CATALOGUE
HIGHER EDUCATION 2022

ENGINEERING & TECHNOLOGY

CONTENTS

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Strength of Materials, 5e

New

S S Bhavikatti

About the Book

Instructor's Resource available

Over the last 25 years, this book has become a students' companion due to its comprehensive coverage, student-friendly approach and all-steps-explained style. This has made it the best-selling book among all the books on the subject. The author's zeal of presenting the text in line with the syllabi has resulted in the edition at hand, which continues its run with all its salient features as earlier. Thus, it takes care of all the syllabi on the subject and fully satisfies the needs of engineering students

A core textbook for civil engineering students. Also useful for the students of mechanical, chemical and mining engineering.

New in this Edition

1. Two new chapters are included:
a) Introduction to Plastic Analysis (Chapter 13) and b) Moment of Inertia, as Appendix.
2. Topics related to simple supported beam and overhanging beam are included in Chapter 5, Shear Force and Bending Moment in Statically Determinate Beams.
3. Topics such as Torsion of Hollow-thin-walled Shafts and Shafts Subjected to Combined Bending and Torsion are included in Chapter 10, Torsion.
4. Review Questions are added in all the chapters

Key Features

- Use of SI units
- Summary of important concepts and formulae at the end of each chapter
- A large number of solved problems presented systematically
- A large number of exercise problems to test the students' ability
- Simple and clear explanation of concepts and the underlying theory in each chapter
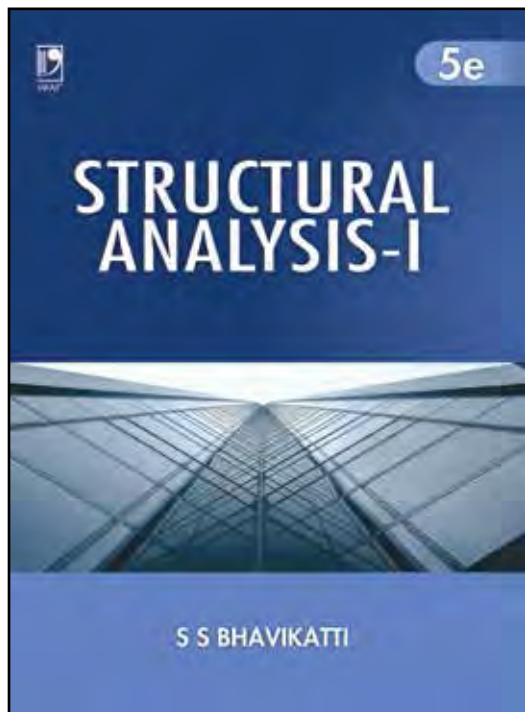- Generous use of diagrams (more than 550) for better understanding

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

ISBN: 9789354531972 | Price: ₹ 475 | Pages: 560 | 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.

Structural Analysis-I, 5e

S S Bhavikatti

New

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
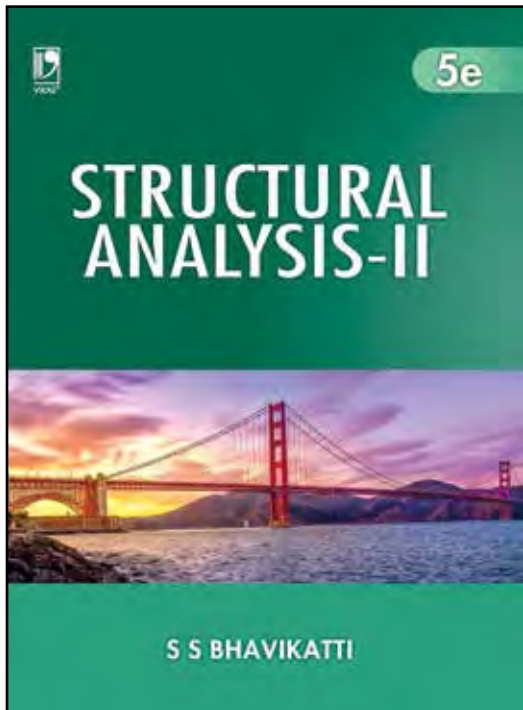• Ch 8, Deflection of Beams by Double Integration Method

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

ISBN: 9788194751984 | Price: ₹ 595 | **Pages: 568 | Size: 6.75" X 9.5" (Paperback)**

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, 5e

S S Bhavikatti

New

About the Book

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, such as 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 Structural Analysis-II.

Structural Analysis-II not only deals with the in-depth analysis of indeterminate structures but also special topics, such as curved beams and unsymmetrical bending. The book provides an introduction to advanced methods of analysis, namely, matrix method and plastic analysis.

New in this Edition

- Thoroughly reworked computations
- Redrawing of the diagrams for better clarity

Key Features

- Systematic explanation of concepts and underlying theory in each chapter
- Methodical presentation of numerous solved problems
- Solved university examination questions in most chapters
- A set of exercises for practice

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

ISBN: 9789390470471 | Price: ₹ 560 | Pages: 440 | 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, 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.
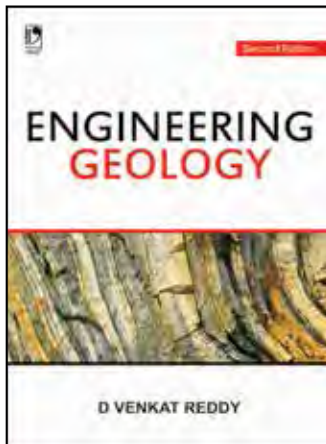- Vulnerability maps of India and practical projects for students have been included in the book-end appendix

ISBN: 9789352718702 | Price: ₹ 365 | Pages: 344 | Size: 6.75" X 9.5" (Paperback)

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.

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

ISBN: 9789325992351 | Price: ₹ 525 | Pages: 628 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction to Geology and its Branches, 2. Interior of the Earth, 3. Engineering Geology, 4. Crystallography and Mineralogy, 5. Petrology, 6. Structural Geology, 7. Weathering of Rocks, 8. Geological Work on Soils, 9. Geological Work of Rivers, 10. Geological Work of Oceans and Coastal Zone Management, 11. Groundwater, 12. Earthquakes, Seismic Hazards and Natural Disasters, 13. Tsunamis and Coastal Zone Management, 14. Site Investigation Techniques for Civil Engineering Projects, 15. Remote Sensing and Geographic Information System (GIS), 16. Investigations for Dams and Reservoirs, 17. Tunnels and Underground Excavations, 18. Landslides and Mass Movement, 19. Buildings and Smart Cities, 20. Bridges, 21. Stratigraphy of India: Economic and Engineering Significance, 22. Environmental Geology and Geotechnology

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).
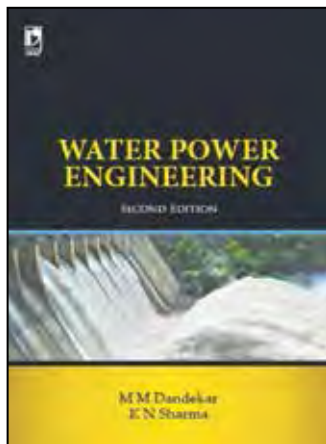
Water Power Engineering, 2e

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

ISBN: 9789325968981 | Price: ₹ 525 | Pages: 624 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Extracting Energy from Water, 2. Elementary Hydrology, 3. Precipitation, 4. Runoff and Stream Flow, 5. Electrical Load on Hydro-turbines, 6. Low and High Head Plants, 7. Pumped Storage Power Plants, 8. Dams, 9. Spillways, 10. Penstocks and Accessories, 11. Water Hammer and Surges, 12. Intakes, Canals and Tunnels, 13. Turbines, 14. Electrical and Mechanical Equipment, 15. Planning of Powerhouses, 16. Hydro-power From Oceans, 17. Small-scale Hydro, 18. Environmental Impact of Hydel and Multi-purpose Projects, 19. Some Typical Projects • Appendices • Bibliography • Index

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.
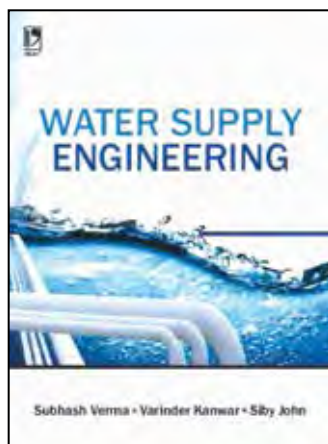
Water Supply Engineering

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

ISBN: 9789325984257 | Price: ₹ 225 | Pages: 280 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. Sources of Water, 3. Water Demand, 4. Collection and Conveyance of Water, 5. Water Quality and Treatment, 6. Sedimentation, 7. Coagulation and Flocculation, 8. Filtration, 9. Disinfection, 10. Water Softening, 11. Miscellaneous Treatments, 12. Water Distribution, 13. Pipeline Systems, 14. Pumps and Pumping, 15. Operation and Maintenance • Appendices

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.
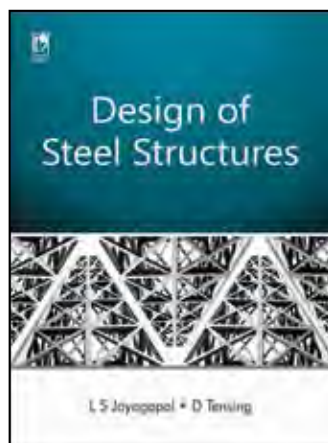
Design of Steel Structures

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.

ISBN: 9789325984288 | Price: ₹ 399 | Pages: 476 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Structural Design, 2. Tension Members, 3. Welded Connections, 4. Bolted Connections, 5. Compression Members, 6. Column Base, 7. Beams, 8. Laterally Unrestrained Beams, 9. Plate Girders, 10. Industrial Roof Structure, 11. Design of Members Under Combined Forces, 11. Gantry Girders and Columns • Tables

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.
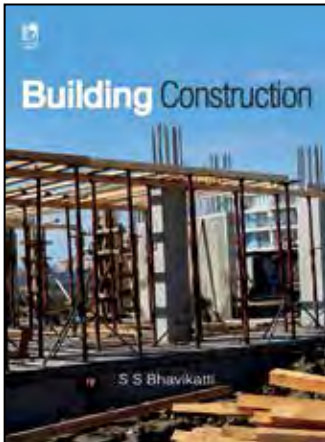
Building Construction

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 inlcudes 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

1. Introduction, 2. Building Planning, 3. Foundations, 4. Stone Masonry, 5. Brick Masonry, 6. Concrete Block Masonry and Composite Masonry, 7. Partitions and Cavity Walls, 8. Doors, Windows and Ventilators, 9. Lintels and Arches, 10. Floor and Flooring, 11. Roofs, 12. Stairs and Lifts, 13. Plastering and Pointing, 14. Painting and Other Decorative Finishes, 15. Cement Concrete Works, 16. Temporary Works, 17. Plumbing Services, 18. Electricity Supply, 19. Damp-Proofing and Waterproofing, 20. Anti-Termite Treatment, 21. Ventilation, Air Conditioning and Thermal Insulation, 22. Acoustics of Buildings, 23. Fire-Resistive Construction, 24. Earthquake-Resistant Buildings, 25. Maintenance of Buildings, 26. Equipment for Building Construction, 27. Mass Housing Schemes and Cost-Effective Construction Techniques, 28. Green Buildings, 29. Planning And Management of Construction Projects • Index

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.
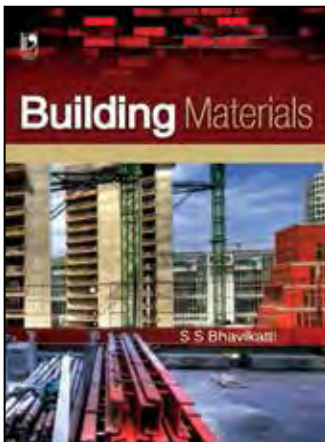
Building Materials

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..

ISBN: 9789325960442 | Price: ₹ 325 | Pages: 208 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Stones, 2. Bricks, 3. Tiles and Other Ceramic Products, 4. Timber and Its Products, 5. Lime, 6. Cement, 7. Pozzolanas, 8. Mortars, 9. Plain Concrete, 10. Special Structural Concrete, 11. Ferrous Metals, 12. Non-Ferrous Metals, 13. Paints, Varnishes and Distemper, 14. Bitumen, Asphalt and Tar, 15. Glass, 16. Plastics, 17. Miscellaneous Materials

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

1. Introduction, 2. Mechanical Modifications, 3. Preloading and the Use of Vertical Drains, 4. Geosynthetics, 5. The Premixing Method, 6. Modification by Grouting, 7. In-situ Ground Reinforcement, 8. Modelling of Soil Reinforcement • *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.

Strength of Materials (For Polytechnic Students)

S S Bhavikatti

ISBN: 9789325983380
Price: ₹ 175 | **Pages: 200**
Size: 6.75" X 9.5" (Paperback)

About the Book

Strength of Materials is an important subject in engineering in which concept of load transfer in a structure is developed and method of finding internal forces in the members of the structure is taught.

The subject is developed systematically, using good number of figures and lucid language. At the end of each chapter a set of problems are presented with answer so that the students can check their ability to solve problems. To enhance the ability of students

to answer semester and examinations a set of descriptive type, fill in the blanks type, identifying true/ false type and multiple choice questions are also presented.

Key Features

- 100% 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

1. Introduction, 2. Simple Stresses and Strains, 3. Thin Cylindrical Shells, 4. Shear Force and Bending Moments, 5. Moment of Inertia, 6. Deflection of Beams, 7. Columns and Struts

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.
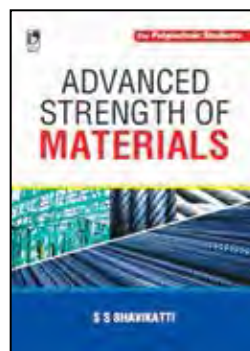
Advanced Strength of Materials (For Polytechnic Students)

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

1. Strain Energy, 2. Bending and Shear Stresses, 3. Combined Bending and Direct Stresses, 4. Principal Plains and Principal Stresses, 5. Torsion of Solids and Hollow Circular Shafts, 6. Springs

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.
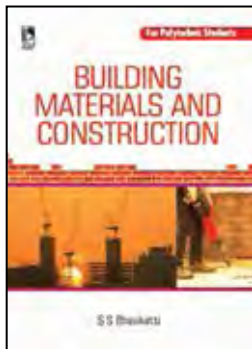
Building Materials and Construction (For Polytechnic Students)

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

1. Introduction to Building Construction, 2. Foundations, 3. Stone Masonry, 4. Brick Masonry, 5. Scaffolding and Underpinning, 6. Block Masonry, Reinforced Brick Masonry and Composite Masonry, 7. Cement Concrete Work, 8. Floor and Flooring, 9. Roofs, 10. Doors, Windows and Ventilators, 11. Lintels and Arches, 12. Vertical Circulation, 13. Plastering and Pointing, 14. Painting Decorative Finishes and Glazing, 15. Repairs and Maintenance, 16. Safety in Construction, 17. Miscellaneous Materials

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.
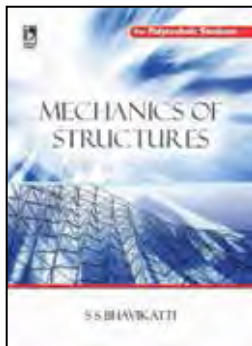
Mechanics of Structure (For Polytechnic Students)

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.
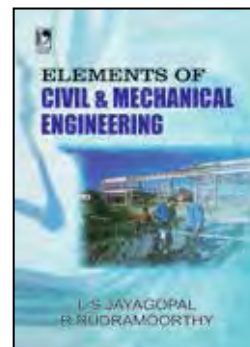
Key Features

• 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

1. Volumetric Strain and Elastic Constants, 2. Principal Planes and Principal Stresses, 3. Shear Force and Bending Moments, 4. Stresses in Beams, 5. Analysis of Trusses, 6. Strain Energy, 7. Direct and Bending Stresses, 8. Slope and Deflection, 9. Application Slope and Deflections Using Moment Area Theorems, 10. Beams with One or Both Ends Fixed, 11. Continuous Beams and Application of Clapeyrons' Theorem of Three Moments, 12. Moment Distribution Method Applied to Beams, 13. Application of Moment Distribution Method to Single Storey Single Bay Symmetrical Portal Frame, 14. Columns

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.

Elements of Civil and Mechanical Engineering

L S Jayagopal & R Rudramoorthy

ISBN: 9788125915461
Price: ₹ 250 | **Pages:** 362
Size: 5.5" X 8.5" (Paperback)

About the Book

This book presents the fundamentals of Civil and Mechanical Engineering. Designed as per the revised and new core engineering paper of Basic Engineering I. this book is written in a style suitable for students just out of school.

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

Contents

1. Fluid Mechanics, 2. Thermodynamics, 3. Power Generating Systems, 4. Power Absorbing Systems, 5. Mechanical Power Transmission, 6. Manufacturing Processes, 7. Scope of Civil Engineering, 8. Building Construction; Stress, 9. Strain, 10. Elasticity, 11. Surveying, 12. Highway and Railway Engineering, 13. Bridges, 14. Dams, 15. Public Health Engineering • Model Question Paper

L S Jayagopal is a retired Professor, Department of Civil Engineering, PSG College of Technology, Coimbatore.

R Rudramoorthy is Professor of Mechanical Engineering and principal of PSG College of Technology, Coimbatore.

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

1. Simple Stress and Strain, 2. Shear Force & Bending Moment, 3. Centroid, 4. Moment of Inertia, 5. Bending Stresses in Beams, 6. Deflection of Beam, 7. Columns & Struts

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.
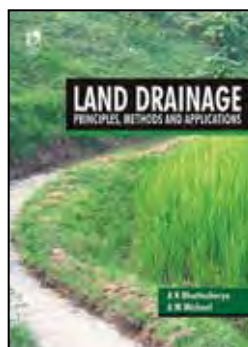
Land Drainage : Principles, Methods and Applications

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

1. Drainage and Salt Management for Sustainable Agricultural Production, 2. Physical and Surface Morphological Properties of Soil in Relation to Drainage, 4. Drainage Investigations, 5. Design of Surface Drainage Systems: Hydrologic and Hydraulic Considerations, 6. Design of Surface Drainage Systems: Hydrologic and Hydraulic Considerations, 7. Ancillary Structures in Drainage Systems, 8. Non-Conventional Drainage Methods, 9. Layout and Construction of Drainage Systems, 10. Model Studies in Drainage, 11. Case Studies of Drainage and Salt Management in Irrigated Areas • *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.
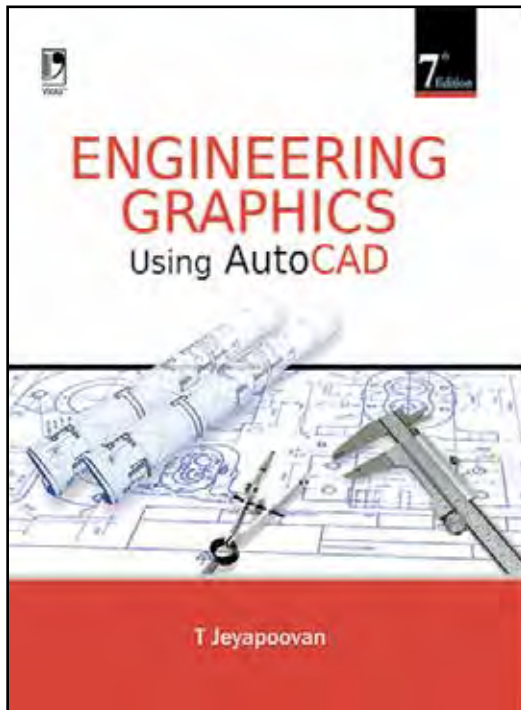
Engineering Graphics Using AutoCAD, 7e

T Jeyapoovan

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.

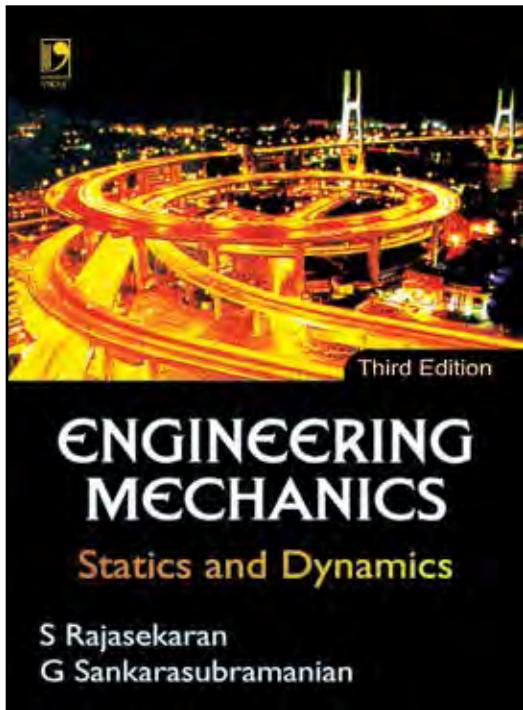**Market:** Primarily for BE/BTech. Also useful for ME/MTech.

ISBN: 9789325992344 | Price: ₹ 475 | Pages: 640 | Book Size: 7.25" X 9.5" (Paperback)

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.

Engineering Mechanics - Statics and Dynamics, 3e

S Rajasekaran & G Sankarasubramanian

About the Book

Explains the fundamental concepts and principles underlying the subject, 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 within each chapter. An abundance of solved examples is provided to illustrate all phases of the topic under consideration. All chapters include several spreadsheet problems for modeling of physical phenomena, which enable the student to obtain graphical representations of physical quantities and perform numerical analysis of problems without recourse to a high-level computer language. Adequately equipped with numerous solved problems and exercises, this book provides sufficient material for a two-semester course.

The book is essentially designed for all engineering students. It would also serve as a ready reference for practicing engineers and for those preparing for competitive examinations. It includes previous years' question papers and their solutions.

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.

ISBN: 9788125918646 | Price: ₹ 550 | Pages: 1,116 | Size: 6" X 9" (Paperback)

Contents

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

Instructor's Resource available

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.

ISBN: 9789325963474 | Price: ₹ 525 | Pages: 552 | Size: 6.75" X 9.5" (Paperback)

Contents

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

ISBN: 9788125940005 | Price: ₹ 450 | Pages: 712 | Size: 7.25" X 9.5" (Paperback)

Contents

1. Introduction, 2. Projections of Points, 3. Projections of Straight Lines, 4. Projections of Planes, 5. Auxiliary Projections, 6. Projections of Solids, 7. Orthographic Projections, 8. Section of Solids, 9. Development of Surfaces, 10. Interpenetration of Solids, 11. Isometric Projection, 12. Perspective Projection, 13. Building Drawing, 14. Freehand Sketching, 15. Computer Aided Design and Drafting

T Jeyapoovan is a professor in the department of Mechanical Engineering, Hindustan Institute of Technology and Science, Padur, Chennai.
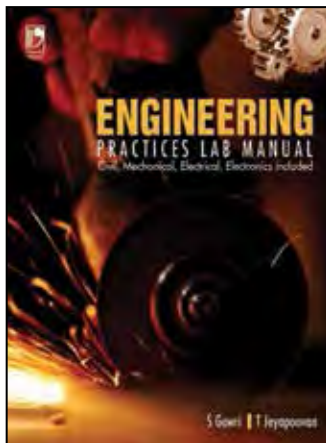
Engineering Practices Lab Manual, 5e

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

ISBN: 9788125949657 | Price: ₹ 399 | Pages: 452 | Size: 7.25" X 9.5" (Paperback)

Contents

Part-I: Civil Engineering Practice: Plumbing and Woodwork • Practices in Plumbing • Practices in Wood Work • Study Experiments, Part-II: Mechanical Engineering Practice: Welding and Machining • Practices in Welding • Practices in Machining • Demonstration on Smithy • Demonstration on Foundry • Study Experiments • Practices in Fitting • Practices in Sheet Metal Work, Part-III: Electrical Engineering Practice • Study Experiments, Part-IV: Electronic Engineering Practice • Study Experiment

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.
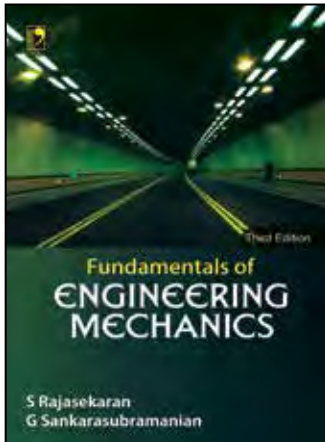
Fundamentals of Engineering Mechanics, 3e

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

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. Friction, 7. Centroid and Centre of Gravity, 8. Moment of Inertia and Mass Moment of Inertia, 9. Kinematics of Particles - Rectilinear Motion, 10. Kinematics of Particles - Curvilinear Motion, 11. Kinetics of Particles - Newton´s Second Law, 12. Kinetics of Particles - Work and Energy, 13. Kinetics of Particles - Impulse And Momentum, 14. Collision of Elastic Bodies, 15. Kinematics of Rigid Bodies, 16. Kinetics of Rigid Bodies

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.
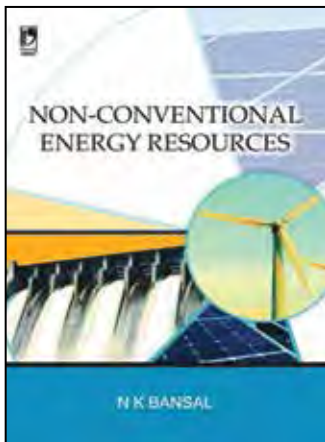
Non-Conventional Energy Resources

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

ISBN: 9789325978577 | Price: ₹ 299 | Pages: 472 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction 1. Energy Situation and Renewable Energy Sources, 2. Solar Radiation, 3. Solar Collectors, 4. Low-Temperature Applications of Solar Energy, 5. Heat Pump and Solar Refrigerator, 6. Passive Space Conditioning, 7. Concentrating Collectors, 8. Solar Thermal Power Plants, 9. Solar Photovoltaics, 10. Wind Energy, 11. Wind Energy Converters, 12. Biomass and Conversion of Energy, 13. Hydrogen Energy & Fuel Cells

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'
- Sections on 'Specific work', 'Velocity triangles', 'Law of affinity', 'Dimensional analysis', and 'Losses in turbo machines'
- 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

ISBN: 9789325960084 | Price: ₹ 499 | Pages: 536 | Size: 6.25" X 9.5" (Paperback)

Contents

1. Basic Concepts of Turbo Machines, 2. Blade Theory, 3. Centrifugal Compressors and Fans, 4. Axial Flow Compressors and Fans,5. Axial Flow Steam and Gas Turbines, 6. Radial Flow Gas and Steam Turbines,7. Dimensional and Model Analysis, 8. Hydraulic Pumps, 9. Hydraulic Turbines, 10. Power Transmitting Turbo Machines, 11. Cooling of Turbine Blades, 12. Fans and Blowers • Appendices • References • Index

A Valan Arasu is an Associate Professor in the Department of Mechanical Engineering, Madurai, India, with over 18 years of teaching experence.
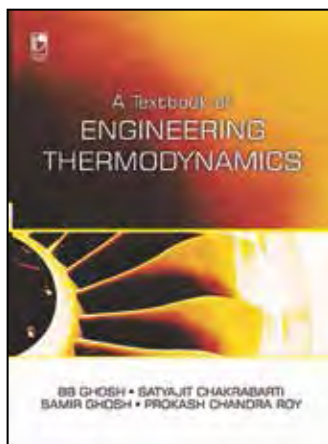
A Textbook of Engineering Thermodynamics

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

ISBN: 9789325981287 | Price: ₹ 325 | Pages: 408 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Basic Concepts of Thermodynamics, 2. Work and Heat, 3. First Law of Thermodynamics, 4. Second Law of Thermodynamics, 5. Entropy, 6. Thermodynamic Availability, 7. Properties of Pure Substances, 8. Properties of Gases, 9. Thermodynamic Relations, 10. Vapour Power Cycle, 11. Gas Power Cycles, 12. Refrigeration Cycles, 13. Psychrometrics, 14. Reciprocating Air Compressors

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.
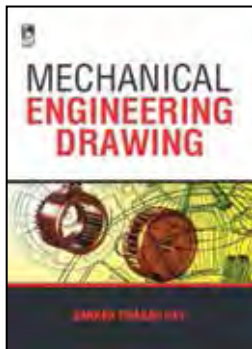
Mechanical Engineering Drawing

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

1. Sheet Layout & Drafting Equipment, 2. Linetypes and Scale, 3. Dimensioning, 4. Conventional Representation Using SP – 46 (1988), 5. Limits, Fits and Tolerances, 6. Surface Texture and Welding Symbol, 7. Intersection of Solids, 8. Surface Development, 9. Orthographic Views and Sections, 10. Detail and Assembly Drawings

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.
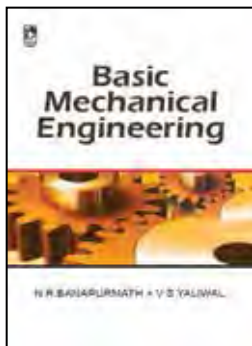
Basic Mechanical Engineering

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

- Sufficient theory questions and Numerical problems for practice

Contents

1. Introduction to Mechanical Engineering, 2. Design Fundamentals, 3. Manufacturing Processes, 4. Machine Tools-I, 5. Machine Tools-II, 6. Thermal Engineering, 7. Applied Thermal Engineering, 8. Heat Treatment of Metals, 9. Friction and Lubrication

N R Banapurmath is professor, Mechanical Engineering, B.V.B. College of Engineering and Technology, Hubli, Karnataka.

V S Yalliwal is Assistant professor, Mechanical Engineering, S.D.M. College of Engineering and Technology, Dharwad, Karnataka.

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. Every 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, thermoelectric, tidal, and biomass.
- Latest techniques of combined cycle power generation.
- Measurement of various parameters and their controls.
- Environmental aspects of power plants.

