowned educationist and social worker of West Bengal.

Prasun Chatterjee is a senior scientist in Third Eye Foundation.

To buy the book, visit www.vikaspublishing.com
This sequel to Mathematics for Engineers Volume 1 and 2. Like its predecessors, this book also contains a large number of solved examples for students to internalize the concepts. With this provision, it is expected that aspiring engineers will not only be able to master the concepts, but also learn the techniques of solving different kinds of mathematical problems. As the book has gradually evolved from the lectures delivered by the authors and their colleagues over the years, they have been able to use their experiences to design it so that even the mediocre students are able to understand complex concepts, and study with ease and minimum assistance from the teachers.

**Key Features**
- Total conformance with the syllabus
- More than 270 fully solved examples
- Large number of unsolved exercises with answers
- Neat and accurate illustrations

**Contents**

**About the Book**
This is a sequel to Mathematics for Engineers Volume 1 and 2. Like its predecessors, this book also contains a large number of solved examples for students to internalize the concepts. With this provision, it is expected that aspiring engineers will not only be able to master the concepts, but also learn the techniques of solving any kind of mathematical problems. As the book has gradually evolved from the lectures delivered by the authors and their colleagues over the years, they have been able to use their experiences to design it so that even the mediocre students are able to understand complex concepts, and study with ease and minimum assistance from the teachers.

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**Key Features**
- Total conformance with the syllabus
- More than 270 fully solved examples
- Large number of unsolved exercises with answers
- Neat and accurate illustrations

**Contents**
About the Book
The book encompasses the basic understanding and procedures involved in mechanical, electrical and electronic workshops. All the manufacturing processes, such as casting, welding, forming and joining, are detailed in this book with various designs associated with each process. The advanced manufacturing processes, CNC machining, plastic moulding and glass cutting are some other non-conventional processes that are frequently been used in industries and are described in detail.

The book also includes workshop sessional where experiments with procedural steps and results for each subject of manufacturing have been provided for better grasp of the subject by the student.

Key Features
- Provides Learning Objectives at the beginning of each chapter.
- Concise presentation of traditional techniques such as casting, forming, machining, joining carpentry, metal casting, welding practices, fitting operations and power tools.
- Introduces electrical and electronics engineering.
- Explains recent topics such as plastic moulding, glass cutting, additive manufacturing, CNC machining and advanced manufacturing methods.
- Provides Workshop Practice Sessional with detailed hands-on-practice manual.
- Includes Safety Precautions, wherever required.
- Contains Review Questions, Solved and Unsolved Numerical Problems (wherever required), and Multiple Choice Questions for self-assessment.

Market: B.Tech., Diploma, M.Tech., Professionals


Contents
1. Manufacturing Methods (Casting, Forming, Machining, Joining) and Advanced Manufacturing Methods
2. Additive Manufacturing and CNC Machining
3. Fitting Operations and Power Tools
4. Welding Practices
5. Carpentry
6. Plastic Moulding and Glass Cutting
7. Metal Casting
8. An Introduction to Electrical and Electronics Engineering
9. Engineering Workshop Sessional

Kaushik Kumar, B.Tech. (Mechanical Engineering, REC [Now NIT], Warangal), MBA (Marketing, IGNOU) and PhD (Engineering, Jadavpur University), is presently Associate Professor in Department of Mechanical Engineering, Birla Institute of Technology, Mesra, Ranchi, India. He has 17 years of teaching & research experience and over 11 years of industrial experience in a manufacturing unit of global repute. His areas of teaching and research interest are CAD/CAM, quality management systems, optimization, non-conventional machining, rapid prototyping and composites. He has 9 patents, 28 books, 15 edited books, 43 book chapters, 136 international journal publications, 21 international and 8 national conference publications to his credit. He is on the editorial board and review panel of 7 international and 1 national journals of repute. He has been felicitated with many awards and honours.

Hridayjit Kalita, B.Tech. (Mechanical Engineering, SRM University, Kattankulathur), presently pursuing M.E. (Design of Mechanical Equipment) from Birla Institute of Technology, Mesra, Ranchi, India. His areas of interests are manufacturing, product and process design, and automation. He has 1 book, 2 book chapters, 2 international journal publications to his credit.
Core Java for Beginners, 3e
Rashmi Kanta Das

About the Book
The book introduces the core concepts of Java, along with the knowledge of fundamentals required for developing programs. Starting from the basic concepts of object-oriented programming languages, the book covers an entire range of topics, including advanced topics like RMI, JDBC, and so on. The text is replete with several examples to facilitate better understanding of the intricacies of the programming language. The book has been written keeping in mind the requirements of B.Tech and MCA students.

Key Features
• Incorporates features of Java 2 and J2SE
• Discusses exception handling and garbage collection
• Introduces new pedagogical feature ‘Remember’, which recapitulates the key points discussed and also clarifies finer programming and conceptual points
• Presents around 350 tested programs with outputs and reinforces the learning through exercises, around 100 MCQs with answers, 250 short answer type questions with answers, and 100 programming type questions


Contents

Rashmi Kanta Das is a Sun Certified Java Programmer, Web Component Developer, Business Component Developer and a Microsoft Certified System Engineer.

A First Course in Programming with C
T Jeyapoovan

About the Book
The book is for student programmers to effectively write programs for solving numerical problems. All that is required of a beginner programmer is not experience in computing but interest in computing.

The programs illustrated in the book have been accumulated, experimented and tested by the author during his teaching of the subject to a few thousand students in over a decade. The special topic of the book is C graphics and animation which helps students develop simple programs to generate geometrical and graphical objects.

The book is ideal for students of BE, BTech, MCA, BSc (Computer Science), BCA.

Key Features
• Includes 134 tested programs
• 234 review questions
• 272 short questions & answers
• Includes a chapter on Graphics using C


Contents

T Jeyapoovan is Professor, Hindustan Institute of Technology and Science, Chennai. He has over 25 years of teaching experience and specializes in computer programming, computer aided design and drafting.
Object Oriented Programming with C++ ANSI/ISO Standard

R Subburaj

About the Book
This is a comprehensive book on C++. It serves the needs of both new and experienced programmers to understand the concepts of this power-packed language. It addresses the latest revisions to the standard C++ language. The twin features of this language, namely, procedure-oriented and object-oriented programming, have been brought out in a very crisp manner. The book intends to remove the fear of ‘containers’ from the minds of programmers and enable them to use the concept unambiguously and effectively.

More than 200 programs have been included in the book after ensuring their correctness with standard C++ compatible compilers, such as gnu g++ and Code::Blocks.

Salient Features
- More than 200 tested programs
- More than 300 objective-type questions
- Review questions at the end of every chapter
- Includes chapters on multithreading, STL and exception handling, and an annexure on object-oriented analysis and design


Contents

R Subburaj is currently Professor and Consultant in the IT Department of SRM University, Chennai. He has also been a trainer of Software Engineering Institute of Carnegie Mellon University, USA.

A First Course in Computers (Based on Windows and MS Office 2013)
Sanjay Saxena

About the Book
If you are one of those who love technology, not for technology’s sake, but for what it can do for you, and if you want to be able to say that you “Know Computers” instead of “No Computers”, this is the book for you! A First Course in Computers is a computer manual, quick guide, helpdesk and your computer teacher, all rolled in one. Just keep the book in front of you, look at the sample exercises given at the beginning of each section and start following the step-by-step visual instructions to complete the exercise. Learn easily and effectively—learn by doing.

This Book Covers
- Computer Background: Get to know a brief history of computers, different parts of a computer...
- Basic Terms and Concepts: Demystify the computer jargon—bits & bytes, hardware & software, memory & storage...

ISBN: 9789325980822
Price: ₹ 325 | Pages: 480
Size: 6.75” X 9.5” (Paperback)

Salient Features
- Windows 8: Commonly used features and how to get the maximum out of them. How to customize your PC to your needs and preferences.
- Windows 8.1: What’s new, as compared to Windows 8.
- MS Word: Create aesthetically appealing documents—letters, reports, memos, faxes, etc.—quickly and easily. Do spell check and mail merge, create office and personal templates, and a lot more...
- MS Excel: Create highly functional spreadsheets, involving tables, graphs and Clip Art images. Sort, filter and query data based upon single or multiple criteria...
- MS PowerPoint: Create effective and visually appealing presentations using text, graphs, movie & animation clips, images, organization charts, etc.
- Internet: What is Internet, how to set up a TCP/IP account and configure a modem, surf the Net, create free email accounts, send and receive emails, search the Web for jobs, friends, products, services or any subject, Internet chat and telephony...

Sanjay Saxena is an international consultant with over 23 years of experience and has worked on several computerization and MIS projects in India and abroad. He is a qualified cost and management accountant.

www.vikaspublishing.com e-mail: helpline@vikaspublishing.com
About the Book
This book offers an in-depth study of computer concepts and step-by-step procedure in explaining the MS Office package. A separate section is devoted to E-mails and introduction to web design.

Salient Features
Mother of all computer learning books. Based on Windows 2000. Helps you to do a hundred small things like writing letters, preparing invoices, making tables and charts, maintain records, create presentations, surf the Web, send e-mails etc.

Contents

About the Book
This book provides a complete and in-depth coverage of the DOEACC syllabus. It would prove valuable to both students and teachers.

It gives a clear conceptual understanding of IT concepts and, to help students, an easy to follow visual style for the practical usage of various packages has been followed. Basically, if the reader follows this book in a sequential manner, s/he would have covered the entire syllabi of these papers. For the more interested and committed, additional ‘Do-it-yourself’ exercises have been given at the end of the relevant chapters. A glossary will help as a ready reckoner on key IT terms, and be useful on the day before exams!

Contents

About the Book
Most of us know the operation of MS Office, but very few know the full potential of it. The book shows the way of doing your day-to-day activities like writing letters, doing calculations, creating invoices, tables, graphs, charts, making presentations, diagrams, designs etc. It teaches Word, Excel, PowerPoint, Access, Outlook, Publisher and Frontpage. The book begins from zero level and makes you the master of MS Office. A useful guide for academicians, executives, professionals and businessmen.

Contents

About the Book
This book provides an in-depth study of computer concepts and step-by-step procedure in explaining the MS Office package. A separate section is devoted to E-mails and introduction to web design.

Salient Features
Mother of all computer learning books. Based on Windows XP. Helps you to do a hundred small things like writing letters, preparing invoices, making tables and charts, maintain records, create presentations, surf the Web, send e-mails etc.

Contents

A First Course in Computers, 2003 Edition (Based on MS Office 2000)
Sanjay Saxena
ISBN: 9788125914471
Price: ₹ 375 | Pages: 656
Size: 6.75” X 9.5” (Paperback)

It Tools and Applications
Sanjay Saxena & Prabhpreet Chopra
ISBN: 9788125916666
Price: ₹ 475 | Pages: 524
Size: 6.75” X 9.5” (Paperback)

MS Office 2000 for Everyone
Sanjay Saxena
ISBN: 9788125909521
Price: ₹ 499 | Pages: 600
Size: 6.75” X 9.5” (Paperback)

A First Course in Computers, 2e (Based on Windows XP and Office XP)
Sanjay Saxena
ISBN: 9788125936312
Price: ₹ 295 | Pages: 520
Size: 6.75” X 9.5” (Paperback)
A special feature of this book is its presentation. Important statements have been set in modern trends used in industry, like efficient transformers, efficient induction motors, DC drives, and their problems related to them. A special feature of this book is its presentation. Important statements have been set in bold type. Key equations have been given in separate boxes so that they can be spotted easily at the time of revising.

About the Book
Data Structures using C provides its readers a thorough understanding of data structures in a simple, interesting, and illustrative manner. Appropriate examples, diagrams, and tables make the book extremely student-friendly. It meets the requirements of students in various courses, at both undergraduate and postgraduate levels, including BTech, BE, BCA, BSc, PGDCA, MSc, and MCA.

Salient Features
• Presentation for easy grasp through chapter objectives, suitable tables and diagrams, and programming examples.
• Examination-oriented approach through objective and descriptive questions
• Large number of questions and exercises for practice

Benefits
• Helps students understand introductory as well as advanced concepts of data structures.
• Complete coverage of the subject as per the syllabi of most universities

Contents

Rohit Khurana is the Founder and CEO of ITL Education Solutions Limited (ITLESL) and has authored more than thirty-five best-selling textbooks.

Programming with Java
This is a single-volume book on ‘electrical machines’ that teaches the subject precisely and yet with amazing clarity. The extent has been kept in control so that the entire subject can be covered by students within the limited time of the semesters. Thus, they will not have to consult multiple books anymore. The discussions of concepts include the modern trends used in industry, like efficient transformers, efficient induction motors, DC drives, and the problems related to them.

A special feature of this book is its presentation. Important statements have been set in bold type. Key equations have been given in separate boxes so that they can be spotted easily at the time of revising.

About the Book
Programming with Java provides students a thorough understanding of Java in a simple, interesting, and illustrative manner. Appropriate examples, diagrams, and tables make the book extremely student-friendly. It meets the requirements of students and software developers who wish to expand their knowledge of Java.

Salient Features
• Inclusion of topics like empty class, anonymous objects, recursive constructors and object slicing.
• A chapter on multithreading explaining how concurrency is implemented in Java.

Benefits
• Helps students understand introductory as well as advanced concepts of Java.
• Complete coverage of the subject as per the syllabi of most universities

Contents

Rohit Khurana is the Founder and CEO of ITL Education Solutions Limited (ITLESL) and has authored more than thirty-five best-selling textbooks.
About the Book

This revised edition of Software Engineering: Principles and Practices has become more comprehensive with the inclusion of several topics. The book now offers a complete understanding of software engineering as an engineering discipline. Like its previous edition, it provides an in-depth coverage of fundamental principles, methods and applications of software engineering. In addition, it covers some advanced approaches including Computer-Aided Software Engineering (CASE), Component-Based Software Engineering (CBSE), Clean-room Software Engineering (CSE) and formal methods. Taking into account the needs of both students and practitioners, the book presents a pragmatic picture of the software engineering methods and tools. A thorough study of the software industry shows that there exists a substantial difference between classroom study and the practical industrial application. Therefore, earnest efforts have been made in this book to bridge the gap between theory and practical applications. The subject matter is well supported by examples and case studies representing the situations that one actually faces during the software development process.

For students enrolled in various courses both at the undergraduate and postgraduate levels, such as BCA, BE, BTech, BIT, BIS, BSc, PGDCA, MCA, MIT, MIS, MSc, various DOEACC levels and so on. It will also be suitable for those software engineers who abide by scientific principles and wish to expand their knowledge.

With the increasing demand of software, the software engineering discipline has become important in education and industry. This thoughtfully organized second edition of the book provides its readers a profound knowledge of software engineering concepts and principles in a simple, interesting and illustrative manner.

Salient Features
• Full-length case studies to provide practical insight
• Objective and descriptive questions at the end of each chapter
• Comprehensive glossary to enhance the understanding of technical

Benefits
• Meets the requirements of students enrolled in various courses both at the undergraduate and postgraduate levels.
• Suitable for those software engineers who abide by scientific principles and wish to expand their knowledge.

Contents

Programming in C, 2e

About the Book

C is the most versatile of programming languages. It has caused a number of innovations in the areas of software and information technology, and is the forerunner to a new programming paradigm, the OOT, the major derivative of which is the graphical user interface which has tremendously simplified the use of computers. C has led to many path-breaking developments in the field of computer science, such as vibrant social media, e-commerce, e-banking, mobile banking, cloud computing, internet of things, and big data analytics. Learning of C, thus, is of tremendous use to every programmer. The learner only needs to follow a step-by-step process with one step at a time, so as to absorb its tenets easily—exactly the approach this book has followed.

Over the years, this book has helped thousands of aspirants in developing their career in the language. The second edition has made it compatible with the latest revisions to C Standards. It also covers the significant differences between C90, C99 and C11, including all the language features and library functions added in C99 and C11. The book caters to the students of BE, BTech, BCA, MCA, BSc (Computer Science) and DOEACC.

Salient Features
• Virtually rewritten text to suit contemporary needs
• All revisions to C Standards carried out in 1999 and 2011
• A new chapter on multithreading
• A separate chapter on strings carved out for proper focus

Benefits
The book received wide patronage led by India’s leading newspaper, The Hindu’s, positive review entitled ‘C without tears’.

Contents

Dr R Subburaj, an alumnus of IIT-Delhi, is currently Professor and Consultant in the IT Department of SRM University, Chennai. He is a recipient of the coveted IETE Lal C Verman award for his distinguished contributions in the field of standardization, metrology and quality control. He has been a trainer of Software Engineering Institute of Carnegie Mellon University, USA.

Dr Subburaj has been teaching and guiding research scholars in the area of software testing and reliability, data mining, big data and cyber security. Prior to joining SRM University, he served various departments of the Government of India in various capacities for more than 36 years.
Managing Big Data
Chandrakant Naikodi

ISBN: 9789325984561
Price: ₹ 250 | Pages: 180
Size: 6.75” X 9.5” (Paperback)

About the Book
Managing Big Data is a simple book which introduces students and professionals to Big Data. Although the book has been designed for unassisted reading, lot of insights from the author makes this a very thoughtful book which will automatically lead to yearning for more learning on the subject.

Salient Features
• Covers most of the concepts of Big Data
• Describes NOSQL, HADOOP, MAPREDUCE and TOOLS in a separate module
• Programming examples are provided in each module.
• Provides laboratory programs in a separate module

Benefits
Introduces students and professionals to Big Data in the easiest and simplest way.

Contents
Unit-1: Understanding Big Data, Unit-2: NOSQL Data Management, Unit-3: Basics of Hadoop, Unit-4: MAP-Reduce Applications, Unit-5: Hadoop Related Tools, Unit-6: Lab Experiments

Dr Chandrakant Naikodi is presently working as a visiting professor in Cambridge Institute of Technology (CITECH), Bangalore and has worked with leading IT MNCs for over 10 years.

Fundamentals of Cloud Computing
Prasanta Kumar Pattnaik, Manas Ranjan Kabat & Souvik Pal

ISBN: 9789325976108
Price: ₹ 265 | Pages: 170
Size: 6.75” X 9.5” (Paperback)

About the Book
In recent times, Cloud Computing has emerged as an important topic in the realm of Information Technology. Cloud Computing has gained eminence due to the growing usage of the Internet among people. This book is especially intended for readers who have no prior knowledge of the subject. Some topics in this book are unique and based on published information that is current and timely and is helpful for research scholars as well as specialists working in areas related to cloud computing. This book is suitable as an introductory text for one semester course in Cloud Computing for undergraduate and postgraduate science courses in Computer Science and Information Technology.

Key Features
• Provides coverage of Cloud Computing Environments and its popular views
• Incorporates survey of Virtualization Environment and its latest developments

Discusses advanced concepts like Complexity Theory and NP-complete problems
• More than 250 solved examples

Benefits
Complete coverage of the subject as per the syllabi of most universities

Contents

Dr H S Behera, Reader in the Department of CSE&T, Veer Surendra Sai University of Technology (VSSUT), Burla, Odisha, has over 16 years of teaching experience, has contributed profusely to refereed journals and presented research papers at various national and international conferences and seminars.

Janmenjoy Nayak, Gold Medalist (Computer Science) is a DST INSPIRE Fellow, Govt. of India. He has more than five years of teaching and research experience.

Dr Hadibandhu Pattnayak is Professor and Head at the Department of Mathematics, School of Applied Sciences, KIIT University, Bhubaneswar. He is PhD from Utkal University, has more than 35 years of teaching and research experience, and has contributed to refereed journals and presented research papers at various national and international conferences and seminars.

Formal Languages and Automata Theory
H S Behera, Janmenjoy Nayak & Hadibandhu Pattnayak

ISBN: 9789325978591
Price: ₹ 375 | Pages: 304
Size: 6.75” X 9.5” (Paperback)

About the Book
The book introduces the fundamental concepts of the theory of computation, formal languages and automata right from the basic building blocks to the depths of the subject. The book begins by giving prerequisites for the subject, like sets, relations and graphs, and all fundamental proof techniques. It proceeds forward to discuss advanced concepts like Turing machine, its language and construction, an illustrated view of the decidability and undecidability of languages along with the post-correspondence problem.

Salient Features
• Discusses advanced concepts like Complexity Theory and NP-complete problems

Benefits
Complete coverage of the subject as per the syllabi of most universities

Contents

Prasanta Kumar Pattnaik, Ph.D., Senior Member, IEEE, is Associate Professor at the School of Computer Engineering, KIIT University, Bhubaneswar.

Manas Rajan Kabat, Ph.D., is Reader and Head, Department of Computer Science and Engineering, VSS University of Technology (VSSUT), Burla, Odisha.

Souvik Pal, M. Tech. (Computer Science and Engineering), is Assistant Professor at the Department of Computer Science and Engineering, Nalanda Institute of Technology, Bhubaneswar.
Simple, user-friendly and well-written, this book is designed for those who are learning Visual Basic for the first time. This book guides readers through the steps involved in creating a simple application and covers various issues such as Interface Design, Database Design, Distributing an Application, etc. It also demystifies topics like ActiveX and adopts a simple, easy-to-follow approach throughout the book.