Contents

1. Power Scenario in India, 2. Coal-Based Thermal Stations, 3. Gas Turbine Power Plant, 4. Nuclear Power Plant, 5. Hydroelectric Power, 6. Diesel Power Plant, 7. Non- conventional Power Plants, 8. Combined Cycle Plants, 9. Instrumentation, 10. Environmental Concerns on Power Plants • References • Annexure: Steam Tables and Mollier Diagram
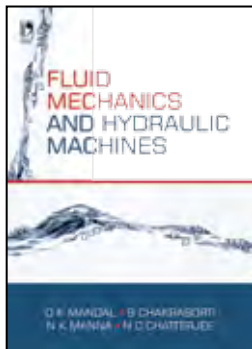
Fluid Mechanics and Hydraulic Machines

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 behaviour 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

1. Properties of Fluids, 2. Fluid Statics, 3. Hydrostatic Forces on Submerged Surfaces, 4. Fluid Kinematics, 5. Dynamics of Fluids, 6. Flow Through Pipes, 7. Measurement of Flow, 8. Dimensional and Model Analyses, 9. Forces on Submerged Bodies, 10. Boundary Layer Flows, 11. Impact of Free Jets and Jet Propulsion, 12. Hydraulic Turbines, 13. Centrifugal Pumps, 14. Reciprocating Pumps

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, Hoogly.
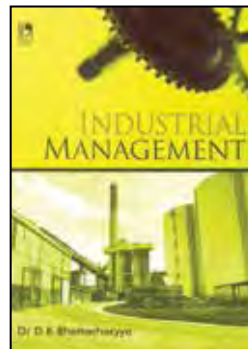
Industrial Management

D K Bhattacharyya

ISBN: 9788125937104
Price: ₹ 400 | **Pages:** 544
Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

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

1. Introduction to Industrial Management: Concept, Nature, Process and Significance, 2. Organizational Planning, 3. Organizing, 4. Staffing in Organization, 5. Direction and Motivation in Organization, 6. Leadership, 7. Organizational Control, 8. Coordination in Organizations, 9. Forms of Organization, 10. Introduction to Human Resource Management, 11. Organizational Behaviour and Employee Perception, 12. Training, Development and Performance Appraisal, 13. Communication in Organizations, 14. Industrial Relations (IR) and Labour Welfare, 15. Introduction to Production and Operations Management, 16. Production Planning and Control, 17. New Product Planning and Development, 18. Scheduling and Sequencing of Production, 19. Work Study, 20. Maintenance Management, 21. Quality Management Practices, 22. Marketing Management, 23. Materials Management and Inventory Control • *Index*

D K Bhattacharyya, Professor, Xavier Institute of Management, Bhubaneswar.

Essentials of Engineering Mechanics, 2e

S Rajasekaran & G Sankarasubramanian

ISBN: 9788125918660
Price: ₹ 425 | **Pages:** 630
Size: 6.25" X 9.5" (Paperback)

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

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. Friction, 7. Centroid and Centre of Gravity, 8. Moment of Inertia and Mass Moment of Inertia, 9. Kinematics of Particles - Rectilinear Motion, 10. Kinematics of Particles - Curvilinear Motion, 11. Kinetics of Particles - Newton's Second Law, 12. Kinetics of Particles - Work and Energy, 13. Kinetics of Particles - Impulse and Momentum, 14. Collision of Elastic Bodies, 15. Kinematics of Rigid Bodies, 16. Kinetics of Rigid Bodies

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.
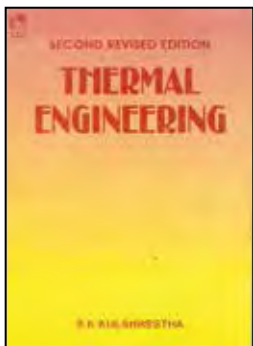
Thermal Engineering, 2e

S K Kulshrestha

ISBN: 9780706977585
Price: ₹ 595 | **Pages:** 692
Size: 6.25" X 9.5" (Paperback) @

About the Book

This book covers the complete course, dealing with basic elements of mechanical engineering, gas laws, followed by steam, both at very low and beyond saturation pressures and for a better understanding of the topics covered, the book is replete with 284 classroom tested, worked examples

Contents

1. Properties of Gases, 2. The First Law of Thermodynamics, 3. The Second Law of Thermodynamics, 4. Properties of Steam, 5. Gas Power Cycles, 6. Properties of Fuels, Combustion, 7. Steam Boilers, Draught, 8. Internal Combustion Engines, 9. Vapour Power Cycles, 10. Testing of Engines, 11. Steam Engines, 12. Modern Steam Plant, 13. Steam and Gas Nozzles, 14. Steam Turbines, 15. Air Compressors, 16. Compressors for Gas Turbines, 17. Gas Turbines, Jet Propulsion, 18. Steam Condensers, 19. Refrigeration Systems, 20. Air-Conditioning, 21. Variable Specific Heat, 22. Reactive Systems, 23. Mixture of Gases, 24. Heat Transfer by Conduction, 25. Free and Forced Convection, 26. Heat Transfer by Radiation

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

1. Social Implications of Robotics, 2. Robot Applications, 3. Robot Safety & Path Control, 4. Drive & Sensor Systems for Robot, 5. Interpreting Robot Specifications, 6. Planning, Installation, Maintenance & Programming Techniques for Robot, 7. Robot Tooling for Advanced Manufacturing, 8. ACL CIM Programs & Position for Robot

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.

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.
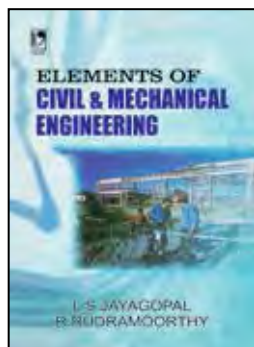
Salient Features

- 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

1. Literature Survey, 2. Introduction to CNC Machine, 3. Construction Features of CNC Machines, 4. CNC Machine Operating System, 5. Programmable Logic Controller (PLC) Characteristics, 6. Setting the Machine, 7. CNC Programming, 8. CNC Metal Cutting Tools, 9. Trouble Shooting of Machining Processes, 10. Introduction to FMS, CIM System and Robots • *Annexure: CNC Trainer*

Binit Kumar Jha is an Engineer at Tata Yododgawa Limited, Jamshedpur and he is a guest lecturer at Regional Institute of Technology, Jamshedpur and Foreman Training Institute, Jamshedpur.

Elements of Civil and Mechanical Engineering

L S Jayagopal & R Rudramoorthy

ISBN: 9788125915461
Price: ₹ 250 | **Pages:** 362
Size: 5.5" X 8.5" (Paperback)

About the Book

This book presents the fundamentals of Civil and Mechanical Engineering. Designed as per the revised and new core engineering paper of Basic Engineering I. this book is written in a style suitable for students just out of school.

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

Contents

1. Fluid Mechanics, 2. Thermodynamics, 3. Power Generating Systems, 4. Power Absorbing Systems, 5. Mechanical Power Transmission, 6. Manufacturing Processes, 7. Scope of Civil Engineering, 8. Building Construction; Stress, 9. Strain, 10. Elasticity, 11. Surveying, 12. Highway and Railway Engineering, 13. Bridges, 14. Dams, 15. Public Health Engineering • Model Question Paper

L S Jayagopal is a retired Professor, Department of Civil Engineering, PSG College of Technology, Coimbatore.

R Rudramoorthy is Professor of Mechanical Engineering and principal of PSG College of Technology, Coimbatore.

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

1. Metal Machining, 2. Mechanics of Metal Cutting, 3. Measurement of Cutting Forces, 4. Heat in Metal Cutting, 5. Failure of Cutting Tools, 6. Tool Wear Measurement, 7. Tool Materials, 8. Cemented Titanium Carbide Tool, 9. Ceramic Cutting Tools, 10. Tool Geometry, 11. Cutting Fluids, 12. Economics of Machining, 13. Cutting Tool Design, 14. Design of Single Point Tool, 15. Design of Drill, 16. Design of Milling Cutter, 17. Design of Broach, 18. Cutting Tool Manufacturing, 19. Gear Cutting Tools, 20. Thread Cutting Tools, 21. Design of Reamer, References, Addendum

B J Ranganath, Professor and Head, Department of Industrial and Production Engineering, National Institute of Engineering, Mysore.
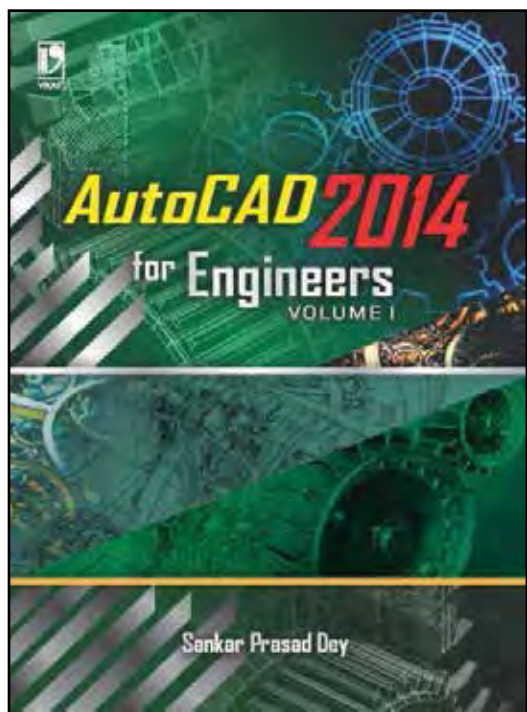
AutoCAD 2014 for Engineers Volume I (For Polytechnic Student)

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.
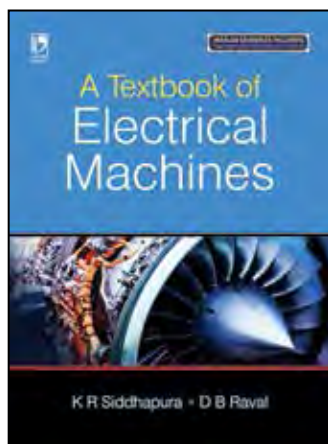
A Textbook of Electrical Machines

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

ISBN: 9789325975620 | Price: ₹ 525 | Pages: 872 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Fundamentals of Electrical Machines, 2. DC Machine Fundamentals, 3. DC Generators, 4. DC Motors, 5. Single-phase Transformers, 6. Poly-phase Transformers, 7. Poly-phase Induction Motors, 8. Single-phase Motors, 9. Synchronous Generators, 10. Synchronous Motors, 11. Special Machines

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

ISBN: 9789325993563 | Price: ₹ 310 | Pages: 376 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Digital Communications Fundamentals, 2. Digital Modulation Techniques, 3. Digital Demodulation Techniques, 4. Noise and its Management in Digital Communication, 5. Information Theory, Coding and Error Correction, 6. Advanced Communication Systems and Technology

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.
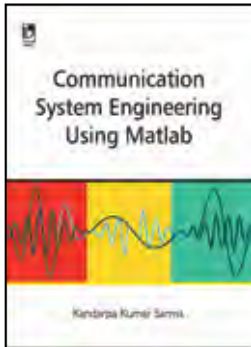
Communication System Engineering Using Matlab

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

1. Signal, Systems and Audio Basics, 2. Fourier Series and Fourier Transform, 3. Radio Basics, 4. Amplitude Modulation, 5. Angle Modulation, 6. Noise and Random Process, 7. Sampling Theorem, 8. Pulse Modulation, 9. Elements of TV System, 10. Fundamentals of Radar

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.
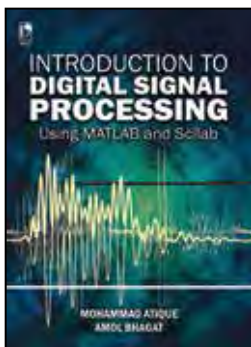
Introduction to Digital Signal Processing

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

1. Introduction to Digital Signal Processing Systems, 2. Discrete Time Signals, 3. Sampling, 4. The Z-Transform and Analysis of Lit System, 5. Rational Z-Transform and Inverse Z-Transform, 6. Analysis of Discrete Time Linear Time Invariant (Dtlti) Systems, 7. Fourier Series and Fourier Transform, 8. Discrete and Fast Fourier Transforms, 9. Realization of Discrete-Time Systems, 10. Iir and Fir Filters

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.
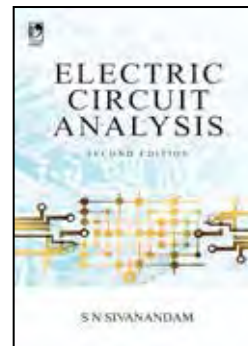
Electric Circuit Analysis, 2e

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

Contents

1. Introduction, 2. Alternating Current Fundamentals, 3. Alternating Current Circuits, 4. Series and Parallel Resonance Circuits, 5. Loop Current Analysis, 6. Node Voltage Analysis, 7. Network Theorems, 8. Two-port Networks, 9. Network Graphs, 10. Magnetically Coupled Circuits, 11. Synthesis of Electric Networks, 12. Transient Electric Circuits, 13. Three Phase Circuits, 14. State Space Analysis, 15. Filters, 16. Attenuators, 17. Equalisers • *Objective Type Questions*

S N Sivanandam, former Professor and Head, Department of Electrical and Electronics Engineering and Computer Science Engineering, PSG College of Technology, Coimbatore.
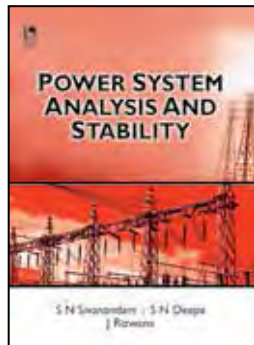
Power System Analysis and Stability

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

1. Introduction, 2. Per Unit Representation, 3. Power System Network Matrices–I, 4. Power System Network Matrices–II, 5. Short Circuit Analysis, 6. Per Unit Representation, 7. Unsymmetrical Fault Analysis, 8. Power Flow Analysis, 9. Stability Analysis, 10. Single Machine Infinite Bus System • *Appendix-A: MATLAB Solutions* • *Appendix-B: MCQ Bank*

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.
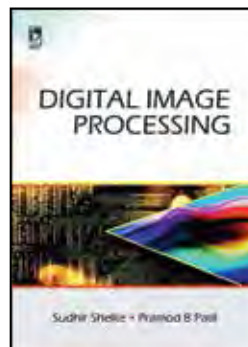
Digital Image Processing

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

Chapter-1: Introduction to Digital Image Processing: 1. Introduction, 2. Areas of Digital Image Processing, 3. Components for Image Processing System, 4. Fundamental Steps in Digital Image Processing System, 5. Digitization, 6. Digital Image, 7. Some Basic Relationship Between Pixels, **Chapter-2: Image Transforms:** 1. Introduction, 2. Fourier Transform, 3. Fast Fourier Transform (FFT), 4. Walsh Transform, 5. Hadamard Transform, 6. Discrete Cosine Transform (DCT), 7. Hotelling Transform and its Applications, 8. The Haar Transform, 9. Slant Transform, **Chapter-3: Image Enhancement:** 1. Point Operation, 2. Spatial Operations, 3. Transform Operations, **Chapter-4: Image Restoration:** 1. Noise Models, 2. Restoration in the Presence of Noise Only-Spatial Filtering, 3. Periodic Noise Reduction by Frequency Domain Filtering, 4. Linear Position - Invariant Degradation, 5. Degradation Model, 6. Estimation of Degradation Function, 7. Inverse Filtering, 8. Minimum Mean Square Error (Wiener) Filtering, 9. Constrained Least Square Filtering, 10. Comparison of Wiener and Constrained Least Squares Filtering, 11. Geometric Transformation, **Chapter-5: Segmentation:** 1. Detection of Discontinuity, 2. Edge Linking and Boundary Detection, 3. Thresholding, 4. Segmentation, **Chapter-6: Image Compression:** 1. Introduction, 2. Types and Requirements, 3. Error Criteria or Fidelity Criteria, 4. Redundancy, 5. Compression Model, 6. Loss Less Coding Techniques (Entropy Coding), 7. Lossy Compression Coding Techniques, **Chapter-7: Solved Numericals, Chapter-8: MATLAB Programs**

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.
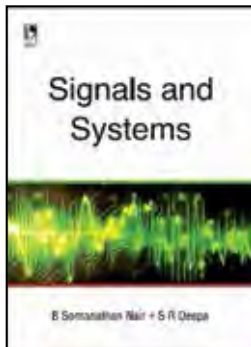
Signals and Systems

B Somanathan Nair &
S R Deepa

ISBN: 9789325984530
Price: ₹ 395 | Pages: 468
Size: 6.75" X 9.5" (Paperback)

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

1. Fundamentals of Signals, 2. Differential and Difference Equations Related to Systems, 3. Signals and Functions Encountered in Signal Processing, 4. Systems and Their Properties, 5. Continuous-Time Laplace Transformation, 6. The Fourier Series, 7. Continuous-Time Fourier Transformation, 8. Discrete-Time Fourier Transform and Z Transform, 9. Passive and Active RC Filters, 10. Passive LC Filters, 11. Sampling Theory • Appendix

B Somanthan 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, Thiruvanathapuram. 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.
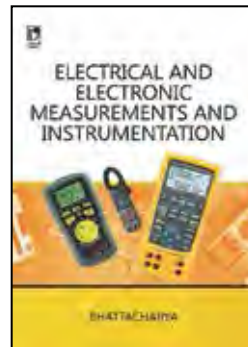
Electrical and Electronic Measurements and Instrumentation

S K Bhattacharya &
S Bhattacharya

ISBN: 9789325994010
Price: ₹ 425 | Pages: 440
Size: 6.75" X 9.5" (Paperback)

About the Book

'Electrical and Electronic Measurement and Instrumentation' is one of the core subjects taught to Electrical, Electronic and Instrumentation students at B.Tech and other equivalent levels. The content of this book has been prepared after consulting the syllabuses of a large number of Indian universities. Although books are available on this subject, it was felt necessary to prepare the one that exactly responds to the students' learning needs and to create their interest in this subject. Thus, the presentation here has been especially made simple and easy to understand.

Key Features

• Aids in identifying the components of a complete instrumentation system.
• Helps in understanding the basic principles of working of different types of electrical and electronic measuring instruments.
• Teaches how to make measurements using electrical and electronic instruments accurately.
• Helps in understanding the steady state and transient characteristics of measuring instruments.
• Demonstrates the use all types of bridges and potentiometers for accurate measurement of circuit elements.
• Suggests procedure for measurement of any non-electrical variable quantity.
• Aids the reader in selecting the right kind of transducer and sensor for any instrumentation system.
• Explains the process of signal processing and signal transmission.
• Helps the students to choose the right kind of recording and display devices for the measurement data.

Contents

1. Introduction to Measurement and Measurement Systems, 2. Analog Measuring Instruments for Current, Voltage and Resistance, 3. Analog Instruments for Measurement of Power, Energy, Power Factor, Frequency and Phase Sequence, 4. DC and AC Potentiometers, 5. Instrument Transformers (CTs and PTs), 6. DC and AC Bridge Circuits — Measurement of Resistance, Inductance and Capacitance, 7. Oscilloscope, 8. Magnetic Measurement, 9. Electronic Instruments, 10. Transducers and Sensors, 11. Measurement of Non-Electrical Quantities, 12. Signal Conditioning and Data Transmission, 13. Recorders and Display Devices, 14. Miscellaneous Measurements and Recent Developments

S K Bhattacharya is He is Director of Shaheed Udham Singh College of Engineering and Technology at Tangori (Mohali), Punjab. He was the Director of National Institute of Technical Teachers' Training and Research at Chandigarh and at Kolkata. He was also the Director of Hindustan Institute of Technology, Greater Noida.

Dr Bhattacharya graduated in Electrical Engineering from Jadavpur University and obtained his M.Tech degree from University of Calcutta and PhD degree from BITS, Pilani. He has taught the subject of Electrical Measurement and Instrumentation both at undergraduate and postgraduate levels. He has also conducted a number of Faculty Development Programs on this subject. He is Fellow of the Institution of Engineers and the Institution of Electronics and Telecommunication Engineers (India).

S Bhattacharya is Graduated in Electrical Engineering from Delhi College of Engineering, Delhi (now Delhi Technological University). He obtained his MBA degree from Indian Institute of Information Technology and Management (IIITM) Gwalior, and has taught at HIT Greater Noida (now part of Sharda University) and at IIITM, Gwalior.
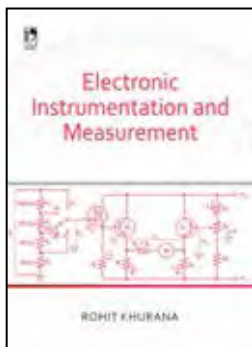
Electronic Instrumentation and Measurement

Rohit Khurana

ISBN: 9789325990203
Price: ₹ 410 | **Pages: 552**
Size: 6.75" X 9.5" (Paperback)

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

1. Electronic Measurement, 2. Measurement Characteristics, 3. Electromechanical Instruments, 4. DC and AC Measuring Instruments, 5. Digital Instruments, 6. Power and Energy Measurement, 7. DC and AC Measurement Bridges, 8. Methods of Magnetic Measurement, 9. Cathode Ray Oscilloscope, 10. Display Devices and Recorders, 11. Transducers, 12. Generation of Signals, 13. Analysis of Signals, 14. DC and AC Potentiometers, 15. Transformers

Rohit Khurana is the Founder and CEO of ITL Education Solutions Limited (ITLESL) and has authored more than thirty-five best-selling textbooks.
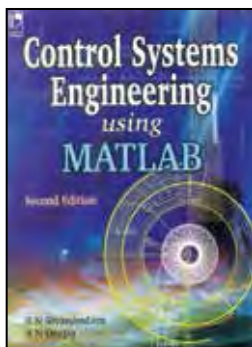
Control Systems Engineering Using MATLAB, 2e

S N Sivanandam & S N Deepa

ISBN: 9788125919063
Price: ₹ 499 | **Pages: 524**
Size: 6.25" X 9.5" (Paperback)

About the Book

Control Systems Engineering using MATLAB provides students with a concise introduction to the basic concepts in automatic control systems and the various methods of solving its problems. Designed to comfortably cover two academic semesters, the style and form of the book makes it easily comprehensible for all engineering disciplines that have control system courses in their curricula. The solutions to the problems are programmed using MATLAB 6.0 for which the simulated results are provided. The MATLAB Control Systems Toolbox is provided in the Appendix for easy reference. The book would be useful as a textbook to undergraduate students and as quick reference for higher studies.

Salient Features

- Concise coverage of all major control system concepts and techniques
- Around 250 solved problems using step-wise method of solving problems
- Plenty of review questions and exercises
- Simulated results obtained for control system concepts using MATLAB 6.0

Contents

1. Introduction to Automatic Control Systems, 2. Mathematical Modelling of Linear Systems, 3. Transfer Function, Block Diagram and Signal Flow Graph, 4. Time Domain Analysis, 5. Frequency Response Analysis, 6. Control System Components, 7. Routh-Hurwitz Stability Criterion, 8. Nyquist Stability Analysis, 9. Bode Plot, 10. Root Locus Method, 11. M and N Circles and Nichols Chart, 12. Compensation Techniques, 13. Non-linear Systems, 14. State-space Analysis, 15. Digital Control Systems, 16. Neural Networks and Fuzzy Logic in Control Systems • *Appendix-A: Problems with Solutions* • *Appendix-B: Objective Type Questions* • *Appendix-C: MATLAB Environment* • *Appendix-D: Short Questions* • *Bibliography* • *Index*

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.

DC Machines and Transformers, 2e

K Murugesh Kumar

ISBN: 9788125916055
Price: ₹ 450 | **Pages: 552**
Size: 5.5" X 8.5" (Paperback)

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

- 270 short answer questions with answers
- 230 exam-oriented review questions
- Extracts and exercises given at the end of chapters
- Clear presentation of concepts
- Simple language and student-friendly approach

Contents

1. Fundamentals of Electrical Machines, 2. Constructional Features of DC Machines, 3. Methods of Excitation, 4. Armature Reaction & Commutation, 5. Load Characteristics of DC Generators, 6. Parallel Operation of DC Generators, 7. Principle of DC Motors, 8. Load Characteristics of DC Motors, 9. Control of DC Motors, 10. Losses, Efficiency and Testing of DC Machines, 11. Principle of Transformers, 12. Performance of Transformers, 13. Testing of Transformer, 14. Parallel Operation of Transformers, 15. Auto-Transformers, 16. Miscellaneous Topics on Transformers, 17. Instrument Transformers

K Murugesh Kumar is Professor and Head, Department of Electrical and Electronics Engineering, PSG College of Technology, Coimbatore.
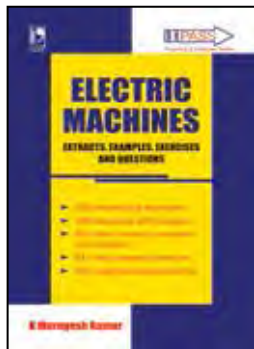
Electric Machines: Extracts, Examples, Exercises and Questions

K Murugesh Kumar

ISBN: 9788125910701
Price: ₹ 550 | **Pages: 656**
Size: 5.5" X 5.5" (Paperback)

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

Section-I: DC Machines: 1. Fundamentals of Electric Machines, 2. Constructional Features of DC Machines, 3. Methods of Excitation, 4. Armature Reaction and Commutation, 5. Load Characteristics of DC Generators, 6. Parallel Operation of DC Generators, 7. Principle of DC Motors, 8. Load Characteristics of DC Motors, 9. Control of DC Motors, 10. Losses, Efficiency and Testing of DC Machines • *Objective Type Questions,* **Section-II: Transformers:** 11. Principle of Transformers, 12. Performance of Transformers, 13. Testing of Transformers, 14. Parallel Operation of Transformers, 15. Auto-Transformers, 16. Three-Phase Transformer Connections, 17. Miscellaneous Topics on Transformers, 18. Instrument Transformers • *Objective Type Questions,* **Section-III: Induction Machines:** 19. Three-Phase Induction Machines—Constructional Details, 20. Three-Phase Induction Machines—Principles of Operation, 21. Losses

and Efficiency, 22. Equivalent Circuit of Three-Phase Induction Motor, 23. Testing and Performance Prediction, 24. Miscellaneous Topics on Three-Phase Induction Machines, 25. Control of Three-Phase Induction Motors, 26. Single-phase Induction Motors • *Objective Type Questions,* **Section-IV: Synchronous Machines:** 27. Constructional Features of Synchronous Machines, 28. Load Characteristics of Alternators, 29. Predetermination of Voltage Regulation of Alternators, 30. Parallel Operation of Alternators, 31. Operation on Infinite Bus-Bars, 32. Synchronous Motors, 33. Hunting of Synchronous Machines, 34. Circle Diagram of Synchronous Machines, 35. Two Reaction Theory • *Objective Type Questions*

K Murugesh Kumar is Assistant Professor, Department of Electrical and Electronics Engineering, PSG College of Technology, Coimbatore.
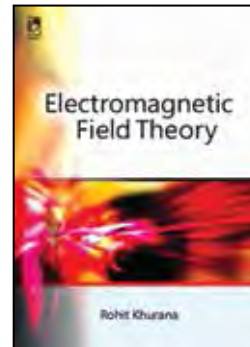
Electromagnetic Field Theory

Rohit Khurana

ISBN: 9789325978584
Price: ₹ 399 | **Pages: 528**
Size: 6.75" X 9.5" (Paperback)

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

1. Vector Analysis, 2. Electrostatic Fields, 3. Conductors and Dielectrics in Electric Field, 4. Boundary Value Problems in Electrostatics, 5. Static Magnetic Fields, 6. Magnetic Forces, Materials, and Boundary Conditions, 7. Maxwell's Equations and Time-Varying Fields, 8. Electromagnetic Waves, 9. Waveguides, 10. Transmission Lines, 11. Antennas, 12. Electromagnetic Interference and Compatibility
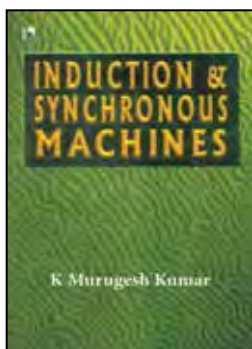
Induction and Synchronous Machines

K Murugesh Kumar

ISBN: 9788125909262
Price: ₹ 465 | **Pages:** 460
Size: 6.25" X 9.5" (Paperback)

About the Book

This book is a sequel to the author's DC Machines & Transformers. Comprehensive, lucid and student-friendly, it adopts a self-study approach and 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

• Systematic presentation of concepts
• Simple language
• 185 illustrations wherever appropriate to supplement text
• 139 worked out examples
• 342 review questions
• 126 unsolved exercises with end answers at the end of all chapters

Contents

Part-I: Induction Machines: 1. Three-phase Induction Machines— Constructional Details, 2. Principle of Operation, 3. Losses and Efficiency, 4. Equivalent Circuit of Three-phase Induction Motor, 5. Testing and Performance Prediction, 6. Miscellaneous Topics on Three Phase Induction Machines, 7. Control of Three-phase Induction Motors, 8. Single-phase Induction Motors, Part-II: Synchronous Machines: 9. Constructional Features of Synchronous Machines, 10. Load Characteristics of Alternators, 11. Predetermination of Voltage Regulation, 12. Parallel Operation of Alternators, 13. Operation on Infinite Bus-bars, 14. Synchronous Motors, 15. Hunting of Synchronous Machines, 16. Circle Diagram of Synchronous Machines, 17. Two Reaction Theory

K Murugesh Kumar, Principal, Sri Krishna Engineering College, Chennai.
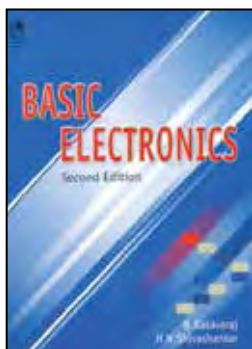
Basic Electronics, 2e

B Basavaraj & H N Shivashankar

ISBN: 9788125916628
Price: ₹ 450 | **Pages:** 432
Size: 6.75" X 9.5" (Paperback)

About the Book

This is an established textbook on Basic Electronics for engineering students. It has been revised according to the latest syllabus. The second edition of the book includes illustrations and detailed explanations of fundamental concepts with examples. The entire syllabus has been covered in 12 chapters.

Key Features

• Organized, self-explanatory and easy-to-understand text
• Serves the duel 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.
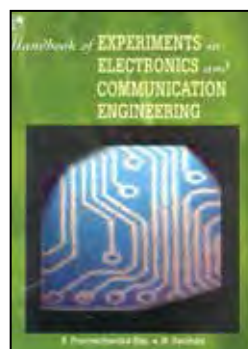
Handbook of Experiments in Electronics and Communication Engineering

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, ICE 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.
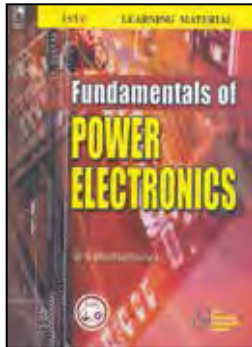
Fundamentals of Power Electronics

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 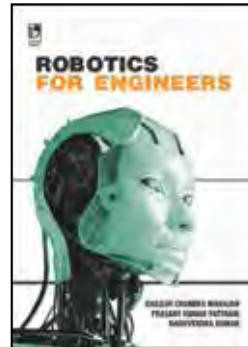learning. The language used is simple so that an average student can easily understand the matter presented. Experiments with instructions have also been included for the benefit of students and teachers.

Contents

Module-1: An Overview of Power Electronics: 1. Basic Semiconductor Physics and Technology, 2. Introduction to Power Electronics, 3. Power Electronic Circuits, **Module-2: Semiconductor Power Devices:** their Characteristics and Ratings: 4. Power Diodes, 5. Thyristors, 6. DIAC, TRIAC, GTOs, 7. Power Transistors – BJT, MOSFET, UJT, **Module-3: Commutation and Trigger Circuits:** 8. Commutation in Thyristors, 9. Trigger Circuits for Thyristors, **Module-4: Inverters, Choppers and Cycloconverters:** 10. Inverters, 11. Choppers and Cycloconverters, **Module-5: Solid State Control of Electrical Motors:** 12. Speed Control of D.C. Motors, 13. Speed Control of A.C. Motors (A.C. Drivers) and Process Control Circuits, **Module-6: Electronic Control of Welding, Heating and Power Supply Systems:** 14. Electronic Control of Welding System, 15. Electronic Control of Heating and Power Supply Systems, **Module-7: Experiments in Power Electronics:** 16. Introduction, 17. Experiments

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

1. Social Implications of Robotics, 2. Robot Applications, 3. Robot Safety & Path Control, 4. Drive & Sensor Systems for Robot, 5. Interpreting Robot Specifications, 6. Planning, Installation, Maintenance & Programming Techniques for Robot, 7. Robot Tooling for Advanced Manufacturing, 8. ACL CIM Programs & Position for Robot

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.

VIKAS®

Textbook of Chemical Technology Volume-I, 2e

G N Pandey

ISBN: 9780706986884
Price: ₹ 395 | Pages: 428
Size: 6.25" X 9.5" (Paperback)

About the Book

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

1. Introduction, 2. Water and its Treatment, 3. Common Salt and Soda Ash, 4. Caustic Soda and Chlorine Industry, 5. Hydrochloric Acid, 6. Sulphur and Sulphuric Acid, 7. Fertilizer Technology, 8. Cement Technology, 9. Glass Technology, 10. Ceramics Technology, 11. Inorganic Pigments, 12. Miscellaneous Inorganic Chemicals, 13. Elements of Nuclear Technology, 14. Industrial Gases, 15. Iron and Steel, 16. Small Scale Industry, 17. Metallic Corrosion and Its Prevention • *Appendix-1: Environmental Guidelines for siting of Industry • Appendix-2: List of Polluting Industries • Appendix-3: List of Polluting Industries required to obtain environmental clearance for siting • Appendix-4: List of Industries, their emissions parameter & standards*

G N Pandey, adjunct Professor, Indian Institute of Information Technology, Allahabad.

Textbook of Chemical Technology Volume-II, 2e

G N Pandey

ISBN: 9780706986877
Price: ₹ 410 | Pages: 640
Size: 6.25" X 9.5" (Paperback)

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

1. Introduction, 2. Petroleum Refining and Petro-Chemicals, 3. Mechanism of Polymerization, 4. Synthetic Fibres, 5. Natural and Synthetic Rubber, 6. Plastics, 7. Oils and Fats, 8. Essential Oils, 9. Paints, Varnishes and Lacquers, 10. Pulp and Paper Technology, 11. Sugar Technology, 12. Fermentation and Food Industries, 13. Leather and Allied Industry, 14. Dyes Industry, 15. Pesticides, 16. Coal and Coal Chemicals, 17. Drugs and Pharmaceutical Industry, 18. Planned Industrial Development, 19. Environmental Impact Assessment, 20. Prevention of Hazards in Chemical Industry, 21. Entrepreneurship Development in India: Progress & Prospects • *Appendices*

G N Pandey, adjunct Professor, Indian Institute of Information Technology, Allahabad

Engineering Chemistry -I Concepts & Applications

Jit Chakraborty, Asimesh Dutta Gupta & Ravikanth Kamlekar

New

About the Book

Engineering Chemistry – I: Concepts and Applications is a textbook that offers an exclusive coverage of the topics and proper explanation of concepts as per the present day and future needs of the students. The book provides the theoretical (Chapters 1–7) as well as practical (Chapter 8) aspects of the paper Chemistry–I (BSC102) as per the latest AICTE curriculum. It will be useful to not only the first-year engineering and technology students of all streams but also the professors for guiding their students.

The book is to the point, syllabus-oriented, and wellwritten. The writing style is up to the mark for the engineering students.– **Dr. Harekrushna Sahoo**, NIT Rourkela

Difficult topics, such as stereochemistry, have been explained in a simple manner. For each topic, we refer different books. In this book, all the topics mentioned in the syllabus are together, so it's good for a student to have it.

– **Dr. Kavitha Marapakala**, Osmania University

TThe chapters are appropriately organized. For engineering students, this book will be easy to follow and understand. – **Dr. V. Anbazhagan**, SASTRA Deemed University, Thanjavur

Explanation of the concepts is clear and simple. – **Dr. Manjunatha M.**, CMR Institute of Technology, Bengaluru

Key Features

• Detailed discussion with point-wise explanation of the concepts
• Let's Think sections - In-text questions with answers after each section
• A large number of Solved and Unsolved Exercises
• Complete laboratory manual for practical applications
• A large number of questions with answers for viva voce

Market: B.Tech/BE (all courses)

ISBN: 9789354534348 | Price: ₹ 425 | Pages: 436 | Size: 6.75" X 9.5" (Paperback)

Contents

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.

The book introduces the software—AutoCAD, CATIA and ANSYS emphasizing on their specific features. Equipping the reader with this ground knowledge it comes to the nitty-gritty of drawing various curves, projection of points in separate quadrants, projection of straight lines in various positions, various projections of plane surfaces, and solids like prism, pyramid, cylinder and cone. It then goes further to sections of solids wherein the placements of the cutting planes have been explained in various positions like perpendicular, parallel, and inclined to HP and VP. Having thus trained the drafter in handling the drafting tools the book graduates to more complicated material like fusion of one solid shape into another. It explores various types of them so that development of lateral surfaces of solids can be made and depicted isometrically and projected orthographically. Lastly, the book describes 3D modelling using CATIA, where solid models are drawn, and how 2D analysis is done using ANSYS.

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.

ISBN: 9789352718726 | Price: ₹ 299 | Pages: 440 | Book Size: 6.75" X 9.5" (Paperback)

Contents

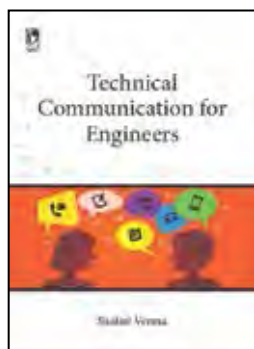**Kaushik Kumar,** Associate Professor, Birla Institute of Technology, Mesra (Ranchi).
Apurba Kumar Roy, Associate Professor, Birla Institute of Technology, Mesra (Ranchi).
Chikesh Ranjan, Assistant Professor, RTC Institute of Technology-Ormanjhi, Ranchi.

Technical Communication for Engineers

Shalini Verma

ISBN: 9789325990180
Price: ₹ 450 | Pages: 768
Size: 7.25" X 9.5" (Paperback)

Instructor's Resource available

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 inas much 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

1. Nature and Scope of Communication, 2. Verbal and Non-verbal Communication, 3. Communication Barriers, 4. Communicating with Cultural Sensitivity, 5. Technical Communication, 6. Listening and Giving Feedback, 7. Spoken (Oral) Communication, 8. Reading Skills, 9. Written Communication, 10. Conducting Research, 11. Technical Writing, 12. Technology-enabled Communication, 13. Basics of English Grammar and Syntax, 14. Basics of Word Formation and Vocabulary, 15. Internship and Campus Placement: A Gateway to Employment

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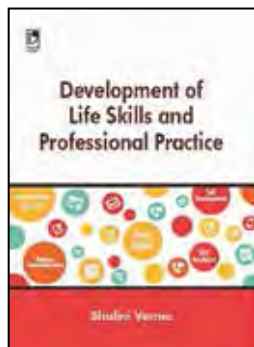
Development of Life Skills and Professional Practice

Shalini Verma

ISBN: 9789325976092
Price: ₹ 150 | Pages: 224
Size: 6.75" X 9.5" (Paperback)

About the Book

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

1. Life Skills, 2. Information Search, 3. Written Communication, 4. Self-Analysis, 5. Self-Development, 6. Study Habits

Dr Shalini Verma has over two decades of experience in teaching, training, research, consulting and publication. She has authored 50 books in several genres, including 16 management and self-help titles. Dr Verma is a management consultant and the founder of Pollyanna Positive Parivartan Pvt. Ltd, a Delhi-based consultancy firm with operations across world. Besides, she has been associated as Visiting Professor, Communication, with several reputed B-schools, including IIMs.
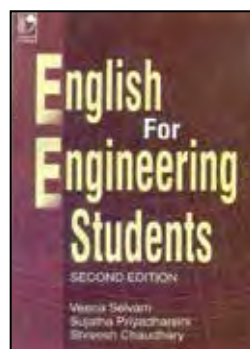
English for Engineering Students, 2e

Veena Selvam,
Sujatha Priyadarshini &
Shreesh Chaudhary

ISBN: 9788125918981
Price: ₹ 335 | Pages: 142
Size: 5.5" X 8.5" (Paperback)

About the Book

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... • *Revision*, Unit-IV: Networking: 9. The Programming Wonder, 10. Caught in the Web!, 11. Shrinking Horizons • *Revision*

Veena Selvam is working as a teaching faculty at IIM, Madras.

Sujatha Priyadharsini is a lecturer at MOP Vaishnav College, Chennai.
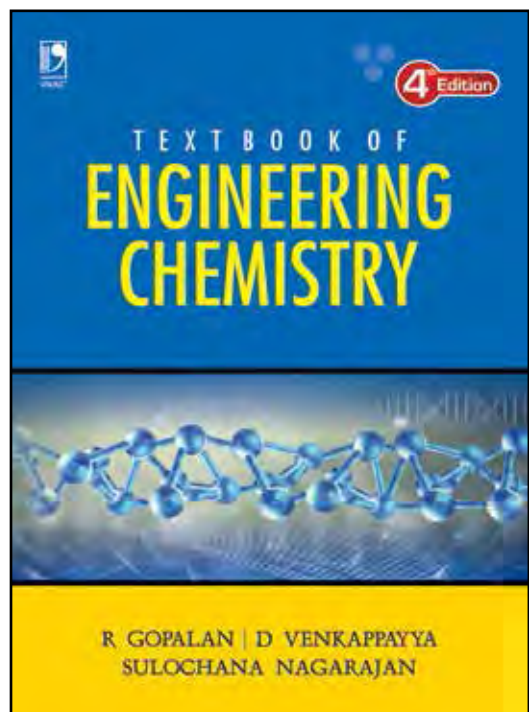
Textbook of Engineering Chemistry, 4e

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.

ISBN: 9789325969018 | Price: ₹ 499 | Pages: 608 | Size: 6.75" X 9.5" (Paperback)

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.
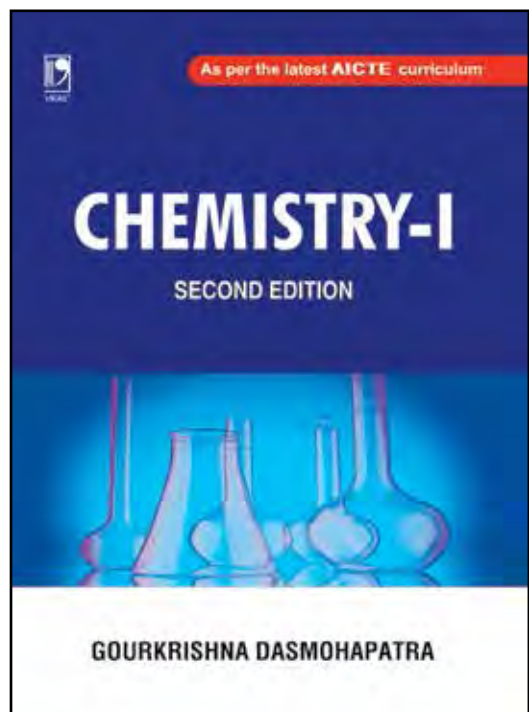
Chemistry-I
(As per the latest AICTE Curriculum)

New

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 logical development and discussion of experimental behavior of systems. Every chapter has a set of solved problems and exercises. The idea is to instill 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 the 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 types 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.

ISBN: 9789390033003 | Price: ₹ 450 | Pages: 732 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Atomic and Molecular Structure
2. Spectroscopic Techniques and Applications
3. Intermolecular Forces and Potential Energy Surfaces
4. Use of Free Energy in Chemical Equilibria
5. Periodic Properties
6. Stereochemistry
7. Organic Reactions and Synthesis of a Drug Molecule
- Multiple Choice Questions
- Bibliography
- 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.
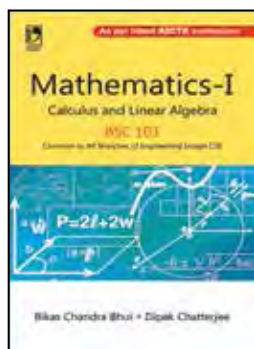
Mathematics-I Calculus & Linear Algebra (BSC 103)

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

Module-I: Calculus: 1. Curvature, Evolute and Involute, 2. Evaluation of Definite Integral, 3. Improper Integrals, 4. Applications of Definite Integral, Module-II: Calculus: 5. Successive Differentiation, 6. Indeterminate Forms: L'Hospital's Rule, 7. Mean Value Theorems, Module-III: Matrices: 8. Theory of Matrices, 9. Determinants, 10. Matrix-II, Module-IV: Sequence and Series: 11. Convergence of Sequence and Series, 12. Fourier Series, Module-V: Multivariable Calculus: 13. Functions of Several Variables, 14. Jacobians and Maxima-Minima of Functions, 15. Gradient, Divergence and Curl • Multiple Choice Questions

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.
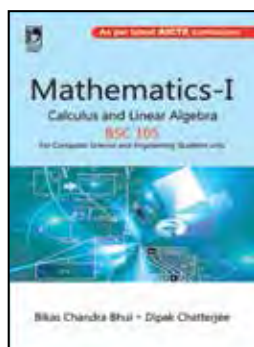
Mathematics-I Calculus & Linear Algebra (BSC 105)

Bikas Chandra Bhui & Dipak Chatterjee

ISBN: 9789352718832
Price: ₹ 199 | **Pages: 480**
Size: 5.5" X 8.5" (Paperback)

About the Book

Mathematics-I for the paper BSC-105 of the latest AICTE syllabus has been written for the first semester engineering students of Indian universities. Paper BSC-105 is exclusively for CS&E students. 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

Module-I: Calculus: 1. Curvature, Evolute and Involute, 2. Evaluation of Definite Integral, 3. Improper Integrals, 4. Applications of Definite Integral, Module-II: Calculus: 5. Successive Differentiation, 6. Indeterminate Forms: L'Hospital's Rule, 7. Mean Value Theorems, Module-III: Matrices: 8. Theory of Matrices, 9. Determinants, 10. Matrix-II, Module-IV: Vector Spaces: 11. Vector Space Theory • *Multiple Choice Questions*
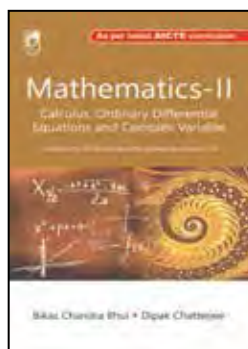
Mathematics-II Calculus, Ordinary Differential Equations and Complex Variable

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-104 of the latest AICTE syllabus has been written for the second semester engineering students of Indian universities. Paper BSC-104 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 instil 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

Module-I: Multivariable Calculus: 1. Line, Double and Multiple Integrals, 2. Vector Integration, Module-II: First Order Ordinary Differential Equations: 3. Ordinary Differential Equations, 4. Equations of First Order, but not of First Degree, Module-III: Ordinary Differential Equations of Higher Order: 5. ODE—Higher Order and First

Degree, 6. Series Solution of Ordinary Differential Equation, **Module-IV: Complex Variable—Differentiation:** 7. Complex Variable and Analytic Function, 8. Conformal Representation, **Module-V: Complex Variable-Integration:** 9. Complex Integration, 10. Zeros, Poles and Residues • Multiple Choice Questions
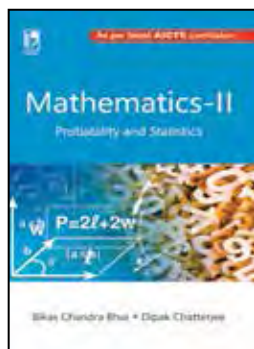
Mathematics-I Probability and Statistics

Bikas Chandra Bhui & Dipak Chatterjee

ISBN: 9789353381301
Price: ₹ 265 | **Pages:** 496
Size: 5.5" X 8.5" (Paperback)

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 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

1. Probability Theory, 2. Random Variable, 3. Theoretical Distributions, 4. Bivariate Distribution, 5. Limit Theorems, 6. Bivariate Analysis, 7. Measures of Central Tendency, 8. Statistics and Sampling Distributions, 9. Estimation of Parameters, 10. Testing of Hypothesis, 11. Curve Fitting • Multiple Choice Questions with Answers

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.
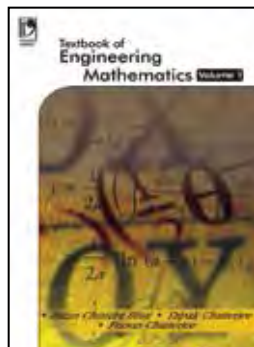
Textbook of Engineering Mathematics Volume 1

Bikas Chandra Bhui, Dipak Chatterjee & Prasun Chatterjee

ISBN: 9788125949626
Price: ₹ 225 | **Pages:** 658
Size: 5.5" X 8.5" (Paperback)

About the Book

Engineering Mathematics Volume 1 has been written for the first year Engineering students. Starting with the basic notions of set theory and on introduction to symbolism in modern mathematics the entire book has been developed with an eye on the physical interpretations of concepts, application of the notions in engineering and technology and precision through its solved examples. 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.

Salient Features

- Brief but just discussion of theory
- Techniques of solving difficult questions
- Solution for a large number of technical problems
- Coverage of syllabus in its totality
- Examination oriented approach

Contents

1. Matrix, 2. Matrix-I: Determinants, 3. Matrix-II, 4. Successive Differentiation, 5. Mean Value Theorems, 6. Integration, 7. Functions of Several Variables, 8. Maxima and Minima, 9. Line, 10. Double and Multiple Integrals, 11. Sequence and Series, 12. Vector Algebra, 13. Gradient, 14. Divergence and Curl, 15. Vector Integration

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.
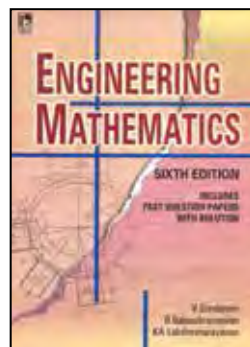
Engineering Mathematics, 6e

V Sundaram, R Balasubramanian & K A Lakshminarayanan

ISBN: 9788125924104
Price: ₹ 395 | **Pages:** 684
Size: 6.25" X 9.5" (Paperback)

About the Book

The sixth edition of this very popular book for the first year engineering students comes with an added topic of simple harmonic motion as application of ordinary differential equations. It also includes university question papers with model solutions. Over the years the book has earned the distinction of being truly student friendly as it explains the topics in the simplest of ways. It continues to adopt a solved problem approach to the subject and reckons for students from diverse backgrounds.

Contents

1. Geometrical Applications of Differential Calculus, 2. Matrices, 3. Functions of Several Variables, 4. Ordinary Differential Equations, 5. Multiple Integrals, 6. Vector Calculus, 7. Analytic Functions, 8. Complex Integration, 9. Laplace Transform • Appendix 1 to 8

V Sundaram is a senior faculty in the Department of IT, Ibra College of Technology, Sultanate of Oman.

R Balasubramanian is Dean, Basic Sciences, Vellammal Engineering College, Chennai.

K A Lakshminarayanan is Professor, Department of Mathematics, Bannari Amman Institute of Technology, Sathyamangalam.
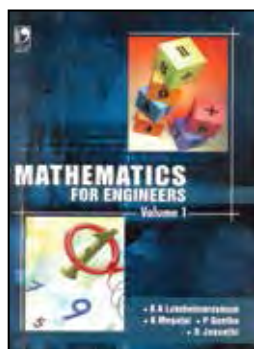
Mathematics for Engineers Volume 1

K A Lakshminarayanan, K Megalai, P Geetha & D Jayanthi

ISBN: 9788125928522
Price: ₹ 385 | **Pages: 348**
Size: 6.25" X 9.5" (Paperback)

About the Book

Genesis of this book lies in the realization on the part of the authors that not many books on engineering mathematics have enough number of solved examples for students to internalize the concepts. This book gives a heavy dose on that and, it is expected that our aspiring engineers will not only be able to master the concepts, but also learn the techniques of solving any kind of mathematical problems.

The book has gradually evolved from the lectures delivered by the authors and their colleagues over the years. Care has been taken to design it so that even the mediocre students are able to understand complex concepts, and study with ease and with minimum assistance from the teachers.

Salient Features

• Total conformance with the syllabus
• Around 300 fully solved examples
• Large number of unsolved exercises with answers
• Neat and accurate illustrations

Contents

1. Matrices, 2. Three-Dimensional Analytical Geometry, 3. Geometrical Applications of Differential Calculus, 4. Differential Equations, 5. Laplace Transform

K A Lakshminarayanan is Professor of Mathematics at Bannari Amman Institute of Technology, Sathyamangalam.

K Megalai is Assistant Professor at Bannari Amman Institute of Technology.

P Geetha & D Jayanthi are Senior Lecturers at Bannari Amman Institute of Technology.

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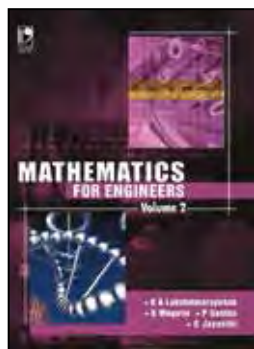
Mathematics for Engineers Volume 2

K A Lakshminarayanan, K Megalai, P Geetha & D Jayanthi

ISBN: 9788125930846
Price: ₹ 385 | **Pages: 276**
Size: 6.25" X 9.5" (Paperback)

About the Book

This is a sequel to _Mathematics for Engineers Volume 1_, 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, authors 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

1. Functions of Several Variables, 2. Multiple Integrals, 3. Vector Calculus, 4. Analytic Functions, 5. Complex Integration

K A Lakshminarayanan is Professor of Mathematics at Bannari Amman Institute of Technology, Sathyamangalam.

K Megalai is Assistant Professor at Bannari Amman Institute of Technology.

P Geetha & D Jayanthi are Senior Lecturers at Bannari Amman Institute of Technology.

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Mathematics for Engineers Volume 3

P Geetha, K Megalai & D Jayanthi

ISBN: 9788125931362
Price: ₹ 385 | **Pages: 384**
Size: 6.25" X 9.5" (Paperback)

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 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 in such a way that students are able to understand complex concepts and study with ease and minimum assistance from the teachers.

Key Features

• Total conformance with the syllabus
• Around 250 fully solved examples
• A large number of unsolved exercises with answers
• Neat and accurate illustrations

Contents

1. Partial Differential Equations, 2. Fourier Series, 3. Boundary Value Problems, 4. Fourier Transform, 5. Z-Transform and Difference Equation

P Geetha & D Jayanthi are Senior Lecturers at Bannari Amman Institute of Technology.

K Megalai is Assistant Professor at Bannari Amman Institute of Technology.
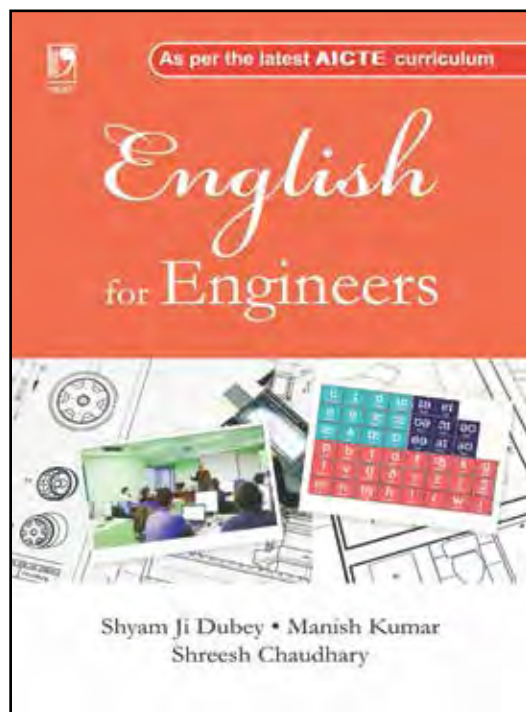
English for Engineers

Shyam Ji Dubey, Manish Kumar & Shreesh Chaudhary

New

About the Book

This textbook caters to the language specific needs of the students pursuing technical and professional courses at UG level. The book encourages a sound enquiry-based approach among the students. It will help them understand the nuances of the language per se and enable them to apply the concepts in real-life situations. The book prescribes a thorough grounding in listening, speaking, reading and writing skills in English language.

Key Features

- Deals in the present-day idiom of English language and includes contemporary readings and listening materials aimed at enriching the students both conceptually and linguistically
- Integrates concepts with applications in such a way that learning outcomes are thoroughly experienced
- Has abundant contemporary examples from the field of Engineering which the students would be able to use adeptly when they enter the industrial workforce

Market: B.Tech.,

ISBN: 9789389754339 | Price: ₹ 195 | Pages: 200 | Book Size: 6.75" X 9.5" (Paperback)

Contents

Unit-I Vocabulary Building
1: Listening
2: Word Formation Processes
3: Derived Words
4: Affixation
5: Antonyms & Synonyms
6: Acronyms & Abbreviations
7: Additional Reading & Exercise

Unit-II Basic Writing Skill
1: Listening-Reading Text
2: Sentence Structures
3: Use of Phases and Clauses
4: Importance of Punctuation
5: Organizing Principles of Paragraphs

6: Creating Coherence
7: Techniques of Writing Precisely

Unit-III Identifying Common Errors in Writing
1: Introduction to Errors in Grammar
2: Errors in Subject-Verb Agreement
3: Errors in Noun-Pronoun Agreement
4: Errors in Misplaced Modifiers
5: Errors in Articles
6: Errors in Prepositions
7: Errors due to Redundancies
8: Errors due to Clichés

Unit-IV Nature and Style of Sensible Writing
1: Listening and Reading
2: Literary and Other Kinds of Prose
3: Defining and Describing
4: Classifying
5: Providing Examples and Evidence
6: Writing Introduction and Conclusion
7: Supplementary Reading – Writing

Unit-V Writing Practices
1: Reading
2: Summary Writing

3: Précis Writing
4: Essay Writing

Unit-VI Oral Communication
1: Rudiments of Oral Communication
2: Reading Text
3: Listening
4: Pronunciation, Intonation, Stress and Rhythm
5: Common Everyday Situations: Conversation & Dialogues
6: Communication at Workplace
7: Interview Skills
8: Formal Presentations

B.Shyam Ji Dubey, Ph.D., is an Assistant Professor in Department of English, GLA University, Mathura, UP.
Manish Kumar, Ph.D., is an Assistant Professor in Department of English, GLA University, Mathura, UP.
Shreesh Chaudhary, Ph. D., (Former Professor, IIT Madras), is a Distinguished Professor in Department of English, GLA University, Mathura.
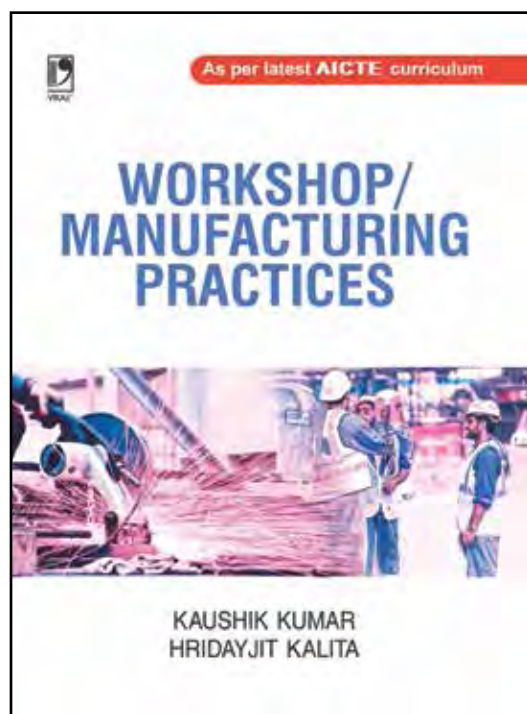
Workshop/Manufacturing Practices

Kaushik Kumar & Hridayjit Kalita

New

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

ISBN: 9789353387419 | Price: ₹ 245 | Pages: 312 | Book Size: 6.75" X 9.5" (Paperback)

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

ISBN: 9789325968509 | Price: ₹ 525 | Pages: 916 | Size: 8.5" X 11" (Paperback)

Contents

1. Object Oriented Programming Fundamentals, 2. Evolution of Java Programming Language, 3. Basic Elements of Java, 4. Operators in Java, 5. Conditional Statements and Loops, 6. Class Fundamentals, 7. Taking Input from Keyboard, 8. Object Reference, 9. Arrays in Java, 10. Inheritance, 11. Inner Class or Nested Class, 12. Exception Handling, 13. Package, 14. JAR File, 15. Strings in Java, 16. StringBuffer, 17. Wrapper Class, 18. Java Native Interface, 19. Multithreading, 20. Generics, 21. Files and Streams, 22. Exploring Java.lang Package, 23. The Collection Framework, 24. java.util Package, 25. java.applet Package, 26. java. awt Package, 27. Java Foundation Classes, 28. java.net, 29. Remote Method Invocation, 30. java.sql Package, • Brain Teasers, • Index

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

ISBN: 9788125912118 | Price: ₹ 399 | Pages: 412 | Size: 7.25" X 9.5" (Paperback)

Contents

1. Introduction to Computers, 2. Introduction to Programming, 3. Fundamentals of C Language, 4. Input/Output Functions and Statements, 5. Control Statements in C, 6. Loop Control Structures in C, 7. Arrays and Subscripted Variables, 8. String Manipulations in C, 9. Functions in C, 10. Structures and Unions, 11. Pointers, 12. Files, 13. C Preprocessor and Command Line Arguments, 14. Graphics using C

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.
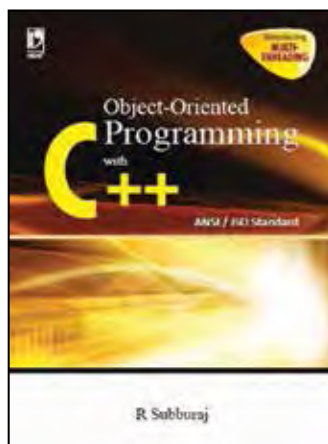
Object Oriented Programming with C++ ANSI /ISO Standard

R Subburaj

Instructor's Resource available

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
- Three model question papers with increasing difficulty level

ISBN: 9789325969964 | Price: ₹ 395 | Pages: 632 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction to Object-Oriented Programming, 2. Data Types, 3. Operators, Branching and Iterations, 4. Introduction to Standard Library, 5. Functions, 6. User Defined Types – Pointers, Structures, 7. Introduction to Classes, 8. Member Functions and Friend Functions, 9. Overloading of Functions and Operators, 10. Inheritance, 11. Building Reusable Classes, 12. Virtual Functions and Polymorphism, 13. Standard Input/output, 14. File Input/output, 15. Templates, 16. Exception Handling, 17. Standard Template Library, 18. Standard Library, 19. Multithreading • Annexure

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.
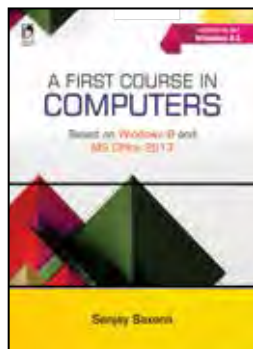
A First Course in Computers (Based on Windows and MS Office 2013)

Sanjay Saxena

ISBN: 9789325980822
Price: ₹ 325 | Pages: 480
Size: 6.75" X 9.5" (Paperback)

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…
- **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…

Salient Features

Of the famous AFCC series, this one is based on Windows version 8. Helps you to do all those things as done on Windows 2000 and Windows XP, like writing letters, preparing invoices, making tables, graphs and charts, maintain records, create presentations, surf the Web, send e-mails etc.