**Salient Features**
- Includes small, easy-to-do programs for day-to-day activities
- Explains MDI form in detail
- Discusses ADO and how it can be used
- Covers debugging and how to reduce the number of errors in a program
- Includes ActiveX and how to build ActiveX controls
- Explains how to create and use an invoice programs a model for other development
- Exercises in each chapter and after every section

**Benefits**
Useful for those who are learning Visual Basic for the first time.

**Contents**

Mohammed Azam is Technical Director, Emsquare, a software development company operating in Chennai and Bangalore. He has more than a decade of industry experience in the field of Information Technology in various divisions like Software development, Training, Marketing and Customer Support.

**Data Structures and Algorithms Using C, 2e**
Amitava Nag & Jyoti Prakash Singh

**About the Book**
The book ‘Data Structures and Algorithms Using C’ aims at helping students develop both programming and algorithm analysis skills simultaneously so that they can design programs with the maximum amount of efficiency. The book uses C language since it allows basic data structures to be implemented in a variety of ways.

Data structure is a central course in the curriculum of all computer science programs. This book follows the syllabus of Data Structures and Algorithms course being taught in B Tech, BCA and MCA programs of all institutes under most universities.

**Salient Features**
- Illustrates each concept with easy-to-understand examples
- Explains each algorithm in detail with step-by-step solutions
- Contains C programs for every topic
- Covers equivalent programs in C language of all algorithms
- Simplifies AVI search
- Includes GATE questions along with solutions
- Has solved question papers of five years

**Benefits**
Helps students develop both programming and algorithm analysis skills simultaneously.

**Contents**
Multimedia Programming
- A Practical Approach

Siddhartha Bhattacharyya & Paramartha Dutta

ISBN: 9789325984479
Price: ₹ 415 | Pages: 544
Size: 6.75" X 9.5" (Paperback)

About the Book
Multimedia Programming: A Practical Approach is a maiden treatise on the core concepts of multimedia programming standards and practices catering to the different branches of Engineering disciplines of Computer Science, Information Technology, Electronics & Communication Engineering and Electrical Engineering of various Indian and Foreign Universities. The book deals with an in-depth analysis of the facets of hands on of multimedia programming essentials with reference to the different multimedia file standards in existence. Each chapter of the book starts with a brief introduction of the topic and ends with review questions and programming exercises. The fundamental concepts of multimedia programming with Virtual Reality Markup Language (VRML) essentials are explained with suitable illustrations and real life examples. The book describes the core concepts of multimedia basics, multimedia file standards with reference to discrete and continuous media, multimedia devices and future of multimedia in the form of VRML with illustrative programming examples. The distinctive feature of this book is the assay of real-time programming examples in Win 32 API programming platform.

Key Features
- In-depth analysis of multimedia standards including discrete and continuous media, devices and VRML environment in a lucid language.
- Includes numerous programming examples each detailed with analysis in respective chapters.
- 64 illustrations, 16 programming examples, 77 review questions, 31 programming problems

Contents

References
Dr Siddhartha Bhattacharyya is B. Sc. (Physics), B. Tech. & M. Tech. (Optics and Optoelectronics) from University of Calcutta and PhD (Engg.) from Jadavpur University, is currently an Associate Professor and Head of Information Technology of RCC Institute of Information Technology, Kolkata, India. In addition, he is serving as the Dean (R & D) of the institute from November 2013. He is the recipient of the University Gold Medal from the University of Calcutta for his Masters.

Dr Paramartha Dutta is M. Stat, M. Tech (Computer Science) from Indian Statistical Institute Kolkata, and Ph. D (Engg.) from presently Indian Institute of Engineering Science and Technology, is currently a Professor in the Department of Computer and System Sciences, Visva Bharati University, Santiniketan, India for more than eight years.
About the Book
Second edition of the book is the result of a fresh study of the latest in the technology and syllabi of various universities. Thus, it intends to make students up-to-date in knowledge, and to make the book more comprehensive and relevant at the all-India level. It now covers the Computer Graphics and Multimedia paper for BE/B.Tech (Computer Science & Engineering), BSc (Comp. Sc.), BCA and MCA curricula of AICTE, JNTU, BPUT, WBUT, Anna, VTU, PTU, Mumbai, Osmania, REC-Trichy, Bangalore, and many other universities and institutes.

The book has undergone some structural changes, like two new chapters have been added on Hidden Lines and Surfaces (as chapter 6), and Illumination and Shading (as chapter 8), while the chapter on Graphics Mathematics has been converted into an appendix. In chapter 6, the algorithms and methods of realistic display of 3D objects with removal of invisible lines, surfaces or volumes from a scene have been described. Chapter 8 addresses the techniques of modeling the effect of light interacting with physical objects to generate realistic intensity profile in a computer generated scene.

The chapter on Multimedia has virtually been rewritten including Video, and MPEG video and JPEG image compression schemes, image processing technique, audio compression, MPEG audio and Virtual Reality. The basic techniques and mathematical basis for advanced Animation and Morphing have been explained in greater detail.

Salient Features
- Presents how modern graphic systems work. Provides an illustrated explanation of the working of different graphic algorithms that form the backbone of graphic packages. Tailor-made for the compulsory paper of Computer Graphics. Large number of review question and detailed Appendices containing GUI, Interactive picture construction, Interaction with mouse, Model projects, Graphics Maths are of tremendous help.

Contents

Annexures:

Anirban Mukhopadhyay is currently Lecturer, RCC Institute of Information Technology, Kolkata. He was formerly associated with the CAD group of DOEACC Centre, Kolkata (erstwhile RCC Calcutta) and had been working on computer aided design and analysis in various industrial projects. He has over 11 years of experience in teaching the students of B.Tech, MCA, BCA and DOEACC and also of Autodesk-certified CAD courses. He obtained his bachelor’s degree in Civil Engineering from Jadavpur University.

Arup Chattopadhyay is currently Head, Scientific and Technical Application Group, DOEACC Centre, Kolkata. He is the co-ordinator of the course on Computer Aided Design and Drafting using AutoCAD/AutoLISP. He provides CAD consultancy to the engineering industry and has several years of experience in teaching CAD, FEA and other computer-based applications of engineering. He obtained his master's in Structural Engineering from Jadavpur University.

About the Book
Programming in C has always been considered tricky and difficult by many, and yet no other programming language has the versatility and speed as C. This book provides various tips and tricks on C, which make life a lot easier for C programmers.

Key Features
- A thoroughly revised text in a more handy format • Secret problems with solution and explanation • 100 Objective-type questions that include MCQs and ’Find the output’ type questions

Contents

Susant K Rout is a pioneer in IT Education in India. A true entrepreneur, he has single-handedly set benchmark for IT education and has played a major role in taking IT learning to every nook and corner of this country. He has authored several bestselling books and helped shape careers of millions of programmers throughout Asia. He has the glory of having trained more than 1,00,000 Engineering / MCA / B.Tech students.

About the Book
This book covers the basics of Data Structures, including Tips and Tricks, application of Data structures, questions of Campus Interview and programming assignments. This book will be a great resource for the beginner for semester preparation with a practical approach using C program, to anybody preparing for campus interviews and also help to experts to rediscover and recapitulate on data structures.

Key Features
- 100 Tricky Objective type questions and answers for Campus interview • 50 selective multiple choice questions • Indepth coverage of different programs using C on Array, Link list, stack, queue, graph, tree, searching and sorting

Salient Features
- Even after studying data structures in detail in the academic semester, there remains a gap for fortification of its concepts and applications, which this book addresses. It covers the basics of data structures, including tips and tricks, application of data structures, questions of campus interview and programming assignments.

Contents
- Multiple Choice Questions • Short Answer Type Questions • Programming Assignments
allowed to dominate. The hallmark of the book is its profuse solved examples which aid concepts and their practical use. However, mathematical complexity has not been methods. This model is intended to help the reader understand the mathematical relates the mathematical concepts with computer graphic techniques and implementation mathematical concepts and their applications. It introduces an abstract paradigm that

About the Book
Android
Prasanna Kumar Dixit

About the Book
Android is a movement that has transferred data from laptop to hand-held devices like mobiles. Though there are alternate technologies that compete with Android, but it is the front runner in mobile technology by a long distance. Good knowledge in basic Java will help you to understand and develop Android technology and apps. Many universities in India and across the world are now teaching Android in their syllabus, which shows the importance of this subject. This book can be read by anyone who knows Java and XML concepts. It includes a lot of diagrams along with explanations to facilitate better understanding by students. This book aptly concludes with a project that uses Android, which will greatly benefit students in learning the practical aspects of Android.

Key Features
- Instructions in designing different Android user interfaces
- Thorough explanations of all activities
- JSON
- Android-based project to aid practical understanding

Contents

Prasanna Kumar Dixit, Director of Interface Software, Bhubaneswar.

The text is supplemented with introduction to various graphics standards, animation, multimedia techniques and fractals. These topics are of immense use in each of the three visual disciplines: modeling transformations, projections and multi-view geometry for computer vision. Geometry of lines, vectors and planes is essential for any geometric computation problem, light and illumination for image-based rendering, and hidden surface removal. Almost every chapter has the working source code to illustrate the concepts, which could be written and used as small programs for better understanding of the topics. A concise appendix of open source OpenGL is also included to showcase programming concepts of computer graphics and visualization. The text is completely platform-independent and the only prerequisite is the knowledge of coordinate geometry and basic algebra. It will be useful both as a text and reference, thus it can easily be used by novices and experienced practitioners alike.

Key Features
- Comprehensive text covering the complete syllabi requirements of most Indian universities.
- Reader-friendly language and presentation of difficult concepts in the simplest form
- Focuses on practical examples on design problems and experimentation problems
- Solved examples and unsolved exercises provided
- Contains an appendix on basic mathematical functions for computer graphics

Contents
- Model Test Papers • Appendices: A. Vectors and Matrices, B. A Quick Start with OpenGL and C

Neeta Nain has taught computer graphics for over 20 years. She is a prolific writer having written over 30 research papers for various international journals and conferences.

About the Book
Operating System, 2e
Rohit Khurana

About the Book
The book Operating System by Rohit Khurana is an insightful work that elaborates on fundamentals as well as advanced topics of the discipline. It offers an in-depth coverage of concepts, design and functions of an operating system irrespective of the hardware used. With illustrations and examples the aim is to make the subject crystal clear and the book extremely student-friendly. The book caters to undergraduate students of most Indian universities, who would find subject matter highly informative and enriching. Tailored as a guide for self-paced learning, it equips budding system programmers with the right knowledge and expertise. The book has been revised to keep pace with the latest technology and constantly revising syllabuses. Thus, this edition has become more comprehensive with the inclusion of several new topics. In addition, certain sections of the book have been thoroughly revised.

Key Features
- Case studies of Unix, Linux and Windows to put theory concepts into practice
- A crisp summary for recapitulation with each chapter
- A glossary of technical terms
- Insightful questions and model test papers to prepare for the examinations
New in this Edition

- More types of operating system, like PC and mobile; Methods used for communication in client-server systems
- New topics like: Thread library; Thread scheduling; Principles of concurrency, Precedence graph, Concurrency conditions and Sleeping barber problem; Structure of page tables, Demand segmentation and Cache memory organization; STREAMS; Disk attachment, Stable and tertiary storage, Record blocking and File sharing; Goals and principles of protection, Access control matrix, Revocation of access rights, Cryptography, Trusted systems, and Firewalls

Contents


Rohit Khurana is the Founder and CEO of ITL Education Solutions Limited (ITLESL) and has authored more than thirty-five best-selling textbooks.

Computer Networks: Fundamental and Application

R S Rajesh, K S Easwarakumar & R Balasubramanian

ISBN: 9788125912385
Price: ₹ 450 | Pages: 264
Size: 6.25" X 9.5" (Paperback)

About the Book

This book aims to give its readers a concise yet comprehensive coverage of the subject from all angles which no other Indian book in the market has accomplished so far.

Key Features

- Clear and logical sequence of topics
- Discussing on extended network features like ISDN and Distributed Computing
- Review questions at the end of every chapter
- Introduction of HTTP and Enterprise Java Beans as case studies for client/server application
- Discussion on latest technologies namely Blue Tooth and WAP

Contents


R S Rajesh, Selection Grade Lecturer, Department of Computer Science and Engineering Manonmaniam Sundaranar University, Tirunelveli.
K S Easwarakumar, Assistant Professor, School of Computer Science and Engineering, Anna University, Chennai.
R Balasubramanian is Dean, Basic Sciences, Vellamal Engineering College, Chennai.

Computer Organization and Architecture

P N Basu

ISBN: 9788125939917
Price: ₹ 299 | Pages: 304
Size: 6.75" X 9.5" (Paperback)

About the Book

The book covers the syllabi of Computer Organization and Architecture for most of the Indian universities and colleges. The author has carefully arranged the chapters and topics using Education Technology and Courseware Engineering Principles, with proper planning to help self-paced as well as guided learning. Large numbers of examples, solved problems and exercises have been incorporated to help students strengthen their base in the subject. A number of multiple choice questions have been included with answers and explanatory notes. The basic principles have been explained with appropriate lucid descriptions supported by explanatory diagrams and graphics. The advanced principles have been presented with in-depth explanation and relevant examples.

Key Features

- Lucid description of theories and principles arranged from basics to advanced
- Multiple choice questions answered with explanatory notes
- An extensive number of solved problems
Computer Programming and Utilization
Rohit Khurana, Amitava Nag & J P Singh

ISBN: 9788125950905
Price: ₹ 275 | Pages: 384
Size: 6.75" X 9.5" (Paperback)

About the Book
Computer Programming and Utilization aims to providing an in-depth knowledge of the fundamentals of computers and programming. Examples, suitable diagrams and tables make the book extremely student-friendly. The discussion on both, introductory and advanced topics of C and C++ make this a comprehensive study on the subject.

Key Features
- Learning objectives and summary in each chapter
- Concise but sufficient discussion of theory
- Discussion of topics supported with diagrams and tables
- Complete syllabi requirements of GTU fulfilled
- Exhaustive set of questions and programming exercises provided to fully prepare students for examination
- Detailed index for easy access to specific topics
- Totally suited for self-study
- Appendices provided for better understanding of technical terms
- Solved question papers included

Contents

Rohit Khurana is the Founder and CEO of ITL Education Solutions Limited (ITLESL) and has authored more than thirty-five best-selling textbooks.

Amitava Nag is a strategy consultant and teaches strategic management, strategic marketing and international business strategy in various institutes. A prolific writer, he has contributed many papers and articles in national and international journals and has a number of books on management, marketing and strategy to his credit.

J P Singh is an Assistant Professor, National Institute of Technology, Patna.
Alexis Leon is a software consultant, researcher, and writer. He has more than 20 years of consulting experience in the areas of software development, IT, software engineering, Internet and WWW, workflow automation, groupware, product design, process improvement, project management, configuration management, quality assurance, productivity improvement, etc.

Mathews Leon is the Executive Director of L & L Consultancy Services Pvt. Ltd.

Mathews Leon is the Executive Director of L & L Consultancy Services Pvt. Ltd.

Computer Programming: Theory and Practice
T Jeyapoovan

ISBN: 9788125921585
Price: ₹ 395 | Pages: 502
Size: 7.25" X 9.5" (Paperback)

About the Book
This book is specifically designed for first year engineering students covering the basics of computers and computer programming. It provides a comprehensive introduction to computers and programming concepts using C language. The topics are covered sequentially and blended with examples to enable students understand the subject effectively and imbibe the logical thinking required for software industry applications.

Key Features
• Basics of Computers
• Efficient Methods of Program Design
• How to Program in C
• How to Handle Arithmetic in Computers
• Best Learning Sequence for Programming
• Simple and Advanced Programming

Contents

T Jeyapoovan is Professor, Hindustan College of Engineering, Padur, Chennai.

Introduction to Information Technology
Sanjay Saxena

ISBN: 9788125928577
Price: ₹ 365 | Pages: 404
Size: 7.25" X 9.5" (Paperback)

About the Book
This book is designed to teach the basics of Information Technology specially to the students of business management. It is based on the syllabuses of undergraduate courses of many Indian universities. It is so organized that one can learn a great deal simply by reading the text carefully and following the step-by-step instructions given with it. One does not need any previous knowledge of computers — all that is needed is access to a computer and willingness to learn.

Contents

Sanjay Saxena is an international consultant with over 25 years of experience and has worked on several computerization and MIS projects in India and abroad. He is a qualified cost and management accountant.
MS Office 2007 in a Nutshell
Sanjay Saxena

ISBN: 9788125950363
Price: ₹ 225 | Pages: 244
Size: 6.75" X 9.5" (Paperback)

About the Book
This book will help the reader in understanding the core Microsoft Office applications in detail, such as Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Microsoft Access. It also teaches the reader to create or edit individual items in Microsoft Outlook. This book covers the basics of Windows Vista, the Internet and MS Office 2007 are explained in a simple manner covering the key functions of each package along with the details of menus, commands, toolbars and icons.

Key Features
• Focuses on core desktop tools namely, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Access, Microsoft Outlook and the Internet
• Follows the learning-by-doing approach
• Highlights toolbars and commands
• Provides step-by-step instructions

Contents

Sanjay Saxena is an international consultant with over 23 years of experience and has worked on several computerization and MIS projects in India and abroad. He is a qualified cost and management accountant.

STRUTS 2
P K Dixit

ISBN: 9789325977877
Price: ₹ 425 | Pages: 512
Size: 6.75" X 9.5" (Paperback)

About the Book
Struts 2 is a textbook that offers comprehensive coverage of the important subject of Struts 2. Written in simple language and following a logical approach, it first explains the basic concepts and then proceeds to address complex topics. This book begins by introducing the students to small examples and then leads them to an exhaustive project. A careful reading of this book will familiarize the students with the Struts framework to the extent that they can easily design it. The book deals with the concept of Struts architecture, interceptors and XML files extensively. The project illustrated in the book will give the users confidence to appear in interviews and conduct similar and bigger projects.

Key Features
• Step by step approach toward each program
• Tiles, Validator
• Coverage of results, UI Tags, struts-default.xml
• Coverage of OGNL, Internationalization and Value
• Systematic approach and easy-to-understand language

Contents

P K Dixit, Director of Interface Software, Bhubaneswar.
About the Book
This book takes you from the rudiments of C++ syntax and style to a mastery of data structures and algorithms, problem solving techniques and well-structured program design. Moving at a comfortable pace through many labs and case studies, the authors help you appreciate the simple but powerful ideas that make modern computer science work. Co-written by a veteran computer science teacher and a professional C++ software engineer, Programming with C++ and Data Structures combines theoretical insight with practical comprehensive enough to satisfy an inquisitive student who wants to know exactly how things fit together. This unique book helps readers learn C++ on their own.*

Contents

About the Book
In older times, classic procedure-oriented programming was used to solve real-world problems by fitting them in a few, predetermined data types. However, with the advent of object-oriented programming, models could be created for real-life systems. With the concept gaining popularity, its field of research and application has also grown to become one of the major disciplines of software development. With Object-Oriented Programming with C++, the authors offer an in-depth view of this concept with the help of C++, right from its origin to real programming level. With a major thrust on control statements, structures and functions, pointers, polymorphism, inheritance and reusability, file and exception handling, and templates, this book is a resourceful cache of programs—bridging the gap between theory and application. To make the book student-friendly, the authors have supplemented difficult topics with illustrations and programs. Put forth in a lucid language and simple style to benefit all types of learners, Object-Oriented Programming with C++ is packaged with review questions for self-learning.

Key Features
• Illustrations to aid student learning
• Numerous examples of C++ programming
• Complete coverage as per the updated syllabus
• Previous years’ solved university papers
• Review questions for self-assessment and practice

Contents

Anirban Das is working as Assistant Professor in department of Computer Applications at Dr. B. C. Roy Engineering College, Durgapur.

Goutam Panigrahi is is working as Assistant Professor in department of Mathematics at National Institute of Technology, Durgapur.
# Theory of Computation

**Sachin Agarwal**

ISBN: 9789325975590  
Price: ₹ 325 | Pages: 304  
Size: 6.75" X 9.5" (Paperback)

**About the Book**

*Theory of Computation* offers comprehensive coverage of one of the most important subjects in the study of engineering and MCA. This book gives a detailed analysis of the working of different sets of models developed by computer scientists regarding computers and programs. It uses simple language and a systematic approach to explain the concepts, which are often considered rather difficult by students. A number of solved programs will further help the students in assimilating understanding of this important subject. A thorough perusal of this book will ensure success for students in the semester examinations.

**Key Features**

- In-depth analysis of different computational methods
- Large number of solved programs for hands-on practice
- Thorough coverage of additional and latest computational methods

**Contents**


Sachin Agarwal is working as Assistant Professor in Department of Computer Science & Engineering at Shri Shivaji Education Society's College of Engineering & Technology, Akola in Maharashtra.

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# Fundamentals of Computing and Programming in C

**T Jeyapoovan**

ISBN: 9789325981096  
Price: ₹ 350 | Pages: 576  
Size: 6.75" X 9.5" (Paperback)

**About the Book**

*Fundamentals of Computing and Programming in C* is specifically designed for first year engineering students covering the syllabus of various universities. It provides a comprehensive introduction to computers and programming using C language. The topics are covered sequentially and blended with examples to enable students to understand the subject effectively and imbibe the logical thinking required for software industry applications.

---

# Object Oriented Data Structures Using C++

**K S Easwarakumar**

ISBN: 9788125909309  
Price: ₹ 395 | Pages: 348  
Size: 7.25" X 9.5" (Paperback)

**About the Book**

Comprehensive and well written, this book covers the concepts of various data structures normally encountered in problem solving. A Major highlight of the book is the elucidation of object-oriented techniques in implementing abstract data types.

**Salient Features**

- Clear elucidation of concepts of Algorithms and analysis
- Essential C++ concepts given for understanding programming
- Generic class concepts used for developing Abstract Data Types (ADT)
- Highlights properties of inheritance used to implement improvements to various data structures
- Numerous diagrams
- Programs tested using VC ++
- Presents current topics and new data structures
- Amortised analysis used for ADTs • Exercises at the end of each chapter

**Contents**


K S Easwarakumar is currently Reader, Department of Computer Science, University of Madras, Chennai.
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अंतर्दृष्टीय संबंध, छठवां संस्करण

बी एन खन्ना एवं लेस्टी के कुमार

पुस्तक के विषय में
इस पुस्तक में अंतर्दृष्टीय संबंध के विषय का ऐतिहासिक विस्तार में प्रस्तुत किया गया है - प्रथम विश्वयुद्ध की पूरी संधि से नीति युद्ध की समाप्ति और उसके बाद पुस्तक को दो खंडों में बांटा गया है: खंड-1 में सैद्धांतिक परिचय, जबकि खंड-2 में ऐतिहासिक अवलोकन प्रस्तुत किया गया है। यह पुस्तक इतिहास और राजनीतिक विज्ञान के दृष्टिकोणों से और शिक्षकों के लिए उपयोगी होगी।

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- छठ नव अवधारण है।
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  विवाद-व्यवस्था और निर्भरता तथा नारायण उपयोग - समाप्तित्तिक किया गया है।
- कुछ ऐतिहासिक पट्टियाँ - जैसे खड़ी युद्ध - भी समाप्तित्तिक की गई है।

Market: BA (History), BA (Political Science), UPSC Exams

Foreign Policy of India, 7e
V N Khanna & Leslie K Kumar

About the Book
This authoritative work on India's foreign policy rests on the fundamental values of international relations that India has cherished. Efforts have been made to analyze these values and to evaluate to what extent these have been implemented and to what extent these have been effective.

This edition of the book has been updated to include new issues that have emerged and have come to dominate India's foreign policy concerns. India's stance on Climate Change has undergone an evolution in the last two decades which is important to understand. Similarly, India's relation with Israel which was tepid and limited till 1992 has undergone a radical transformation ever since. India has forged a close and important partnership with Israel which will be critical going forward for it, especially in the defence sector. India and Israel have also come to share a sense of solidarity, being common victims of terrorism as was highlighted by the 26/11 Mumbai terror attacks of 2008. Thus, it is important to take stock of India's growing relationship with Israel.

Furthermore, the rise of China is the biggest geopolitical challenge India faces in this century. This edition discusses how India is seeking to formulate a foreign policy in accordance with its emergence as a major international power. It also discusses India's relations with its neighbours in South Asia.

New in this Edition
The Three new chapters, viz.:
- India and the Politics of Climate Change
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- India's Foreign Policy in the 21st Century

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13. India and the Soviet Union
14. From Non-Alignment to Nuclear India
15. India and Israel Relations: Trends and Prospects
16. India’s Foreign Policy in the 21st Century
   - An Overview

V N Khanna retired as Reader in Political Science at Deshbandhu College, University of Delhi. In his long career spanning more than four decades, he has been involved with student development activities and was, for some time, the Principal of his college.

Leslie K Kumar is Assistant Professor at Lady Shri Ram College, University of Delhi. Since 2011 he has taught a large number of courses like India’s Foreign Policy, Politics of South Asia, International Relations, Global Politics, Political Theory, Classical and Modern Political Philosophy.
International Relations, 6e
V N Khanna & Leslie K Kumar

About the Book

*International Relations* covers the subject from the historical perspective—from the eve of the First World War to the end of the Cold War and beyond. This book is divided into two sections—the first deals with the theoretical perspectives, while the second provides an historical overview of events. These include the two World Wars, problems faced in peace-making, system of alliances, search for security, Nazism and Fascism, rise of communism, the arms race and disarmament, the Cold War and its end, Non-Aligned Movement, and the emergence of regional organizations.

The book is a useful resource for teachers and students of history and political science, those appearing for civil services examinations, as well as those interested in international relations.

Key Features

- Thoroughly revised and updated to cover the latest developments
- Covers theoretical aspects realism, neo-realism, liberalism and neo-liberalism, dependency, and feminist approaches

• Covers six new chapters
  • 2008 Financial Crisis and the Future of Global Economic Order
  • Europe on the Edge: Brexit and Beyond
  • International Climate Politics
  • 9/11 and the Rise of International Terrorism
  • Rise of China and the International System
  • Social Constructivist Theory of International Relations

Market: BA (History), BA (Political Science) Also useful for UPSC.


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Modern Political Theory
S P Varma
About the Book
Modern Political Theory critically examines the contemporary state of political theory, making an assessment of the achievements and limitations of the 'Behavioural Revolution' in its totality, and reviews objectively the major paradigms and conceptual frameworks adopted by the discipline. The salient features of the contending conceptual models elaborated by leading scholars, operating from separate locations and disparate premises, have been highlighted and intellectual inter-linkages in their works have been traced. The book has 3 parts. Part I comprises the scope of political science as a discipline. Part II deals with the tools and techniques of political analysis. Part III delineates mainstreams of contemporary political thought.

Benefits
Thoroughly revised in the light of new trends of thinking, the book is primarily meant as a textbook for university students of political science and a reference book for all students of social sciences and political theory.

ISBN: 9780706986822  |  Price: ₹ 499  |  Pages: 484  |  Size: 5.5" X 8.5" (Paperback)

Contents

S P Varma, formerly Chairman, Department of Political Science and Director, South Asia Studies Centre, University of Rajasthan, and a National Fellow, ICCSR, has been teaching and doing research work on national and international politics for the last 45 years.
About the Book
The Constitution, Government and Politics in India covers the evolution of the Constitution of India, government and politics from independence to the present day. It describes the new political forces, such as movements for the extension and expansion of reservation for the weaker sections; politics of awakened linguistic and religious minorities; emergence of elite women in politics; rise of regionalism, communalism and secularism; increasing role of mass media in the political process; changing foreign policy of India; the roles of lokayuktas and the lok pal; widening role of the Election Commission; judicial activism; expanding meanings of the fundamental rights and human rights, and so on.

Salient Features
- Comprehensive text on the Constitution of India, with a holistic approach
- Covers the evolution of the Indian constitution, government and politics from Independence to the present day
- An appendix at the end of every chapter providing the latest information
- Useful for the students and teachers of political science and law, and candidates appearing for the competitive examinations conducted by the Union Public Service Commission and the state public service commissions

Contents

S H Patil is a Professor of Political Science (Retd.), Karnataka University, Dharwad, and earlier he was ICSSR Senior Fellow and UGC Emeritus Fellow.
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वी. ए. खन्ना, 
लिपक्षी अरोड़ा एवं लैस्ली कुमार

पुस्तक के विषय में
विवेदित नीति के साथम से प्रथम देश अपने राष्ट्रीय हितों की सुरक्षा तथा अंतर्राष्ट्रीय गुणवत्ता अर्जित करना है। भारत भी अपनी विवेदित नीति को अपने राष्ट्रीय हितों की सुरक्षा के संबंध में निर्धारित और लागू करना है। भारत ने प्रारंभ से ही सभ्यता को गुरुत्व की राजनीति से पुकार रखा। यह नीति समय की कार्यवाही पर खारी जाती है। राजनीति के पारस्परिक निर्भरता के युग में भारत सभी देशों के साथ शाफ्ति-प्रतिफल पर आधारित मैंने को निरोपित करने वाली विवेदित नीति पर फक्त आया है। विभिन्न अंतरराष्ट्रीय एवं क्षेत्रीय संस्थाओं में भी भारत महत्वपूर्ण भूमिका निभाता रहा है। सब भाषा में विभिन्न पुस्तक में पहंची देशों के साथ भाषा के संबंधों पर बारे दे हुए, उनका फायदा का साथ संयंत्र का स्थानिक विवेदित किया गया है। इस रचना में भारत की सुरक्षा एवं परमाणु नीतियाँ तथा विपयुक्त राष्ट्र एवं वातावरण में भारत की मूलभूत का विवेदित भी किया गया है। भारत-भारत संबंधों में ही देश सुझाव, वादा विवादायक भारत-अमेरिकी परमाणु मामलाएं की समीक्षा भी की गई है। नतिजा, न्यायकाल एवं संबंध लोक अंतर्गत की प्रतिकृतियाँ के लिए एक प्रभावी पुस्तक।

भारत की विवेदित नीति

About the Book
This edition of Indian Government and Politics has been very thoroughly revised and recast. The politics of the country has moved so fast that such an exercise becomes absolutely essential. Most of the chapters have been done up afresh: new material has been added and old arrangement has been recast. The author has attempted to bring the book fully up to date, so that it could be used by teachers and students with great profit.

Contents
D C Gupta obtained his MA degree in Political Science from the University of Allahabad in 1951 and ever since then he has been in the teaching profession. For most part, he has been in Delhi University, where he is teaching at present.

**International Relations, 2e**
Prakash Chandra

ISBN: 9780706999044
Price: ₹ 425 | Pages: 388
Size: 5.5" X 8.5" (Paperback)

**About the Book**
This book is designed to meet the requirements of post-graduate students of political science and aspirants for higher services, the book will appeal to all those who are interested in international affairs.

**Contents**


**Prakash Chandra** Former Head, Department of Political Science, BSM (PG) College, Roorkee.

**India’s Foreign Policy in A Changing World**

V P Dutt

ISBN: 9788125908449
Price: ₹ 550 | Pages: 436
Size: 6.25" X 9.5" (Paperback)

**About the Book**
This book provides analysis and information on India's relations with principle countries and regions of concern to it: USA, Russia, Central Asia, Pakistan and other South Asian Countries, developments in regard to SAARC, neighbours comprising China and Burma, “near abroad” nations of South-east Asia, Persian Gulf and West Asian countries, and the African region. It also gives due attention to the new economic powerhouses, the European Community and Japan, and India's relations with them. A separate chapter delves into India’s security dilemmas and relations with other countries. Scholars, students and the layman will equally find it rewarding and insightful.

**Salient Features**
This book provides analysis and information on India’s relations with principle countries and regions of concern to it: USA, Russia, Central Asia, Pakistan and other South Asian Countries, developments in regard to SAARC, neighbours comprising China and Burma, “near abroad” nations of South-east Asia, Persian Gulf and West Asian countries, and the African region. It also gives due attention to the new economic powerhouses, the European Community and Japan, and India's relations with them.

**Contents**

V P Dutt Former nominated member of the Rajya Sabha and former member of the Parliamentary Consultative Committee on Foreign Affairs. Also former Pro-Vice-Chancellor of Delhi University and headed the Department of Chinese and Japanese Studie.
About the Book
This is a strikingly original work, the first real cultural history of India. The main features of the Indian character are traced back to remote antiquity as the natural outgrowth of a historical process. Did the change from food gathering and the pastoral life to agriculture make new religions necessary? Why did the Indus cities vanish with hardly a trace and leave no memory? Find out the answers in this insightful book.

Salient Features
An insightful study of Ancient India—tries to answer some interesting questions. A stimulating work.

Contents
1. The Historical Perspective: • The Indian Scene • The Modern Ruling Class • The Difficulties Facing The Historian • The Need to Study Rural and Tribal Society • The Villages • Recapitulation, 2. Primitive Life and Prehistory: • The Golden age • Prehistory and Primitive Life • Prehistoric Man in India • Primitive Survivals in The Means of Production • Primitive Survivals in The Superstructure, 3. The First Cities: • The Discovery of The Indus Culture • Production in The Indus Culture • Special Features of The Indus Civilisation • The Social Structure, 4. The Aryans: • The Aryan Peoples: The Aryan way of Life • Eastward Progress • Aryans after The Rigveda • The Urban Revival • The Epic Period, 5. From Tribe To Society: • The New Religious • The Middle Way • The Buddha and his Society • The Dark Hero of the Yadus • Kosala and Magadha, 6. State and Religion in Greater Magadha: • Completion of The Magadhan Conquest • Magadhan Statecraft • Administration of The Land • The State and Commodity Production • Asoka and The Culmination of The Magadhan Empire, 7. Towards Feudalism: • The New Priesthood • The Evolution of Buddhism • Political and Economic Changes • Sanskrit Literature and Drama

D D Kosambi (1907 – 1966) was best known as a mathematician, but was endowed with a truly Renaissance versatility. His formula for chromosome distance occupies a central place in classical genetics. His work on coins makes the numismatics of hoards into an exact science. An unrivalled collection of microliths, the discovery of Brahmi inscription at Karle, and of a remarkable number of archaeology. His editions of the poetry of Bhratrihari and of the oldest known Sanskrit anthology are land-marks in Indian text-criticism.

About the Book
The book encompasses a wide range of topics on practical geography taught to the B.A./B.Sc. students of Indian universities. Numerous examples and diagrams have been included in the text with the sole aim of enabling the students to have a comprehensive grasp of the subject. Attempt has also been made to present a well-balanced treatment of each topic. Topics like measurement of ground areas from maps, determination of class-interval for choropleth maps, representation of agricultural, industrial and transport data, choice of map projections, interpretation of topo-sheets, etc., have been included in this book and discussed in detail. Books treating various aspects of practical geography need regular up-dates. Therefore, the latest available material has been used to update this edition. Guidance of learned college and university teachers has enabled the author to present the subject-matter clearly and accurately. It is hoped that in addition to developing a keen interest for practical geography, it will form the basis for a more advanced study of the subject among the students.

Contents

Gopal Singh, former Head of the Department of Geography, A.I. Jat H.M. College, Rohtak.
An Introduction to Anthropological Thought, 2e
Makhan Jha

About the Book
This book covers the thought, theories, meaning and views on the origin, history, of anthropological thought. It analyses and interprets the diffusion, structure, function and personality of culture. It also discusses the theoretical contributions of Indian anthropologies and the pioneering works of some independent sociologists and anthropologists of the world. It is useful for students of Anthropology, Sociology and those appearing for Central Services examinations (UPSC and state service commissions).

Salient Features
- Interpretation of Culture given at the outset
- Accounts of all the schools of thought on anthropology
- Contributions of Indian anthropologists and sociologists
- Brief bio sketch and works of some foreign anthropologists and sociologists

Benefits
An excellent book for IAS aspirants

ISBN: 9780706986891 | Price: ₹ 350 | Pages: 244 | Size: 5.5” X 8.5” (Paperback)

Contents

Makhan Jha has been University Professor of Anthropology, U.G.C. Centre of Advanced Study, Department of Anthropology, Ranchi University, Ranchi (India). He has been a well traveled scholar of international fame.

An Introduction to Social Anthropology, 2e
Makhan Jha

About the Book
Social Anthropology is a compulsory paper not only for the students of Central Services, but also for the students of anthropology and sociology. The book covers all aspects of social anthropology, keeping in view the requirements of students. Field methods in anthropology, definition of hypothesis and methodology, etc., have also been explained. This is also a highly useful book for civil services aspirants.

Salient Features
- Social and culture anthropology defined
- Concepts of community, society, culture, marriage and kinship system explained
- Anthropology of all types, namely, economic, political, religious, medical, developmental described.
- Role of anthropology in understanding international relations, management of food, water, environment, economic system and population dynamics elicited

Benefits
An excellent book for IAS aspirants

ISBN: 9780706991017 | Price: ₹ 399 | Pages: 228 | Size: 5.5” X 8.5” (Paperback)

Contents

Makhan Jha has been University Professor of Anthropology, U.G.C. Centre of Advanced Study, Department of Anthropology, Ranchi University, Ranchi (India). He has been a well traveled scholar of international fame.
Professional Journalism
M V Kamath

About the Book
There are not many books in India that can serve as a useful textbook to the students and guides to the practising journalist. It is this lacuna that M.V. Kamath, one of the most prominent Indian Journalists, has tried to fill. This is a book on Indian journalism for Indian journalists, citing examples of Indian writers, Kamath quotes profusely from the writings of Indian editors to illustrate his ideas which considerably adds to the relevance of his work.

Salient Features
• A detailed exposition of news organization and an analysis of what comprises news
• A dedicated chapter on English grammar
• Profusely illustrated with real-world incidents and reports of various kinds
• A useful appendix on proofreading marks

Benefits
Helps students strengthen the underpinnings of journalistic knowledge in the Indian context.

ISBN: 9780706990287 | Price: ₹ 425 | Pages: 292 | Size: 5.5” X 8.5” (Paperback)

Contents

M V Kamath has been one of the most prominent journalists in the country. He has worked as a reporter, sub-editor, columnist, editorial writer and special correspondent in several international capitals including Bonn, Paris, Washington and the United Nations.

The Journalist's Handbook
M V Kamath

ISBN: 9780706990263
Price: ₹ 325 | Pages: 320
Size: 5.5” X 8.5” (Paperback)

About the Book
No other book on journalism has dealt with some of the themes discussed in his present work, such as house journals, development journalism, economic reporting and science reporting. There are separate chapters on radio and television writing and copywriting, as well as on law and the reporter.

Contents

M V Kamath has been one of the most prominent journalists in the country. He has worked as a reporter, sub-editor, columnist, editorial writer and special correspondent in several international capitals including Bonn, Paris, Washington and the United Nations.

Handbook of Journalism and Media: India, Bharat, Hindustan
Kovuuri Ganapathi Reddy

ISBN: 9789325982383
Price: ₹ 575 | Pages: 480
Size: 5.5” X 8.5” (Paperback)

About the Book
This book is designed to meet the requirements of post-graduate students of political science and aspirants for higher services, the book will appeal to all those who are interested in international affairs.

Salient Features
• Highly useful and informative
• Covers all platforms of journalism and media: newspapers, magazines, radio, television and Internet
• A Journalism and Media Calendar at the end
• Reference to news items, published in real newspapers/websites

Kovuuri Ganapathi Reddy He started his career as a television reporter for ETV in New Delhi in late 1997 after gaining a Master's degree in Geography from Delhi School of Economics and a Diploma in Journalism from Bharatiya Vidya Bhavan in New Delhi. He reported on protest politics, covering regional parties, the Indian National Congress and the Bharatiya Janata Party. He was the media consultant to the last Chief Minister of united Andhra Pradesh. In this capacity, he performed the roles of communications and press officer. He is currently working as a Special Correspondent for The Hans India newspaper, and writes a column in it on English language.
A Compendious History of English Literature

R D Trivedi

About the Book
This book, designed to be a text for Indian students, traces lucidly the history of English literature from the Anglo-Saxon period to the present day. Thus, the book is an essence of English literature spanning 1500 years. Abstractions have been avoided to the extent possible and wherever generalisations have been made they have been substantiated with samples of evidence. This will lure encourage readers to read classics, understand the style of the writer, and whet their intellectual spirits. With its coverage and approach the book will not only be useful for students in India but also for those of other countries where English is taught as a foreign language.

Key Features
• A brief yet comprehensive political and social history of each literary period.
• An adequate biographical account of every major author.
• A detailed study of every major author with copious examples from his works, to the extent of making it an independent and self-contained critique.
• Illustrative specimens from authors of middle and minor ranks.
• Summaries or outlines of famous poems, plays, and novels.
• Notes on important figures of European history and literature.
• Brief notices of American and Commonwealth novelties.
• A glossary of technical terms of literature.

Market: Primarily for BA (English). Also useful for MA (English).

Contents

Book-1: The Anglo-Saxon Period
1. The Making of the English Nation
2. Anglo-Saxon Literature
Book-2: Middle English Period 1066-1485
3. Literature: First Period (1006-1350)
4. Literature: Second Period (1350-1400)
5. Chaucer
Book-3: Between Chaucer and Spenser
6. Fifteenth Century: Poetry and Prose
7. The Renaissance and the Reformation
8. Early Tudor or Pre-Elizabethan Literature
Book-4: The Elizabethan Age
9. Elizabethan Prose and Poetry: Spenser and his Contemporaries
10. The Drama Before Shakespeare
11. Shakespeare
12. Other Elizabethan Dramatists

Book-5: The Puritan Period 1603-1660
13. The Puritan Age: Poetry and Prose

Book-6: The Augustan Age 1660-1800
14. Restoration Period or The Age of Dryden: Poetry, Drama and Prose
15. The Eighteenth Century
16. Queen Anne Prose
17. The Age of Pope: Poetry
18. The Age of Johnson: Poetry and Prose
19. The Heralds of the Romantic Revival
20. The Eighteenth Century Novel
21. Eighteenth Century Letter Writers
22. Eighteenth Century Drama

Book-7: Nineteenth Century
24. The Age of Scott: The Victorian Novel
25. The Age of Tennyson: The Victorian Novel
26. The Age of鲁迅: The Victorian Novel

Book-8: Victorian Literature
24. Victorian Literature: Poetry, Novel and Prose
25. Other Prose Writers

Book-9: The Twentieth Century
26. Poetry (General), Modern Poets, Modernist Poets
27. The Drama: Revival and After, Playwrights, Poetic Drama
28. The Novel (General)
29. The Novel: Early 20th Century
30. The Novel: Middle and Later 20th Century
31. The Novel: Miscellaneous
32. General Prose

R D Trivedi was Assistant Professor of English at St. John’s College, Agra, Professor at D.A.V. College, Kanpur, and Honorary Professor at IIT, Kanpur, and Professor Emeritus during 1958-64. He had been examiner at various universities and the UPSC.
Vocabulary at Your Fingertips
M C Sreevalsan

ISBN: 9788125919056
Price: ₹ 150 | Pages: 208
Size: 5.5” X 8.5” (Paperback)

About the Book
Words are a means of communication. The more you know of them, the better you are able to communicate. So that others are able to understand exactly what you mean, you need to pick up your words precisely. This develops others’ trust and confidence in you, as also strengthens your own confidence in yourself. This book teaches the use of appropriate words in everyday situations. It is meant for those who can already read, understand and write English well. The exercises in the book have been so designed that you may guess the meanings of words introduced from their context. A series of subsequent exercises on the same words help you to reinforce and ingrain them in your mind so that you are able to recall them quickly and at will.