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.

A First Course in Computers, 2003 Edition (Based on MS Office 2000)

Sanjay Saxena

STUDENT'S CD available on request

ISBN: 9788125914471
Price: ₹ 375 | **Pages:** 656
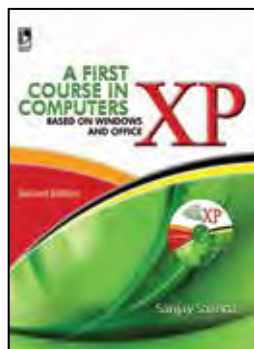**Size:** 6.75" X 9.5" (Paperback)

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, graphs and charts, maintain records, create presentations, surf the Web, send e-mails etc.

Contents

Part-I: **Introduction:** 1. Introduction to Computers, 2. History of Computers, 3. Basic Anatomy of Computers, **Part-II: DOS:** 4. MS-DOS (Disk Operating System), **Part-III: Windows:** 5. Windows 2000, 6. Windows, **Part-IV: MS Office:** 7. Introduction to MS Office, **Part-V: MS Word:** 8. Word Basics, 9. Mail Merge, 10. Macros, **Part-VI: MS Excel:** 11. Excel Basics, 12. Data Sort, 13. Functions, **Part-VII: MS PowerPoint:** 14. Power Point Basics, 15. Working with PowerPoint, **Part-VIII: MS Access:** 16. MS Access, **Part-IX: MS Publisher:** 17. MS Publisher, **Part-X: MS FrontPage:** 18. MS FrontPage, **Part-XI: MS Outlook,** 19. MS Outlook, **Part-XII: Internet:** 20. Internet Basics: 21. Starting Internet, 22. E-Mails, 23. Internet Chat, 24. Introduction to Web Design

A First Course in Computers, 2e (Based on Windows XP and Office XP

Sanjay Saxena

STUDENT'S CD available on request

ISBN: 9788125936312
Price: ₹ 295 | **Pages:** 520
Size: 6.75" X 9.5" (Paperback)

**Instructor's Resource available**

About the Book

The Book-A First Course In Computers has a one point agenda to make you computer literate and self sufficient in the object, starting from level zero. A First Course in Computers is a computer manual, quick guide, help desk and a computer teacher, all rolled into one. Sample exercise given at the beginning of each section, accompanied by step-by-step visual instructions, make learning easy and effective.

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, graphs and charts, maintain records, create presentations, surf the Web, send e-mails etc.

Contents

1. Introduction to Computers, 2. History of Computers, 3. Basic Anatomy of Computers, 4. Operating Systems, 5. Windows XP, 6. Windows Vista, 7. MS Office XP, 8. MS Office 2007, 9. Word Basics, 10. Mail Merge, 11. Macros, 12. Excel Basics, 13. Data Sort, 14. Functions, 15. Powerpoint Basics, 16. MS Access, 17. MS Outlook, 18. Internet
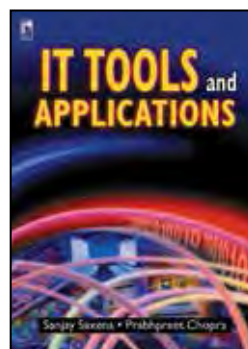
It Tools and Applications

Sanjay Saxena & Prabhpreet Chopra

ISBN: 9788125916666
Price: ₹ 475 | **Pages:** 524
Size: 6.75" X 9.5" (Paperback)

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

1. Understanding Computers, 2. Data Representation, 3. The Central Processing Unit, 4. Memory Organization, 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 Packages, 14. Presentation Package, 15. Information Technology and Society • Answers to Review Questions • Glossary

MS Office 2000 for Everyone

Sanjay Saxena

ISBN: 9788125909521
Price: ₹ 499 | **Pages:** 600
Size: 6.75" X 9.5" (Paperback)

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

Part-I: Introduction: Unit One: Introduction to Computers, Unit Two: History of Computers, Unit Three: Basic Anatomy of Computers, **Part-II: MS-Office:** Unit Four: Introduction to MS-Office, **Part-III: MS-Word:** Unit Five: Word Basics, **Part-IV: MS-Excel:** Unit Six: Excel Basics, **Part-V: MS-PowerPoint:** Unit Seven: PowerPoint, **Part-VI: MS-Access:** Unit Eight: MS-Access, **Part-VII: MS-Outlook:** Unit Nine: MS-Outlook, **Part-VIII: MS-Publisher:** Unit Ten: MS-Publisher, **Part-IX: MS-Frontpage:** Unit Eleven: MS-Frontpage

Data Structures Using C

Rohit Khurana

ISBN: 9789325975651
Price: ₹ 395 | Pages: 588
Size: 6.75" X 9.5" (Paperback)

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

1. Overview of C Language, 2. Introduction to Data Structures and Algorithms, 3. Arrays and Strings, 4. Linked List, 5. Stacks, 6. Queues, 7. Trees, 8. Graphs, 9. Sorting and Searching, 10. Hashing, 11. Sets, 12. File Structures

Rohit Khurana is the Founder and CEO of ITL Education Solutions Limited (ITLESL) and has authored more than thirty-five best-selling textbooks.
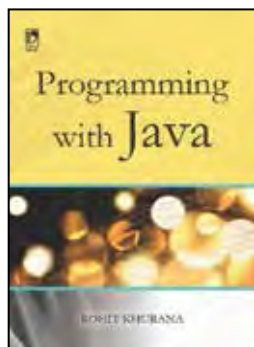
Programming with Java

Rohit Khurana

ISBN: 9789325978393
Price: ₹ 299 | Pages: 452
Size: 6.75" X 9.5" (Paperback)

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.

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.

Key Features

- Tools like 'Remember!', and 'In a Nutshell' aimed at focusing attention on important related points
- 'Key Points to Remember' at the end of each chapter to facilitate recapitulation of text in fast mode
- Appendix at the end of the book to provide additional useful information on machines
- More than 250 focused solved examples
- More than 300 numerical questions • More than 400 descriptive questions

Contents

1. Objected-Oriented Methodology, 2. Java and The Internet, 3. Programming Elements of Java, 4. Control Statements, 5. Classes and Objects, 6. Arrays, Strings and Vectors, 7. Inheritance and Polymorphism, 8. Interface, 9. Packages, 10. Exception Handling, 11. Multithreading, 12. I/O in Java, 13. Java Applets, 14. Event Handling, 15. Abstract Window Toolkit, 16. Java Swing, 17. Java Database Connectivity (JDBC), 18. Java Beans, 19. Java Servlets, 20. Socket Programming • Sockets

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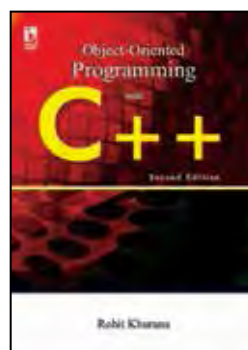
Object-Oriented Programming With C++, 2e

Rohit Khurana

ISBN: 9789325975644
Price: ₹ 450 | Pages: 608
Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

About the Book

The revised edition of *Object-Oriented Programming with C++* has become more comprehensive with the inclusion of several topics. Like its previous edition, it provides an in-depth coverage of basic, as well as advanced concepts of object-oriented programming such as encapsulation, abstraction, inheritance, polymorphism, dynamic binding, templates, exception handling, streams, and Standard Template Library (STL) and their implementation through C++. Besides, the revised edition includes a chapter on multithreading.

The book meets the requirements of students enrolled in various courses at undergraduate and postgraduate levels, including BTech, BE, BCA, BSc, MSc, and MCA. It is also useful for software developers who wish to expand their knowledge of C++.

New in This Edition

- Inclusion of topics like empty class, anonymous objects, recursive constructors and object slicing.
- A chapter on multithreading explaining how concurrency is implemented in C++.

Salient Features

- Chapter objectives, suitable tables, diagrams and programming examples.
- Notes and key points provided to make the reader self-sufficient.
- Examination-oriented approach through objective and descriptive questions at the end of each chapter to help students in the preparation for annual and semester tests

Benefits

Meets the requirements of students and software developers who wish to expand their knowledge of C++.

Contents

1. Introduction to Object-Oriented Programming, 2. Getting Started with C++, 3. Programming Elements of C++, 4. Arrays, Structures and Unions, 5. Functions, 6. Classes and Objects, 7. Constructors and Destructors, 8. Operator Overloading and Type Conversions, 9. Inheritance, 10. Pointers, Virtual Functions and Polymorphism, 11. Console Io Operations, 12. File Handling, 13. Templates, 14. Exception Handling, 15. Standard Template Library (STL), 16. ANSI Features of C++, 17. Multithreading, 18. Object-Oriented Systems Development

Software Engineering: Principles and Practices, 2e

Rohit Khurana

ISBN: 9788125939467
Price: ₹ 475 | **Pages: 552**
Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

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

1. What is Software Engineering, 2. Software Process and Life Cycle, 3. Software Requirements, 4. Software Design, 5. Software Coding, 6. Software Testing, 7. Software Maintenance, 8. Software Metrics, 9. Software Planning and Scheduling, 10. Software Cost Estimation, 11. Software Quality, 12. Software Configuration Management, 13. Software Re-Engineering, 14. Advanced Topics in Software Engineering

Programming in C, 2e

R Subburaj

ISBN: 9789325981188
Price: ₹ 275 | **Pages: 440**
Size: 6.75" X 9.5" (Paperback)

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

1. Algorithms for Problem Solving Using Computers, 2. Developing The First "C" Program, 3. Introduction to Data Types, 4. Console input and Output, 5. Operators and Expressions, 6. Decision Control Structures, 7. Loop Control Structures, 8. Arrays, 9. Functions, 10. Strings, 11. More on Data Types, 12. Pointers, 13. Recursion, 14. Structures, 15. Unions, Enum and Typedef, 16. File Handling, 17. C Preprocessor, 18. Introduction to Data Structures, 19. Multithreading • Annexures-I-IV

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.
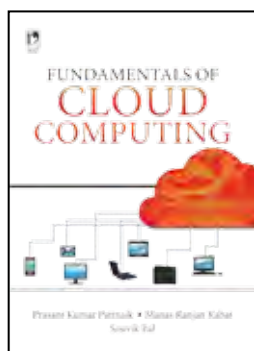
Fundamentals of Cloud Computing

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 Live Migration, Database, Auditing and Applications as important components of Cloud Computing

Contents
1. Basics of Cloud Computing, 2. Introduction to Cloud Computing, 3. Cloud Framework, 4. Virtualization, 5. Classification of Virtualization Environment, 6. Live Migration of Virtual Machines, 7. Cloud Database, 8. Auditing • Appendix: I-II • Glossary

Prasant 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.

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
- More than 250 solved examples

Benefits
Complete coverage of the subject as per the syllabi of most universities

Contents
1. Introduction, 2. Concepts of Finite Automata, 3. Regular Expressions and Regular Grammars, 4. Context Free Grammars and Languages, 5. Push Down Automata, 6. Turing Machine, 7. Decidability and Undecidability, 8. Complexity Theory

Dr H S Behera, Reader in the Department of CSE&IT, 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, during which he wrote five books and contributed to national and international journals.
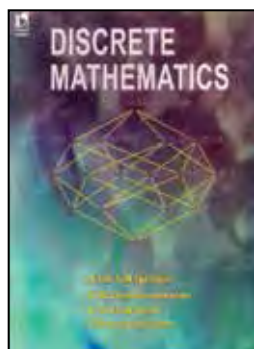
Discrete Mathematics

N Ch S N Iyengar,
V M Chandrasekaran,
K A Venkatesh &
P S Arunachalam

ISBN: 9788125913627
Price: ₹ 475 | **Pages: 392**
Size: 6.75" X 9.5" (Paperback)

About the Book

Student-friendly and comprehensive, the book covers topics such as Mathematical Logic, Set Theory, Algebraic Systems, Boolean Algebra and Graph Theory that are essential to the study of Computer Science in great detail.

The book is useful for the students of BSc (CS), MSc (CS), BE, BTech, BCA, MCA.

Salient Features

• 328 Solved problems
• 316 Exercise problems
• 255 Objective and short answer questions

Benefits

Covers the syllabi of most Indian universities.

Contents

1. Set Theory, 2. Matrix Algebra, 3. Mathematical Logic, 4. Induction, Recursion and Recurrence Relations, 5. Algebraic Systems, 6. Lattices and Boolean Algebra, 7. Graph Theory, 8. Formal Languages and Automata

N Ch S N Iyengar is Professor, Department of Mathematics, Vellore Institute of Technology (Deemed University), Vellore.

V M Chandrasekaran is Assistant Professor, Department of Mathematics, Vellore Institute of Technology (Deemed University), Vellore.

K A Venkatesh is Head, Department of Computer Applications, Alliance Business Academy, Bangalore.

P S Arunachalam is Senior Lecturer, Department of Mathematics, SRM Engineering College, Chennai.
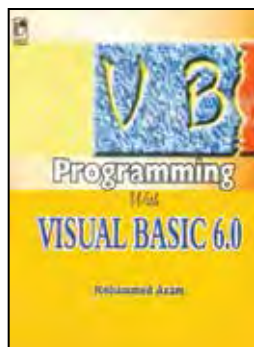
Programming with Visual Basic 6.0

Mohammed Azam

ISBN: 9788125909323
Price: ₹ 450 | **Pages: 480**
Size: 7.25" X 9.5" (Paperback)

Instructor's Resource available

About the Book

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

Part One: 1. Welcome to Visual Basic (VB), 2. Creating An Application, 3. 2nd Look a Ide, Forms and Controls, 4. Variables in Visual Basic, 5. Writing Code in Visual Basic, 6. Working with Files, 7. Menus, 8. Multiple Document Interface Application, 9. Debugging Tips, 10. The Common Dialog Control, 11. Introduction to Databases, 12. Working with the Data Control, 13. Data Access Objects, 14. Additional Controls Available in Visual Basic 6.0, 15. Activex Data Objects, 16. Crystal and Data Reports, 17. Distributing Your Application, **Part Two:** 18. Activex, 19. Activex and Web Pages, 20. Activex Documents, **Part Three:** 21. An Invoicing Program, 22. Developing An Application • Appendices • Glossary • Index

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.
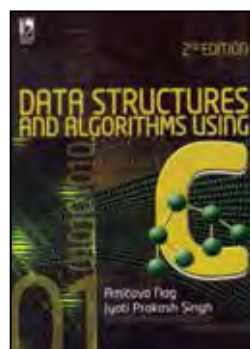
Data Structures and Algorithms Using C, 2e

Amitava Nag &
Jyoti Prakash Singh

ISBN: 9788125950875
Price: ₹ 399 | **Pages: 472**
Size: 6.75" X 9.5" (Paperback)

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

1. Data Structure, 2. Arrays and Strings, 3. Recursion, 4. Linked List, 5. Stacks, 6. Queue, 7. Tree, 8. Balanced Trees, 9. Graphs, 10. Searching, 11. Hashing, 12. Sorting, 13. File

Organization, 14. Advanced Concepts of C • Appendix-1-2 • Multiple Choice Questions • University Question Papers with Answers • Index

Amitava Nag is Assistant Professor at the Department of Information Technology, Academy of Technology, Kolkata. He did his MTech from the University of Calcutta (CU), and is a member of IEEE and Computer Society of India. He has over 8 years of teaching and research experience and nearly a dozen research papers to his credit. His research interests include neural networks and image processing.

Jyoti Prakash Singh is Assistant Professor at the Department of Information Technology, National Institute of Technology, Patna. He is also a member of IEEE and Computer Society of India. He is the author of the book Schaum's Outline of Operating Systems and has more than 10 years of teaching experience at B Tech & M Tech levels.
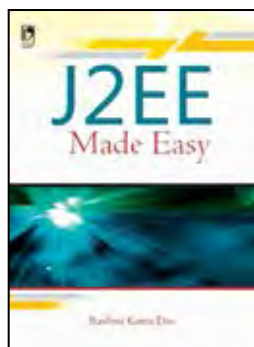
J2EE Made Easy

Rashmi Kanta Das

ISBN: 9789325976207
Price: ₹ 325 | **Pages: 440**
Size: 6.75" X 9.5" (Paperback)

About the Book

Java technology is rapidly becoming the standard tool for building dynamic web sites and connecting web front ends to databases and applications on a server. However, very few books are available on servlet and JSP, especially those that cover recent versions of the specification, advanced techniques or reflect on real-world experience. This book intends to bridge this gap.

Extensive coverage of:

- JDBC architecture and the different types of drivers,
- Basic SQL commands
- RowSet and transaction management
- Servlet API and its life cycle
- Form validation
- ServletConfig and ServletContext
- Servlet chaining and session tracking
- JSP and its life cycle
- JSP tag and JSTL tag
- JSP chaining and session tracking

Benefits

Covers servlet and JSP, which are useful for programmers.

Contents

Unit-I: JDBC: 1. Basics of JDBC, 2. Working with SQL and Pl/SQL, 3. Introducing JDBC API, 4. Working with Statements and Result Sets, 5. Advanced JDBC Concepts, **Unit-II:** Web Applications, 6. Introduction to Web Applications, 7. Introduction to Servlets, 8. Understanding Request Processing and Http, 9. Servlet Communication, 10. Servlet Chaining, 11. Session Tracking, 12. File Uploading, **Unit-III: Java Server Pages:** 13. Introducing Java Server Pages, 14. JSP Lifecycle and Scripting Elements, 15. Working with Directive Tags, 16. Describing Java Bean and Action Tags in JSP, 17. Working with Custom Tags and Standard Tag Library (JSTL), 18. JSP Communication, 19. JSP Chaining and Session Tracking

Rashmi Kanta Das holds a Master's degree in Business Administration from Utkal University, Orissa. He is a Sun Certified Java Programmer, Web Component Developer, Business Component Developer and a Microsoft Certified Systems Engineer. Presently, he is the Head, Center of Excellence for Complete Java at Lakshya, Bhubaneswar — one of the most reputed institutions in India in the field of Java programming. He has more than 10 years of experience in working with Java and finding innovative solutions to the challenges faced in the software industry.
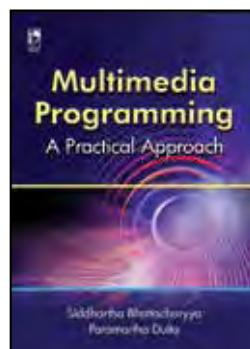
Multimedia Programming - A Practical Approach

Siddhartha Bhattacharyya & Paramartha Dutta

STUDENT'S CD available on request

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

Part-I: Overview of Multimedia: 1. Introduction, 2. Multimedia Programming Concepts, 3. Multimedia Data Types, 4. Color Spaces, **Part-II: Image File Formats:** 1. Windows Bitmaps (BMP) File Format, 2. GIF File Format, 3. Tagged Image File Format, 4. Windows Meta Files (WMF) File Format, 5. JPEG File Format, **Part-III: Audio File Formats:** 1. MIDI File Format, 2. Wave File Format, 3. MP3 File Format, 4. Mixer, **Part-IV: Video File Formats:** 1. AVI File Format, 2. MPEG, **Part-V: Multimedia Devices:** 1. Scanner, 2. Camera, 3. Sound Card, 4. Compact Disk, **Part-VI: Future of Multimedia**, 1. Virtual Reality Techniques • 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.
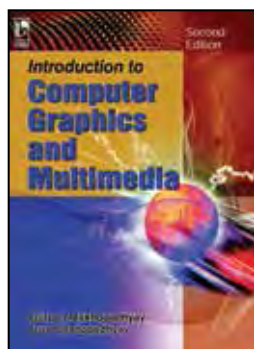
Introduction to Computer Graphics and Multimedia, 2e

Anirban Mukhopadhyay & Arup Chattopadhyay

ISBN: 9788125919315
Price: ₹ 499 | **Pages:** 528
Size: 6.75" X 9.5" (Paperback)

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

1. Introduction, 2. Output Primitives, 3. Curves, 4. 2D Transformation, 5. 3D Transformation and Projection, 6. Hidden Lines and Surfaces, 7. Graphic Procedures–Clipping and Filling, 8. Illumination and Shading, 9. Multimedia • **Annexur**es: i) Graphical User Interface (GUI), ii) Interactive Picture Construction, iii) Interaction with Mouse, iv) Model Projects, v) Graphics Mathematics • Index

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 and research 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.
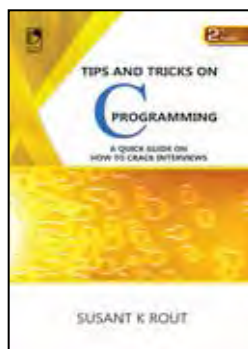
Tips and Tricks on C Programming, 2e

Susant K Rout

ISBN: 9789325971585
Price: ₹ 150 | **Pages:** 136
Size: 5.5" X 8.5" (Paperback)

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

Contents

1. Tips & Tricks, 2. "Differentiate Between" Questions with Answers, 3. "Secret" Problems with Solution and Explanation, 4. Short-Answer Questions with Answers

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.

Tips and Tricks on Data Structures

Susant K Rout

ISBN: 9789325976085
Price: ₹ 125 | **Pages:** 172
Size: 5.5" X 8.5" (Paperback)

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 books 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
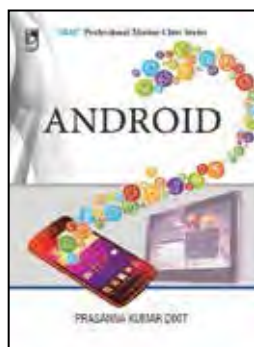
Android

Prasanna Kumar Dixit

ISBN: 9789325977884
Price: ₹ 375 | **Pages: 384**
Size: 6.75" X 9.5" (Paperback)

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

1. Introduction to Android Operating System, 2. Configuration of Android Environment, 3. Create the First Android Application, 4. Android User Interface, 5. Designing your User Interface with View, 6. Activity, 7. Multimedia, 8. SQLite Database in Android, 9. Telephoning and Messaging, 10. Telephoning and Messaging

Prasanna Kumar Dixit, Director of Interface Software, Bhubaneswar.

Computer Graphics

Neeta Nain

ISBN: 9789325972612
Price: ₹ 350 | **Pages: 472**
Size: 6.75" X 9.5" (Paperback)

About the Book

This book adopts a conceptual approach to computer graphics, with emphasis on mathematical concepts and their applications. It introduces an abstract paradigm that relates the mathematical concepts with computer graphic techniques and implementation methods. This model is intended to help the reader understand the mathematical concepts and their practical use. However, mathematical complexity has not been allowed to dominate. The haul mark of the book is its profuse solved examples which aid in the understanding of mathematical concepts.

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 to make understanding and practicing easier
- Contains an appendix on basic mathematical functions for computer graphics

Contents

1. Introduction to Computer Graphics, 2. Computer-graphic Primitives, 3. Scan Conversion, 4. Transformations, 5. Projections, 6. Hidden Surface Removal, 7. Curves, 8. Light Illumination and Shading, 9. Evaluating Simple Illumination Model for a Polygon • 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.
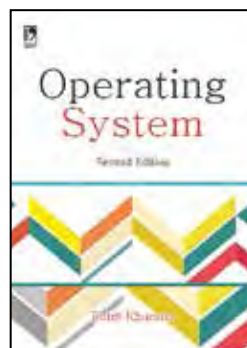
Operating System, 2e

Rohit Khurana

ISBN: 9789325975637
Price: ₹ 399 | **Pages: 448**
Size: 6.75" X 9.5" (Paperback)

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

1. Introduction to Operating System, 2. Process Management, 3. Threads, 4. CPU Scheduling, 5. Process Synchronization, 6. Deadlock, 7. Memory Management Strategies, 8. Virtual Memory, 9. I/O Systems, 10. Mass-Storage Structure, 11. File Systems, 12. Implementation of File System, 13. Protection and Security, 14. Multiprocessor and Distributed Operating Systems • *Case Study: UNIX* • *Case Study: Linux* • *Case Study: Windows*

Rohit Khurana is the Founder and CEO of ITL Education Solutions Limited (ITLESL) and has authored more than thirty-five best-selling textbooks.
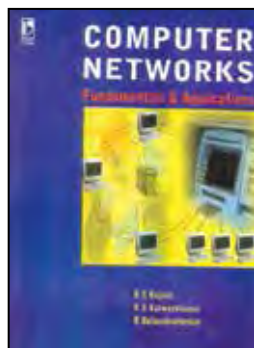
Computer Networks: Fundamental and Application

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

1. Introduction to Computer Networks and Data Communication, 2. Network Classification, Communication, and Components, 3. Network Standards and OSI Model, 4. Other Network Standards, 5. Local Area Network, 6. High Speed Networks, 7. Wireless LAN and VSAT, 8. ISDN (Integrated Services Digital Networks), 9. Transmission Control Protocol/Internet Protocol, 10. Client/Server Computing, 11. Distributed Systems – Fundamentals and Applications • *Index*

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 Univeristy, Chennai.

R Balasubramanian is Dean, Basic Sciences, Vellammal Engineering College, Chennai.
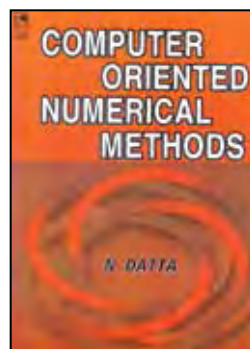
Computer Oriented Numerical Methods

N Datta

ISBN: 9788125914242
Price: ₹ 315 | **Pages: 236**
Size: 6.75" X 9.5" (Paperback)

About the Book

This book clearly presents the algorithms required for easy implementation of numerical methods in computer programming. The book deals with the important topics of numerical methods, including errors in numerical computation, in a lucid style. Chapter-end short questions with answers and appendices with theory questions and 'C' programs are student-friendly feature of the book.

Contents

1. Numerical Methods and Errors, 2. Interpolation, 3. Numerical Differentiation, 4. Numerical Integration, 5. Solution of Algebraic and Transcendental Equations, 6. Numerical Solution of a System of Linear Equations, 7. Numerical Solution of Ordinary Differential Equations, 8. Curve Fitting, 9. Numerical Solution of Problems Associated with Partial Differential Equations • Appendices: Test Yourself • C Programs for Some Numerical Methods

N Datta, retired senior professor, Department of Mathematics, Indian Institute of Technology, Kharagpur.

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

- Large number of examples appropriately placed throughout the text
- Objectives expressed before each chapter for self-assessment by students
- Summary and exercises (with solutions of typical problems) at the end of each chapter

Contents

1. Computer Architecture and Organization: An Overview, 2. Representation and Arithmetic in Computer, 3. Memory Organization, 4. Basic Arithmetic and Logic Operations, 5. Basic Computer Systems, 6. Input Output, 7. Computer Control Unit, 8. Advanced Architecture • *Index*

P N Basu is working as a professor in the School of Education Technology, Jadavpur University.

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

Unit-1: Introduction to Computers and Programming: 1. Fundamentals of Computers, 2. Algorithms and Flowcharts, 3. Hardware and Software, **Unit-2: Introduction to C Language:** 4. Introduction to C, 5. Functions, 6. Arrays, Pointers and Character String Handling, 7. Structures and Unions, 8. Input/Output Functions, **Unit-3: Introduction to C++ Language:** 9. Introduction to Object-Oriented Programming, 10. Classes and Objects, 11. Review Questions and Answers, 12. C Programs with Output • *Appendices* • *University Examination Question Papers*

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.
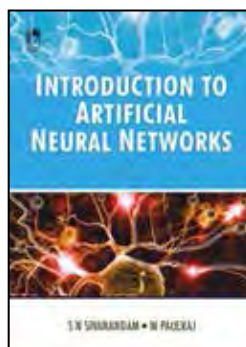
Introduction to Artificial Neural Networks

S N Sivanandam & M Paulraj

ISBN: 9788125914259
Price: ₹ 395 | **Pages: 236**
Size: 6.25" X 9.5" (Paperback)

About the Book

This fundamental book on Artificial Neural Networks has its emphasis on clear concepts, ease of understanding and simple examples. Written for undergraduate students, the book presents a large variety of standard neural networks with architecture, algorithms and applications.

Key Features

- 148 short questions and answers
- 114 review questions
- Includes probabilistic cognitron, neocognitron, optical and holographic networks
- Features control problem identification and training

Contents

1. Introduction, 2. Hebb Net, Adaline, Madaline and Perception, 3. Associative Memory, 4. Self-Organizing Maps: Topological Preserving Nets, 5. Backpropagation Network, 6. Adaptive Resonance Theory, 7. Special Networks, 8. Control Networks

S N Sivanandam, former Professor and Head, Department of Electrical and Electronics Engineering and Computer Science Engineering, PSG College of Technology, Coimbatore.