Salient Features
• Planned in a definite pattern, and breaks monotony by interspersing different kinds of exercises
• Teaches general and specialized words
• Exercises devised so that the learner can’t help becoming familiar with the spellings of words, their meanings and usage
• Makes the learner guess the meanings of words intelligently, then reinforces them into memory for subsequent recall
• Teaches every word through four or five exercises ingraining it in the learner’s mind

Contents
• AU REVOIR • Index

M C Sreevalsan worked as senior teacher and Head, Department of English, Medhane Alem Comprehensive Secondary School in Ethiopia. He also worked as resource person, State Institute of Education, Kerala, to organise and conduct seminars and courses for secondary school teachers of English and as Senior Lecturer of Communication Skills, Department of Technical Education and Vocational Training under the Ministry of Higher Education—Science and Technology, Republic of Zambia. Since the retirement, he has been conducting Spoken English classes for college students and others in various walks of life. He has published articles in the Ethiopian Herald and has also co-authored a book titled Exercises in English for higher secondary school students.

Spoken English, 4e
M C Sreevalsan

ISBN: 9789352718474
Price: ₹ 250 | Pages: 340
Size: 6.75” X 9.5” (Paperback)

About the Book
This is a book with successful track record of teaching to speak English with great confidence and style. It provides all the necessary material for conversation practice. Lessons have been prepared by picking up familiar topics and creating extended dialogues based on everyday situations. The exercise after each lesson provides a variety of sentence patterns, word lists, grammatical intricacies, subtle variations in word/phrase meanings, with their usage in different situations, and showcases the multiple ways of saying the same thing. These also provide ample hands-on practice through fill-in-the-blanks exercises. There is also a pronunciation guide with short notes on stress and rhythm.

At the end of the book there is a treasure trove in the form of:
• an alert against words often confused between
• words that are always used in their plural form
• uncountable nouns
• words that are often misspelt
• words that are often mispronounced
• exercises to equip you against common mistakes that are often made.

In the fourth edition, some more expressions have been included that are now becoming popular. The book is thus rich in expressions and dialogues, and is in a more attractive format.

Salient Features
• An exhaustive section on practice exercises after each conversation
• Carefully selected grammar and usage tips with additional expressions
• Aural-oral drills for correct pronunciation and to attain fluency

Contents
The English Language

C L Wrenn

ISBN: 9780706999068
Price: ₹ 150 | Pages: 244
Size: 4.75" X 7" (Paperback)

Salient Features
This versatile book is for anybody and everybody interested to know more about the English language. It is a sort of collectors' volume. It is an advanced level book, at graduate and higher levels where the learner savours the beauty of the language, learns of its evolution and subtleties and ultimately plays with the language and even doctors it.

Contents

Better Spoken English

Shreesh Chaudhary

ISBN: 9788125915331
Price: ₹ 350 | Pages: 252
Size: 5.5" X 8.5" (Paperback)

About the Book
This book focuses on effective communication and is designed to help the reader achieve greater fluency in English. Adopting a practical approach, it makes the important distinction between what is essential (‘core’) for intelligibility and what is relatively unimportant (‘peripheral’).

Salient Features
• Numerous drills to enable better understanding
• Avoids phonetics
• End of chapter exercises with answers
• Concentrates on features of connected speech: stress, intonation, phrasing and pauses

Benefits
The book makes a very important distinction between what is essential for intelligibility and what is unimportant. Courses in the past have dwelt on an unachievable and illusory ‘native speaker’ pronunciation, which wasted time and effort on inessentials and gave the feeling of inferiority to the learner. English language has many accents and dialects which is no more than an ‘idea’. Important to concentrate on are the key features and to avoid speech habits which impede understanding. The emphasis of Better Spoken English is effective communication. This book is designed to help you achieve greater fluency in English.

Contents

Shreesh Chaudhary has a PhD in English Phonology from Central Institute of English and Foreign Languages, Hyderabad. He has taught English in many parts of India. He is a professor at Indian Institute of Technology, Chennai.

Revised by Aysha Viswamohan

Aysha Viswamohan has a Ph.D. in American Literature. She has a diploma in teaching English from Central Institute of English and Foreign Languages, Hyderabad. She is a Visiting Faculty at Indian Institute of Technology, Chennai.
Library Administration and Management

Krishan Kumar

ISBN: 9780706984606
Price: ₹ 325 | Pages: 208
Size: 5.5” X 8.5” (Paperback)

About the Book
The book has been written primarily to meet the requirements of students preparing for library science/library and information science/documentation diplomas and degrees (Diploma in library science/and Bachelor of Library Science).

Contents

Library Organization

Krishan Kumar

ISBN: 9780706990324
Price: ₹ 375 | Pages: 288
Size: 5.5” X 8.5” (Paperback)

About the Book
This book gives an overview of the subject covering different topics such as different types of libraries, public library movement in India, UK and USA; library legislation; library cooperation; library associations and other organisations, librarianship as a profession; censorship and copyright and laws of library science. The book has been written primarily to meet the requirements of students preparing for Library Science/Library and Information Science/Documentation diplomas and Degrees (Bachelor of Library Science/and Diploma in Library Science. It will also be found useful by practising librarians.

Contents

K Kumar, former Professor and Head of the Department of Library Science, and Dean of Arts Faculty, University of Delhi.

Library Manual, 4e

Krishan Kumar

ISBN: 9780706974249
Price: ₹ 395 | Pages: 400
Size: 5.5” X 8.5” (Paperback)

About the Book
The book contains catalogue entries prepared according to S. R. Ranganathan’s classified catalogue code (5th Edition) and Anglo-American cataloguing rules (AACR1 and AACR2). Class numbers prepared according to Colon classification (6th Edition) and Dewey decimal classification (19th Edition) have also provided.

Contents
The Fifth edition has been thoroughly revised and updated keeping in view the new developments and appearance of new significant reference sources. Some new readings have also been added to bring further readings. This work not only describes the various aspects of reference service such as functions, methods, principles theories, practices, problems, but also provides an overview of available significant reference books, dictionaries, encyclopedias, yearbooks, bibliographies, union catalogues, almanacs, directories, etc.

Contents

While numerous tomes have been written on the Indian freedom struggle, the popularity created in people in India to ask themselves honestly what their contribution has been thus far described in the significance lies in invoking the re-awakening of the Indian spirit. Surely it is time for the over 1 billion people in India to ask themselves honestly what their contribution has been thus far towards realizing an India free from poverty, illiteracy and inequality. While numerous tomes have been written on the Indian freedom struggle, the popularity of Freedom at Midnight lies in its easy narrative flow which veers from the thrilling to the enlightening, sometimes poignant and ever compelling style.

Salient Features

The significance of the new edition lies in engaging the minds of two generations ‘born’ into a free country, to enable them to empathetically understand the aspirations and goals that united our leaders then towards the common cause of freedom. The significance lies in invoking the re-awakening of the Indian spirit. Surely it is time for the over 1 billion people in India to ask themselves honestly what their contribution has been thus far towards realizing an India free from poverty, illiteracy and inequality. While numerous tomes have been written on the Indian freedom struggle, the popularity of Freedom at Midnight lies in its easy narrative flow which veers from the thrilling to the enlightening, sometimes poignant and ever compelling style.

Contents


About the Book

First published in 1975, this 2009 edition brings to the limelight again the turmoil of May 1948, when the British left Palestine, and blood and fire engulfed Jerusalem. The Israeli-Arab conflict had begun and continues to bound the world today, impacting other nations and worldwide politics.

What’s New about This Edition...

• As relevant today as it was in 1948 when the conflict began, the books ‘newness’ lies in the intimate, heart-wrenching Preface by Dominique Lapierre, the surviving author of the best-selling duo. Hailed as an apolitical, unbiased account of living history, O Jerusalem!

Traverses the Partition of Palestine into two distinct States, the departure of the British, the birth of Israel, and the state of a conflict between Arabs and Jews that has since, never ceased to rage:

• A 16-page photo layout showcases the authors’ meeting with David Ben-Gurion, the founder of Israel and Golda Meir, as also scenes from the French film O Jerusalem!

• For a whole new generation of readers, this revised and enlarged format unfolds a topical subject that continues to impact the world.

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Contents


Dominique Lapierre & Larry Collins enjoy worldwide fame as the authors of several best-selling books on modern history, including Freedom at Midnight, and Is Paris Burning? Dominique began life as a journalist, working with Paris Match, a magazine that brought out well-researched, in-depth articles. He met Larry Collins, an American journalist, in Paris and in tandem they jointly authored books for over twenty years.

A Thousand Suns, a collection of stories written by Dominique Lapierre, bears the stamp of the essence of their writings: the quality of not making judgments but bearing witness to events. A large portion of their acclaim is undoubtedly due to the unprejudiced stance adopted in their works.

Having rechristened Kolkata as the ‘City of Joy’ in his path-breaking book by the same name, Dominique Lapierre, after a meeting with Mother Teresa in 1981, set up the City of Joy Foundation with the royalties from his book’s earnings. Providing education for Kolkata’s slum children from leper colonies became a mission for the author. Aided by his wife, coincidently also named Dominique, Lapierre’s humanitarian projects are wide-spread in rural Bengal and The Sunderbans. Post Five Past Midnight in Bhopal, he built a clinic in Bhopal.

O Jerusalem!, 2e

Dominique Lapierre & Larry Collins

Price: ₹ 550
Pages: 784
Size: 6.75” X 9.5”
ISBN: 9788125925927

Freedom at Midnight

Dominique Lapierre & Larry Collins

Price: ₹ 750
Pages: 836
Size: 5.5” X 8.5”
ISBN: 9788125931867

www.vikaspublishing.com

e-mail: helpline@vikaspublishing.com
About the Book
In this book, In the Wonderland of Indian Managers, Rangnekar spots the inbuilt idiocies and idiosyncrasies of our managerial systems and traditions, and blasts them sardonically. A brilliant analysis of the Indian management scene, this book is for managers at all levels from trainees to directors. Common problems and their solutions have been described in his characteristic style which is delightfully complemented by R K Laxman's inimitable cartoons.

Salient Features
Writings of Sharu Rangnekar are a collectors' pride. They are for managers at all levels—from trainees to directors. This one is a brilliant analysis of the Indian management scene. The author spots the inbuilt idiocies and idiosyncrasies of our managerial systems and traditions, and blasts them sardonically. Common problems and their solutions have been described in his characteristic style, which is delightfully complemented by the legendary RK Laxman's inimitable cartoons.

Contents

In The World of Corporate Managers, 2e
Sharu Rangnekar

Price: ₹ 299
Pages: 244
Size: 6.75" X 9.5"
ISBN: 9788125942610

Salient Features
The second in the series this book offers solutions to common problems. Diverse situations have been examined and ways to tackle them have been succinctly worked out. The book, characterized by his wit and humour accentuated by R K Laxman cartoons, is eminently readable by all present and potential practitioners of management.

Contents

About the Book
Sharu Rangnekar, noted for his contribution in the field of management practice, education and training is a chemical engineer from Mumbai with an MBA from USA. He carried out research work at Carnegie-Mellon University, Pittsburgh, USA. He undertook management training with ICI in UK and computer training with IBM and union Carbide in USA. He had as executive career for 28 years with Ibcorn, ICI, Union Carbide and Searle (India) from where he took an early retirement to devote himself to education and training. Mr Rangnekar is a popular lecturer, trainee and writer on management topics and his management lectures on audio video-cassettes are used by over a thousand organizations.

How To Unblock Everything on The Internet, 2e
Ankit Fadia

Price: ₹ 225
Pages: 244
Size: 5.5" X 8.5"
ISBN: 9789325963573

About the Book
How To Unblock Everything On The Internet is the 15th book written by the cyber security expert and ethical hacker Ankit Fadia. This book comes to the rescue of all those who are deprived of information on blocked websites: Social networking sites like Facebook and Twitter; stock trading websites; USB ports; applications; chat software, and so much more. It teaches simple ways to unblock access to anything on the Internet, whichever part of the world you are in. Of interest to students, office-goers, travellers — in fact, just about anyone in front of a keyboard — readers are advised to exercise caution in usage, taking utmost care not to contravene existing laws. The new edition is packed with even more information, with unblocking techniques for mobile phones, iPads, iPhone, and much more.

Salient Features
Teaches you simple things you can do to unblock access to everything on Internet. For college students, office goers, or travellers to countries where Internet access is blocked (like FB, YouTube, Chat).

Contents
About the Book
Hacking e-mail accounts, stealing sensitive data, copying the address book, intercepting data, virus infections, password attacks, spoofed messages, abusive e-mails, Trojan attacks and espionage are some of the many concerns that have started affecting e-mail users worldwide. E-mails are also commonly being exploited by computer criminals to execute privacy and identity attacks on unsuspecting victims.

What would you do if somebody broke into your e-mail account and stole all your sensitive data? What would you do if somebody spoofed your identity and sent e-mails from your account? What would you do if you received abusive e-mails on your account? What would you do if someone broke into your e-mail account and used it to transfer funds out of your bank account?

Your e-mail account has become more dangerous than anyone ever imagined! Deriving data from actual research experiments, code analysis, case studies and consumer study, this book will open the reader’s eyes to security threats, secrets and loopholes that until now were unnoticed.

E-mail Hacking can help you have harmless fun with friends and family. It will also help you guard against malicious ‘crackers’. Handle with care and happy hacking!

Salient Features
A book to empower you against Internet frauds. Learn about e-mail forging, Mail transfer protocol, Post office protocol, Spawning, and How to trace and secure e-mails. Written by international security expert.

Contents

Ankit Fadia developed an interest in computer hacking from the age of 12. At 14 years of age, he published his first book entitled The Unofficial Guide to Computer Hacking. It sold 3 million copies worldwide and was translated into 11 languages. After the September 11 attacks, he cracked an encrypted email sent by the Al-Qaeda terrorist network for a classified intelligence agency. Author of 14 bestselling books on computer security and ethical hacking, he has delivered over 1000 talks in 25 countries, received 46 awards and trained more than 20,000 people in India and China. He hosts his own TV show called MTV What the Hack! Running a successful consulting company, the Ankit FadiaTM Certified Ethical Hacker (AFCEF) 4.0 is a first-of-its-kind certification program in Ethical Hacking that aims at training and certifying ethical hackers in the field of computer security.
character to the non-violent approach preached by Gandhi. Truly an outsider to the movements of satyagraha and passive resistance that rapidly gained momentum, he made a valiant effort to galvanize the nation into action with evocative slogans such as – ‘Freedom is never given, it is taken’. . . ‘Tum mujhe khoon do, main tumhe azadi doonga’. JAI HIND – India’s national greeting – was the salutation coined by him to arouse nationalist passion among the Indians. In what was unthinkable then, Bose dared to ally with the Nazis and the Japanese, and raised an indigenous army called Azad Hind Fauj to challenge the military might of the British Empire. Why then has Subhas Chandra Bose been largely marginalized as a footnote in the history of India’s independence? Perhaps the mythical legends that continue to shroud both his personal life and political happenstance hold some answers. The Lost Hero – a thoroughly researched biography of Subhas Bose – delves into the life and times of this great man, with the hope that he is granted a befitting place in the annals of Indian history.

Contents
Part 4: The Embattled Leader, Part 5: Chalo Delhi, Part 6: The Myth and The Legend

Creative Society: Prospects for India
Pradip N. Khandwalla

About the Book
Creativity is one of mankind’s principal resources. Can this resource be harnessed to accelerate India’s transition from traditionalism to modernity and widespread poverty to decent living standards for all? Can India’s creative efflorescence be directed towards designing a society that facilitates well-being, boosts cultural evolution and raises the bar for exhilaration through creative achievement? Is it possible to socially engineer a society that thrives with questions, novel perspectives and relevant innovations? Can it lead to a society where millions question the status quo and join hands to work out innovative solutions – in short, a creative society? This book is an affirmative response to these questions.

Creative Society is an intellectually stimulating analysis of factors that trigger the emergence of a truly creative and innovative society; it explores the nature of human creativity – how it can be augmented and the social contexts that shape it; discusses ways of making institutions such as the government, educational bodies and other civil society organizations more creativity-friendly; offers an assessment of India’s prospective emergence as a highly vibrant, dynamic and creative society; and finally, offers several practical suggestions for India’s creative efflorescence.

Contents

The Barefoot Wealth Manager
Shashidran Kutty

About the Book
This book will be useful for all sales and marketing people. Though selling is always based on relationships, it is difficult for the practitioners to understand and articulate this process. This book fills that gap. It has been written in an interesting format of a dialogue between ‘Kuttar’ (the disciple) and ‘Kuppu’ (the mentor). I recommend this book to all salespersons who wish to make healthy partnerships the cornerstone of their careers.

Contents

Kaise Internet par sab kuch aneblauk kare
Ankit Fadia

About the Book
This book has been written by the cyber security expert and ethical hacker Ankit Fadia. This book comes to the rescue of all those who are deprived of information on blocked websites: Social networking sites like Facebook and Twitter; stock trading websites; USB ports; applications; chat software, and so much more. It teaches simple ways to unblock access to everything on the Internet, whichever part of the world you are in. Of interest to students, office-goers, travellers – in fact, just about anyone in front of a keyboard – readers are advised to exercise caution in usage, taking the utmost care not to contraven e existing laws. The new edition is packed with even more information, with unblocking techniques for mobile phones, iPads, iPhone, and much more.
Windows Hacking 2.0

Ankit Fadia

Price: ₹ 195
Pages: 128
Size: 5.5" X 8.5"
ISBN: 9789325956643

About the Book

Microsoft Windows is one of the most popular and widely used operating systems in the world. Windows Hacking 2.0 will teach users how to get more out of their Microsoft Windows operating system. Using the simple tricks, tips, and techniques discussed in this book, you will be able to completely customize everything about the look, feel, features and functionality of Windows based on your personal preferences.

Want to change the style and feel of every Windows? Want to add new zing to your Desktop? Want to change the pop-up options when you right-click somewhere in Windows? Want to increase the speed of your computer? Want to disable the Windows options and features that you don’t like? Want to improve the security of your computer? Want to play some harmless pranks on your friends? Want to bypass security restrictions on your Windows system? Want to unlock some hidden Windows features? No matter what you wish to do in Windows, chances are this book will have the answer for you.

Contents


Intrusion Alert: An Ethical Hacking Guide to Intrusion Detection

Ankit Fadia

Price: ₹ 365
Pages: 276
Size: 5.5" X 8.5"
ISBN: 9788125926511

Contents

Computer Security and Intrusion Detection

SoftwareHacking

Ankit Fadia & Nishant Das Patnaik

Price: ₹ 445
Pages: 312
Size: 7.25" X 9.5"
ISBN: 9788125928676

About the Book

Software Hacking, authored by two computer security experts, is the answer to the ongoing war against piracy that threatens individual users, corporate and government organizations. Protection of intellectual property rights is a key issue in today’s technology-oriented world.

This book is for those who wish to fight ‘crackers’—those who break encryption and copy protection schemes. It helps software developers to further strengthen their programs against being broken into by exposing them to various tools and techniques that ill-intentioned people use to tear even a highly protected program into bits. It provides insight into the off-the-shelf programs available in the market and assists them to the best.

While maintaining that it does not make practical sense to ‘hide’ such books from the lay reader, the authors nevertheless advise all their readers not to misuse the knowledge gained from the book.

Contents

Vocabulary at Your Fingertips

M C Sreevalsan

About the Book
The more words you know, the better you are able to communicate. So that others are able to understand exactly what you mean, you need to pick up your words precisely. This develops others’ trust and confidence in you, as also strengthens your own confidence in you.

The author’s earlier book "Spoken English — A Hands-on Guide to English Conversation Practice" that became a bestseller in the very first year of its release, is already helping students attain fluency in speech. The present book teaches the use of appropriate words in everyday situations. It is meant for those who can already read, understand and write English well.

The exercises in the book have been so designed that you may guess the meanings of words introduced from their context. A series of subsequent exercises on the same words help you to reinforce and ingrain them in your mind so that you are able to recall them quickly and at will.

This is not a book to be read like a novel. It is meant for intensive reading and re-reading, to help you build your vocabulary and put it on a strong footing.

Structure of the Book: Most chapters in the book introduce 40 new, randomly selected words to be matched up with 40 different sentences spread over 10 batches of four words each. You are required to guess the meanings of the words and place them in the blank spaces within the sentences. Subsequent exercises, like true/false, fill in the blanks, word-meaning match up gradually in stages help to reinforce your understanding of the meanings of the words learnt. After every three 40-word chapters, there are two topical chapters each of which talks of words related to a single topic of common interest — like words related to marriage, or house building, or medical terms, etc.

In the end are some miscellaneous chapters introducing words that are used along with prepositions, words of foreign origin and funny pairs, and phrases.


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M C Sreevalsan He worked as senior teacher and Head, Department of English, Medhane Alem Comprehensive Secondary School in Ethiopia. He also worked as resource person, State Institute of Education, Kerala, to organise and conduct seminars and courses for secondary school teachers of English and as Senior Lecturer of Communication Skills, Department of Technical Education and Vocational Training under the Ministry of Higher Education—Science and Technology, Republic of Zambia. After retirement, he busied himself with conducting Spoken English classes for college students and others in various walks of life. He published articles in the Ethiopian Herald and has also co-authored a book titled Exercises in English for higher secondary school students.
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HUMANITIES & SOCIAL SCIENCE

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The Embryology of Angiosperms, 6e
S S Bhojwani, S P Bhatnagar & P K Dantu

About the Book
For the last 40 years, the book has stood the test of time due to the authors’ zeal to update it regularly with inputs from latest developments in the field.

Since the last revision of the book, the methods used to study plant embryology have changed radically. Powerful modern biological techniques are now being applied to understand the developmental aspects and genetic and molecular bases of embryological processes. It has become possible to generate tissue specific mutants by T-DNA insertional mutagenesis, use of green fluorescent protein probes for live imaging of growing cells and tissues and to analyze gene expression in few-celled structures, such as early stages of embryo, and constituent cells of the male and female gametophytes. These techniques, combined with the development of high resolution confocal laser scanning microscopy, have provided non-invasive methods to view live processes, such as pollen tube growth in the pistil and double fertilization under in situ conditions.

The book serves the students of Botany, Agriculture and Forestry for their regular courses like BSc (General and Hons) and MSc, as well as competitive examinations.

The book has been translated into Japanese and Korean languages.

Key Features
• Covers important topics like development and structure of male and female gametophytes, pollination, fertilization, sexual incompatibility, development of endosperm and embryo, polyembryony, apomixis and seed development
• Describes embryology in relation to taxonomy and experimental and applied embryology. Judicious use of tables and figures to depict important data and information
• Updated as per the new developments in the study of plant embryology in the post-genomic era. This edition includes discussion of genetic and molecular bases of embryological processes.

Market: Primarily for MSc. Also useful for BSc.


Contents

S S Bhojwani has 50 years of teaching and research experience. Apart from universities in India, he worked in or had affiliations from the UK, Canada, New Zealand and Japan.
S P Bhatnagar retired as Professor of Botany, University of Delhi. As a CAS Senior Visitor of the British Council he worked at the Botany School, Cambridge University.
P K Dantu is Professor of Botany at Dayalbagh Educational Institute, Agra. He has 30 years of teaching and research experience in the field of plant biotechnology and reproductive biology of angiosperms.
# A Textbook of Botany Volume - I, 12e

**S N Pandey & P S Trivedi**

### New in This Edition
- Improved categorization of bacteria, cyanobacteria, archaebacteria, fungi, viruses and algae.
- Modern classification of fungi and algae.
- Study of fungal diversity based on the development of molecular methods.
- Life cycle and genetics of Neurospora.
- Molecular methods in which algae and fungi are exploited by man.

### Salient Features
- Detailed coverage of bacteria, viruses, fungi, algae and lichens
- Dedicated chapter on plant pathology
- Includes topics from latest international research
- Profusely illustrated with diagrams, appropriately labelled
- Exercises at the end of the chapters

**ISBN:** 9789325992337  |  **Price:** ₹ 575  |  **Pages:** 752  |  **Size:** 6.75” X 9.5” (Paperback)

### Contents

S N Pandey, formerly, Senior Reader, Department of Botany, Christ Church College, University of Kanpur, has 38 years of experience of teaching botany to undergraduate and postgraduate students.

P S Trivedi, formerly, Head, Department of Botany, BND College, Kanpur, distinguished himself as a teacher. In his 40-year career, he taught varied topics of botany, including pteridophyta, to undergraduate and postgraduate students.

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# A Textbook of Botany Volume - II, 13e

**S N Pandey, S P Misra & P S Trivedi**

### New in This Edition
- Life cycles of Osmunda, Adiantum and Gleichenia added.
- Topics like "Bryophyta as Indicators of Pollution" and "Peristome in Bryales" added.

### Salient Features
- Detailed coverage of bryophytes, pteridophytes and gymnosperms
- Dedicated chapter on palaeobotany
- Includes topics from latest international research
- Profusely illustrated with diagrams, appropriately labelled
- Exercises at the end of the chapters

**ISBN:** 9789325994041  |  **Price:** ₹ 575  |  **Pages:** 742  |  **Size:** 6.75” X 9.5” (Paperback)
The book is divided into two parts. Part I deals with PLANT ANATOMY covering all its topics beginning from roots to seeds and fruits. The text matter has been kept concise and lucid while considering almost every important example. The diagrams are simple but close to naturality. Topics such as Nodal Anatomy, Anatomy of Floral parts, Fruit wall and seed coat, Ecological Anatomy and Systematic Plant Anatomy will certainly be of larger interest. Part II deals with ECONOMIC BOTANY and offers exhaustive up-to-date literature enriched with comparative tables, on all aspects of the primary necessities of man viz. food, shelter and clothing. Economically important plants and plant byproducts such as dyes, tannins, oils, resins etc. have been dealt separately. The coloured photo plates will further augment the value of the book.

The book will be fully suitable to students appearing for various universities and competitive examinations like IAS, PCS PMT etc. The volume will be considerably useful in the Middle-East and South-East Asian countries by virtue of its authoritative coverage.

**Salient Features**

The book is in two parts. Plant botany covers all topics beginning from roots to seeds and fruits. The part on Economic botany offers exhaustive literature enriched with comparative tables, on all primary necessities of man viz. food, shelter and clothing. Economically important plants and plant byproducts such as dyes, tannins, oils, resins etc. have also been dealt with. The book is fully suitable for students appearing for various universities and competitive examinations like IAS, PCS, PMT. Very clear diagrams help understanding.

**About the Book**

The book is divided into two parts. Part I deals with PLANT ANATOMY covering all its topics beginning from roots to seeds and fruits. The text matter has been kept concise and lucid while considering almost every important example. The diagrams are simple but close to naturality. Topics such as Nodal Anatomy, Anatomy of Floral parts, Fruit wall and seed coat, Ecological Anatomy and Systematic Plant Anatomy will certainly be of larger interest. Part II deals with ECONOMIC BOTANY and offers exhaustive up-to-date literature enriched with comparative tables, on all aspects of the primary necessities of man viz. food, shelter and clothing. Economically important plants and plant byproducts such as dyes, tannins, oils, resins etc. have been dealt separately. The coloured photo plates will further augment the value of the book.

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**Contents**

**Part One: Plant Anatomy:**

1. The Plant Body
2. The Cell
3. Cell Cycle and Cell Division
4. Meristematic Tissues
5. Permanent Tissues
6. Tissue System
7. The Stem-Primary Structure
8. The Root-Primary Structure
9. The Leaf
10. Secondary Growth
11. Abscission and Healing of Wounds
12. Anomalous Secondary Growth
13. Nodal Anatomy
14. Anatomy of Floral Parts
15. Fruit Wall and Seed Coat
16. Ecological Anatomy
17. Systematic Plant Anatomy

**Part Two: Economic Botany:**

18. Introduction (Importance of Plants)
19. Cereals and Millets
20. Legumes and Nuts
21. Vegetables
22. Fruits
23. Spices and Condiments
24. Fibres
25. Wood and Wood Products
26. Fatty Oils and Vegetable Oils
27. Essential Oils
28. Papers and Pulps
29. Sugars and Starches
30. Beverages
31. Tannins and Dyes
32. Rubber and Latex
33. Gums and Resins
34. Fumitories and Masticatories
35. Medicinal Plants

**A Textbook of Botany Volume - III**

**S N Pandey & A Chadha**

The book is divided into two parts. Part I deals with PLANT ANATOMY covering all its topics beginning from roots to seeds and fruits. The text matter has been kept concise and lucid while considering almost every important example. The diagrams are simple but close to naturality. Topics such as Nodal Anatomy, Anatomy of Floral parts, Fruit wall and seed coat, Ecological Anatomy and Systematic Plant Anatomy will certainly be of larger interest. Part II deals with ECONOMIC BOTANY and offers exhaustive up-to-date literature enriched with comparative tables, on all aspects of the primary necessities of man viz. food, shelter and clothing. Economically important plants and plant byproducts such as dyes, tannins, oils, resins etc. have been dealt separately. The coloured photo plates will further augment the value of the book.

The book will be fully suitable to students appearing for various universities and competitive examinations like IAS, PCS PMT etc. The volume will be considerably useful in the Middle-East and South-East Asian countries by virtue of its authoritative coverage.

**Salient Features**

The book is in two parts. Plant botany covers all topics beginning from roots to seeds and fruits. The part on Economic botany offers exhaustive literature enriched with comparative tables, on all primary necessities of man viz. food, shelter and clothing. Economically important plants and plant byproducts such as dyes, tannins, oils, resins etc. have also been dealt with. The book is fully suitable for students appearing for various universities and competitive examinations like IAS, PCS, PMT. Very clear diagrams help understanding.

**ISBN:** 9780706986853  |  **Price:** ₹ 550  |  **Pages:** 652  |  **Size:** 6.25" X 9.5" (Paperback)
Plant Physiology, 4e
S N Pandey & B K Sinha

About the Book
Plant Physiology lucidly explains the operational mechanisms of plants based on up-to-date literature and with the help of numerous illustrations. In addition to the theoretical aspects, experiments have been incorporated at the end of relevant chapters.

The book, with its compilations of vast literature and its lucid presentation, will certainly be useful to undergraduate and postgraduate students. It will also be of help to students preparing for various competitions, including IAS, PCS and Medical Entrance Examinations of various boards.

Key Features
- Includes experiments at the end of relevant chapters which will help in practicum modules of the curriculum
- Profusely illustrated with diagrams. Handful of photomicrographs have also been included.
- Has 800 objective type questions with answers, Glossary of key terms and chapter-wise Select Readings. Study questions at the end of the chapters will reinforce learning.

Market: Primarily for BSc, MSc. Also useful for Competitive Examinations.


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S N Pandey has been teaching Plant Physiology at DAV College, Kanpur since 1966. He is General Secretary of the International Society for Plant and Environment.

B K Sinha worked on Plant Physiology for 30 years. Dr Sinha also worked on ten annual reports on plant composition scheme for the ICAR.
A Rashid has researched and taught at the Department of Botany, University of Delhi, for over 40 years. After an initial interest in bryophytes, an opportunity of post-doctoral research in the lab of Prof HE Street (University of Leicester, UK) was the turning point in his interest on cell physiology of higher plants. For furtherance of his research he was awarded Alexander von Humboldt Fellowship to work in the lab of Dr J Reinert (Freie University at Berlin) on pollen physiology and biotechnology and in the lab of Prof H Mohr (University of Freiburg) on physiology of phytochrome. Dr Rashid's research topics have been protonema, protoplast, pollen and phytochrome. He has published over 80 research papers and a few reviews in international journals.

**Contents**


**About the Book**

An informative, innovative and comprehensive text on the subject, the second revised edition of the book offers a coherent account of various aspects of pteridophyta in the light of new findings. It covers the entire course of reading on the subject for BSc and MSc degrees.

**Salient Features**

- Acclaimed internationally, this informative, innovative and comprehensive text covers a coherent account of various aspects of pteridophyta in the light of latest findings.
- Covers the entire courses of BSc and MSc.

**Key Features**

- Covers Bryophytes, Pteridophytes and Gymnosperms
- Loaded with up-to-date information gathered through research results
- Supports description through explicit diagrams for clear understanding
- Short and to-the-point description so as to cover the entire syllabus within a semester

**About the Book**

The book covers the entire course on archegoniate plants which is prescribed in the syllabi of different universities for undergraduate students. The presentation is comprehensive and innovative.

The book describes different divisions of plant kingdom related to archegoniate plants covering their life cycle, relationship, classification and economic importance. Details of different genera in terms of morphology, anatomy, reproduction and sexuality have been explained with due diagrams. The book also discusses topics like heterosporous, seed habit, leaf phylogeny, stellar system, alternation of generations, regeneration in general and special role of germ cells—egg and spore—in life cycle.

Experimental studies described in the book highlight the phenomena of apogamy and apospory, their occurrence, induction and alternate role in life cycle. Also given are accounts on micropropagation of gymnosperms and ferns, for commerce and industry.

**Contents**

and Sporophyte are unravelled the elements of unity in diversity. Due emphasis has been
given to experimental studies. In five chapters are traced the events of life cycle:
Spore germination, Protonema differentiation and Gametophyte initiation, Sexuality and
Sporophyte development, Regeneration, and Alternation of generations. Experimental
studies – a backbone of this book – are not only interesting in a class room but
informative to decipher different aspects of differentiation. Finally, there is food for
thought in chapters on Cytogenetics and Evolution, and Origin and Fossil History. At the
end is an extensive bibliography of old and new Literature, for further reading.

Salient Features
Aimed to be comprehensive and innovative, it covers the entire course in Bryology for
BSc and MSc.

Contents
1. Introduction, 2. Hepaticopsida (Liverworts), 3. Anthocerotopsida (Hornworts),
4. Bryopsida (Mosses), 5. Gametophyte, 6. Sporophyte, 7. Spore Germination,
8. Protonema Differentiation and Gametophyte Initiation, 9. Sexuality and Sporophyte
Evolution, 13. Origin and Fossil History, 14. Literature • Subject Index

A Rashid has researched and taught at the Department of Botany, University of Delhi,
for over 40 years. After an initial interest in bryophytes, an opportunity of post-doctoral
research in the lab of Prof HE Street (University of Leicester, UK) was the turning point
in his interest on cell physiology of higher plants. For furtherance of his research he was
awarded Alexander von Humboldt Fellowship to work in the lab of Dr J Reinert (Freie
University at Berlin) on pollen physiology and biotechnology and in the lab of Prof H
Mohr (University of Freiburg) on physiology of phytochrome. Dr Rashid’s research topics
have been protonema, protoplast, pollen and phytochrome. He has published over 80
research papers and a few reviews in international journals.

Textbook of Algae
Ashok Kumar Awasthi

About the Book
Textbook of Algae provides a comprehensive and up-to-date account of the occurrence,
structure, reproduction, phylogeny and classification of algae. It explains the subject in
full detail, with special focus on the life cycles of some common genera. In addition, it
discusses the characteristic features of the important forms of algae, applied aspects,
interaction between algae and environment, protocol for algal identification, and culture
and cultivation of algae. The most recent uses of algae, such as they being a source of
hydrogen and their use in the extraction of biodiesel, have also been included.
The book has been written for undergraduate and postgraduate students of botany.
It covers the syllabi of various universities, particularly the most recent syllabus
recommended by the University Grants Commission. It will also serve students appearing
for various competitive examinations.

Salient Features
• Describes the subject so as to arouse the interest of the student
• Contains more than 275 diagrams to explain various topics to the fullest
• Offers all types of questions: essay type, short answer type, fill in the blanks, true/
false, and MCQs to develop a comprehensive ability to face examinations
• A virtual question bank that contains more than 230 essay type questions, 400 short
answer type, 180 fill in the blanks, 90 true/false and 300 MCQs.

Benefits
Covers the syllabi of most Indian universities.

Contents
1. Introduction, 2. Classification of Algae, 3. Class: Cyanophyceae, 4. Class: Chlorophyceae,
Identification, Culture and Cultivation of Algae

Ashok Kumar Awasthi is Associate Professor and Head, Department of Botany,
Brahmanand College, CSJM University, Kanpur. He has 25 years of experience in
teaching botany to undergraduate and postgraduate students.

Plant Anatomy and
Embryology
S N Pandey & A Chadha

About the Book
The book, by virtue of its authoritative coverage, should be most suitable to undergraduate
as well as postgraduate students of all universities and also to those appearing for
various competitive examinations such as CPMT, DME, DCS and IAS.

Benefits
Suitable to undergraduate as well as postgraduate students of all universities and also to
those appearing for various competitive examinations such as CPMT, DME, DCS
and IAS.

Contents
Division, 4. Meristematic Tissues, 5. Permanent Tissues, 6. Tissue System, 7. The Stem-
Primary Structure, 8. The Root-Primary Structure, 9. The Leaf, 10. Secondary Growth,
Anatomy, 17. Systematic Plant Anatomy, Part Two: Embryology and Palynology:

S N Pandey, formerly Senior Reader, Department of Botany, Christ Church College,
University of Kanpur, has 38 years of experience of teaching botany to undergraduate
and postgraduate students.

A Chadha has been teaching at the S.N. Sen P.G. College, Kanpur.
Molecular Biology, 2e
H D Kumar

About the Book
The book is a choice selection of exciting topics in molecular biology organized in a logical sequence starting with a historical and biochemical background, progressing through the structure and functions of nucleic acids, the role of nucleic acids in protein synthesis (including transcription and translation of genetic information) and culminating in a concise account of our current knowledge about genes and genomes.

Key Features
- The book has a glossary of useful terms and a list of books and papers for supplementary reading and reference
- A short summary of some important points and rules of molecular biology is given at the end of each chapter for quick reference

Contents

Modern Concepts of Microbiology, 2e
H D Kumar & Swati Kumar

About the Book
This well-organised text gives a concise account of various groups of microorganisms and a detailed account of several exciting aspects of Modern Microbiology with special reference to bacteria and the extremophilic microorganisms. The structure, reproduction, classification, metabolism, genetics and ecology of viruses, bacteria, yeasts, microalgae, and protozoa are covered and profusely illustrated to meet the needs of senior undergraduates in colleges of Science and Agriculture and in the departments of Microbiology and Life Sciences. Special emphasis is given to Applied Microbiology and to pathogenic microbes that cause disease in plants, animals and humans. The role of microorganisms in health and disease, in crop fields and in the environment at large, is highlighted with appropriate examples. The book should also serve as a welcome text for M.B.B.S. students in medical colleges. In its second edition, the text has been thoroughly revised and updated to reflect the many new and interesting breakthroughs in diverse aspects of Microbiology such as boffins, quiescence, virology, genetics, metabolism and medical microbiology.

Contents

Modern Plant Taxonomy
N S Subrahmanyam

About the Book
A university-level textbook for students of Botany and Agriculture, it also covers the morphology of angiosperms and family description of angiosperms. This book explains lucidly all the modern aspects of plant taxonomy such as the classifications of Takhtajan, Cronquist, Dahlgren, Thorne Stebbins; nomenclature with rule of priority and type concept of modern Latin terminology, numerical taxonomy, chemotaxonomy keys, etc. It is profusely illustrated with self-explanatory diagrams, accompanied by floral diagrams and floral formulas. Comparative accounts of various classifications and families are a distinctive feature of this book.

Contents

N S Subrahmanyam, Reader in the Department of Botany, Sri Venkateswara College, University of Delhi.
Bioinformatics: Genomics and Proteomics
Ruchi Singh

ISBN: 9789325978553
Price: ₹ 315 | Pages: 318
Size: 6.75" X 9.5" (Paperback)

About the Book
This is an innovative textbook for undergraduates as well as postgraduates offering basic knowledge of biology. Its aim is to provide state-of-the-art information about this developing science that has the potential to replace existing biological approaches to study genes and proteins. The chapters are explained in a concise yet detailed manner, including ample cross-references, references to literature and databases, tables and illustrations.

The book's sound approach to this intricately complex field makes it an exceptional resource for further exploration into biochemistry, molecular biology, genomics and drug designing fields. Abundant learning features make this book the ideal teaching and learning tool.

This is an in-depth textbook written for the biologist who wants a thorough understanding of the popular bioinformatics programs and molecular databases currently in use. It provides a broad, application-oriented overview of this technology.

Key Features
• Illustrations to bolster understanding of complex biochemical relations
• Tables for quick access to precise data
• Extensive end-of-chapter exercises and references
• The most basic details furnished for those who are new to biology
• User-friendly, Internet-based bioinformatics tools that allow researchers to extract information from databases and analyze it
• Analysis of one software tool discussed in each chapter step-by-step from entering the input till interpretation of the results

Contents

Ruchi Singh is alumni of Advanced centre of Botany, Banaras Hindu University, Varanasi, (U.P.). She worked as a lecturer in Department of Bioinformatics, SRM University and also as a scientist at SIBB R&D, Kochi. Presently she is a visiting faculty member at Chowgule College, Goa and conducts bioinformatics workshops and guest lectures at various other institutes in Goa.