Internet for Everyone, 2e

Alexis Leon & Mathews Leon

ISBN: 9788182093188
Price: ₹ 250 | **Pages: 232**
Size: 6.75" X 9.5" (Paperback)
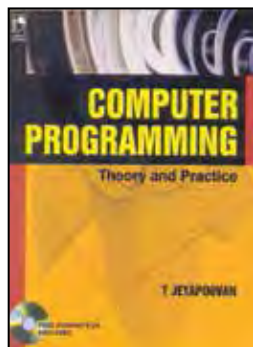
About the Book

This book Internet for Everyone 15th Anniversary Edition explores the basics of working with the internet. Numerous screenshots, illustrations, and step-by-step instructions have been used to explain the various features.

Contents

1. Introduction to Internet, 2. How Internet Works, 3. Getting Connected, 4. World Wide Web (WWW), 5. Web Browsers and Web Browsing, 6. Searching the Web, 7. Anonymity, Safety and Privacy, 8. Internet Addressing, 9. Internet Protocols, 10. E-mail, 11. Websites and Web Pages, 12. Overview of Web Technologies, 13. Blogging, 14. Electronic Publishing, 15. Social Networking, 16. Newsgroups, Mailing Lists and Discussion Forums, 17. Chat, Instant Messaging (IM), Internet Telephony (VoIP) and Videoconferencing, 18. Making Money on the Internet, 19. Creating Your Web Presence-A Case Study, 20. Internet Glossary, List of Abbreviations • *Index*

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.

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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

Part-I: Computer Concepts: 1. Basics of Computer and Information Technology, 2. Problem Solving Methodology, Part-II: C Programming: 1. Introduction to Programming, 2. Fundamentals of C Language, 3. Input/Output Functions and Statements, 4. Control Statements in C, 5. Loop Control Structures in C, 6. Arrays and Subscripted Variables, 7. String Manipulations in C, 8. Functions in C, 9. Structures and Unions, 10. Pointers, 11. Files, 12. C Pre-processor and Command Line Arguments, 13. Linked List, Stack and Queue, Part-III: Computer Lab Programs • *Appendices*

T Jeyapoovan is Professor, Hindustan College of Engineering, Padur, Chennai.

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Data Communication and Computer Networks

Rajneesh Agarwal & Bharat Bhushan Tiwari

ISBN: 9788125915973
Price: ₹ 499 | Pages: 408
Size: 7.25" X 9.5" (Paperback)
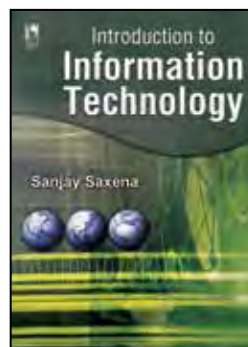
About the Book

Data Communication and Computer Networks deals with various aspects of the subject vis-à-vis the emerging trends in network-centric information technology. It provides the reader with an in-depth framework of the fundamental concepts. Networking involves different kinds of personal computers, the operating system, the network adapter, the adapter drivers, cabling, and the protocols connecting these items. Likewise, there are many techniques of data communication such as modulation, multiplexing and analog to digital conversion. Constant demand from IT professionals and individuals leads to rapid and unbounded growth of both data communications and networks in terms of better applications and improved opportunities. This book provides a good learning platform to the people who need to be skilled without going into the details of computer programming. An attempt has been made to explain the underlying concepts to lead students and professionals from the hardware level right up to the application level. Most currently relevant areas have been covered. A study of them will encourage inquisitiveness about the concepts, tools, technologies and applications. There are 14 chapters and an elaborate glossary for quick reference. Chapters have been organised independently with clearly set out links with previous chapters. Data communication and computer networks are extremely exciting fields and therefore a good amount of emphasis has been put to prepare objective questions so that the student may enjoy the exercises in a most effective way to test his/her understanding of the concepts.

Contents

1. Fundamentals of Data Communications, 2. Wide Area Network, 3. Transmission Media, 4. OSI Model and TCP/IP Suite, 5. Data Modems, 6. Data Transmission Networks, 7. Multichannel Data Communications, 8. Wireless Mobile Communication, 9. Networking Fundamentals, 10. Fiber Optics Communications, 11. Data Link Protocol, 12. Security, 13. Local Area Network, 14. Internet Architecture

Rajneesh Agrawal & Bharat Bhushan Tiwari are working as senior scientists in the Department of Information Technology under the Ministry of Communications and Information Technology.

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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

Part-1: Introduction: 1. Introduction to Computers, 2. History of Computers, 3. Basic Anatomy of Computers, Part-II: Networking: 4. Networking, Part-III: Word Processing: 5. Microsoft Windows, 6. Word Processing, Part-IV: Spreadsheet Package: 7. Spreadsheet Package, Part-V: Internet & Multimedia: 8. Internet Basics, 9. Starting Internet, 10. E-Mails, 11. Internet Chat, 12. Introduction to Web Design, 13. Multimedia

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.

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 viruses. All the basic operations 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

1. Windows Vista, 2. Microsoft Word 2007, 3. Microsoft Excel 2007, 4. Microsoft Access 2007, 5. Microsoft PowerPoint 2007, 6. Internet, 7. Microsoft Outlook 2007, 8. VIRUS: The Destroyer

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.

MS Office XP for Everyone

Sanjay Saxena

ISBN: 9788125923442
Price: ₹ 395 | **Pages: 424**
Size: 7.25" X 9.5" (Paperback)

About the Book

This book will help you in understanding the core office productivity software. It is based on Microsoft Office XP Professional. The book teaches the basic operations of MS Office and explains the uses and working of each package in a simple and easy to grasp manner. It covers all the key functions of each package, gives you a quick start in using any of them, along with details of the menus, commands, toolbars and icons. Thanks to its step-by-step approach, sample exercises and vivid illustrations, you will find learning not only easy, but also fun.

As a bonus, the book also features an overview of Office 2007 professional, including new / improved features and commands of different packages.

Salient Features

• Focused at core desktop tools, namely, Word, Excel, PowerPoint, and Access.
• Adopts learning-by-doing approach.
• Provides step-by-step instructions.
• Brings toolbars and icons in focus.
• Shows 'tips and tricks' to optimize your working

Contents

1. Introduction to Computers, 2. History of Computers, 3. Basic Anatomy of Computers, 4. MS Office XP, 5. MS Office, 6. Word Basics, 7. Mail Merge, 8. Macros, 9. Excel Basics, 10. Data Sort, 11. Functions, 12. PowerPoint Basics, 13. MS Access, 14. MS Outlook

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.
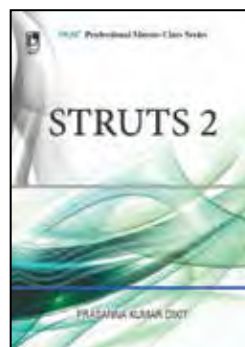
STRUTS 2

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

1. Introduction to Struts 2, 2. Struts 2 Framework Architecture, 3. Core Components of Struts 2, 4. Validations in Struts, 5. Struts 2 Tiles, 6. Annotations, 7. Dependency Injection and Inversion of Control, 8. Project Using Struts 2

P K Dixit, Director of Interface Software, Bhubaneswar.

Programming With C++ and Data Structures

Maria Litvin & Gary Litvin

**ISBN:** 9788125915454
Price: ₹ 610 | **Pages:** 586
Size: 6.75" X 9.5" (Paperback)

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

Part-One: Programs: Syntax and Style: 1. Introduction to Hardware and Software, 2. A First at a C++ Program, 3. Variables and Constants, 4. Arithmetic Expressions, 5. Arrays, 6. Logical Expressions and if-else Statements, 7. Iterative Statements: while, for, do-while, 8. The switch Statement, 9. Algorithms, 10. Monte Carlo Methods, 11. Pointers, References, Dynamic Memory Allocation, 12. Strings, 13. Structures, **Part-Two: Classes and Data Structures:** 14. Linked List, 15. Modularity, 16. Stacks, 17. Classes, 18. Recursion, 19. Queues, 20. Templates, 21. Advanced C++ Features, 22. Inheritance, 23. Trees, 24. Expression Trees, 25. Heaps, 26. Analysis of Algorithms, 27. Searching and Hashing, 28. Sorting
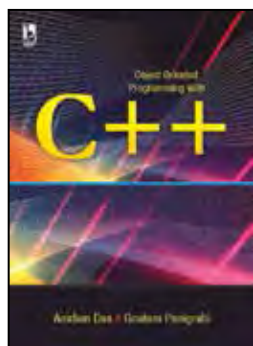
Object Oriented Programming with C++

Anirban Das & Goutam Panigrahi

ISBN: 9789325975521
Price: ₹ 250 | **Pages:** 296
Size: 6.75" X 9.5" (Paperback)

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 learner, 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

1. Basics of Object-Oriented Programming, 2. Introduction to C++: Getting Started, 3. C++ Language Control Statements, 4. Structures and Functions: The Basics, 5. Class and Objects, 6. Polymorphism: Getting Detailed, 7. Inheritance and Reusability, 8. Pointers, 9. Virtual Function and Dynamic Binding, 10. File Handling, 11. Template, 12. Handling Exceptions, 13. Standard Template Library • *University Model Questions Papers*

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.
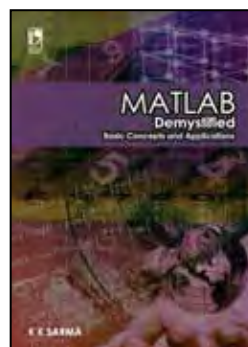
MATLAB: Demystified Basic Concepts and Applications

K K Sarma

ISBN: 9788125937128
Price: ₹ 350 | **Pages:** 352
Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

About the Book

A book with a simple and lucid description of different utilities and resources available in MATLAB, making it a wonderful aid for people in academics and industry. This book efforts here is to help the fledgling learner know the basic ideas and principles behind programming in MATLAB and the application of the vast storehouse of tools available in the library and supporting documentation.

Key Features

- Detailed coverage of fundamentals of programming, tools and resources related to Mathematics, Statistics, Signals and System, Image Processing, Artificial Neural Networks, Simulink, etc., in MATLAB
- Extensive treatment of methods and techniques required to generate graphics in MATLAB as effective tools of presentation
- Steps to formulate graphical user interfaces as an aid to application development
- Solved examples, programming assignments, list of utilities and summary at the end of the chapter
- Over 500 worked-out examples related to fundamentals of MATLAB

Contents

1. Introduction - Getting Started, 2. Programming with MATLAB, 3. Conditional Statements in MATLAB, 4. Graphics with MATLAB, 5. Graphical User Interfaces with MATLAB, 6. Functions in MATLAB, 7. Calculus and MATLAB, 8. Statistics and MATLAB, 9. Signals-Systems and MATLAB, 10. Digital Image Processing and MATLAB, 11. Artificial Neural Networks and MATLAB, 12. Simulink

K K Sarma is a Lecturer in the Department of Electronics and Communication Technology, Guwahati University.
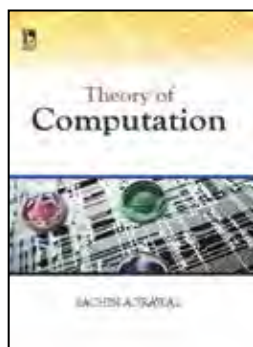
Theory of Computation

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 method
• Large number of solved programs for hands-on practice
• Thorough coverage of additional and latest computational methods

Contents

1. Introduction to Automata, 2. Finite State Machine, 3. Regular Expression, 4. Context Free Grammar, 5. Pushdown Automata, 6. Turning Machines, 7. Recursive Languages, 8. Classes of P and NP

Sachin Agrawal is working as Assistant Professor in Department of Computer Science & Engineering at Shri Shivaji Education Society's College of Engineering & Technology, Akola in Maharashtra.
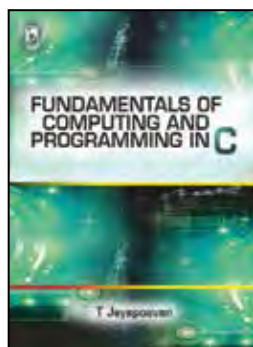
Fundamentals of Computing and Programming in C

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.

Key Features

• Foundations of computers
• Contains logical sequence of examples for easy learning
• Efficient method of program design
• Plenty of solved examples
• Covers simple and advanced programming in C

Contents

Part-I: Fundamentals of Computing: 1. Introduction to Computers, 2. Number Systems, 3. Planning a Computer Program, 4. Problem Solving and Office Automation, 5. Introduction to Programming Languages, Part-II: C Programming: 6. Introduction to Programming, 7. Fundamentals of C Language, 8. Input/Output Functions and Statements, 9. Control Statements in C, 10. Loop Control Structures in C, 11. Arrays and Subscripted Variables, 12. String Manipulations in C, 13. Functions in C, 14. Structures and Unions, 15. Pointers, 16. Files, 17. C Preprocessor and Command Line Arguments, 18. Linked List, Stack and Queue, Part-III: Computer Lab Programs

T Jeyapoovan, Professor, Hindustan Institute of Technology and Science, Chennai
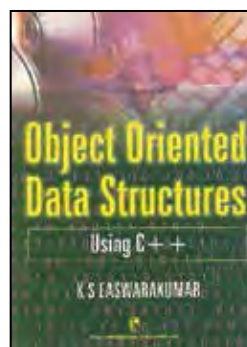
Object Oriented Data Structures Using C++

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

1. Introduction, 2. Object Oriented Programming and C++, 3. Arrays, 4. Linked Lists, 5. Stacks and Queues, 6. Trees, 7. Graphs, 8. Internal Sorting, 9. External Sorting, 10. Hashing, 11. Balanced Search Trees, 12. Some Special Data Structures

K S Easwarakumar is currently Reader, Department of Computer Science, University of Madras, Chennai.

CIVIL ENGINEERING

ISBN	Code	Author	Title	INR
9788125927761	2010000405	Bhattacharya, A.K. & Michael, A.M.	Land Drainage: Principles, Methods and Applications	535
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9789325984356	2007002254	Roychoudhury D. & Roy Sumon	Strength of Materials (For Polytechnic Students)	375
9789325984257	2010000653	Verma Subhash/ KanwarVarinder & John Siby	Water Supply Engineering	225

MECHANICAL ENGINEERING

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9789325975606	2010000551	Banapurmath N.R. & Yalliwal V.S.	Basic Mechanical Engineering	375
9789325978577	2001002792	Bansal N.K.	Non-Conventional Energy Resources	299
9788125937104	2010000385	Bhattacharyya D.K.	Industrial Management	400
9789325983373	2010000635	Dey, Sankar Prasad	Autocad 2014 for Engineers Volume 1 (For Polytechnic Student)	425
9789325982277	2010000637	Dey, Sankar Prasad	Mechanical Engineering Drawing	235
9789325960060	2010000463	Gautam Samsher	Power Plant Engineering	325
9789325981287	2010000606	Ghosh B.B./ Roy P.C./ Chakrabarti Satyajit & Ghosh Samir	A Textbook of Engineering Thermodynamics	325
9788125949657	2010000327	Gowri S. & Jeyapoovan T.	Engineering Practices Lab Manual, 5th Edition	399
9788125915461	2010000225	Jayagopal L.S.	Elements of Civil & Mechanical Engineering	250
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9789325992344	2001003273	Jeyapoovan T.	Engineering Graphics Using Autocad, 7th Edition	475
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9780706977585	2010000527	Kulshrestha S.K.	Thermal Engineering, 2nd Edition	595
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9789325984219	2001002999	Mandal D.K., Chakraborti S./ Manna N.K. & Chatterjee N.C.	Fluid Mechanics and Hydraulic Machines	325
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ISBN	Code	Author	Title	INR
9788125918653	2010000362	Rajasekaran S. & Sankarasubramanian G.	Fundamentals of Engineering Mechanics, 3rd Edition	525
9780706975109	2010000435	Ranganath B.J.	Metal Cutting and Tool Design, 2nd Edition	365
		ELECTRICAL, ELECTRONICS & COMMUNICATIONS ENGINEERING		
9789325984318	2029000058	Atique Mohd. & Bhagat Amol	Introduction to Digital Signal Processing Using Matlab and Scilab	199
9788125916628	2010000131	Basavaraj B. & Shrivashankar, H.N.	Basic Electronics, 2nd Edition	450
9788125918530	2010000366	Bhattacharya S.K.	Fundamentals of Power Electronics	415
9789325994010	9789325994010	Bhattacharya S.K. & Bhattacharya S.	Electrical and Electronic Measurements and Instrumentation	425
9789325978584	2010000607	Khurana Rohit	Electromagnetic Field Theory	399
9789325990203	2010000661	Khurana Rohit	Electronic Instrumentation and Measurement	410
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9789325993563	2001003334	Mitra, Atis D.	Digital Communications	310
9788125916055	2010000193	Murugesh Kumar K.	DC Machines & Transformers, 2nd Edition	450
9788125910701	2010000213	Murugesh Kumar K.	Electric Machines: Extracts, Examples, Exercises and Questions	550
9788125909262	2010000382	Murugesh Kumar K.	Induction & Synchronous Machines	465
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9788125909439	2010000377	Rao, S. Poornachandra & Sasikala B.	Handbook of Experiments in Electronics and Communication Engineering	485
9789325984547	2010000705	Sarma, Kandarpa Kumar	Communication System Engineering	315
9789325984332	2029000057	Shelke Sudhir & Patil Pramod B.	Digital Image Processing	225
9789325975620	2010000552	Siddhapura K.R. & Raval D.B.	A Textbook of Electrical Machines	525
9788125913641	2010000211	Sivanandam S.N.	Electric Circuit Analysis, 2nd Edition	485
9788125919063	2010000173	Sivanandam S.N. & Deepa S.N.	Control Systems Engineering Using Matlab, 2nd Edition	499
9789325974135	2010000464	Sivanandam S.N./ Deepa S.N. & Rizwana J.	Power System Analysis and Stability	375
		CHEMICAL ENGINEERING		
9780706986884	2010000511	Pandey G.N.	Textbook of Chemical Technology Volume-I, 2nd Edition	395
9780706986877	2010000512	Pandey G.N.	Textbook of Chemical Technology Volume-II, 2nd Edition	410
		BASIC SCIENCES		
9789354534348	9789354534348	Jit Chakraborty, Asimesh Dutta Gupta & Ravikanth Kamlekar	Engineering Chemistry -I Concepts & Applications, 1/ New	425
9789390033003	9789390033003	Dasmohapatra, Gourkrishna	Chemistry-I (As per AICTE) New	450
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9789352718832	9789352718832	Bhui, Bikas Chandra & Chatterjee Dipak	Mathematics-I Calculus and Linear Algebra (BSC-105) (For Computer Science & Engineering Students only)	199
9789353381318	9789353381318	Bhui, Bikas Chandra & Chatterjee Dipak	Mathematics-II (Calculus, Ordinary Differential Equations and Complex Variable)	265
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9788125949626	2010000519	Bhui, Bikas Chandra & Chatterjee Dipak	Textbook of Engineering Mathematics Volume 1	225
9789325969018	2010000514	Gopalan R./ Venkappayya D. & Nagarajan Sulochana	Textbook of Engineering Chemistry, 4th Edition	499

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9789352718726	9789352718726	Kaushik Kumar/ Roy, Apurba Kumar & Ranjan, Chikesh	Engineering Graphics & Design: With Demonstrations of AutoCAD, CATIA & ANSYS	299
9788125928522	2010000419	Lakshminarayanan K.A./ Megalai K./ Geetha P. & Jayanth D.	Mathematics for Engineers Volume 1	385
9788125930846	2010000420	Lakshminarayanan K.A./ Megalai K./ Geetha P. & Jayanth D.	Mathematics for Engineers Volume 2	385
9788125931362	2010000421	Geetha P./ Megalai K. & Jayanth D.	Mathematics for Engineers Volume 3	385
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9788125924104	2010000276	Sundaram V./ Balasubramanian R. & Lakshminarayanan K.A.	Engineering Mathematics, 6th Edition	395
9789325976092	2007001952	Verma Shalini	Development of Life Skills and Professional Practice	150

CORE & CROSS REFERENCE BOOK

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9789389754339	9789389754339	Shyam Ji Dubey/ Manish Kumar & Shreesh Chaudhary	English for Engineers	New	195
9789353387419	2010000531	Kaushik Kumar & Hridayjit Kalita.	Workshop/Manufacturing Practices	New	245

COMPUTER SCIENCE

ISBN	Code	Author	Title	INR
9788125915973	2010000181	Agarwal Rajneesh & Tiwari, Bharat Bhushan	Data Communication and Computer Networks	499
9789325975590	2001002733	Agrawal Sachin	Theory of Computation	325
9788125909323	2010000472	Azam Mohammed	Programming with Visual Basic 6.0	450
9788125939917	2010000155	Basu P.N.	Computer Organization and Architecture	299
9789325978591	2007002076	Behera H.S./ Nayak Janmenjoy & Pattnayak Hadibandhu	Formal Languages and Automata Theory	375
9789325984479	2010000707	Bhattacharya Siddhartha	Multimedia Programming	415
9789325975521	2010000447	Das Anirbin & Panigrahi Goutam	Object Oriented Programming with C++	250
9789325968509	2010000177	Das, Rashmi Kant	Core Java for Beginners, 3rd Edition	525
9789325976207	2021001076	Das, Rashmi Kant	J2EE Made Easy	325
9788125914242	2010000159	Datta N.	Computer Oriented Numerical Methods	315
9789325977884	2011000600	Dixit P.K.	Android	375
9789325977877	2010000568	Dixit P.K.	Struts 2	425
9788125909309	2010000444	Easwarakumar K.S.	Object Oriented Data Structures Using C++	395
9788125913627	2010000207	Iyengar, N.Ch. S.N./ Chandrasekaran V.M./ Venkalesh K.A. & Arunachalam P.S.	Discrete Mathematics	475
9788125912118	2010000101	Jeyapoovan T.	A First Course in Programming with C	399
9788125921585	2010000165	Jeyapoovan T.	Computer Programming: Theory & Practice	395
9789325981096	2020001203	Jeyapoovan T.	Fundamentals of Computing and Programming in C	350
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CHECK LIST

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9788125919315	2010000393	Mukhopadhyay Anirban & Chattopadhyay Arup	Introduction to Computer Graphics and Multimedia, 2nd Edition	499
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9789325972612	2010000151	Neeta Nain	Computer Graphics	350
9789325976108	2020001202	Pattnaik, Prasanta Kumar/ Kabat, Manas Ranjan & Pal Souvik	Fundamentals of Cloud Computing	265
9788125912385	2010000154	Rajesh R.S./ Easwarakumar K.S. & Balasubramanian R.	Computer Networks: Fundamental & Application	450
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9789325976085	2007001951	Rout Susant K.	Tips and Tricks on Data Structures	125
9788125937128	2010000425	Sarma K.K.	Matlab: Demystified Basic Concepts and Applications	350
9789325980822	2020001262	Saxena Sanjay	A First Course in Computers (Based on Windows 8 and MS Office 2013)	325
9788125936312	2020000908	Saxena Sanjay	A First Course in Computers (Based on Windows XP and Office XP), 2nd Edition	295
9788125914471	2020000910	Saxena Sanjay	A First Course in Computers 2003 Edition, 3rd Edition	375
9788125928577	2020001040	Saxena Sanjay	Introduction to Information Technology	365
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9788125950363	2020001109	Saxena Sanjay	MS Office 2007 in a Nutshell	225
9788125923442	2020001113	Saxena Sanjay	MS Office XP for Everyone	395
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9788125914259	2010000391	Sivanandam S.	Introduction to Artificial Neural Networks	395
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9789325981188	2020001201	Subburaj R.	Programming in C, 2nd Edition	275

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COMMERCE & MANAGEMENT

CONTENTS

A Textbook of Accounting for Management, 4e

S N Maheshwari, et al.

Instructor's Resource available

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'

ISBN: 9789352716166 | Price: ₹ 625 | Pages: 1024 | Size: 6.75" X 9.5" (Paperback)

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.

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

ISBN: 9789352718535 | Price: ₹ 675 | Pages: 1024 | Size: 6.75" X 9.5" (Paperback)

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

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

Section-III: 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

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

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.
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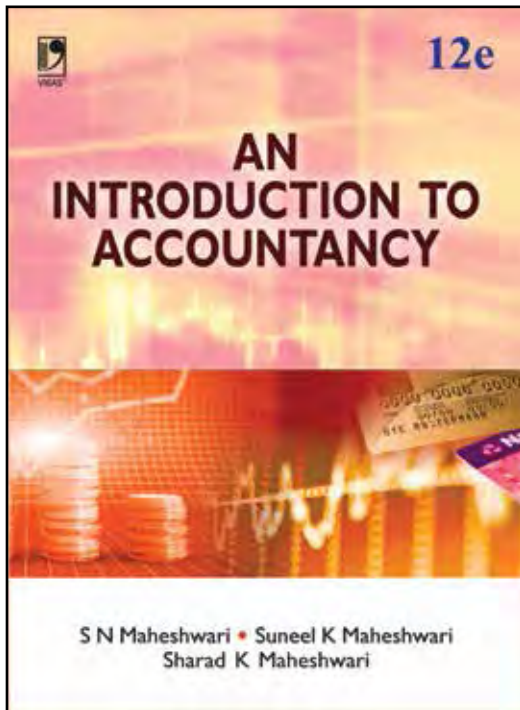
An Introduction to Accountancy, 12e

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.
• Appropriate revision and updation of the Text in view of the enactment of The Companies Act, 2013 as amended by The Companies (Amendment) Acts, 2015 and 2017.
• 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.

ISBN: 9789352718603 | Price: ₹ 725 | Pages: 1384 | Size: 6.75" X 9.5" (Paperback)

Contents

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

- 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.

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

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.
- Replacement of AS 6: Depreciation Accounting with AS 10: Fixed Assets by AS 10: Property, Plant and Equipment.
- Enactment of Insolvency and Bankruptcy Code 2016 and Banking Regulation (Amendment) Act 2017.
- Enactment of the Finance Act, 2017 and introduction of Goods and Services Tax (GST).
- Concept of Component Accounting in the chapter "Recent Developments in Accounting".

ISBN: 9789352718580 | Price: ₹ 825 | Pages: 1432 | Size: 7.25" X 9.5" (Paperback)

Contents

Cost and Management Accounting: Fundamentals and its Applications

Suveera Gill

Instructor's Resource available

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.
• Link to Practice: All chapters incorporate multiple real-world applications of management accounting concepts. These provide an opportunity for the students to bridge the text material to actual accounting practice.
• Research Insights: Each chapter discusses current research relevant to the theory and practice of cost and management accounting to assist students develop proper reasoning about the topics under discussion.
• You are the Decision Maker: Each chapter poses short, thought-provoking questions in order to motivate students to apply the knowledge they have gained.
• Ethical Dilemma (Real-World Cases): The cases talk about importance of business ethics in managerial accounting.
• Coverage of Diverse Industries and Sectors: The book has a balanced mix of manufacturing, service, trading, mature and start-up companies, taken as a background to illustrate the universality of application of cost management tools.

Market: Primarily for MBA, PGDM, CA/ICWA. Also useful for BBA, BCom, Professionals.

ISBN: 9789325990326 | Price: ₹ 565 | Pages: 800 | Size: 6.75" X 9.5" (Paperback)

Contents

Suveera Gill is Professor of Accounting and Finance at the University Business School, Panjab University, Chandigarh.
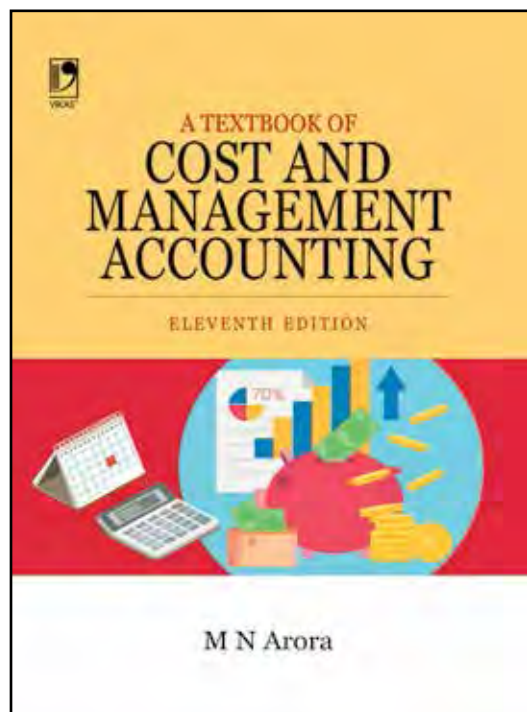
A Textbook of Cost and Management Accounting, 11e

New

M N Arora

Instructor's Resource available

About the Book

A Textbook of Cost and Management Accounting 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 text of 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.

The approach of the book is examination oriented. Thus, 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 self-study.

An all-inclusive, ideal book for self-study, both for the students of Cost and Management Accounting as well as working professionals.

Primary Market: MBA, BBA, **Secondary Market:** MCom, BCom, CA

New In This Edition

• Thoroughly revised chapters
• A new chapter on Activity Based Costing (Chapter 5)
• A modified chapter on Advanced Cost Management Techniques (Chapter 23)

ISBN: 9789390470501 | Price: ₹ 750 | Pages: 1144 | Size: 6.75" X 9.5" (Paperback)

Contents

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.
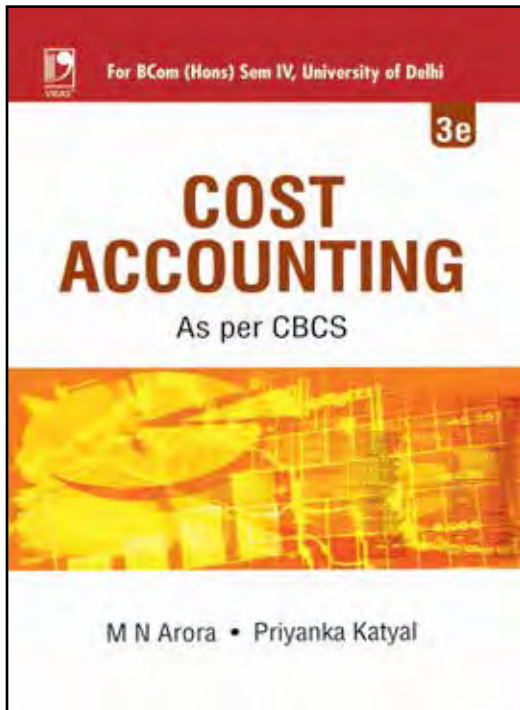
Cost Accounting, 3e

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.

ISBN: 9789352719747 | Price: ₹ 380 | Pages: 624 | Size: 6.25" X 9.5" (Paperback)

Contents

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

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.
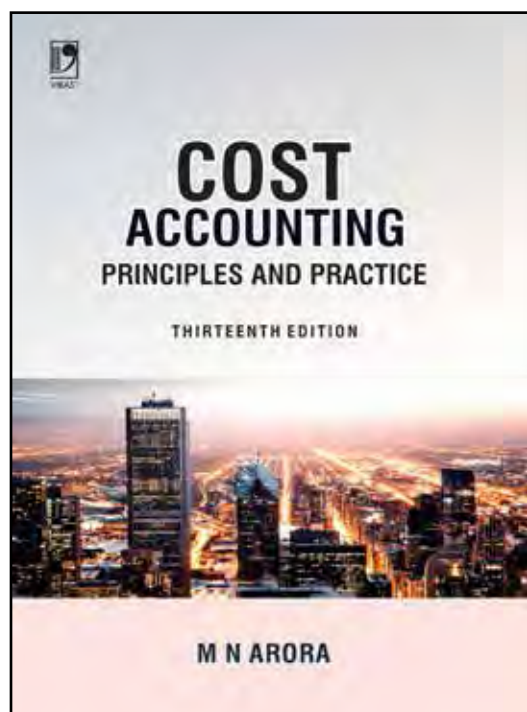
Cost Accounting:
Principles & Practice, 13e

M N Arora

New

About the Book

A UGC recommended textbook for various commerce undergraduate programmes like BCom, BBA, BBM and BBS. Also useful for CA, CS, ICMA, MCom and MBA.

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.

An authentic book on Cost Accounting, which is indispensable for students at the undergraduate level.

New in this Edition

• Reworked text for better understanding of the concepts
• Recent questions from BCom, BBA, MBA, CA and CS examinations
• Model test papers in Appendix

Salient Features

• Ideal for self-study, making learning a painless exercise
• Examination-oriented approach
• Around 300 solved problems and illustrations accompanied by 'working notes'
• Theoretical, practical and objective-type questions selected mostly from various universities and professional examinations

Primary Market: BCom, BBA, BBM and BBS
Secondary Market: CA, CS, ICMA, MCom and MBA

ISBN: 9789354530265 | Price: ₹ 595 | Pages: 656 | Size: 6.25" X 9.5" (Paperback)

Contents

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.

ISBN: 9789325980679 | Price: ₹ 725 | Pages: 1360 | Size: 7.25" X 9.5" (Paperback)

Contents

Section-1: Accounting Principles and Processes: 1. Meaning and Scope of Accounting, 2. Accounting Principles, 3. Journalising Transactions, 4. Ledger Posting and Trial Balance, 5. Sub-Division of Journal, 6. Negotiable Instruments, 7. Bank Reconciliation Statement, 8. Matching Concept, 9. Capital and Revenue, 10. Final Accounts, 11. Rectification of Errors, 12. Accounting Concept of Income, 13. Depreciation Provisions and Reserves, 14. Advanced Final Accounts, 15. Sectional and Self-Balancing Systems, 16. Accounts of Non-Profit Making Organisations, 17. Single Entry System, Section-2: Special Business Accounting: 1. Consignment Accounts, 2. Joint Venture Accounts, 3. Account Current and Average Due Date, 4. Inventory Valuation, 5. Hire Purchase, Lease, and Instalment Purchase Systems, 6. Branch Accounts, 7. Departmental Accounts, 8. Royalty Accounts, 9. Insurance Claims, 10. Contract Accounts, 11. Insolvency Accounts, 12. Introduction to Government Accounting, 13. Miscellaneous Accounts, Section-3: Partnership Accounts: 1. Fundamentals, 2. Reconstitution of Partnership Firms - I (Admission), 3. Reconstitution of Partnership Firms - II (Retirement, Death and Amalgamation), 4. Dissolution of Partnership Firms • Appendices

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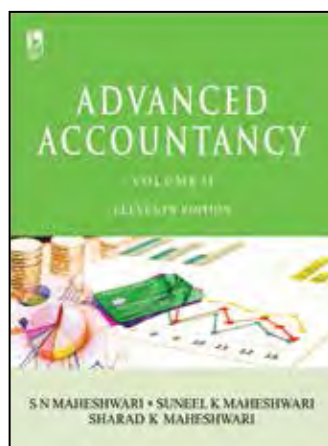
Advanced Accountancy Volume II, 11e

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.
- Replacement of AS 6: Depreciation Accounting with AS 10: Fixed Assets by AS 10: Property, Plant and Equipment.
- Enactment of Insolvency and Bankruptcy Code 2016 and Banking Regulation (Amendment) Act 2017.
- Enactment of the Finance Act, 2017 and introduction of Goods and Services Tax (GST).
- Concept of Component Accounting in the chapter "Recent Developments in Accounting".

ISBN: 9789352718573 | Price: ₹ 799 | Pages: 1432 | Size: 7.25" X 9.5" (Paperback)

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, 11. Financial Reporting for Financial Institutions, 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, 7. Human Resource Accounting: Cash Flow Statement, 8. Social Cost Benefit Analysis, 9. Recent Developments in Accounting, **Appendic**es: 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

Financial Accounting for BBA, 2e

S N Maheshwari, et al.

Instructor's Resource available

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'.
- Appropriate revision and updation of the Text in view of the enactment of The Companies Act, 2013 as amended by The Companies (Amendment) Acts, 2015 and 2017.
- 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.
- Addition of new chapter "Contemporary Issues and Challenges" in Section II of the book.
- 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

ISBN: 9789352718719 | Price: ₹ 499 | Pages: 656 | Size: 6.75" X 9.5" (Paperback)

Contents

Section-I: Accounting Principles and Processes: 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. Bank Reconciliation Statement, 8. Capital and Revenue, 9. Final Accounts, 10. Rectification of Errors, 11. Depreciation, Provisions and Reserves, 12. Accounting Concept of Income, 13. Computers & Accounting: An Introduction, 14. Accounting in a Computerized Environment, 15. Accounting and Database System, 16. Inventory Valuation, Section-II: Company Accounts: 1. The Joint Stock Company, 2. Shares and Share Capital, 3. Debentures, 4. Company Financial Statements, 5. Contemporary Issues and Challenges

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Accounting for Management: Text and Cases, 3e

S K Bhattacharyya & John Dearden

ISBN: 9788125905530
Price: ₹ 450 | Pages: 436
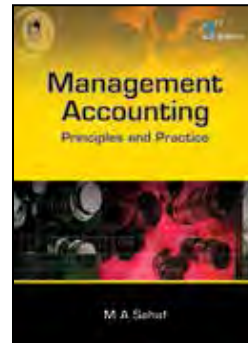Size: 6.75" X 9.5" (Paperback)

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.

Contents

Part-I: Fundamentals and Cost Accumulation Methods - Nature and Scope of Management Accounting: 1. Strategic Management Accounting, 2. Accounting Process and Principles - An Overview, 3. Cost Analysis and Decision Making, 4. Inventory Costing, 5. Product Costing, 6. Service Costing, Part-II: Accounting for Financial Analysis - Analysis of Financial Statements: 1. Ratio Analysis, 2. Statement of Changes in Financial Position, 3. Cash Flow Statement, Part-III: Accounting for Managerial Decisions - Marginal Costing: 1. Break-Even Analysis (Cost-Volume-Profit Analysis), 2. Differential Costing: An Aid to Decision Making, 3. Activity-Based Costing, 4. Pricing Policy and Decisions, Part-IV: Accounting for Planning and Execution - Budgetary Control: 1. Budgetary Control, 2. Capital Budgeting, 3. Risk and Uncertainty, 4. Management Reporting, Part-V: Performance Measurement and Evaluation: 1. Responsibility Accounting, 2. Divisional Performance and Transfer Pricing, Part-VI: Specialized Topics in Accounting: 1. Valuation of Goodwill and Shares, 2. Inflation Accounting, 3. Human Resource Accounting, 4. Emerging Trends in Management Accounting

Management Accounting: Principles and Practice, 3e

M A Sahaf

ISBN: 9789325969247
Price: ₹ 499 | Pages: 828
Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

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
- Coverage of total quality management (TQM), just-in-time (JIT), life cycle costing, and Kaizen costing
- Worked out solutions to problems and latest professional examination questions

Contents

Part-I: Fundamentals and Cost Accumulation Methods - Nature and Scope of Management Accounting: 1. Strategic Management Accounting, 2. Accounting Process and Principles - An Overview, 3. Cost Analysis and Decision Making, 4. Inventory Costing, 5. Product Costing, 6. Service Costing, Part-II: Accounting for Financial Analysis - Analysis of Financial Statements: 1. Ratio Analysis, 2. Statement of Changes in Financial Position, 3. Cash Flow Statement, Part-III: Accounting for Managerial Decisions - Marginal Costing: 1. Break-Even Analysis (Cost-Volume-Profit Analysis), 2. Differential Costing: An Aid to Decision Making, 3. Activity-Based Costing, 4. Pricing Policy and Decisions, Part-IV: Accounting for Planning and Execution - Budgetary Control: 1. Budgetary Control, 2. Capital Budgeting, 3. Risk and Uncertainty, 4. Management Reporting, Part-V: Performance Measurement and Evaluation: 1. Responsibility Accounting, 2. Divisional Performance and Transfer Pricing, Part-VI: Specialized Topics in Accounting: 1. Valuation of Goodwill and Shares, 2. Inflation Accounting, 3. Human Resource Accounting, 4. Emerging Trends in Management Accounting

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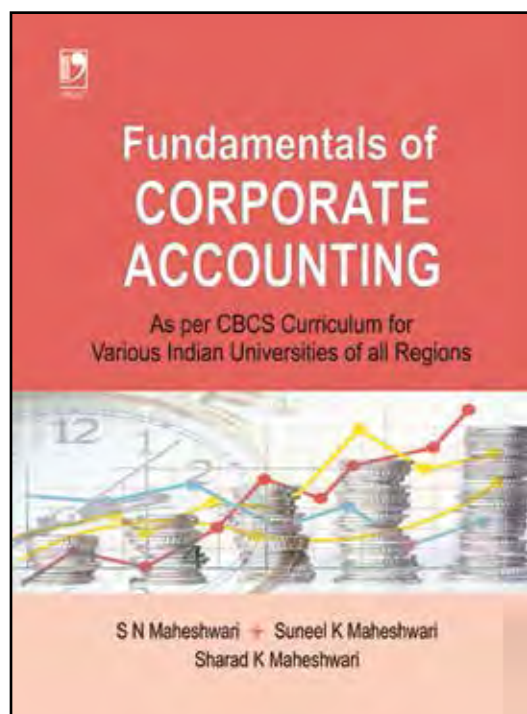
Fundamentals of Corporate Accounting (As per CBCS)

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.

**ISBN: 9789353381295 | Price: ₹ 465 | Pages: 720 | Size: 6.25" X 9.5" (Paperback)**

Contents

Introductory: Accounting Principles and Standards,

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

6. Cash Flow Statement

7. Financial Statements: Analysis

8. Computers and Accounting

Section-2: Specific Corporate Accounting Problems:

1. Valuation of Goodwill and Shares

2. Internal Reconstruction

3. External Reconstruction, Amalgamation and Absorption

4. Company Liquidation Accounts

5. Financial Reporting for Financial Institutions

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.
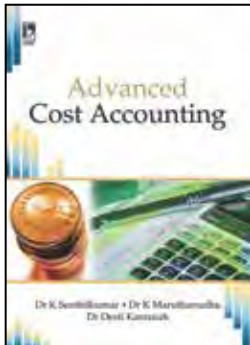
Advanced Cost Accounting

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

1. Introduction of Cost Accounting, 2. Materials, 3. Labour, 4. Overheads, 5. Process Costing

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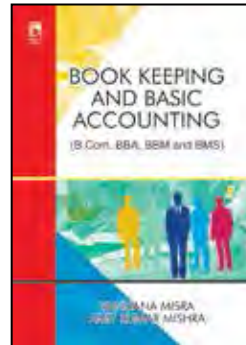
Book Keeping and Basic Accounting (For BCom, BBA, BBM and BMS)

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.

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

1. Introduction to Book Keeping and Accounting, 2. Double Entry System, 3. Rectification of Errors, 4. Bank Reconciliation Statement, 5. Bill of Exchange and Promissory Note, 6. Valuation of Stocks, 7. Depreciation, Reserve and Provision, 8. Preparation of Final Accounts, 9. Issues of Shares, 10. Redemption of Preference Shares, 11. Issue and Redemption of Debentures

Vandna Misra is serving as a faculty member at Galgotias University, Greater Noida.

Amit Mishra is serving as a faculty member at Galgotias University, Greater Noida.
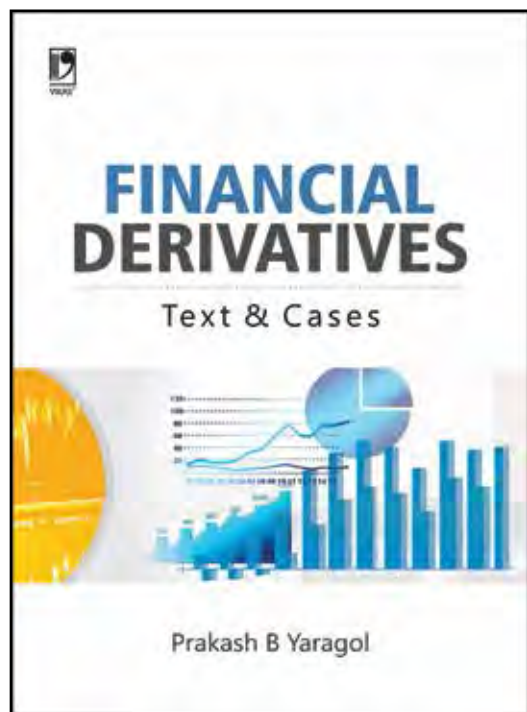
Financial Derivatives: Text and Cases

Prakash B Yaragol

Instructor's Resource available

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.

ISBN: 9789352718757 | Price: ₹ 399 | Pages: 448 | Size: 6.75" X 9.5" (Paperback)

Contents

Standard Abbreviations Used in the Book
1. An Overview AA11
2. Forwards and Futures
3. Option Contracts
4. Financial Swaps
5. Interest Rate Derivatives
6. Commodity Derivative Market
7. Value-at-Risk

8. Credit Risk Management (Credit Derivatives)
9. Accounting and Tax Aspects of Financial Derivatives
- Select Bibliography

Appendices:
1. Normal Distribution Tables
2. Formulae

3. Glossary
4. List of Stocks/ Indices Traded at BSE and NSE (F&O)
5. List of Major Global Derivative Exchanges

- *Index*

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.
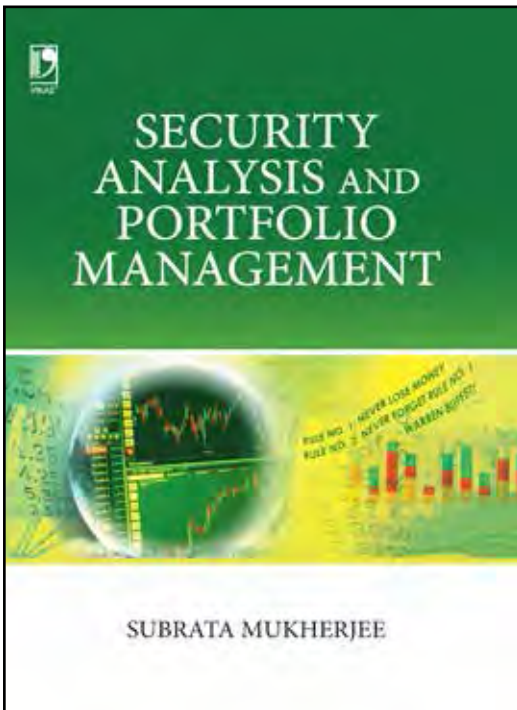
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Punithavathy Pandian

New

About the Book

The theories in the topics of SAPM have been given in detail and in an analytical manner, and their practical applications have been illustrated with examples and case studies, which are often taken from the real world. It follows a learning-outcome-based approach, and it is packed with rich chapter-end exercises to reinforce learning. It is designed to be a comprehensive textbook for all seniorlevel postgraduate students of MBA-Finance, PGDMFinance, and M.Com. programs, and ƒOnal-level students of other professional courses like CA, CMA, CS and CFA. Investors will ƒOnd this book to be of an immensely useful reference. "The author has done a commendable job of covering a wide range of topics in a reasonably short volume making it accessible to students and professionals. The book covers all the important topics in investment and portfolio management and the author has presented complex topics in lucid language with examples. I am sure that both students and professionals will ƒOnd the book useful."

Prof. **Ashish K Bhattacharyya**, Distinguished Professor, Shiv Nadar University; Ex-Director, IMT-Ghaziabad; Ex-Professor (Finance and Control), Indian Institute of Management Calcutta

"Fascinated by the breadth of coverage, lucidity in explaining difƒOcult concepts, reasonable balance between regulatory requirements and managerial implications, and discussions on latest topics like alternative assets, hedge funds. One of the most complete books on this subject."

Prof. **Ashok Banerj**ee, Professor (Finance & Control), Indian Institute of Management Calcutta; President, Indian Finance Association (IFA); Associate Editor, Decision

Key Features

* Has a state-of-the-art discussion on SAPM, spread among 25 chapters in the book and 4 value-added topics in the companion website
* Includes 31 case studies from the real world, and an extensive set of numerical examples (122 in total) to illustrate the key concepts
* Contains 429 solved review problems, 775 multiple choice questions (with answers), and 462 questions and problems for practice

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

ISBN: 9789354534836 | Price: ₹ 699 | Pages: 968 | Size: 7.25" X 9.5" (Paperback)

Contents

Subrata Mukherjee is a ƒOnance academic and professional, with more than three decades of experience in several ƒOnance and accounting ƒOelds, including banking, stock and derivatives, forex markets, mutual funds and money markets. He has authored several books and articles in these areas. He has a rich experience in teaching, comprising several management institutes at the PG level, and ƒOnal-level students of CA, CMA and CS. He also has been an expert in the ƒOeld of applied ƒOnance. He retired from Indian Oil Corporation from a very senior position recently.

Project Management: The Complete Process

Vishwanath Murthy

Instructor's Resource available

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.

ISBN: 9789352718740 | Price: ₹ 599 | Pages: 984 | Size: 6.75" X 9.5" (Paperback)

Contents

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.
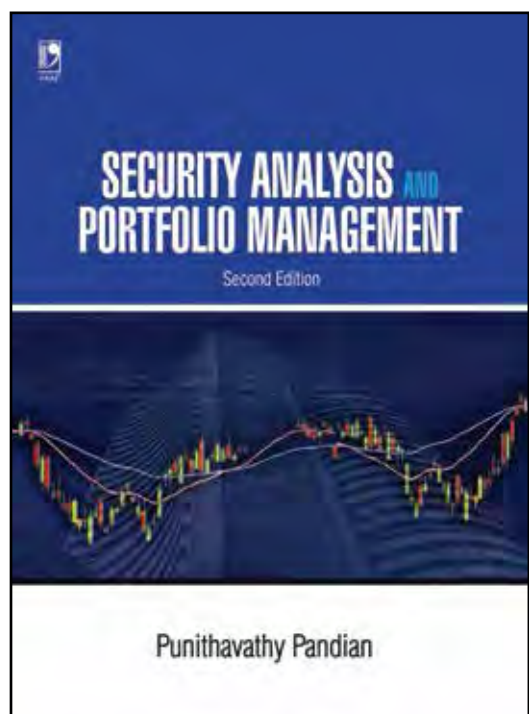
Security Analysis and Portfolio Management, 2e

Punithavathy Pandian

Instructor's Resource available

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.

ISBN: 9789325963085 | Price: ₹ 599 | Pages: 580 | Size: 7.25" X 9.5" (Paperback)

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.
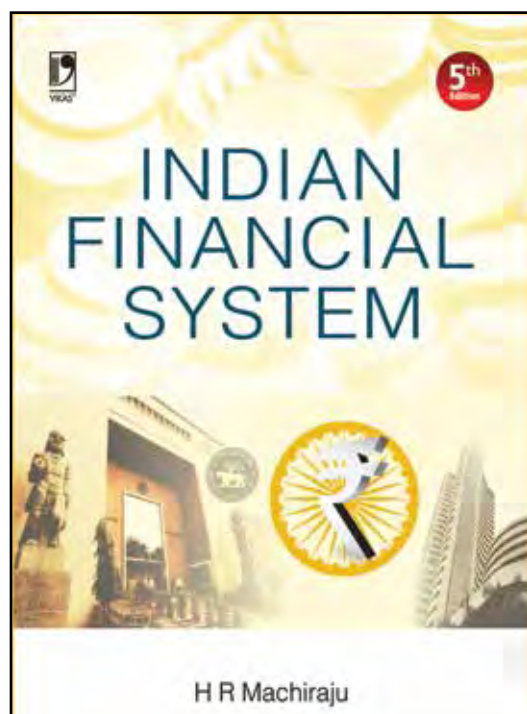
Indian Financial System, 5e

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
- Debt Waivers
- Demonetization
- Reserve Bank and Priority Sectors
- 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.

ISBN: 9789353387075 | Price: ₹ 395 | Pages: 468 | Size: 6.75" X 9.5" (Paperback)

Contents

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

A Milestone Raghu's Cab Business: End of First Year
8. Dividend Policy
9. Working Capital Management
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.
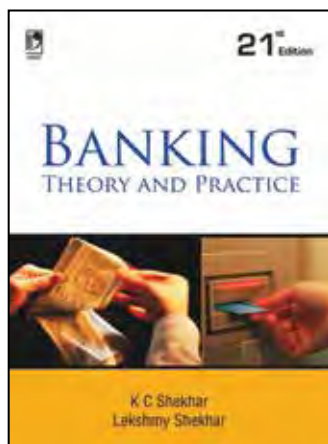
Banking Theory and Practice, 21e

K C Shekhar & Lekshmy Shekhar

Instructor's Resource available

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

Part-I: Commercial Banking Theory, Part-II: Central Banking Theory, Part-III: Indian Banking, Part-IV: Foreign Banking Systems, Part-VI: Practical Banking • 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.
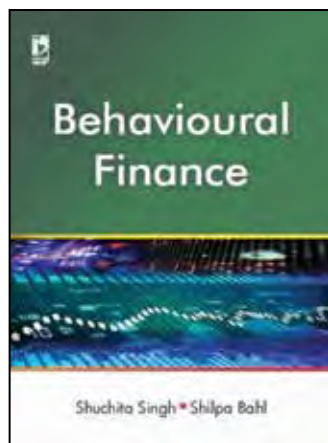
Behavioural Finance

Shuchita Singh & Shilpa Bahl

Instructor's Resource available

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.
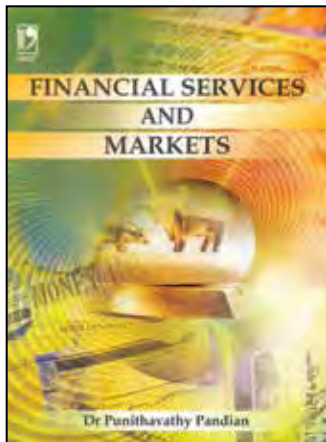
Financial Services and Markets

Punithavathy Pandian

Instructor's Resource available

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 inter-linkages 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.

ISBN: 9788125931201 | Price: ₹ 475 | Pages: 432 | Size: 7.25" X 9.5" (Paperback)

Contents

1. An Overview of Financial Services and Markets, 2. Lease Financing, 3. Factoring and Forfaiting, 4. Securitization, 5. Venture Capital, 6. Credit Rating, 7. Credit Cards, 8. Mutual Funds, 9. Insurance, 10. Merchant Banking, 11. Money Market and Treasury Bill Markets, 12. Call Money, CBLO and Repo Markets, 13. Commercial Papers and Certificate of Deposit Markets, 14. Commercial Bill Market, 15. Government (Gilt Edged) Securities Market, 16. Corporate Debt Market, 17. Primary Market, 18. Secondary Market, 19. Options, 20. Future Markets

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

Instructor's Resource available

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

ISBN: 9789325964556 | Price: ₹ 625 | Pages: 588 | Size: 6.75" X 9.5" (Paperback)

Contents

Section-1: Concepts, Strategies and Tactics: 1. Corporate Restructuring 2. Forms of Corporate Restructuring, 3. Mergers and Acquisitions as a Growth Strategy, 4. Mergers and Acquisitions Motives and Synergies, 5. Takeover and Defence Tactics, 6. Intents of Target Companies, Section-2: Legal Aspects: 7. Companies Act, 1956, 8. Securities and Exchange Board of India (Buy-back of Securities) Regulations, 1998, 9. Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, 10. Clauses 40A and 40B of the Listing Agreements of the BSE and the NSE, 11. Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2009, Section-3: Accounting and Taxation Aspects: 12. Accounting for Amalgamations and Demergers, 13. Tax Aspects of Amalgamations and Demergers, Section-4: Funding and Valuation: 14. Funding of Acquisitions, 15. Leveraged Buyout and Going Private, 16. Valuation of Target Companies, Section-5: Competition Law and M&A: 17. Competition Law and M&A, Section-6: Cases: 18. Acquisition of Corus by Tata Steel, 19. Demerger of Ultratech Cement by L&T and its Acquisition by Grasim, 20. Merger of ICICI with ICICI Bank, 21. Demerger of Tower Business of RCOM, Section-7: Appendices

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.
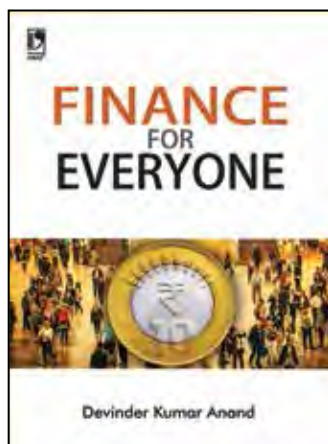
Finance for Everyone

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
- Short chapters do not leave a chance for boredom
- A boon to the students of FM to clarify concepts

ISBN: 9789353382698 | Price: ₹ 350 | Pages: 336 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Basics of Commercial Enterprises, 2. Fundamentals of Financial Accounting, 3. Financial Statements, 4. Analysis of Financial Statements, 5. Working Capital Management, 6. Sources of Finance & Credit Rating, 7. Cost of Capital, 8. Capital Structure, 9. Dividend Policies & Bonus Shares, 10. Budget and Budgetary Control, 11. Capital Investment & Control of Capital Expenditure, 12. Capital Market, 13. Debt Market Instruments, 14. International Finance, 15. Money Market & Its Instruments, 16. Stock Market & Its Regulation, 17. Mutual Funds, 18. Commodity Markets, 19. Derivatives and Options, 20. Venture Capital and Alternative Investment Funds, 21. Leases, 22. Mergers and Acquisitions, 23. Cost Accountancy, 24. Goods & Services Tax

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 is and has 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.
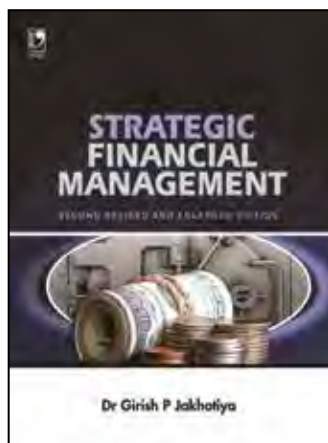
Strategic Financial Management, 2e

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.

ISBN: 9788125953098 | Price: ₹ 525 | Pages: 640 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction to Strategic Financial Management, 2. Conceptual Framework of Strategic Financial Management, 3. Ratio Analysis for Financial Performance Appraisal, 4. Cost of Capital, 5. Sources of Capital, 6. Working Capital Management, 7. Investment Appraisal Techniques, 8. Strategic Wage Management, 9. Financial Aspects of Supply Chain Management and Distribution Chain Management, 10. Innovative Approach to Internal Cost–Profit Analysis, 11. Financial Aspects of Corporate Restructuring, 12. Valuation, 13. Innovative Financial Engineering, 14. Leasing, 15. Ethical Aspects of Strategic Financial Management

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.
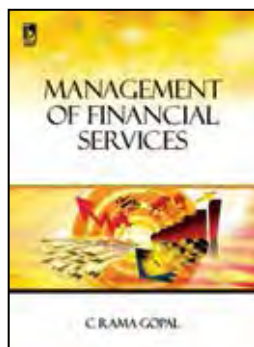
Management of Financial Services

C Rama Gopal

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

Instructor's Resource available

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

1. The Indian Financial System, 2. Money Market Instruments, 3. Financial Services, 4. Regulatory Framework for Financial Services in India, 5. Management of Risks in Financial Services, 6. Stock Exchange Operations, 7. Securities and Exchange Board of India, 8. Merchant Banking Services, 9. Securities Market: Managing The Issue of Shares, Debentures and Bonds, 10. Company Fixed Deposits, 11. Inter-Corporate Loans and Investments, 12. Leasing and Hire Purchase, 13. Securitization, 14. Housing Finance, 15. Credit Rating, 16. Banking, 17. Modern Banking, 18. Banking Grievances Mechanism, 19. Insurance, 20. Factoring, Forfaiting and Bill Discounting, 21. Credit Cards and Debit Cards

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.

Banking, Risk and Insurance Management

N R Mohan Prakash

ISBN: 9789325994058
Price: ₹ 425 | Pages: 660
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 through a single book. The book thus has all the potential of becoming the students' best companion.