Modern Concepts of Biotechnology
H D Kumar

ISBN: 9788125905820
Price: ₹ 525 | Pages: 434
Size: 6.25" X 9.5" (Paperback)

About the Book
This text caters to the needs of undergraduate students of science, agriculture, technology and medicine. It covers virtually all aspects of biotechnology – traditional and modern – in a concise and well-illustrated manner. Most aspects of plant, animal, and microbial biotechnology have been dealt with adequately. Recent developments in the field have also been included in the book. Chapters on developing countries and regulatory issues have been added to the book to reflect the growing interest and concern of the general public as well as enforcement agencies with intellectual property rights, patenting, and trade-related matters. Special treatment is given to agricultural biotechnology, e.g., transgenic plants and animals and their use for human welfare. The book includes a glossary of useful terms, some sample questions and answers, and a short list of recent literature for supplementary reading.

Key Features
• Special treatment is given to agricultural biotechnology
• The book includes a glossary of useful terms
• Some sample questions and answers are given
• A short list of recent literature for supplementary reading is also given

Contents

H D Kumar, Taught microbial biotechnology and modern life sciences at several universities in India as well as abroad.
A Textbook of Organic Chemistry, 4e

K S Tewari & N K Vishnoi

About the Book
In this edition, the subject matter of this well-known book has been reorganized with integration of the study of aliphatic and aromatic compounds on the basis of functional groups, laying emphasis on the mechanistic aspects. Special emphasis has been laid on the mechanism and electronic interpretation of the reactions of different classes of compounds, bringing out the salient points of difference in the properties of aliphatic and aromatic compounds. With its very comprehensive coverage, the book will not only be useful to the UG and PG students of chemistry but also IIT/NEET aspirants.

Salient Features
• Reorganized as per the guidelines of UGC at UG level, as per the CBCS.
• Includes most topical 'Energy in Biosystems' and latest research findings like Polanyi-Hammond postulates and Curtin-Hammett principle, along with mechanisms like Favorskii, Baeyer-Villiger, Birch, McMurry, Wittig, Stobbe and Darzen. Introduces Biodegradable and conducting plastics, and the benefits of Green Chemistry
• Integrates the study of aliphatic and aromatic compounds. The objective is to make the mechanistic aspects of chemical reactions easy to understand and appreciate why aliphatics and aromatics with same functional group behave differently.

Benefits
• Reaction mechanisms explained in step-wise progression for total clarity.
• Huge number of MCQs and Descriptive questions
• Regularly revised since last 40 years


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K S Tewari is a former Head of the Department of Chemistry, Christ Church College, Kanpur. He taught organic chemistry to undergraduate and postgraduate students for more than three decades.

N K Vishnoi had relocated to England under HSMP programme of the UK government after serving as associate professor in Chemistry, Christ Church College, Kanpur for more than three decades. He has also authored Advanced Practical Organic Chemistry (Vikas).
An Introduction to Chemical Thermodynamics, 6e
R P Rastogi & R R Misra

About the Book
• Calculations approach: Strong mathematical rigor has been applied, and a complementary physical treatment given, to make students strong in the applied aspects of thermodynamics
• Problem solving presentation: 195 solved examples and 269 unsolved problems have been given. Hints to difficult problems have been give too.
• Concept checking Review Questions have been given at the end of every chapter
• Coverage on thermodynamic discussion of eutectics, solid solutions and phase separation

Benefits
• Essential for B.Sc. And M.Sc. students of most Indian universities.
• Useful reference book for students of Physics and Chemical Engineering.

ISBN: 9780706999358  |  Price: ₹ 475  |  Pages: 648  |  Size: 5.5" X 8.5" (Paperback)

Contents

R P Rastogi was Vice-Chancellor, Banaras Hindu University, Varanasi, and also Fellow of Indian National Science Academy.
R R Misra has been a senior lecturer, Department of Chemistry, Hindu College, University of Delhi.

A Textbook of Physical Chemistry, 6e
K K Sharma & L K Sharma

About the Book
The book emphasizes on fundamental rather than excessive details and develops the topics from the first principles. It contains a lot of worked-out examples exposing the students to practical applications of equations and helping them comprehend the magnitude of many different physiochemical quantities. Both the traditional cgs/esu and the newer SI systems of units have been used. This is because in spite of wider acceptance of the SI units, the cgs system of units continues to be used in most chemical literature. This book has been successfully guiding undergraduate students of science, engineering and pharmacy of the Indian universities since 40 years due to its approach of teaching the subject in the simplest possible way.

Salient Features
• ‘Quick Recap’ section with every chapter to bring the concepts on fingertips
• 262 MCQs for complete comprehension
• 631 Problems for practising the concepts learned
• Over 200 diagrams
• Covers the requirements of chemistry students as well as aspiring engineering and medical students.


Contents

K K Sharma was a Reader in the Department of Chemistry, Zakir Husain College, University of Delhi.
L K Sharma is retired Associated Professor from ARSD College, University of Delhi where he was associated for over 40 years.
Advanced Practical Organic Chemistry, 3e
N K Vishnoi

ISBN: 9788125931287
Price: ₹ 525 | Pages: 552
Size: 5.5" X 8.5" (Paperback)

About the Book
For BSc. and MSc. as per UGC syllabuses. Develops manipulative practical skill. Starting from simple preparations goes on to compounds involving two, three or more steps based on several types of reactions. Help understand intricacies, theoretical aspects and practical limitations of a known reaction leading to mastery of the art of organic synthesis.

Contents
Part One: Separation, Purification and Identification of Organic Compounds:

Part Two: Organic Preparations:

Part Three: Organic Quantitative Analysis:

N K Vishnoi, retired as Reader from Department of Chemistry, Christ Church College, Kanpur after teaching organic chemistry to undergraduate and postgraduate students for more than three decades. He has been guiding research work in the field of synthetic chemistry and has published several research papers in the subject. After superannuation from the college he migrated to England for a year under the HSMP programme of the UK government. He has been associated as a content provider for chemistry with institutes like Egurucool (now a part of NIIT, New Delhi) and Career Launcher, New Delhi along with various other organizations. He is also the co-author of A Textbook of Organic Chemistry published by Vikas.

Concise Coordination Chemistry
R Gopalan & V Ramalingam

ISBN: 9788125909347
Price: ₹ 525 | Pages: 424
Size: 6.25" X 9.5" (Paperback)

About the Book
Industrial applications of Metal complexes have gained significant importance especially in the area of Catalysis in the last three decades. Scope for further development of such applications is extensive as several biological processes in living cells involve metal complexes. Coordination Chemistry is a subject uniquely involving application of Quantum Mechanics, Spectroscopy, Kinetics, Catalysis, Biology and Industrial Chemistry. This book has been written keeping these important aspects of the subject in mind.

Salient Features
The Industrial applications of metal complexes are extensive as several biological processes in living cells involve metal complexes. Coordination Chemistry is a subject uniquely involving application of various branches of science. The book conforms to prescribed syllabuses of BSc (Hons) and MSc. It carries a virtual question bank with more than 300 problems, about 100 MCQs, and another 100 that require reasons for given statements or facts, apart from a dedicated chapter on solved problems.

Contents

R Gopalan is Professor and Head, Department of Chemistry, Madras Christian College, Tambaram. A prolific writer, he has authored several books on Chemistry.

V Ramalingam is Senior Faculty, Department of Chemistry, Madras Christian College, Tambaram. He has thirty-seven years of teaching experience and has authored/co-authored books on Chemistry at the School and College levels.
Introduction to Quantum Mechanics
Nikhil Ranjan Roy

About the Book
The subject of quantum mechanics has grown tremendously during the last century and revealed many hidden secrets of nature. It has enabled mankind move towards understanding the nature of matter and radiation. However, for the students its concepts have remained a problem to understand. Having deeply observed this situation and having himself experienced it, the author has presented the subject in the style of classroom teaching that reveals its marvels and the wide scope it offers.

The book focuses on the evolution of the subject, the underlying ideas, the concepts, the laws and the mathematical apparatus for the formulation of the subject in a systematic and comprehensible manner. Each chapter is followed by a number of solved examples and problems, which are chosen so as to serve as guidelines in the application of the basic principles of quantum mechanics and to assist in solving more complex problems.

Key Features
• Develops passion for quantum mechanics; thus makes this tough subject look simple
• Showcases the marvels and scope of quantum mechanics
• Meets the syllabi requirements of all undergraduate courses


Contents

Nikhil Ranjan Roy retired as Professor and Head of the Department of Physics, Ranchi University, Ranchi.

Introduction to Classical Mechanics
Nikhil Ranjan Roy

About the Book
The book deals with the mechanics of particles and rigid bodies. It is written for the undergraduate students of physics and meets the syllabus requirements of most Indian universities. It also covers the entire syllabus on classical/analytical mechanics for various national and state level examinations like NET, GATE and SLET. Some of the topics in the book are included in the curricula of applied mathematics in several institutions as well.

Key Features
• Main emphasis is on the evolution of the subject, the underlying ideas, the concepts, the laws and the mathematical methods
• Written in the style of classroom teaching so that the students may benefit from it by way of self-study
• Step-by-step derivation of concepts, with each step clearly numbered
• Concepts explained with the help of relevant examples to aid understanding


Contents

Nikhil Ranjan Roy retired as Professor and Head of the Department of Physics, Ranchi University, Ranchi.
Waves and Oscillations, 2e
N Subrahmanyam & Brij Lal

About the Book
The subject matter is divided into twelve chapters. Each chapter is self-contained and is treated in a comprehensive way, using the S.I. system of units. Harmonic Oscillators, Linearity and Superposition Principle, Oscillations with One Degree of Freedom, Resonance and Sharpness of Resonance, Quality Factor, Doppler Effect in Sound and Light, Medical Applications of Ultrasonics, Acoustic Intensity, Acoustic Measurements, Wave Velocity and Group Velocity, Maxwell's Equations, Propagation of Electromagnetic Waves in Isotropic Media, De Broglie Waves, Heisenberg's Uncertainty Principle and Special Theory of Relativity are some of the important topics which have been given special attention. Solved numerical problems, wherever necessary, are given in the text and in the exercises at the end of each chapter. The book is intended to be a textbook for the undergraduate students of Indian universities.

Salient Features
- A new chapter on Fourier Analysis has been introduced.
- New topics like free oscillations with two degrees of freedom, properties of a mode, two-coupled LC circuits, damped SHM in an electrical circuit, what propagates wave motion?, theory of resonator, vibrations in rods and plates have been, speech, human voice and human ear, limits of audibility and tracking of artificial satellites.

Benefits
Covers the topics included in the syllabi of most Indian universities.

ISBN: 9780706985436 | Price: ₹ 450 | Pages: 452 | Size: 5.5” X 8.5” (Paperback)

Contents

N Subrahmanyam was Reader in the Department of Physics, Kirori Mal College, University of Delhi.
Brij Lal was Reader in the Department of Physics, Hindu College, University of Delhi.

A Textbook of Sound, 2e
N Subrahmanyam & Brij Lal

About the Book
This book sets out to elaborate on the principles of sound in a most scholarly and comprehensive manner. Harmonic oscillators, linearity and superposition principle, oscillations with one degree of freedom, resonance and sharpness of resonance, quality factor, Doppler effect in sound and light, tape recording, cathode-ray oscillograph, medical applications of ultrasonics, acoustic intensity and acoustic measurements are some of the important topics which have been given special attention. Although the book is for BSc students, some of the elementary discussions are included to initiate an advanced treatment of the subject.

Salient Features
- Additional matter on ‘What propagates wave motion?’ and ‘velocity of sound’ is provided.
- New topics like silence zones, theory of resonator and dependence of the frequency of resonator on the size and shape of the mouth of resonator have been added.
- Previous years' questions included in Exercises.

Benefits
- Covers the topics included in the syllabi of most Indian universities.
- Apart from B.Sc. and engineering students, also useful for UPSC aspirants.

ISBN: 9780706998177 | Price: ₹ 425 | Pages: 300 | Size: 5.5” X 8.5” (Paperback)

Contents
Mathematical Physics, 4e
B D Gupta

About the Book
The purpose of the book is to provide a comprehensive study of the mathematics underlying theoretical physics at the level of graduate and postgraduate students and also have enough depth for others interested in higher level mathematics relevant to specialized fields. It is also intended to serve the research scientist or engineer who needs a quick refresher course in the subject.

Salient Features
• Exhaustive treatment of the subject, and systematic and logical arrangement of topics
• Rigorous explanation of each theorem to facilitate comprehension. Proofs have been included appropriately.
• Worked out examples to clarify concepts -- more than 700 solved examples have been included in the book
• Additional problems, many from university papers, have been given for more practice -- includes more than 400 unsolved questions. Answers or hints to difficult problems have been given.

Benefits
• Covers syllabi of most Indian universities.
• Useful for students of mathematics, physics and all engineering disciplines.


Contents

B D Gupta retired as Reader and Head of Mathematics Department, Vardhaman College, Bijnor (Rohilkhand University) in 1997. He has taught and guided students for about 40 years.

Solid State Physics, 2e
H C Gupta

About the Book
The This book presents the idea and theories on which Modern Solid Physics is based. An attempt has been made to use the simplest and most feasible approach. Experimental details have been provided wherever necessary. There is in-depth coverage of topics like the Thermal, Magnetic, Electronic, Electrical and Superconducting properties of solid as these areas have numerous technological applications. Thoroughly revised and updated to suit current needs, the book is intended to be a complete text for BSc (Hons) and MSc Physics students. It can also be a good reference to the material scientists, electrical and electronic engineers and solid chemists.


Contents

H C Gupta, Professor of Physics at IIT Delhi.
**Unit Operations of Agricultural Processing, 2e**

K M Sahay & K K Singh

**About the Book**

The book encompasses a wide range of topics and themes on operations of agricultural processing. It is designed as per the course curriculum of B.Tech and M.Tech (Agricultural Engineering) institutes, and will also serve as a good teaching aid in the field of Post Harvest Technology.

**Salient Features**

- Completely covers the technologies and processes involved in agricultural processing
- Wherever applicable, mathematical treatment has been included
- Well-labelled diagrams have been used profusely across the book

**Benefits**

Covers complete course content of B.Tech. and M.Tech. (Agricultural Engineering) institutes.

**ISBN:** 9788125911425  |  **Price:** ₹ 550  |  **Pages:** 388  |  **Size:** 6.25” X 9.5” (Paperback)

**Contents**


K M Sahay had been a Senior Scientist at the Central Institute of Agricultural Engineering, Bhopal. He served as an Assistant Engineer (Research) at Govind Ballabh Pant University and Technology, Pantnagar and later joined the ICAR as Scientist in the discipline of Agricultural Structures and Process Engineering.

K K Singh served as a Research Fellow at PAU, Ludhiana and thereafter, joined RAU, Pusa (Bihar) in the capacity of Assistant Professor.

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**Irrigation Theory and Practice, 2e**

A M Michael

**About the Book**

It is a comprehensive treatise on Water Resources Development and Irrigation Management. For the last 30 years the book has enjoyed the status of an definitive textbook on the subject. It has now been thoroughly revised and updated, and thus substantially enlarged. In addition to the wholesale revision of the existing chapters, three new chapters have been added to the book, namely, ‘Lift Irrigation Systems and their Design’, Water Requirement of Crops and Irrigation Management’, and ‘Economic Evaluation of Irrigation Projects and Water Pricing Policy’.

**Salient Features**

- Analysis of water resources potential and irrigation development in India against the global scenario
- Review of the situations in select countries of Asia and Africa
- Emphasis on appropriate technology for small scale units
- Methods showing conjunctive use of surface and ground water
- Application of modern economic theories in project planning and evaluation
- Case study-based design examples

**Benefits**

- Popular amongst students in developing countries of Asia and Africa as well as many institutes globally
- Comprehensive content and well-defined pedagogy helps in easy understanding of the topics

**ISBN:** 9788125918677  |  **Price:** ₹ 750  |  **Pages:** 772  |  **Size:** 8.5” X 11” (Paperback)

**Contents**


A M Michael an internationally reputed authority on water resources development and management. He held senior faculty positions in Rajasthan Agricultural University, Punjab Agricultural University and Indian Agricultural Research Institute (IARI).
New in this Edition

- A full section on operators in inner product spaces.
- Complete survey of finite groups of order up to 15 and Wedderburn theorem on finite division rings.
- Addition of around one hundred new worked-out problems and examples.
- Alternate and simpler proofs of some results.
- A new section on quick recall of various useful results at the end of the book to facilitate the reader to get instant answers to tricky questions.

About the Book

The book starts with a brief introduction to results from Set theory and Number theory. It then goes on to cover Groups, Rings, Fields and Linear Algebra. The topics under groups include Subgroups, Finitely generated abelian groups, Group actions, Solvable and Nilpotent groups. The course in ring theory covers Ideals, Embedding of rings, Euclidean domains, PIDs, UFDs, Polynomial rings and Noetherian (Artinian) rings. Topics in field include Algebraic extensions, Splitting fields, Normal extensions, Separable extensions, Algebraically closed fields, Galois extensions, and Construction by ruler and compass. The portion on linear algebra deals with Vector spaces, Linear transformations, Eigen spaces, Diagonalizable operators, Inner product spaces, Dual spaces, Operators on inner product spaces etc. The theory has been strongly supported by numerous examples and worked-out problems. There is also a plenty of scope for the readers to try and solve problems on their own.

The book is designed for undergraduate and postgraduate students of mathematics. It can also be used by those preparing for various competitive examinations.

Market: Primarily for BSc, MSc. Also useful for Competitive Exams.

Salient Features

- A large number of worked-out problems is the hallmark feature of the book. It includes 657 solved problems, covering all the topics.
- About 400 theorems have been included along with proofs and treatment of corollaries. Alternate proofs of important theorems and lemmas have also been included. Definitions have been given appropriately.
- The exercises given at the end of the book will give ample practice. Hints in the forms of a vital step or reference to a similar solved problem will help overcoming difficulty.


Contents

1. Preliminaries
2. Groups
3. Normal Subgroups, Homomorphisms, Permutation Groups
4. Automorphisms and Conjugate Elements
5. Sylow Theorems and Direct Products
6. Group Actions, Solvable and Nilpotent Groups
7. Rings
8. Homomorphisms and Embedding of Rings
9. Euclidean and Factorization Domains
10. Vector Spaces
11. Linear Transformations
12. Eigen Values and Eigen Vectors
13. Inner Product Spaces
14. Fields
15. More on Fields
Index

Vijay K Khanna was with Kirori Mal College, University of Delhi, where he taught UG and PG students for over 43 years. His other publications include Lattices & Boolean Algebras, Solid Geometry and Business Mathematics, all published by Vikas.

S K Bhambri was also with Kirori Mal College, University of Delhi, where he taught UG and PG students for 42 years. He is co-author of 'Business Mathematics', published by Vikas.
A Textbook of Algebra
S K Shah & S C Garg

About the Book
It has been written strictly in accordance with the CBCS syllabus of the UGC. The book teaches the concepts and techniques of basic algebra with a focus on explaining definitions and theorems, and creating proofs. The theory is supported by numerous examples and plenty of worked-out problems. Its strict logical organization has been designed to help the reader to develop confidence in the subject. By introducing various interesting applications of algebra the book also aims at creating a broad and solid foundation for the study of advanced mathematics.

The contents covered in the book are equivalence relations, functions, cardinality, congruence-modulo, mathematical induction and De Moivre’s theorem. Further, some basic topics of linear algebra like vectors and matrices, linear equations, Gauss elimination, subspace and its dimension, rank-nullity theorem, linear trans-formations and their relations to matrices, and eigenvalues and eigenvectors are also covered. Since practice makes the man perfect, there are a good number of problems that stretch the thinking power of the learner. The problems are graded from easy to those involving higher order thinking.

By its virtue the book inculcates that mathematical maturity which students need in their current and future courses to grow up into mathematicians of substance.


Contents

Sudesh K Shah is a PhD in Mathematics from IIT-Delhi. She retired from Sri Venkateswara College, University of Delhi, Delhi, recently as Associate Professor after a long and successful career spanning 35 years, during which she taught mathematics to undergraduate and postgraduate students.

Subhash Chand Garg is an MPhil in Mathematics presently teaching at Sri Venkateswara College, University of Delhi, Delhi.

Modern Algebra, 8e
Surjeet Singh & Qazi Zameeruddin

About the Book
For more than thirty years Modern Algebra has served the student community as a textbook for introductory courses on the subject. The book starts from set theory and covers an advanced course in group theory and ring theory. A detailed study of field theory and its application to geometry is undertaken after a brief and concise account of vector spaces and linear transformations. The last chapter discusses ring with chain conditions and Hilbert’s famous theorem.

Salient Features
• With 110 solved exercises; over 600 theorems, lemmas and corollaries; and over 700 problems for practice, it a very useful textbook.
• All the theorems included are accompanied by proofs.
• The problems have been given at the end of every section/topic rather than chapter for better practice.

Benefits
• Large number of teaching tools with 110 solved exercises
• Over 600 theorems, lemmas, corollaries
• Over 700 problems for practice make it a virtual question bank

ISBN: 9788125915409  |  Price: ₹ 499  |  Pages: 592  |  Size: 5.5" X 8.5" (Paperback)

Contents

Surjeet Singh has a long and rich teaching and academic career spanning more than 4 decades. He has also authored a book on Linear Algebra published by Vikas.

Qazi Zameeruddin taught at the Department of Mathematics, Kirori Mal College, University of Delhi, and co-authored Modern Algebra and Solid Geometry published by Vikas.
Basic Number Theory, 2e
S B Malik

About the Book
This book is designed to meet the needs of the first course in Number Theory for the undergraduate students of various Indian and foreign universities. The students who are appearing at various competitive examinations where mathematics is on for testing shall also find it useful.

Salient Features
• Numerous solved and unsolved examples along with the answers have been included so that it gives a complete grip of the various concepts
• Wherever necessary, alternative proofs have been provided and after each definition, examples have been given for better understanding
• The most important feature is that the book throws a glance to the most recent developments on some of the prominent assertions and problems in the subject which are accessible even to high school students

Benefits
Caters to the need of the first course in Number Theory.

ISBN: 9780706987492 | Price: ₹ 325 | Pages: 228 | Size: 5.5” X 8.5” (Paperback)

Contents

S B Malik is currently associated with Ambedkar University. Earlier she taught in the Department of Mathematics, Hindu College, University of Delhi, for over thirty years. During all those years, she taught Algebra to undergraduates and postgraduates at the college and also at both campuses of the University of Delhi. She has been teaching Number Theory for many years now. Her main interests are in fields of Algebra, Number Theory and Analysis.

Fundamental Real Analysis, 4e
S L Gupta & Nisha Rani

About the Book
The fourth revised and enlarged edition of this book is thoroughly revised and enriched with solved problems, exercises and the book will meet the requirement of those who have to study fundamental real analysis in depth, keeping abreast with the syllabus of study. This thoroughly revised edition now consists of about 265 solved examples and about 650 exercises, replacing some of the earlier ones with additional material.


Contents

S L Gupta, Reader in Mathematics, Shivaji College, University of Delhi.
Nisha Rani, Reader in Mathematics, Lakshmibai College, University of Delhi.
Linear Algebra
Surjeet Singh

ISBN: 9788125904823
Price: ₹ 495 | Pages: 452
Size: 6.25" X 9.5" (Paperback)

About the Book
The book is intended to be a bridge between introductory and advanced textbooks on linear algebra. It is intended for the advanced level undergraduate and postgraduate students, in mathematics and other disciplines, who need a comprehensive knowledge of linear algebra. The book contains detailed proofs of various results; these proofs may or may not be discussed by a teacher, depending upon the course being offered. It also contains large number of examples and remarks.

Contents

Surjeet Singh, Started his teaching career as an assistant lecturer in Mathematics at Kirori Mal College, Delhi in 1963. Thereafter, he taught at several places in India and abroad, including Kuwait, Saudi Arabia and the US.

Lattices and Boolean Algebras: First Concepts, 2e
Vijay K Khanna

ISBN: 9788125916536
Price: ₹ 285 | Pages: 168
Size: 5.5" X 8.5" (Paperback)

About the Book
This book is primarily designed for senior UG students wishing to pursue a course in Lattices/Boolean Algebra, and those desirous of using lattice-theoretic concepts in their higher studies. Theoretical discussions amply illustrated by numerous examples and worked-out problems. Hints and solutions to select exercises added to the text as further help.

Contents

Vijay K Khanna is Reader in Deptt. of Mathematics, Kirori Mal College, University of Delhi and has been teaching undergraduate and postgraduate students for over 35 years. His other publications include Lattices and Boolean Algebras, Solid Geometry, and Business Mathematics published by Vikas.

Numerical Methods
V N Vedamurthy & N Ch S N Iyengar

ISBN: 9788125906308
Price: ₹ 495 | Pages: 456
Size: 6.25" X 9.5" (Paperback)

About the Book
• Especially designed book to achieve the objective of bringing clarity and utility of purpose in the student’s mind.
• An indispensable book for the students of Mathematics, Science and Engineering that carries a vast number of solved problems.

Contents

V N Vedamurthy recently retired as Principal of Vellore Engineering College, Vellore.

N Ch S N Iyengar is Assistant Professor, Department of Mathematics, Vellore Engineering College, Vellore.
**Anatomy and Physiology for Nursing Students**

**Jagannath Prasad**

**About the Book**

This book has been written by one of the most experienced and senior Professor of Anatomy who has been working continuously as Professor and HOD of Anatomy in India and abroad for 37 years (1970-1982 in India and 1982-2007 in various foreign countries). Through his vast experience, the author has written this comprehensive and clinically-oriented textbook of Anatomy and Physiology.

**Key Features**

- RELAX boxes, which contain the summary of each part / organ to revise all the facts in a nut-shell and easy language.
- Clinical Anatomy and Physiology: After description of a part / organ, Clinical Anatomy and Physiology has been added to give a clear idea of the body in health and illness.
- Appendix, which includes review of: Vascular supply, Cranial nerves and their testing, Clinical procedures, Histological and Radiological techniques.
- Easy to understand, straight forward language complimented by more than 700 clear, colour illustrations and 200 tables.

**ISBN:** 9789325976184  |  **Price:** ₹ 799  |  **Pages:** 882  |  **Size:** 6.75” X 9.5” (Paperback)

**Contents**


**Jagannath Prasad**, B.Sc., M.B.B.S. (Pat), M.Sc. (Anatomy) and M.S. (Anatomy) is former Professor and Head of the Department of Anatomy, Patna Medical College, Patna University, India.

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**Manual of Nursing Arts and Procedures, 4e**

**Lily Pritam & Telu Ram**

**About the Book**

Manual of Nursing Arts and Procedures, a well established textbook for more than 25 years, provides a comprehensive and concise introduction to the procedures and equipment that is essential for every nurse. As per the new syllabus of Indian Nursing Council.

**Contents**


**Lily Pritam Telu Ram** took her BSc (Nursing Degree from Hanover College, Indiana (USA) and Master’s Degree in Nursing Education from Columbia University, New York (USA). She retired as Nursing Director of Philadelphia Hospital, Ambala.
Fundamentals of Nursing
Volume 1
Alphonsa Jacob

ISBN: 9788125901983
Price: ₹ 325 | Pages: 260
Size: 5.5" X 8.5" (Paperback)

About the Book
This book has been prepared according to the standards of the Indian Nursing Council. It will be of immense benefit to the students of nursing all over the country. It has been specially written for the use of General Nursing students. The book covers all the areas of nursing in a simple and concise language, coping with the needs of the changing society.

Contents

Fundamentals of Nursing
Volume 2
Alphonsa Jacob

ISBN: 9788125901952
Price: ₹ 350 | Pages: 240
Size: 5.5" X 8.5" (Paperback)

About the Book
This book has been prepared according to the standard of the Indian Nursing Council. It will be of immense benefit to the students of nursing all over the country. It has been specially written for the use of General Nursing students. The book covers all the areas of nursing in a simple and concise language, coping with the needs of the changing society.

Contents

Handbook of Psychiatric Nursing, 2e
Alphonsa Jacob

ISBN: 9788125919018
Price: ₹ 399 | Pages: 392
Size: 5.5" X 8.5" (Paperback)

About the Book
Psychiatric nursing involves caring for the mentally challenged people and rehabilitating them. Psychiatry nurses are expected to find solution to all kinds of problems of their clients and thus be able to take on-the-spot decisions. The job requires thinking flexibly and also taking risks. In the new millennium, nurses with sound education, leadership qualities and broad vision are in greater demand all over the world than ever before. Constant research and increasing sophistication in technology are posing new challenges, requiring nurses to know the latest and improve their skills. Handbook of Psychiatric Nursing, which has provided authentic study material for trainee as well as practicing nurses for the last 10 years, has now been greatly expanded with latest information on the subject and totally restructured for students' convenience. It is a comprehensive and authoritative work on clinical psychiatry having been written by a seasoned trainer of psychiatry nurses. The book attempts to give an all-around grooming to student nurses for their job. Every effort has been made to fulfill the requirements of the syllabus as prescribed by the Indian Nursing Council.

Contents

Alphonsa Jacob has more than 28 years' experience in teaching the subject of nursing, including psychiatric nursing. She is currently the Principal of Rajiv Gandhi School of Nursing, Co-operative Hospital, Koothathukulam, Ernakulam.
Hospital and Clinical Pharmacy: Theory and Practicals, 3e
K Sampath

ISBN: 9788125904854
Price: ₹ 399 | Pages: 212
Size: 5.5" X 8.5" (Paperback)

About the Book
This book covers the complete course content of the paper ‘Hospital and Clinical Pharmacy’ prescribed by the pharmacy Council of India. It includes both Theory and Practicals.

This book will be of immense use to students of B.Pharm, Clinical and Community Pharmacists.

Salient Features
• Written as per the course structure of paper ‘Pharmacy Theory BP703’ of Semester VII of Pharmacy Council of India.
• Questions at the end of the chapters will help in revision and recapitulation.

Benefits
Short, to-the-point description of topics, explanation

Contents

K Sampath, M. Pharm is among a select few, who have experience in both- industry and academics. During his 26 years in the pharmaceutical industry, he gained experience in all fields of pharmacy production activities.

Critical Approach to Clinical Medicine, 2e
D Sahu

ISBN: 9780706978728
Price: ₹ 425 | Pages: 342
Size: 5.5" X 8.5" (Paperback)

About the Book
Primarily intended for the students of medicine, the book puts forth a clear concept of clinical medicine. The author's principle objective has been to present succinctly but clearly some of the important clinical problems as encountered in clinical practice. Methods of physical examination have been described in a detailed and orderly fashion with special attention to the anatomical and physiological background. Various principles of diagnosing symptoms of diseases have been outlined. Throughout the book, there is emphasis on the need to obtain valid evidence by adopting reliable methods.

The book will be extremely useful to the undergraduate and postgraduate students of medicine.

Salient Features
Written for the students of medicine, the book puts forth a clear concept of clinical medicine. Its principal objective has been to present succinctly but clearly some of the important clinical problems as encountered in clinical practice.

Contents

D Sahu, obtained his M.B.B.S. degree from the Utkal University and his MD from the Patna University. He had over 16 years’ experience in teaching and research and has many research publications to his credit.
Textbook of Veterinary Microbiology
S N Sharma & S C Adlakha
ISBN: 9788125900399
Price: ₹ 495 | Pages: 420
Size: 6.25" X 9.5" (Paperback)

About the Book
The Textbook of Veterinary Microbiology is specially designed to meet the requirements of Veterinary and Animal Science Students of the developing countries of Asia, Africa and Latin America. The book provides general background of Veterinary Microbiology with special reference to infectious diseases of livestock. The first part of the book covers microbial biology, covering the history and scope of veterinary microbiology, general characters and classification of viruses, bacteria and fungi. In the second part, bacterial pathogens and associated diseases of animals and poultry have been covered with emphasis on diagnosis and control of important diseases. In the third part, information on pathogenic viruses and associated diseases of livestock has been provided with special reference to diagnostic and preventive aspects. In the fourth part, pathogenic fungi and the animal diseases caused by them have been described. Micro-organisms of little or no pathogenic importance have been omitted while greater emphasis has been placed on micro-organisms causing diseases which result in severe economic losses in the developing countries of Asia, Africa and Latin America.

This book has been prepared according to the syllabus approved by the Veterinary Council of India and would fulfill the needs of veterinary students in the discipline of microbiology. The veterinary disease investigators and the practitioners of veterinary medicine also will find the book useful for reference and guidance.

Contents
Part-I: Microbial Biology, Part-II: Bacterial Pathogens and Associated Diseases, Part-III: Pathogenic Viruses and Associated Diseases, Part-IV: Pathogenic Fungi and Associated Diseases

S N Sharma, Former Professor of Virology and Head, Department of Veterinary Microbiology of the College of Veterinary Medicine, Punjab Agricultural University, Ludhiana.

S C Adlakha, Former Professor and Head, Department of Microbiology, Veterinary College, Mathura, Joint Commissioner (Livestock Health) Government of India and Assistant Director General (Animal Health) in the Indian Council of Agricultural Research.

Veterinary Surgical Techniques
Amresh Kumar
ISBN: 9788125902447
Price: ₹ 525 | Pages: 428
Size: 6.25" X 9.5" (Paperback)

About the Book
This book is basically meant as a practical guide to the students of Veterinary Surgery and as a reference book for practicing Veterinary Surgeons. It comprises 18 chapters dealing with surgical restraint; fluid and electrolyte balance before, during and after surgery; use of ideal analgesic and anesthetic agents and techniques; pre-operative, operative and post-operative considerations; suture and suture materials; various surgical instruments used in surgery; techniques of various operations; use of chemotherapeutic agents to combat infection; fracture repair and management of wounds and injuries. Detailed discussion on these topics of clinical importance has been included in the book. Surgery of various organs has been given in the form of exercises, which comprises indications, sites of operation, control and anesthesia, surgical anatomy and techniques of operation. The book contains 407 pages and more than 150 illustrations. Appropriate illustrations have been included to supplement the text, which mostly pertain to instruments, restraint procedures, suture and knots, and surgical techniques of various organs in a step by step sequence. The book will be of use to veterinary students for their education and to practitioners as a guide for their day to day practice.

Contents

Amresh Kumar, Professor and Head, Department of Surgery and Radiology, G B Pant University of Agriculture and Technology, Pantnagar.
Disaster Management
R Subramanian

ISBN: 9789352718702
Price: ₹ 365 | Pages: 344
Size: 6.75" X 9.5" (Paperback)

About the Book
Disaster Management is an intended textbook for students pursuing a first and intermediate course on the subject in any undergraduate programme, especially engineering courses like civil, structural, geotechnical engineering and other specialized courses on the subject. The latest AICTE and the earlier UGC model curriculums have been extensively consulted to design the contents of the book. The main objective of the book is to create awareness about and understanding of disasters and disaster mitigation measures. It deals with the subject in a structured manner. Starting with an introductory chapter, the book goes to classification of disasters, separate chapters on natural and man-made (anthropogenic) disasters, basic management concepts, four-cycle disaster management, organizational structures in India and other countries, NGOs, ethical issues and case studies. It follows the ‘assurance of learning’ model by enumerating the learning objectives in every chapter, followed by detailed exposition of each objective and ends with a rich suite of assessment questions.

Contents

R Subramanian, retired as Professor and Head of Department of Civil Engineering at National Institute of Technical Teachers’ Training and Research (NITTTR), Chandigarh, after serving the organization for 36 years. He holds a bachelor’s degree in Civil Engineering from Kerala University and a master’s in Structural Engineering from Roorkee University (now IIT-Roorkee). He has taught Civil Engineering subjects to both undergraduate and postgraduate students. Pursuing his passion for teaching he presently works as a teacher trainer.

Modern Concepts of Ecology, 8e
H D Kumar

ISBN: 9780706986761
Price: ₹ 475 | Pages: 492
Size: 5.5" X 8.5" (Paperback)

About the Book
The book records views, ideas and contributions of world’s leading ecologists with reference to environmental pollution and unifying concept of modern ecology. Hotspots of interest like homoeostasis, resilience, stability and diversity of ecosystems, their management and optimization, predator-prey relations, inter- and intra-specific competition and significance of parasitic systems highlight trends in the subject. Caters to BSc students of biology, geography, ecology, agriculture and public health.

Contents

H D Kumar (Ph.D., London, 1963) has taught courses in microbiological technology and modern life sciences to students at several universities in India and abroad. A fellow of all the three leading science academies of India, Prof. Kumar has been Coordinator of the multifaceted biotechnology programme at Banaras Hindu University. He has widely traveled and lectured in many countries. He has held visiting professorships at Nara Women’s University and University of Tokyo (Japan), and Phillipps University, Marburg (Germany). He is the author / co-author of over 175 papers and 15 books, including the widely-acclaimed Modern Concepts of Ecology (6th ed), Modern Concepts of Microbiology, General Ecology, and Molecular Biology (3rd), all published by ‘Vikas’.

He is a member of the International Editorial Board of the Journal of Microbiology and Biotechnology (Springer Verlag).
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**ENVIRONMENTAL STUDIES**

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EDUCATION

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EDUCATION

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Gender, School and Society
Sandeep Kumar

About the Book
The book helps conceptualize the idea of gender with critical perspective, while debunking the biased and unipolar perspectives prevailed in gender discourse. The book contests and encounters the discriminated practices in education and society. It enquires many questions for developing a critical perspective about gender, such as Is gender a biological construct or social construct, or social construct based on biological position? Is gender only about women or beyond? Are gender issues universal in nature or contextually embedded? Is patriarchy related to women only or it is about hegemony of power of few over others? Is matriarchy gender biased free or not? Can matriarchy be the solution of prevailed patriarchy? Is gender a social institution or personal construct? What is gender equality perspective? What is the contribution of feminist discourse and women’s movement in conceptualizing gender? What are significant educational policies which incorporate gender concerns? What are school practices which perpetuate the biased gender roles? etc.

The focus of the book is to familiarise readers about gender and the associated concerns, issues, challenges and possibilities. The book helps readers to situate ideas, inquire and analyse in authentic context.

KEY FEATURES
The book is a rich source of knowledge and it:
• Explores gender beyond male and female and talk about homosexual, bisexual, eunuchs and others to provide a comprehensive perspective to gender.
• Uses innovative pedagogic styles such as stories, real-life incidences and case narratives while explaining the concepts.
• Provides adequate cognitive support in conceptualising gender.
• Provides thoughtful context to challenge the prevailed biases, discriminations and hypothesis which hinder the gender equality.
• Provides space in developing a critical perspective to generate newer dimensions for conducting required researches.
• Examines the prevailed understanding about sex, gender and sexuality.
• Elaborates upon the policies and school practices with reference to gender.
• Helps in understanding the social structure and practices of matriarchy and polyandry societies.
• Develops a critical understanding about equality perspective with regard to social and women’s movement.
• Engages with the discourse of LGBT in contemporary time.
• Enables to critically revisit gender discourse with regard to one’s own lived experiences.


Contents

UNIT I UNDERSTANDING GENDER:
INDIVIDUAL TO SOCIAL
1. Gender, Sex and Sexuality
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DEVELOPING CRITICALITY
11. School and Gender: Issues, Challenges and Possibilities
12. Socialization and Gender Identity
13. Understanding LGBT
14. Critical Analysis of Gender as ‘Discourse’
15. Way to Move Ahead

Sandeep Kumar is Assistant Professor at Central Institute of Education (CIE), Department of Education, University of Delhi, India. He has worked with NCERT; NCTE; KVS; DOE; The Open University, Milton Keynes. United Kingdom; and many other organisations of repute. He has many books to his credit along with national and international projects. Recently, he has been a member of core committee of NCTE constituted for three-year B.Ed.-M. Ed. integrated programme.
Advanced Educational Psychology, 7e
S S Chauhan

About the Book
Over the years this book has earned a name for itself because of the completeness of coverage and simplicity of presentation. All the topics have been dealt with in great detail and depth. The book has been organized into six parts. Part one gives the broad outline of the area where the teacher can use the knowledge of educational psychology, the systems of psychology and their contribution to education. Part Two deals with two major families of learning theory. Part Three explains the theories of motivation, classroom techniques of motivation, remembering, forgetting and learning concepts. Part Four has been devoted to intelligence, its theories and measurement, aptitude and interest. Part Five discusses psychology of adjustment, mental mechanism, mental hygiene, and psychotherapy. Part six analyses the education of exceptional children, psychodynamics of group behaviour and innovations in teaching-learning of group behaviour.

For the students of B.Ed., M.Ed., M.A. (Education), and M.Phil.

New in this Edition
• Inclusion of the Theory of Multiple Intelligences
• Inclusion of the concept of Emotional Intelligence

Key Features
• Deals with the complete gamut of educational psychology -- childhood and adolescence psychological development, cognition and learning, motivation, personality, intelligence, adjustment, health and therapies, education of exceptional children, and the metrics involved in these.
• Includes new thoughts in the field like Theory of Multiple Intelligences (Howard Gardner) and Emotional Intelligence (Daniel Goleman).
• Gives a detailed exposition of contribution of psychology to education.
• The Assignments at the end of the chapters will help the students in reinforcing their learning.


ISBN: 9788125919070  |  Price: ₹ 475  |  Pages: 544  |  Size: 5.5" X 8.5" (Paperback)

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Appendices & Index

S S Chauhan was Professor and Dean, Faculty of Education, Himachal Pradesh University, Shimla. His other two books are Principles and Techniques of Guidance and Innovation in Teaching-Learning Process, both published by Vikas Publishing House Pvt Ltd.
Methodology of Educational Research, 5e
Lokesh Koul

About the Book
Knowledge of research methodology is essential for all those who either play an active role in conducting research or desire to keep themselves abreast of the contemporary developments in the field of knowledge. Keeping this in mind, the fifth edition of Methodology of Educational Research has been thoroughly revised. The book contains an up-to-date account of the methods and techniques suited to the field of education and other allied disciplines and thus provides an understanding of significant research problems that need to be tackled.

The book elaborates upon the quantitative and qualitative data analysis techniques; the use of descriptive and inferential statistics; the reporting of the results of research along with the characteristics and uses of historical, descriptive, ethnographic and experimental methods. The book also includes case studies, which form an important part of the text. It also provides priority areas of educational research in India in the context of National Education Policy (1986) and its Programme of Action (1992), UGC, DEC-IGNOU (2006), NCERT (2005), and UNESCO initiatives and policies as well as the Surveys of Research in Education (1997 and 2006).