Key Features

- The only book to cover all three topics, viz., banking, risk and insurance management
- Includes recent developments in all the three sectors
- Highlights the updated Basel III norms
- Carries a special chapter on Marketing and CRM in banking sector
- Includes pedagogical features like case studies, box items, and review questions

Contents

Part-1: Banking: 1. Introduction to Indian Banking, 2. Structure and Genesis of The Indian Banking Industry, 3. RBI—The Regulating Authority of Indian Banking, 4. Reforms in The Banking Sector, 5. Techniques and Tools of Risk Management in Indian Banks, 6. New Forms of Operations in Indian Banks, 7. Assets and Liabilities Management, 8. Non-Performing Assets (Npas), 9. Basel III—Implications for Indian Banking, 10. Loans and Advances, 11. Treasury and Funds Management in Indian Banking, 12. Marketing and CRM, 13. Grievance Mechanism, 14. Emerging Issues, Part-2: Risk and Insurance

Management: 1. Introduction to Risk, 2. Insurance as a Risk Management: Techniques and Principles, 3. Requirements of an Insurance Contract, 4. Risk Aversion and Risk Management, 5. Indian Insurance Industry, 6. Risk Management and Shareholders Wealth, 7. Analysis of Insurance Coverage, 8. Benefit Programs—Employee Benefit Plans, 9. Health Insurance Retailing Services—Trends and Challenges in India, 10. Service Product and Pricing Strategy, 11. Introduction to Insurance Marketing and Customer Satisfaction, 12. Grievance Mechanism of The Indian Insurance Industry, 13. Emerging Trends and New Developments in Insurance Industry, 14. Designing The Insurance Services, 15. Pricing and Promotion of Insurance Services, 16. Internal, External and Interactive Marketing

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)

Instructor's Resource available

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

Section-I: Fundamental Topics: 1. Project Management and Corporate Planning, 2. Corporate Financial Objective, 3. Time Value of Money, 4. Interest Rate and Basics of Cost of Capital, 5. Cost of Capital, Section-II: Concept Stage: 6. Strategic Investment Decisions and Project Ideas, 7. Project Feasibility Study (Market, Technical and Financial Feasibility), 8. Project Financing, Section-III: Analysis Stage I: 9. Cost-Benefit Analysis (Cash Flow Projections), 10. Financial Analysis (Capital Budgeting Evaluation Techniques), 11. Critical Examination of Evaluation Techniques, 12. Required Rate of Return From Projects (Hurdle Rate) 13. Economic and Social Cost-Benefit Analysis (With Environmental Appraisal), Section-IV: Analysis Stage II (Risk Mitigation): 14. A Framework of Project Risk Management, 15. Project Risk Analysis, 16. Project Portfolio Risk, Section-V: Planning, Execution and Completion Stage: 17. Allocation of Limited Capital (Capital Rationing), 18. Network Analysis and Execution Plan (With Administrative Aspects), 19. Project Execution and Control, 20. Post-Completion Audit (PCA), Section-VI: Special Topics: 21. Inflation and Project Investment: 22. Economic Life of Projects and Replacement Policy, 23. Infrastructure Projects, 24. International Capital Budgeting • Financial Tables • *Index*

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

1. Indian Financial System, 2. Indian Banking System, 3. Indian Money Market, 4. Banking Regulatory Environment, 5. Reserve Bank of India, 6. Monetary Policy, 7. Commercial Banks, 8. Operating Aspects of Commercial Banks, 9. Asset-Liability Management, 10. Negotiable Instrument, 11. Securities, 12. Modes of Changing The Securities, 13. Contract of Guarantee, 14. Time Value of Money, 15. Financial Statements, 16. Basel Norms

Fundamentals of Financial Management

Bhavesh Patel

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

Instructor's Resource available

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. Its focus on logical discussion, where it is needed for contextual understanding of the topic, makes 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

Section-I: Foundation: 1. Nature of Financial Management, 2. Financial Statements, 3. Breakeven Point and Leverages, 4. Financial Statement Analysis, Section-II: Fundamental: 5. Time Value of Money, 6. Risk and Returns, Section-III: Long-term Sources of Funds: 7. Financial Markets & Interest Rate Mechanism, 8. Sources of Long-term Funds, 9. Dividend Policy, Section-IV: Cost of Capital and Valuation: 10. Capital Structure Theories and Decisions, 11. Cost of Capital and Investor' Returns, 12. Valuation of Securities and Firm, Section-V: Fixed Asset Investment Decisions: 13. Estimating Cash Flow, 14. Capital Expenditure Evaluation Techniques, Section-VI: Working Capital Management and Financing: 15. Working Capital Management, 16. Management of Cash, 17. Management of Receivables, 18. Management of Inventory, 19. Working Capital Financing, Section-VII: Financial Planning: 20. Financial Planning

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

1. Introduction to Risk, 2. Financial Risk Management, 3. Enterprise Risk Management, 4. Overview of Financial and Banking Risks, 5. Risk Management in Banks, 6. Insurance Business Risk, 7. Investment Risk Management in Insurance Companies, 8. Stress Test in Insurance Management, 9. Risk Management in Investment Banking, 10. When Can Risk Management Fail?, 11. Conclusion • *Glossary* • *Bibliography* • *Questions for Review* • *Annexure-I: Investment Banking-Risk Management* • *Annexure-II: Investors Protection Against Investment Risk* • *Annexure-III: Protecting Investors from the Risk in Trading* • *Annexure-IV: Frequently Asked Questions by Investors*

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.

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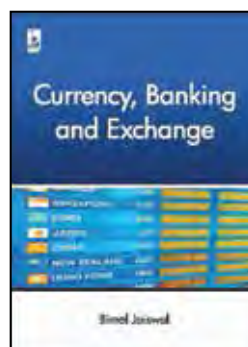
Currency, Banking and Exchange

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

1. Indian Financial System, 2. Indian Banking System, 3. Money and Its Form, 4. Quantity Theory of Money, 5. Inflation, 6. Monetary Standards, 7. Indian Money Market, 8. Credit and Its Instruments, 9. Commercial Banks, 10. Banking Regulation Act, 11. Reserve Bank of India, 12. Rbi Act, 13. State Bank of India, 14. The State Bank of India Act, 1955, 15. Regional Rural Banks, 16. Foreign Exchange, 17. Exchange Control

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 BBA (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.
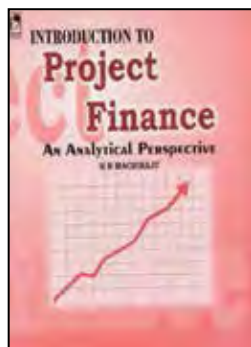
Introduction to Project Finance

H R Machiraju

ISBN: 9788125910107
Price: ₹ 375 | **Pages: 232**
Size: 7.25" X 9.5" (Paperback)

About the Book

The book presents the criteria for assessing the competitive status of a project unit and methods to improve quality and productivity.

Contents

1. Project Identification and Feasibility, 2. Market Appraisal, 3. Technical Appraisal, 4. Financial Appraisal, 5. Economic Appraisal, 6. Financing Capital Structure, 7. Choice of Securities and Guidelines for their Issue, 8. Term Loans, 9. External Commercial Borrowing and Euro-issues, 10. Venture Capital, 11. Lease Finance, 12. Working Capital Finance.

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).
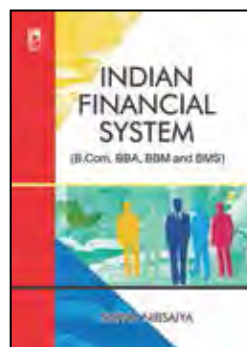
Indian Financial System (For B.Com, BBA, BBM and BMS)

Sapna Nibsaiya

ISBN: 9789325983311
Price: ₹ 199 | **Pages: 160**
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

Unit-1: Financial System, Unit-2: Financial Institutions, Unit-3: Commercial Banks, Unit-4: Regulatory Institutions, Unit-5: Financial Services

Sapna Nibsaiya is working as a faculty member with Jain University-iNurture, Bangalore.
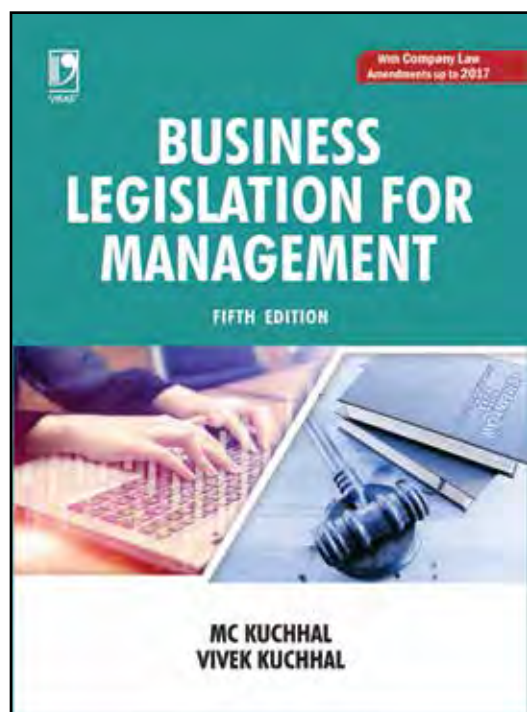
Business Legislation for Management, 5e

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

ISBN: 9789352718375 | Price: ₹ 499 | Pages: 668 | Size: 6.75" X 9.5" (Paperback)

Contents

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 it 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.
• MCQs, Test questions and Practical problems at the end of chapters with hints and solutions drafted carefully so as to test the understanding, and not to test the memory.
• Quotes Indian and English cases at appropriate places with a view to ensure necessary authenticity and clarity on the subject

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

ISBN: 9789352714766 | Price: ₹ 450 | Pages: 472 | Size: 6.75" X 9.5" (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.

Legal Aspects of Business: Concepts and Applications, 2e

Parul Gupta

Instructor's Resource available

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 insolvency and Bankruptcy code, (IBC)2016
- The Special Relief Act, 1963
- A complete new chapter on Law of Indemnity and Guarantee
- Amendments in various provisions of the Acts during 2018

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

ISBN: 9789353386443 | Price: ₹ 650 | Pages: 824 | Size: 6.75" X 9.5" (Paperback)

Contents

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.
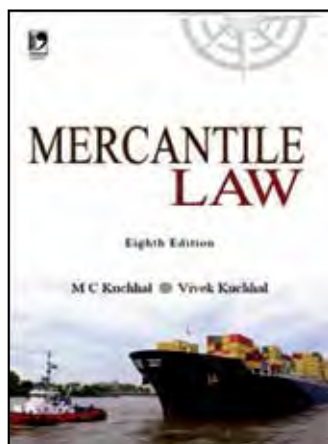
Mercantile Law, 8e

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 in support of 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

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, 10. Discharge of Contract, 11. Quasi-Contracts, 12. Remedies for Breach of Contract, 13. Indemnity and Guarantee, 14. Bailment and Pledge, 15. Agency, Part-II: Law of Sale of Goods: 16. Contract of Sale of Goods, 17. Conditions and Warranties, 18. Transfer of Property, 19. Performance of Contract of Sale, 20. Rights of Unpaid Seller, Part-III: Law of Partnership: 21. Definition and Nature of Partnership, 22. Formation of Partnership, 23. Rights, Duties and Liabilities of Partners, 24. Dissolution of Partnership Firm, Part-IV: Law of Negotiable Instruments: 25. Negotiable Instruments, 26. Parties to Negotiable Instruments, 27. Presentment of Negotiable Instruments, 28. Negotiation of Negotiable Instruments, 29. Dishonour and Discharge of Negotiable Instruments, 30. Crossing and Bouncing of Cheques, Part-V: Law of Information Technology: 31. Information Technology Act, 2000, Part-VI: Law of Consumer Protection: 32. Consumer Protection Act, 1986, Part-VII: Law of Insurance: 33. Nature and Principles of Insurance, 34. Life Insurance, 35. Fire Insurance, 36. Marine Insurance, Part-VIII: Law of Insolvency: 37. Objects and Scope of the Insolvency Law, 38. Procedure of Insolvency, 39. Property and Debts of Insolvent, 40. Discharge of Insolvent, Part-IX: Law of Arbitration and Conciliation: 41. General Provisions Regarding Arbitration, 42. Arbitral Tribunal, 43. Arbitration Proceedings, 44. Conciliation, 45. Enforcement of Certain Foreign Awards

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

ISBN: 9788125925286
Price: ₹ 450 | Pages: 680
Size: 5.5" X 8.5" (Paperback)

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

• Updates the book by incorporating the Companies (Amendment) Act, 2006

• 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

1. History and Administration of Company Law in India, 2. Definition and Nature of a Company, 3. Kinds of Companies, 4. Forming a Company, 5. Memorandum of Association, 6. Articles of Association, 7. Prospectus, 8. Shares, 9. Share Capital, 10. Members, 11. Transfer and Transmission of Shares, 12. Management of a Company, 13. Company Meetings, 14. Borrowing Powers and Debentures, 15. Accounts and Audit, 16. Dividends and Bonus Shares, 17. Majority Powers and Minority Protection, 18. Prevention of Oppression and Mismanagement, 19. Investigations, 20. Compromise, Arrangement, Reconstruction and Amalgamation, 21. Winding Up, 22. Winding Up of Unregistered Companies, 23. Defunct Companies, 24. Emerging Areas in Company Law: Book Building, 25. Depository System, 26. Corporate Governance, 27. Producer Companies
• *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.
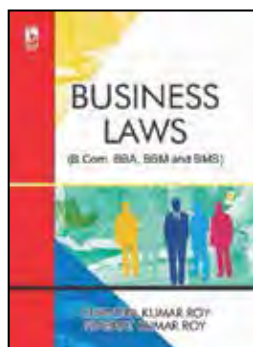
Business Laws
(For BCom, BBA, BBM and BMS)

Chandra Kumar Roy & Prabhat Kumar Roy

ISBN: 9789325983250
Price: ₹ 199 | Pages: 192
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

Unit-1: The Indian Contract Act: 1. Definition and Essentials of Contract, 2. Offer and Acceptance, 3. Consideration, 4. Capacity of Parties, 5. Quasi Contract, 6. Indemnity and Guarantee, 7. Bailment and Pledge, 8. Agency, 9. Free Consents, 10. Performance of Contract, 11. Discharge (Termination) of Contracts, 12. Remedies of Breach of Contract, Unit-2: Types of Contracts: 13. Contingent Contract, 14. Sales of Goods Act, 15. Indian Partnership Act, 16. Negotiable Instruments

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.
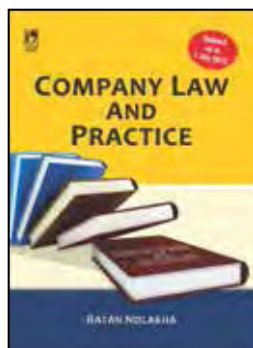
Company Law and Practice

Ratan Nolakha

ISBN: 9789325993556
Price: ₹ 525 | Pages: 720
Size: 6.75" X 9.5" (Paperback)

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.

Salient Features

• Covers 'MCA 21 Project'.
• Contains case-based illustrations to help students apply the provisions of the Company Law effectively.
• Includes the regulations of the SEBI with respect to further issue of shares, bonus shares and issue of shares under the Employees' Stock Option Scheme.
• Highlights the 'Depository System of Securities' and the key provisions of the Depositories Act.
• Describes the 'Book Building System' of issue of securities along with a brief description of the SEBI regulations governing it.
• Provides descriptive and objective type questions and practical problems with brief hints for their solution.

Contents

1. Introduction to Company Law, 2. Nature of Companies, 3. Classification of Companies, 4. Private and one Person Company, 5. Formation and Incorporation of A Company, 6. Memorandum of Association, 7. Articles of Association, 8. Prospectus, 9. Allotment and Private Placement of Securities, 10. Share Capital, 11. Securities/Shares, 12. Transfer, Nomination and Transmission of Securities, 13. Borrowing, Debentures and Charge, 14. Deposits, Loans, Investments, and Related Party Transactions, 15. Membership in Company, 16. Directors' Position, Appointment and Removal, 17. Directors: Powers, Duties, and Liabilities, 18. KMP and Managerial Remuneration, 19. Independent and Small Shareholders' Directors, 20. Company Secretary, 21. General Principles of Meetings, 22. Company Meetings, 23. Meetings of Board and its Committees, 24. Dividend, 25. Accounts and Audit, 26. Majority Powers and Prevention of Oppression and Mismanagement, 27. Inspection, Inquiry and Investigation, 28. Compromise, Arrangements, Amalgamations and Mergers, 29. Winding Up of Company-I, 30. Winding Up of Company-II, 31. Company Law Administration, 32. Other Key Provisions • Appendix A-C • Index

Ratan Nolakha at present is a freelance professor of business and corporate laws, and provides service as guest faculty member to a couple of institutions including the Jaipur Chapter of the Institute of Chartered Accountants of India and Jagan Institute of Management Studies (JIMS), Jaipur. Earlier, he was the Head of the Department of Business Administration at S.S. Jain Subodh PG College, Jaipur (now an autonomous college) where he taught the subject nearly for four decades. He has also served as the Incharge of S.S. Jain Subodh Evening College, Jaipur for a brief period of nearly three years. He has authored more than two dozen books in the areas of business and corporate laws, general management, marketing and insurance in Hindi and English for the students of CA, CS, M. Com., MBA, BBA, and B. Com. courses.
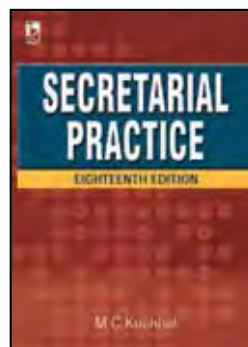
Secretarial Practice, 18e

M C Kuchhal

ISBN: 9788125927945
Price: ₹ 475 | Pages: 672
Size: 5.5" X 8.5" (Paperback)

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
1. The Company Secretary, 2. The Companies Act and its Administration, 3. The Company: Its Nature and Kinds, 4. Formation and Incorporation of a Company: Law and Procedure, 5. Memorandum of Association, 6. Articles of Association, 7. Prospectus and Listing of Securities, 8. Application and Allotment of Shares and Debentures, 9. Shares and Share Capital, 10. Share Certificate and Share Warrant, 11. Membership and Register of Members, 12.Transfer and Transmission of Shares and Debentures, 13. Calls and Forfeiture of Shares, 14. Company Management and Administration, 15.Board Meetings and Resolutions, 16. General Meetings: Types, 17. General Meetings: Law, Practice and Procedure, 18. General Meetings: Resolutions and Minutes, 19. Borrowing Powers and Methods, 20. Dividend and Interest, 21. Accounts, Statutory Books and Audit, 22. Prevention of Oppression and Mismanagement, 23. Compromise, Arrangement, Reconstruction and Amalgamation, 24. Winding Up, 25. Producer Companies, Appendix-I: Model Set of Articles: Schedule I 'Table' A, Appendix-II: Meaning of Relative, Schedule Ia • Index

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.
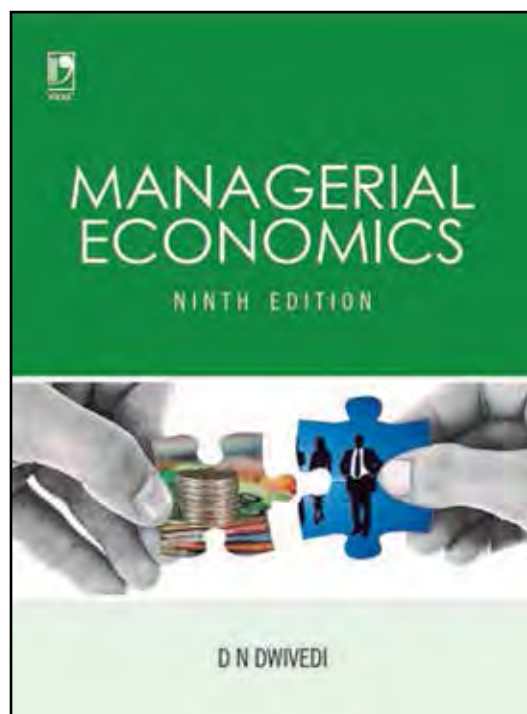
Managerial Economics, 9e

New

D N Dwivedi

Instructor's Resource available

About the Book
This well-known book on the subject has stood the test of time for the last 40 years because of the quality of presentation of its text. 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
• The subject matter of the book is reorganised in VIII parts.
• Chapters 1 to 5 are rewritten emphasising the application of economic theories to business decisions.
• A new chapter, i.e. Demand Estimation and Forecasting (Chapter 9), is added.
• Chapters containing analysis of interrelated aspects of managerial economics are merged together.

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.

ISBN: 9789354531309 | Price: ₹ 675 | Pages: 756 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Introduction

1. Nature and Scope of Managerial Economics

Part I: Introduction

1. Nature and Scope of Managerial Economics
2. Objectives of Business Firms
3. Some Fundamental Concepts and Business Decision Rules
4. Some Mathematical Tools of Economic Analysis
5. Optimization Technique

Part II: Theory Of Consumer Demand And Demand Forecasting

6. Analysis of Consumer Demand
7. Analysis of Market Demand
8. Elasticity of Demand and Its Application
9. Demand Estimation and Forecasting

Part III: Theory Of 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

13. Market Structure and Market Mechanism
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
18. Game Theory and Strategic Behaviour of Oligopoly Firms
19. Managerial Theories of Firm
20. Pricing Strategies and Practices of Firms

Part V: Capital Budgeting and Investment Decisions

21. Capital Budgeting and Investment Decisions under Certainty
22. Investment Decisions under Risk and Uncertainty

Part VI: Macroeconomic Aspects of Managerial Economics

23. Macroeconomics: Definition, Scope and Application

24. National Income: Concepts and Measurements
25. Theory of National Income Determination
26. Analysis of the Monetary Sector
27. Theories of Economic Growth and Business Cycles
28. Theories of Inflation and Control Measures

Part VII: Government Role in The Economy and Economic Policies

29. Government Role in the Market Economy
30. Monetary Policy
31. Fiscal Policy of India
32. Corporate Social Responsibility

Part VIII: Some International Aspects: Globalization And Balance of Payments

33. Impact of Globalization on Business Environment
34. The Balance of Payments: Assessment and Adjustment

- Index

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
Third Edition
D N Dwivedi
ISBN : 9789325986701
PRICE : ₹ 450

ESSENTIALS OF
BUSINESS
ECONOMICS
D N Dwivedi
ISBN : 9788125924005
PRICE : ₹ 425

STATISTICS
For
Business and Economics
JIT S CHANDAN
ISBN : 9788125904182
PRICE : ₹ 575
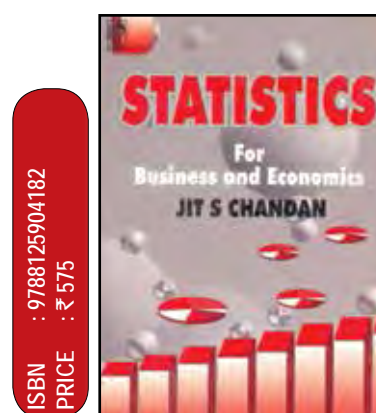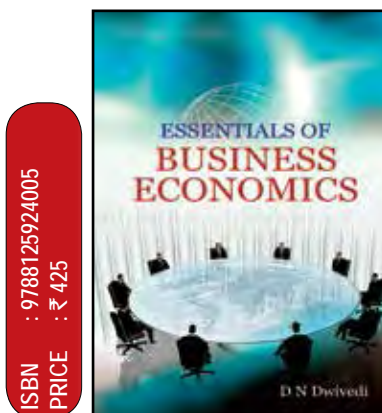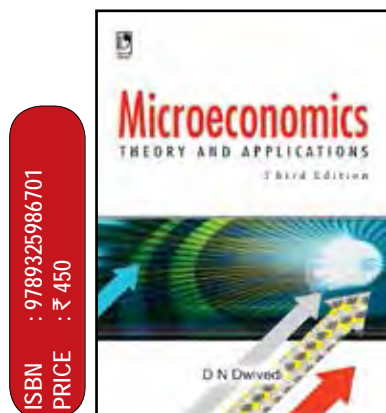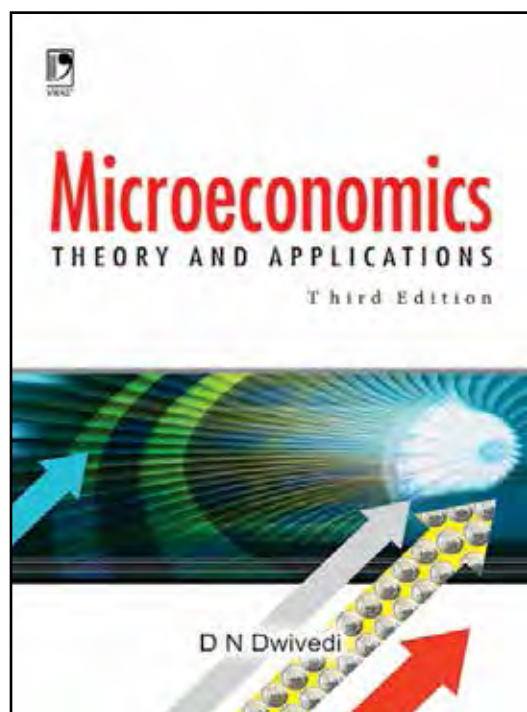
Microeconomics: Theory and Applications, 3e

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.

ISBN: 9789325986701 | Price: ₹ 450 | Pages: 672 | Size: 6.75" X 9.5" (Paperback)

Contents

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, 30e

H L Bhatia

About the Book

Public Finance continues in its stride in presenting the latest information on Indian budget. Over two generations, 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 CBCS syllabus and the syllabi of many Indian universities for honours, postgraduate and professional courses.

The book follows 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 the 30th Edition

- Theoretical advancements including latest discussions, debates, data and information.
- The GOI Budget for 2020-21.
- State government budgets for 2019-20.
- Constitution and terms of reference of the Fifteenth Finance Commission and its Interim Report for 2020-21.
- Detailed coverage of GST and its pervasive impact on the Indian economy including the federal financial system.

Market: Primary Market: BA (H) Eco
Secondary Market: MBA, Commerce, MA, Competitive exams

ISBN: 9789390080250 | Price: ₹ 575 | Pages: 624 | Book Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Theory of Public Finance
1. Economic Activities and the State
2. Meaning and Scope of Public Finance
3. Principle of Maximum Advantage
4. Public Revenue—General Considerations
5. Division of Tax Burden–I
6. Division of Tax Burden–II
7. Incidence of Taxes
8. Classification and Choice of Taxes
9. Effect of Taxation
10. Public Debt
11. Public Expenditure–General Considerations
12. Effects of Public Expenditure
13. Public Budget
14. Balanced Budget and Fiscal Policy
15. Federal Finance
16. Public Undertakings

Part-II: Indian Public Finance
1. Indian Federal Finance–I
2. Indian Federal Finance–II
3. Public Debt in India
4. Government of India Finances
5. The Indian Tax System
6. Railway Finances
7. Public Sector Undertakings In India
8. State Finances
9. Agricultural Taxation in India
10. Local Finance
11. Comments on Recent Central Government Budgets (2014–15 to 2018–19)
- *Appendices*
- *Select Readings*

H L Bhatia, former Reader in Economics, Shri Ram College of Commerce, University of Delhi, has authored several papers, research studies and books, and given evidence and memoranda to various Committees and Commissions. He has more than 60 years of experience in various fields of economics. His other publications with Vikas® include History of Economic Thought, International Economics, and Lok Vitt.

लोक वित्त, चतुर्थ संस्करण

एच. एल. भाटिया

पुस्तक के विषय में

इस पुस्तक का लेखन लोक वित्त के बढ़ते शैक्षिक और व्यावहारिक महत्त्व को ध्यान में रखते हुए 1998 में किया गया था। पिछले बीस वर्षों में यह इतनी लोकप्रिय हो गई कि नवीन सिद्धांतों एवं परिणाम बजटिंग के बदलते परिवेश में इसके नवीकरण और परिशोधन की आवश्यकता हुई। इस चतुर्थ संस्करण में नवीनतम आँकड़ों, रिपोर्टों तथा बजट प्रलेखों के साथ सभी अध्यायों का पुनर्लेखन किया गया है।

पुस्तक की भाषा सरल, स्पष्ट एवं रोचक रखने के साथ-साथ इस बात का भी ध्यान रखा गया है कि इसकी पाठ्य-सामग्री भारतीय विश्वविद्यालयों के पाठ्यक्रमों के अनुकूल हो और व्यावसायिक एवं प्रतियोगितात्मक परीक्षाओं में भाग लेने वालों, तथा जनसाधारण के लिए भी प्रत्येक प्रकार से उपयोगी हो। कठिन सैद्धांतिक एवं व्यावहारिक व्यवस्थाओं और पद्धतियों के मूल तत्त्वों को उभारने का कार्य तथा उनकी व्याख्या में प्रयुक्त उदाहरणों का चुनाव यथासंभव भारतीय परिस्थितियों से किया गया है। पुस्तक में लोक वित्त के सिद्धांतों के अतिरिक्त भारतीय लोक वित्त की स्थिति एवं समस्याओं तथा उनके संभावित समाधानों की व्याख्या को इस ढंग से प्रस्तुत किया गया है कि पाठकगण अपनी आवश्यकतानुसार लाभान्वित हो सकें। हर अध्याय के अंत में हिंदी-अंग्रेज़ी शब्दावली और अभ्यास प्रश्न भी हैं।

प्रमुख विशेषताएँ

• पंद्रहवें वित्त आयोग के गठन तक संशोधन
• वस्तु एवं सेवा कर (GST) का भारत की अर्थव्यवस्था पर अपेक्षित प्रभाव
• योजना एवं योजना-भिन्न व्ययों में मतभेद की समाप्ति के व्यापक प्रभाव
• 2018–19 के केंद्र व राज्यों के बजटों का विश्लेषण

ISBN: 9789352719389 | Price: ₹ 485 | Pages: 515 | Size: 6.75" X 9.5" (Paperback)

विषय-सूची

एच. एल. भाटिया – भूतपूर्व रीडर, अर्थशास्त्र विभाग, श्री राम कॉलेज ऑफ कॉमर्स, दिल्ली विश्वविद्यालय।
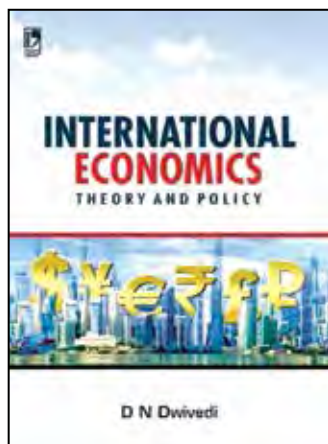
International Economics: Theory and Policy

D N Dwivedi

Instructor's Resource available

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.