Designed and written mainly for the students of M.A. (Education, Psychology and Sociology), M.Ed. and M.Phil. (Education, Psychology and Sociology), the book will be of immense value to not only the Ph.D. students but also other researchers of Social Sciences, Biological Sciences, Management, Legal Studies, Humanities and Languages.

Market:
Primary Market: M.A. (Education, Psychology and Sociology), M.Ed. and M.Phil. (Education, Psychology and Sociology)
Secondary Market: Ph.D. students and Researchers

Key Features
• Most of the chapters thoroughly revised and updated keeping in view the NCFTE as recommended by the NCTE.
• Priority areas of educational research in India updated keeping in view the policy thrusts of the Government of India in educational planning, financing and administration.
• Research problems highlighting examination stress, skill development, inclusive education, RTE, quality teacher education, etc.
• Exhaustive treatment of qualitative data collection approach and sources, analysis, interpretations and restricted generalization of results.
• Need for mixed methods strategies, keeping in view the limitations of quantitative and qualitative research methods.


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Lokesh Koul has worked as a Professor, Head and Dean, Faculty of Education and Dean of Studies and Academic Affairs of Himachal Pradesh Universities. He served as an expert member of various bodies, viz., UGC, IGNOU, NCERT and ICSSR. He has also been associated with editing Encyclopedia of Indian Education, Indian Educational Abstracts and Surveys of Educational Research (NCERT).
Pedagogy of Mathematics

Madhu Sahni

About the Book
The book meets the requirements of BEd students of various Indian universities and hence is useful for all those undergoing teacher training. The book will acquaint these students with mathematics as a school subject and provide them with a solid foundation to build their expertise in the teaching of the subject. For in-service teachers it serves to refresh the methodological knowledge and skills of imparting information.

In addition to pupil-teachers the book will also help trainers in understanding the methodology of teaching mathematics in a systematic and effective manner.

The book is unique and stands out of its peers in the following ways:
1. It provides due space to techniques of teaching mathematics effectively, such as collaborative learning, co-operative learning, inquiry-based learning and activity-based learning.
2. It discusses constructivism approach to teaching mathematics distinctively.
3. It follows innovative and ICT-based pedagogical practices, such as e-learning, blended learning, mobile learning and u-learning.
4. Effectively discusses different techniques of evaluation and setting of questions on different mathematical topics, corresponding to each objective of cognitive domain.
5. Includes mathematical examples of teaching maxims and principles.

Market: Primarily for BA (English). Also useful for MA (English).

Key Features
- Objectives of each chapter defined to give an overview before starting.
- Descriptive questions to test comprehension fully and to focus on the BEd
- Micro lesson plans that include all core skills.
- MCQs to help students in preparing for CTET-type examinations.
- Separate lesson plans for arithmetic, algebra and geometry.

Advance Praise
Provides steps and guidelines about how to execute (methods) in the classroom. Its strength is appropriate examples with detailed steps and formats and good quality of practice questions. Effort has gone in for inculcating interest of future teachers.

Dr Harjot Dhatt, Mumbai University
Writing style is good and … no difficulty in understanding. Nothing more required for undergraduates.

Dr M Balamurugan, Pondicherry University
It is written in perfect order.

Dr Sanjeev Sharma, Himachal Pradesh University


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13. Teaching Aids in Mathematics
14. Information and Communication Technology in Teaching of Mathematics
15. Evaluation in Mathematics
16. Pedagogical Analysis of Contents in Mathematics
17. Lesson Planning and Unit Planning in Mathematics

Madhu Sahni She is Senior Assistant Professor at Vaish College of Education, Rohtak (Haryana). Earlier she taught at CPSM College of Education, Gurugram (Haryana). She has 15 years of experience in teaching BEd and MEd courses. She has many research articles and papers to her credit and has presented papers at national and international seminars. She has supervised a number of dissertations for Master’s and M Phil degrees.


**Education of Exceptional Children**  
K C Panda  

**About the Book**  
This is a basic text on the education of exceptional children, covering fundamentals of special education and integrated education for various categories of exceptional children: the mentally retarded, the hearing handicapped, the visually handicapped, the learning disabled, the slow learner, the emotionally disturbed, the speech and language handicapped, the physically handicapped, the gifted, and the socially disadvantaged. It also covers the genesis of the special education movement in our country, policies and programmes, critical issues and innovations, the rights of the disabled, manpower development, avenues and research perspectives in education of exceptional children.

**Salient Features**  
- Definition, causes, characteristics, mainstreaming of all kinds of Exceptional Children (mental, visual, hearing, emotional, learning disability, physical handicap, speech/language handicap, slow learner, socially disadvantaged and gifted).
- Explains concept, innovations, policies, programmes and brings out critical issues on the subject
- Discusses rights of the disabled, manpower development and avenues


**Contents**  

K C Panda has been Professor of Education and Dean of Education as well as Principal of the Regional Institute of Education, Bhubaneswar, NCERT; and worked earlier as Asst. Prof. of Special Education at the Commonwealth University at Virginia, USA.

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**Theory and Principles of Education, 13e**  
J C Aggarwal  

**About the Book**  
This thoroughly revised edition covers a wide range of issues and themes related to the philosophical and sociological basis of education. All possible efforts have been made to include the latest trends on the theory and principles of education. It provides an exhaustive treatment of the subject in a very lucid and cogent manner, so that even an average student can grasp the subject matter easily. The book is essentially student-centered and examination-oriented. It is primarily written for the students of B.Ed., M.Ed., M.Phil. and MA (Education).

**Salient Features**  
- Discusses the latest trends and current educational thought on the theory and principles of education
- Covers a wide range of issues and themes relating to the philosophical and sociological basis of education.
- Content pedagogy is very useful for students of teacher training courses.
- Review exercises in the form of objective-type tests with answers

**Benefits**  
- Covers a wide range of issues and themes relating to the philosophical and sociological basis of education.
- Content pedagogy is very useful for students of teacher training courses.


**Contents**  

J C Aggarwal retired as the Deputy Director of Education/Executive Director of Delhi Bureau of Textbooks, Delhi Administration. He has authored more than 150 books on Social Science, Education and Current Affairs.
Essentials of Educational Technology, 3e
J C Aggarwal

About the Book
Specially designed as a standard text for teacher training colleges, this book is essentially ‘student-centred’ and ‘examination-oriented’. It has stood the test of time as it fully meets the changing needs of the students preparing for BEd, LT, BT and BA (Edu) examinations, and provides a comprehensive treatment of all topics on which questions are usually asked. The third edition accounts for the advances in technology during the last seven years (when this book was last revised) as also the changing educational system.

Salient Features
Big suite of end-of-chapter exercises includes:
- Essay type questions,
- True/False questions,
- Columns matching questions,
- Short answer questions,
- Fill in the blanks
- MCQs

New in The Third Edition
- Additional chapters on Hardware Technology, Audio Visual Aids and Media in Education; Computer and Computer Assisted Instruction (CAI); Software, Courseware Development and Design Considerations; and Internet and I-learning
- Enlargement and subsequent splitting of the chapter on Mass Media into Mass Media-I and Mass Media-II—the second part to focus on TV
- Augmented question bank at the end of chapters that includes objective-type questions, like MCQs and Fill in the blanks


Contents

J C Aggarwal retired as the Deputy Director of Education/Executive Director of Delhi Bureau of Textbooks, Delhi Administration. He has authored more than 150 books on Social Science, Education and Current Affairs.

Teaching of Social Studies: A Practical Approach, 4e
J C Aggarwal

About the Book
This book aims to equip the prospective teacher with the knowledge and information needed for effective classroom teaching of the subject. With 28 suggested lesson plans to guide the teacher, the book has also taken note of the modifications in the syllabi of the UGC, various universities, as well as the guidelines issued by the NCERT.

ISBN: 9788125918691
Price: ₹ 425 | Pages: 464
Size: 5.5” X 8.5” (Paperback)

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**Essentials of Educational Psychology, 3e**  
J C Aggarwal  
ISBN: 9789325976146  
Price: ₹ 475 | Pages: 624  
Size: 6.75" X 9.5" (Paperback)

**About the Book**

This ‘examination-oriented’ and ‘student-oriented’ book is primarily designed to meet examination needs of the students of BED, BT, LT and BA (Education). Its subject matter is authentic, has an encompassing coverage and is deeply insightful. The text has been supplemented with charts, diagrams, figures and tables to make the subject interesting and more comprehensible. Such a unique combination brings crystal clarity into the concepts and enables students to obtain maximum marks in the examination.

With a view to provide a comprehensive overview of educational psychology, readers are introduced to the lives and works of some fifty great educational psychologists. This enables the students to unlock the doors of a treasure house of information, knowledge and wisdom enshrined in the thought and practices propounded by these masterminds. The third edition adds some new thoughts and approaches.

**New in the Third Edition**

- Education of children with special needs
- Inclusive education
- Counselling
- Albert Bandura's theory of social learning
- Principles of growth and development
- Detailed discussion on Erickson's theory of 8-stages of development of a child
- Factors that affect learning
- Augmented question bank at the end of chapters that includes objective-type questions, like MCQs and Fill in the blanks
- Improved readability

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**Development and Planning of Modern Education, 9e**  
J C Aggarwal  
ISBN: 9788125925316  
Price: ₹ 425 | Pages: 612  
Size: 5.5" X 8.5" (Paperback)

**Salient Features**

Covers a wide range of issues and themes relating to development and planning of modern education so as to meet the challenges of the 21st century. It also provides an in-depth analysis of the efforts made to revitalize education.

**Contents**

About the Book
This book provides a detailed survey and in-depth analysis of crucial issues relating to examinations, evaluation and measurement, including testing at the school and college level. Aspects like smooth conduct of examinations, setting of good question papers, balanced provision of different forms of questions, marking scheme, moderation and scaling of examination results, grades and marks, multiple set of question papers, question banks, open book examination system, internal evaluation, semester system and classroom testing etc., are discussed in detail.

Contents

Teaching of Commerce: A Practical Approach, 2e
J C Aggarwal

ISBN: 9788125927938
Price: ₹ 435 | Pages: 472
Size: 5.5” X 8.5” (Paperback)

Contents

Teaching of History, 4e
J C Aggarwal

ISBN: 9788125922940
Price: ₹ 395 | Pages: 422
Size: 5.5” X 8.5” (Paperback)

About the Book
This book is based on the latest syllabus for B Ed in Indian universities, with an examination-oriented approach. While re-explaining old concepts in the light of new ones, it also includes recommendations of various committees and commissions. It carries topical, objective and group discussion lesson plans, as well as quiz sections to heighten the students’ motivation.

Salient Features
• Based on the latest syllabus for B.Ed
• Old concepts re-explained in the light of new ones
• Examination-oriented as teaching itself is examination-oriented
• Includes recommendations of various committees and commissions
• Carries topical, objective and group discussion lesson plans
• Quiz sections heightens students’ motivation

Contents

Landmarks in the History of Modern Indian Education, 7e
J C Aggarwal

ISBN: 9788125937180
Price: ₹ 525 | Pages: 688
Size: 5.5” X 8.5” (Paperback)
About the Book

This book, Landmarks in the History of Modern Indian Education, has now entered its silver jubilee year. Over the years and through the six editions it has undergone thus far, it has become a student's favourite. The book retraces the development of education in India since 1813 to the present day. Arranged chronologically, it also provides a progressive record of the thinking of policy makers who have been responsible for laying down the guidelines for future educational programmes and plans of action.

The documents included in the book are rich in content and significant in the objectives that from the core of educational thought in India. They cater to the needs of trainee teachers, supervisors, educators and policy makers in education.

Salient Features

An all-time book that contains record of educational thinking as revealed by the vital documents which have shaped and reshaped the development of Indian education since 1813. These documents form the core of the educational thought in India.

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Principles, Methods & Techniques of Teaching, 2e

J C Aggarwal

ISBN: 9788125910565
Price: ₹ 450 | Pages: 444
Size: 5.5” X 8.5” (Paperback)

About the Book

This Book attempts to make a comprehensive and critical exposition of all the facets of teaching. It evaluates the comparative soundness of the Principles, Methods, Techniques and Devices of Teaching. The chief accent of the book is on helping teachers to teach better. The objective is strictly utilitarian and is designed to serve as a reliable guide to the work in the classroom. The book also offers practical suggestions for making the teaching-learning process effective, inspirational & interesting. It incorporates the approaches recommended by eminent educational philosophers and practitioners. A detailed survey of the valuable teaching practices followed in India and abroad also find an important place in the book.

Salient Features

A comprehensive and critical exposition of all the facets of teaching. The book evaluates the comparative soundness of the principles, methods, techniques and devices of Teaching. The chief accent here is on helping teachers to teach better. The objective is strictly utilitarian and designed to serve as a reliable guide to the work in the classroom. It offers practical suggestions for making the teaching-learning process effective, inspirational and interesting.

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शिक्षा के दार्शनिक एवं सामाजिक शास्त्रीय परिप्रेक्ष्य
रामेश प्रसाद पाठक

ISBN: 9789325986756
Price: ₹ 199 | Pages: 208
Size: 6.75" X 9.5" (Paperback)

पुस्तक के विवरण में
शिक्षा एक सत्ता और विकासशील प्रक्रिया है लेकिन यह शिक्षा उच्च शिक्षा में हो इसके लिए दर्शन शिक्षा विचार करता है। दर्शन शिक्षा विचार का ही विचार नहीं अपूर्व मात्र का विचार है। शिक्षा समाज सुधार के लिए मांग्लुङ्ग करता है। इसका रूप दर्शन से सीखा है। इन्हीं वर्गियों का परिचय शिक्षा के पक्ष के लिए पाठकों को पता चटाने है। 

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रामेश प्रसाद पाठक, श्री लाल बहादुर शाही राजनीति संकुल सिखावक (मानित विश्वविद्यालय) के शिक्षा शास्त्र विभाग में आचार्य पद पर कार्यरत है।

उद्योगात्मक आधुनिक भारतीय समाज में शिक्षा
रामेश प्रसाद पाठक

ISBN: 9789325986725
Price: ₹ 175 | Pages: 202
Size: 6.75" X 9.5" (Paperback)

पुस्तक के विवरण में
शिक्षा एक सत्ता, सामाजिक विकास और गतिशील प्रक्रिया है। शिक्षा ही मानव को मनुष्यता का पदार्पण करता है और इसके साथ ही समाज का सुधार तकनीकी भी हो सकता है। इसके लिए शिक्षा की दवारा अंतरराष्ट्रीय समाज का सहभागीता अवस्था है। इन्हीं तर्कों का इस पुस्तक में खोजने का प्रयास किया गया है। यह पुस्तक शिक्षा शास्त्र के पाठ्यक्रम के अधिकांश प्रकार के प्रमुख अध्यात्मों का समीक्षण दिया गया है। प्रमुख पुस्तक श्री. ए.ए, ए.ए.शिक्षा, श्री.एस.शिक्षा, ए.ए.शिक्षा, ए.ए.शिक्षा, ए.ए.शिक्षा के विचारधारा के लिए उपयोगी होगी।

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1. शिक्षा की प्रकृति, 2. शिक्षा का दार्शनिक मूल्य, 3. शिक्षा की सामाजिक-शास्त्रीय मूल्य, 4. मूल्य शिक्षा, 5. नैतिक शिक्षा, 6. परमार्थनात्मक शिक्षा, 7. जनतावादी शिक्षा, 8. राष्ट्रीय शिक्षा और शिक्षा, 9. मानवतावाद के लिए शिक्षा, 10. विचार विचारण के लिए शिक्षा, 11. शिक्षा विद्यालय, 12. राष्ट्रीय अनुभव और शिक्षा, 13. अंतरराष्ट्रीय संबंध, 14. पत्रकार वर्ग और शिक्षा, 15. भविष्यवाणिज्य शिक्षा • संचार-धार-सूची

रामेश प्रसाद पाठक, श्री लाल बहादुर शाही राजनीति संकुल सिखावक (मानित विश्वविद्यालय) के शिक्षा शास्त्र विभाग में आचार्य पद पर कार्यरत है।
About the Book

This book deals with the principles of Comparative Education, its factors, methods and aims to make the education system of a country truly national. The educational system of U.S.A., U.K. and Russia (after disintegration of the former U.S.S.R) from pre-primary level to the university level has been discussed in this book. The nature of teacher, adult and technical education and other allied topics have also been analysed. In parts III and IV of this book, the problems of the Indian education from the preparatory level to the University level have been discussed in great detail. This book presents the latest picture of the subject matter with up-to-date information and incorporates statistical information (data up to 2001) wherever necessary. This book also deals with topics such as student's unrest, multipurpose schools, women, adult and compulsory education, public schools and others.

Contents


S P Chaube, retired as Professor of Education and Dean, from the University of Gorakhpur in 1979.

A Chaube is a Senior Reader in Education, Lucknow University.

Mahatma Gandhi on Education

Anil Dutta Mishra

About the Book

The book highlights Mahatma Gandhi's views on education as revealed by his writings and speeches, and shows how relevant they are even in the present-day world. These are an eye-opener for the readers as they clear the myths about Gandhi's experimentation on education. A prized possession for all institutional and personal libraries.

Contents

- Women's Education • Nationalism • What is Education? • Public Good • Curriculum
- Literary Training • Education as Training • Service Before Self • Moral Path • Living A Good Life • Laying a Strong Foundation • Training of The Spirit • Tares Among The Wheat
- Fasting as Penance • Need of Education • Not Mere Employment • Shantiniketan • National Service • Ashram Vows • Gurukul Anniversary • The Present System of Education • Education: Ancient and Modern • Talk with Teachers • Bihar Students Conference • Building Character • Scheme for National Education • The Three R's • Manliness and Self-Respect
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ISBN: 9788125911302
Price: ₹ 550 | Pages: 616
Size: 5.5” X 8.5” (Paperback)

ISBN: 9789325986718
Price: ₹ 350 | Pages: 380
Size: 6.75” X 9.5” (Paperback)
A Chaube is a Senior Reader in Education, Lucknow University.

About the Book

The contents of the book are comprehensive and cover the whole spectrum of guidance as an emerging discipline within the larger field of education in the country. The language and style of the book are simple. References and assignments have been provided at the end of each chapter to help students in preparing for examinations. Examples and illustrations have been given from the day-to-day life of students. The book has been especially designed to cater to the needs of B.Ed., M.Ed., M.A. and M.Phil. students who offer educational and vocational guidance as a paper. It will also prove useful for teachers, administrators and parents in providing necessary information on guidance and counselling.

Contents


S S Chauhan was Professor and Dean, Faculty of Education, Himachal Pradesh University, Shimla.
About the Book

This book deals with the issues and trends in primary education in terms of curriculum construction, the agencies of education, the different schools of thought on education, and the role of schools and teachers. Care has been taken to include what education at this level should aim at and the duties of a teacher to achieve these aims. A brief note on great educators, their contribution to education and their educational experiments also form a part of this book.

Contents


S Venkateswaran, Teacher Trainer in the Regional Institute of English, Bangalore.
Health Education: A New Approach
L Ramachandan & T Dharmalingam

ISBN: 9780706997453
Price: ₹ 345 | Pages: 296
Size: 5.5” X 8.5” (Paperback)

About the Book
This book takes into account the psycho-social factors of individual, groups and community, group process and dynamics while studying the subject. It also deals with the principles and methods of health education, of which communication and community participation are essential components. In the process, it teaches every individual how to maintain positive health, and when, how and where to seek remedial action when afflicted with illness.

Contents

L Ramachandan, Former Director, Gandhigram Institute of Rural Health and Family Welfare, Gandhigram.
T Dharmalingam, Ex-Professor, Gandhigram Institute of Rural Health and Family Welfare, Gandhigram.

Teacher and Education in A Developing Society, 5e
J C Aggarwal

ISBN: 9788125938460
Price: ₹ 465 | Pages: 600
Size: 5.5” X 8.5” (Paperback)

About the Book
Teacher and Education in a Developing Society is an authoritative book that discusses the system of education in developing countries, with special emphasis on India. The role of a teacher in improving education is also dealt with in detail. Essentially a student-centered and examination centered book, Teacher and Education in a Developing Society is designed to fulfill the needs of B.Ed. students of various universities in India. All possible efforts have been made to provide an exhaustive treatment of the topics in a logical, concise and simple manner so that students can grasp the subject matter and are able to answer all questions with full confidence. In the fifth edition of the book, fresh material on the latest developments and initiatives taken in the field of education in India has been added. The book has been thoroughly updated based upon the latest Government of India and UNICEF publications. An authoritative and comprehensive book which discusses the system of education in developing countries, with special focus on the latest developments and initiatives in the field of education in India.

New in this Edition
• Annual Reports 2006-2008, Ministry of Human Resource Development, Government of India
• Annual Report 2007-2008, UGC
• Census of India 2001, Registrar General and Census Commissioner, India
• Tenth Five-Year Plan 2002-2007, Planning Commission
• The State of the World's Children 2009, UNICEF

Key Features
• Examination-centred book
• Simple and effective language

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Dr J C Aggarwal, retired as the Deputy Director of Education/Executive Director of Delhi Bureau of Textbooks, Delhi Administration. He has authored more than 150 books on Social Science, Education and Current Affairs.
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