ISBN: 9789325969230 | Price: ₹ 450 | Pages: 560 | Size: 6.75" X 9.5" (Paperback)

Contents

4. The Standard Theory of Comparative Cost Advantage, 5. The Law of Reciprocal Demand and Terms of Trade, 6. The Heckscher – OHLIN Theory of Trade: The Factor Endowments Theory, 7. Factor Price Equalization and Income Distribution: A Detailed Analysis, 8. Post-Heckscher-Ohlin Theories of Trade, 9. Economic Growth and International Trade, 10. Free Trade Vs Restricted Trade Policy, 11. The Economics of Tariff, 12. Non-Tariff Trade Barriers and New Protectionism, 13. Economics of Customs Union and Free Trade Areas, 14. International Trade and Economic Development, 15. Trade Problems and Trade Policy of Developing Countries, 16. Balance of Payments: Meaning, Purpose and Measurement, 17. Balance of Payments: Equilibrium and Disequilibrium, 18. Foreign Exchange Market, 19. Exchange Rate Determination, 20. The Exchange Rate Policy: Fixed Vs Flexible Exchange Rates, 21. Balance-of-Payments Adjustment: An Overview, 22. The Price Mechanism of Automatic BOP Adjustment, 23. Income Adjustment Mechanism of BOP Adjustment, 24. Monetary Approach to BOP Adjustment, 25. Balance of Payments Adjustment Policy: The Expenditure-Changing Approach, 26. The Expenditure – Switching Policy of BOP Adjustment and Direct Controls, 27. International Monetary System, 28. The World Bank, 29. European Monetary System and European Monetary Union, 30. International Trade Organizations, 31. Regional Trade Agreements, 32. India's Foreign Trade, 33. India's Balance of Payments

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.
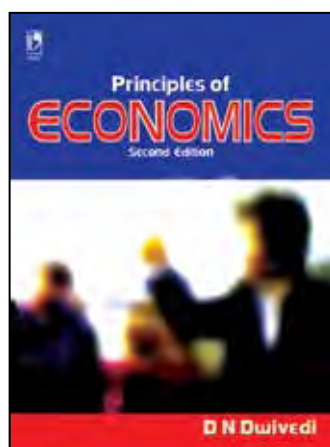
Principles of Economics, 2e

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

ISBN: 9788125916512 | Price: ₹ 575 | Pages: 640 | Size: 7.25" X 9.5" (Paperback)

Contents

Part-I: **Introduction**: 1. Introduction to Economics, 2. The Economy and its Basic Problems: Scarcity and Choices, Part-II: **Fundamentals of Market Economy**: 3. The Laws of Demand and Supply and Market Equilibrium, 4. Elasticities of Demand and Supply, 5. Market Equilibrium and Disequilibrium, 6. Failure of the Market Economy and Role of the Government, Part-III: **Theory of Consumer Demand**: 7.Theory of Consumer Demand: Cardinal Utility Approach, 8. Theory of Consumer Demand: Ordinal Utility Approach, 9. Recent Development in Consumption Theory, 10. Consumer's Surplus, Part-IV: **Theory of Production and Analysis of Cost**: 11. Theory of Production-I: Production with One Variable Input, 12. Theory of Production-II: Production with Two Variable Inputs, 13. Optimum Combination of Inputs, 14. Theory of Production Cost, Part-V: **Theory of Firm: Price and Output Determination**: 15. Objectives of Business Firms and Market Structure, 16. Price and Output Determination under Perfect Competition, 17. Price and Output Determination Under Monopoly, 18. Price and Output Under Monopolistic Competition, 19. Price and Output Determination under Oligopoly, 20. Some Topics in Pricing Theory, Part-VI: **Theory of Factor Pricing**: 21. The Factor Market: Factor Demand and Supply, 22. Theory of Wage Determination, 23. Rent, Quasi-Rent and Economic Rent, 24. Theories of Interest, 25. Theories of Profit, 26. Product Exhaustion Theorems, Part-VII: **General Equilibrium and Welfare Economics**, 27. The General Equilibrium, 28. Welfare Economics, Part-III: **Macroeconomics**: 29. Introduction to Macroeconomics, 30. The Circular Flow Model of The Economy, 31. National Income: Concept and Measurement, 32. Theory of National Income Determination, 33. Income Determination with Government and Foreign Trade, 34. Theories of Aggregate Consumption, 35. Keynesian Theory of Interest, 36. Investment Theory and Acceleration Principle, Part-IX: **Economic Growth and Business Cycles**: 37. Modern Theories of Economic Growth, 38. Business Cycles and Stabilisation, 39. Inflation: Meaning, Measure and Effects, 40. Theories of Inflation and Control Measures, Part-X: **International Economy**: 41. The Theory of International Trade, 42. The Heckscher-Ohlin Theory of Trade, 43. The Law of Reciprocal Demand and Terms of Trade, 44. Trade Policy: Free Trade Vs. Trade Protection, 45. Trade Barriers: Tariffs and Quota, 46. The Rate of Foreign Exchange, 47. Balance of Payments: Disequilibrium and Adjustment, 48. International Monetary System
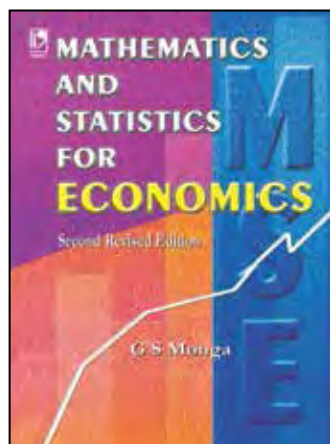
Mathematics and Statistics for Economics, 2e

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.

ISBN: 9788125909828 | Price: ₹ 650 | Pages: 912 | Size: 6.25" X 9.5" (Paperback)

Contents

1. Review of Some Elementary Mathematics, 2. Mathematical Reasoning, 3. Sets and Relations, 4. The Number System, 5. System of Equations and Inequations Market Equilibrium, 6. Trigonometry, 7. Determinants and Matrices, 8. Analytical Geometry, 9. Functions and Limits, 10. Differential Calculus: Functions of One Variable, 11. Differential Calculus: Functions of Two or More Variables, 12. Integral Calculus, 13. Differential and Difference Equations, 14. Input Output Economics, 15. National Income and Economic Accounting, 16. Linear Programming, 17. Probability and Statistics, 18. Frequency Distributions, 19. Measures Central Tendency, 20. Dispersion, Descriptive Measures, Expectation, Movements, 21. Distributions-I: Some Theoretical Distributions, 22. Distribution-II: Discrete and Continuous Distributions Exact Sampling Distributions, 23. Correlation and Regression, 24. Sampling, 25. Statistical Inference: Estimation, 26. Testing of Hypotheses, 27. Analysis of Variance (Anova), 28. Index Numbers, 29. Time Series, 30. Compilation and Presentation of Statistics

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.
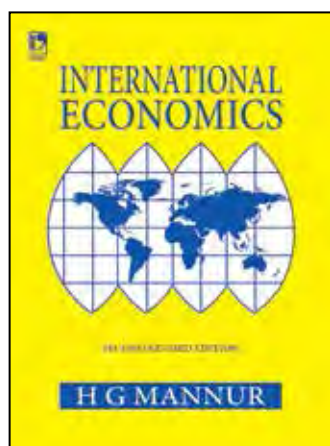
International Economics, 2e

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.

ISBN: 9780706995862 | Price: ₹ 499 | Pages: 480 | Size: 6.25" X 9.5" (Paperback)

Contents

Part One: International Trade Theory and Commercial Policy: 1. Introduction: The Principle of Trading, 2. The Classical Theory of International Trade: Comparative

Advantage Model, 3. International Trade Equilibrium: Neo-Classical Analysis, 4. Terms of Trade: Concepts and Significance, 5. Foreign Trade and National Economies, 6. The Modern Theory of International Trade, 7. Obstacles to Trade and Trade Restrictions, 8. Commercial Policy-The Tariff Issue, 9. Commercial Policy: The Theory of Customs Unions, **Part Two: Balance of Payments and Foreign Exchange Rate:** 10. The Balance of Payments: Definitions and Concepts, 11. Foreign Trade and National Economics, 12. The Balance of Payments and Foreign Exchange Rate, 13. Balance of Payments Adjustment Mechanism: Automatic System, 14. Balance of Payments Adjustment: Policy Issues, 15. Optimum Currency Area Theories, 16. International Liquidity and The World Monetary System, 17. Trade Problems of Less Developed Countries • Author Index • Subject Index

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.
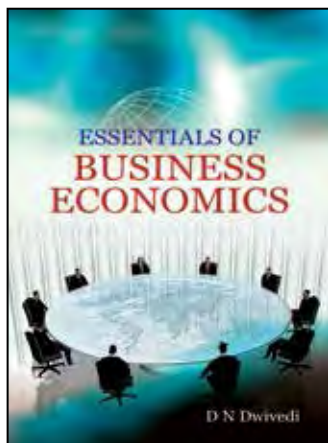
Essentials of Business Economics

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

ISBN: 9788125924005 | Price: ₹ 425 | Pages: 468 | Size: 6.25" X 9.5" (Paperback)

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

Contents

Part-I: Introduction: 1. Economics and Business Economics, 2. The Economy, its Basic Problems and Price Mechanism, 3. Laws of Demand and Supply and Market Equilibrium, **Part-II: Theory of Consumer Demand:** 4. Analysis of Individual Demand, 5. Elasticity of Demand, 6. Demand Forecasting, **Part-III: Production and Cost Analysis:** 7. Theory of Production, 8. Theory of Cost, **Part-IV: Market Structure and The Firm's Objectives:** 9. Market Structure and The Firm's Objectives, 10. Price and Output Determination Under Perfect Competition, 11. Pricing Decisions Under Monopoly, 12. Pricing Decision Under Monopolistic Competition, 13. Pricing Decisions Under Oligopoly, **Part-V: Factor Market: Factor and Factor Pricing:** 14. Factor Market: Factor Demand and Supply,15. Theory of Wage Determination, 16. Theory of Rent, Quasi-Rent and Economic Rent, 17. Theories of Interest, 18.Theories of Profit • *Index*

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.
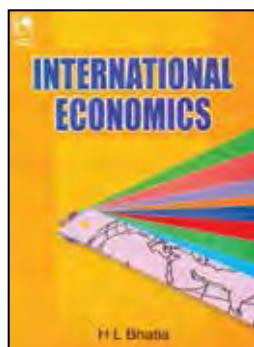
International Economics

H L Bhatia

ISBN: 9788125916604
Price: ₹ 525 | **Pages:** 672
Size: 5.5" X 8.5" (Paperback)

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

1. Introductory, 2. International Economics as a Separate Branch of Economics, 3. Some Analytical Tools, 4. Classical Theory of International Trade, 5. Terms of Trade, 6. Modern Theory-I (Heckscher-Ohlin Theory), 7. Modern Theory-II, 8. Growth and Trade, 9. Gains from Trade, 10. Rate of Exchange-I, 11. Rate of Exchange-II, 12. Balance of Payments: The Concept, 13. Foreign Trade Multiplier, 14. Balance of Payments: Adjustment Mechanism, 15. Free Trade vs Protection, 16. Trade Policy: Tariffs, 17. Quantitative Restrictions: Quotas, 18. Dumping, State Trading and Export Subsidies, 19. Import Substitution vs Export-Led Growth, 20. Foreign Aid vs Trade, 21. Foreign Direct Investment and Outsourcing, 22. Theory of Economic Integration: Globalisation, 23. Theory of Economic Integration: Regional Blocs, 24. Regional Groupings: Some Recent Developments, 25. General Agreements on Tariffs and Trade and World Trade Organisation, 26. General Agreement on Trade in Services (Gats), 27. India's Merchandise Foreign Trade, 28. India's Balance Payments, 29. Gatt/Wto and India, 30. India's Trade Policy

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.
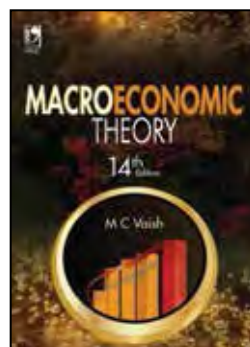
Macroeconomic Theory, 14e

M C Vaish

ISBN: 9788125941958
Price: ₹ 550 | **Pages:** 832
Size: 6.75" X 9.5" (Paperback)

About the Book

A complete textbook for UG and PG students of economics, commerce and business management, it provides an integrated view of macroeconomics from a global perspective as well as from Indian with special emphasis on Indian monetary policy. Divided into 4 parts--Introductory, Macroeconomic accounting, 3. Macroeconomic theory, 4. Money, interest and prices, 5. Policy, Foreign exchange and banking, 6. Trade cycle theories and economic growth

Contents

Part One: Introduction: 1. The Nature and Purpose of Economic Theory, 2. The Development and Types of Economic Theory, 3. The Developement and Types of Macro Economics, 4. Economic Concept, Part Two: Macroeconomic Accounting: 5. Output (Income) and Expenditure Flows in a Simple Economy, 6. National Income and Product, 7. Sector Accounts, 8. The Measurement of National Product, 9. National Income and Social Welfare, 10. Problems in The Measurement of National Product, Part Three: Macroeconomic Theory: 11. Output and Employment, 12. The Aggregate Demand and Aggregate Supply, 13. The Classical Theory of Income, 14. Equilibrium Income and Output: Two-Sector Economy, 15. Change in Income and Output: Investment Multiplier, 16. Complex Multipliers, 17. Foreign Trade Multiplier, 18. Income-Consumption Relationship, 19. Other Determinants of Consumption, 20. Pigou Effect, 21. Investment Demand, 22. Saving Supply, 23. Equilibrium of Economy's Real and Monetary Sectors, 24. The Keynesian Theory of Income, Output and Employment, 25. Keynes Versus The Classics, 26. Keynesian Economics and The Developing Countries, 27. Acceleration Principle, Part Four: Money, Interest and Prices: 28. The Nature and Functions of Money, 29. The Supply of Money, 30. Money and Interest, 31. Theories of Interest, 32. The Natural Rate and The Market Rate of Interest, 33. The Term Structure of Interest Rates, 34. The Quantity Theory of Money, 35. Keynesianism Versus Monetarism, 36. Milton Friedman's Quantity Theory of Money, 37. Keynes's Theory of Money and Prices, 38. Inflation, Part Five: Macroeconomic Policy, Foreign Exchange Rate and Banking: 39. Macroeconomic Policy, 40. Monetary Policy, 41. Monetary Policy and Inflation Targetting, 42. Fiscal Policy, 43. Taxation and Public Debt, 44. Foreign Exchange Rate, 45. Evolution of Banking, 46. Credit Creation, 47. Control of Credit, 48. Central Bank, 49. The Indian Monetary Policy, Part Six: Trade Cycle and Economic Growth: 50. Theories of Trade Cycle, 51. Control of Trade Cycle, 52. Economic Growth, 53. Theories of Economic Growth, 54. The Supply-Side Economics

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.

WTO and International Trade

M B Rao & Manjula Guru

ISBN: 9788125913795
Price: ₹ 535 | **Pages: 400**
Size: 5.5" X 8.5" (Paperback)

About the Book

This book gives an in-depth analysis of the various facets of international trade, and its regulations by the World Trade Organisation. In addition, it discusses the Multilateral Trade Agreements under the Uruguay Round of multilateral trade negotiations.

Contents

Part-I: 1. Principles of Private International Trade, 2. State Controls of Private International Trade, 3. Evolution of Gatt, 4. Gatt Provisions-Its Working, 5. Gatt 1994-Uruguay Round Protocol to The Gatt 1994, **Part-II:** 6. Agreement Establishing The WTO, 7. Agreement on Agriculture, 8. Agreement on Application of Sanitary and Phytosanitary Measures, 9. Agreement on Textiles and Clothing, 10. Agreement on Technical Barriers to Trade, 11. Agreement on Trade-Related Investment Measures (Trims), 12. Articles VI and XVI of Gatt 1994, 13. Agreement on Implementation of Article VII of Gatt 1994, 14. Agreement on Preshipment Inspection, 15. Agreement on Rules of Origin, 16. Agreements on Import Licensing Procedures, 17. Agreement on Safeguards, **Part-III:** 18. General Agreement on Trade in Services (Gats), 19. Agreement on Trade-Related Aspects of Intellectual Property Rights, 20. Trade Policy Review Mechanism, **Part-IV:** 21. Understanding on Rules and Procedures Governing Settlement of Disputes, **Part-V:** 22. Understanding on Interpretation of Article II: 1(B) of Gatt 1994, 23. Understanding on Interpretation of Article XVIII of Gatt 1994, 24. Understanding on Balance of Payments Provisions of Gatt 1994, 25. Understanding on Interpretation of Article XXIV of Gatt 1994, 26. Understanding on Interpretation of Article XXVIII of Gatt 1994, 27. Understanding on Interpretation of Article XXXV of Gatt, **Part-VI:** 28. Decision on Measures in Favour of Least Developed Countries, 29. Decision on Notification Procedures, 30. WTO and Developing Countries, 31. Seattle Ministerial Conference, 32. Conclusions • *Epilogue* • *Index*

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 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.

Business Environment

K Chidambaram &
V Alagappan

ISBN: 9788125907671
Price: ₹ 295 | **Pages: 208**
Size: 5.5" X 8.5" (Paperback)

About the Book

This book provides a conceptual framework of the various aspects of business environment, particularly its legal aspect.

Key Features

• Updated and current information in all topics
• Highlights role of SEBI and its guidelines for disclosure and investor protection
• Covers new industrial policy, licensing, role of MNCs and privatisation
• Includes detailed coverage of topics on consumer protection and industrial sickness

Contents

1. An Introduction to Business Environment, 2. Industrial Policy and Licensing, 3. Industries (Development and Regulation) Act, 1951, 4. Monopolies and Restrictive Trade Practices Act, (MRTP Act), 1969, 5. Foreign Capital, 6. Multinational Corporations, 7. The Securities and Exchange Board of India (SEBI), 8. Industrial Sickness, 9. Small-scale Industries, 10. Social Responsibility of Business, 11. Consumerism and Consumer Protection, 11. Privatisation of Public Enterprises

K Chidambaram, Professor, Department of Commerce, Madurai Kamaraj University, Madurai.

V Alagappan, Professor, Department of Commerce, Madurai Kamaraj University.

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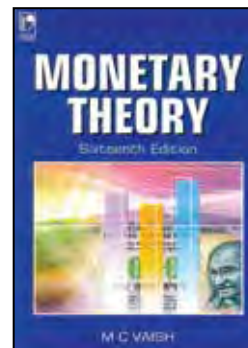
Monetary Theory, 16e

M C Vaish

ISBN: 9788125918455
Price: ₹ 550 | **Pages: 680**
Size: 6.25" X 9.5" (Paperback)

About the Book

Covers all topics prescribed for BA (Hons) and MA (Eco) and provides integrated view of the subject from global and Indian point of view with special emphasis on Indian monetary policy. Provides exam-oriented review questions.

Contents

Part One: Money and Prices: 1. Nature and Purpose of Economic Theory, 2. Nature and Functions of Money, 3. Money and The Economy, 4. Quantity Theory of Money, 5. Milton Friedman's Quantity Theory of Money, 6. Keynes' Theory of Money and Prices, 7. Monetary Standards, 8. Gold Standard, 9. Gold Standard in Practice, 10. Paper Money Standard, Part Two: Trade Cycle and Stabilisation: 11. Concept and Phases of Trade Cycle, 12. Theories of Trade Cycle, 13. Control of Trade Cycle, 14. Inflation, 15. Simple Investment Multiplier, 16. Complex Multipliers, 17. Acceleration, 18. Supply of Money, 19. Monetary Policy, 20. Fiscal Policy, 21. Keynesianism Versus Monetarism,

Part Three: **Saving, Investment and Interest:** 22. Investment Demand Theory, 23. Saving Supply, 24. Demand for Money, 25. Theories of Interest, 26. The Natural Rate and Market Rate of Interest, 27. Term Structure of Interest Rates, **Part Four: Banking, Credit and Foreign Exchange:** 28. Evolution of Banking, 29. Credit Creation, 30. Control of Credit, 31. Central Bank, 32. Foreign Exchange Rate, 33. Balance of Payments, 34. Devaluation, 35. Exchange Control, 36. Money Market, 37. Indian Money Market, 38. Monetary Policy in India, **Part Five: International Monetary Institutions:** 39. International Monetary Fund (LMF), 40. International Liquidity, 41. Eurocurrency (Eurodollar) Market, 42. International Bank for Reconstruction and Development (IBRD), 43. International Development Association (IDA), 44. Asian Development Bank (ADB)
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.

Economic Environment of Business, 2e

Biswanath Ghosh

ISBN: 9780706998962
Price: ₹ 450 | **Pages:** 456
Size: 5.5" X 8.5" (Paperback)

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

Part-I: Economic Environment: 1. Political Environment, 2. Legal Environment, 3. Sociological Environment, 4. Technological Environment, 5. Indian Economy: Sectoral Divisions, 6. Social Responsibilities of Business, 7. Institutional Framework of Business, 8. Environment of Movements, 9. Government Role in Shaping Business Environment, 10. New Industrial Policy 1991 Aspects of Economic Reforms, 11. Aspects of Economic Policies, 12. Planning in India, 13. Acute Economic Problems, **Part-II: Pricing Decisions:** 14. Basic Macro Economic Concepts, 15. Planning: Theoretical Background
Biswanath Ghosh, Professor and Dean of Management, Bengal College of Engineering and Technology, Durgapur.
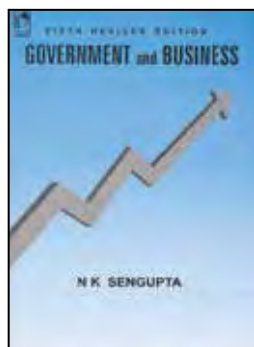
Government and Business, 6e

Nitish K Sengupta

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

About the Book

The present edition reflects the sea change in the government environment for business which has taken place in India during the last decade. After a broad analysis of the international and national issues of the government business interface, it proceeds to study the various areas of administrative control over business operating in India. It discusses the policy frames and implications of Industrial Policy, MRTP Act, Company Law, control over Stock Market, control over Foreign Investment, Prices and Distribution, Control of Essential Commodities, Import Control and Export Promotion and Control. Government's promotional role and its role as a planner in relation to business are also studied.

Contents

1. Public Control of Business: The Historical Setting, 2. Constitutional Framework of Government Control of Business, 3. Industrial Policy and Industrial Licensing, 4. Control of Monopolies: Experience and Implications, 5. Company Law of India, 6. Trends in Corporate Management Since Independence, 7. Government Control over Foreign Direct Investment and Collaboration, 8. Capital Market, Stock Exchange and SEBI, 9. Government Control over Distribution and Price of Essential Commodities, 10. Import Control, 11. Exports and Government Policy, 12. Government's Promotional Role in Industrial Development, 13. Public Sector Development Banking, 14. Government Policy and Small-Scale Industry, 15. Government and Planning, 16. India's Ninth Five Year Plan, 17. Interface Between Government and Public Sector, 18. Environment & Pollution Control, 19. Privatisation—A Global Revolution of the 1980s. 20. New Economic Policy Environment in India and Early Experiments with Privatisation

N K Sengupta, Chairman, Board for Reconstruction of Public Sector Enterprises, New Delhi, and Former Secretary, Planning Commission, Secretary, Ministry of Finance, Department of Revenue.
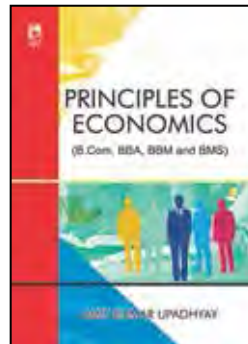
Principles of Economics (For BCom, BBA, BBM and BMS)

Amit Kumar Upadhyay

ISBN: 9789325983236
Price: ₹ 149 | **Pages:** 148
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

1. Introduction to Economics, 2. Consumer Behaviour, 3. Theory of Production, 4. Market Analysis, 5. Factor Pricing

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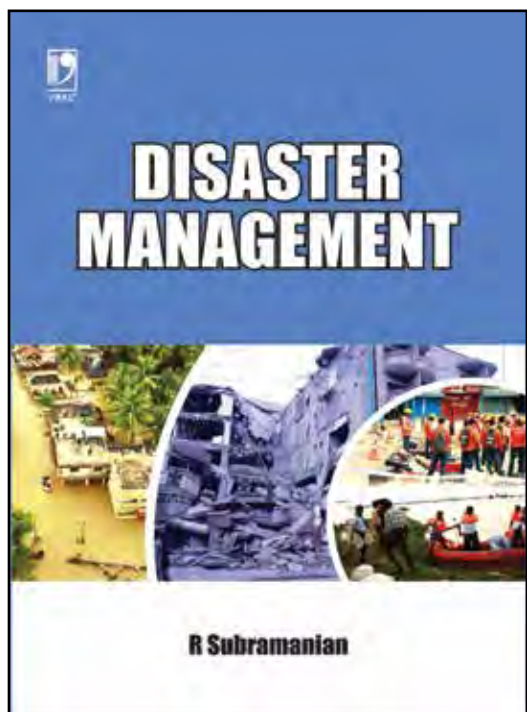
Disaster Management

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

ISBN: 9789352718702 | Price: ₹ 365 | Pages: 344 | Size: 6.75" X 9.5" (Paperback)

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.

Computer Applications in Management

Sanjay Saxena &
Prabhpreet Chopra

ISBN: 9788125920601
Price: ₹ 450 | Pages: 548
Size: 6.25" X 9.5" (Paperback)

Instructor's Resource available

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
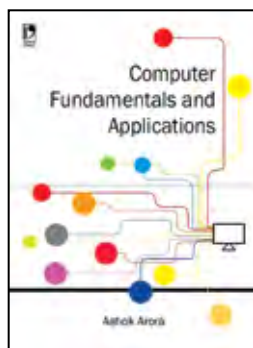
Computer Fundamentals and Applications

Ashok Arora

ISBN: 9789325971608
Price: ₹ 399 | Pages: 472
Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

About the Book

With the invention of computers and the advent of the Internet, mobile computing and e-business applications, information technology (IT) has brought rapid progress in domestic and international business, and a tremendous change in the lifestyle of people.

This book provides the students not just the knowledge about the fundamentals of a computer system, like its organization, memory management and hardware devices, but also the software that run on it.

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

Section-A: Fundamentals of Computers: 1. Introduction to Computers, 2. Hardware Devices, 3. Software Concepts, 4. Data Representation in Computers, 5. Computer Architecture, 6. Programming Concepts and Languages, 7. Operating Systems, 8. Multimedia Concepts, Section-B: Information Technology Tools: 9. Introduction to Windows, 10. Microsoft Word, 11. Microsoft Excel, 12. Microsoft Powerpoint, Section-C: Communications, Networking and Internet: 13. Data Communication And Networking, 14. Using The Internet, Section-D: Business Application of Computers: 15. Database Management System, 16. Microsoft Access

Ashok Arora is a visiting faculty to various Indian universities and management institutes including IMT (Institute of Management Technology), AIMA (All India Management Association), MDU (Maharishi Dayanand University) and SMU (Sikkim Manipal University). He is a renowned author with over 25 years of experience in teaching, writing and software development. He has authored more than 50 books for universities and schools.
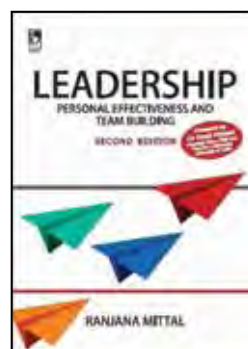
Leadership: Personal Effectiveness and Team Building, 2e

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

Section-I, Part-A: Leadership Skills, Concepts and Practices: 1. Leadership: Overview and Concept, 2. Leadership and Power, 3. Leadership Traits, 4. Leadership Behaviour and Styles, 5. Contingency Theories of Leadership, 6. Contemporary Leadership Styles, 7. Emotional Intelligence and Leadership, 8. Leadership and Empowerment, 9. The Authentic Leader, Part-B: Team Leadership: 10. Part-I: Team and Development, Part-II: Team-Leadership, Section-II; Brief Cases, Section-III: Part A: Leadership Development Practices in Organisations, Part-I: Leadership Development Practices, Part B: Your Very Own Leadership Workbook, Part-II: Self-Leadership

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.
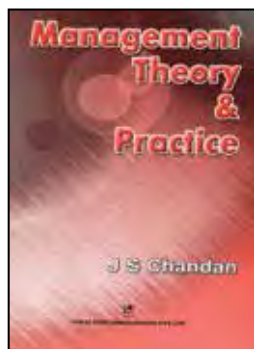
Management Theory and Practice

J S Chandan

ISBN: 9780706990300
Price: ₹ 410 | **Pages:** 526
Size: 5.5" X 8.5" (Paperback)

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

1. Management: An Introduction, 2. Evolution of Management Thought, 3. Modern Approaches to Management, 4. Organizational Planning, 5. Forecasting, 6. Organizing as a Management Function, 7. Organizational Design, 8. Organizational Development (OD), 9. The Staffing Function, 10. Career Planning and Managerial Development, 11. The Directing and Leading Function, 12. Motivation, 13. Communication, 14. Conflict Management, 15. Function of Controlling, 16. Control Techniques, 17. Management Information Systems (MIS) and Control, 18. Managerial Decision Making, 19. Quantitative Decision Making, 20. Management Science and Operations Research, 21. Production/Operations Management, 22. International Management, 23. Social and Ethical Issues in Management

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

1. Strategic Management: An Overview, 2. Vision, Mission, Goals and Objectives, 3. Assessment of External Environment, 4. Assessment of Internal Environment, 5. Corporate-Level Strategies, 6. Business-Level Strategies, 7. Functional Strategies, 8. International Strategy, 9. Strategy Implementation: Organizational Design and Structure, 10. Leadership and Organizational Structure, 11. Strategic Evaluation and Control, 12. Sundries, 13. Some Concluding Remarks, 14. Preparing A Case Analysis

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 Medger 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'.
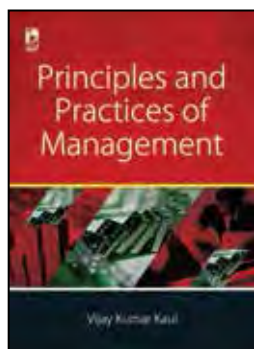
Principles and Practices of Management

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 a 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

Part-I: An Overview of Management: 1. Understanding The Management Process, 2. Evolution of Management Thinking, 3. Business, Society and Ethics, Part-II: Strategic Decision Making: 4. Planning, 5. Strategic Management: Planning for Long-Term Success, 6. Decision-Making Process and Creative Problem-Solving, Part-III: Organizing: 7. Organizational Structure and Design: Creating Flexible Organization, 8. Planning and Management of Human Resources, 9. Talent Management: Attracting and Retaining Human Resources, Part-IV: Leading and Controlling: 10. Motivating and Satisfying Employees, 11. Leadership: Developing Vision to Transforming Organizations, 12. Communicating in The Age of Internet, 13. Managerial Control and Techniques, Part-V: Contemporary Issues in Management: 14. Contemporary Management Thinking, 15. Strategic Change: Managing Change and Renewal, 16. Knowledge Management and Learning Organization, 17. Managing Diversity, 18. Corporate Governance • Index

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.
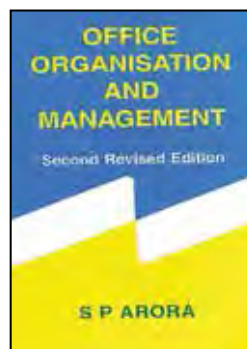
Office Organisation and Management, 2e

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

1. The Office and its Functions, 2. Office Management and Office Manager, 3. Office Organisation, 4. Delegation of Authority and Departmentation, 5. Office Systems and Routines, 6. Office Accommodation and Layout, 7. Office Environments, 8. Security, 9. Departments of Modern Office, 10. Office Supervision, 11. Records Management-I, 12. Records Management-II, 13. Office Furniture, Equipment and Machines-I, 14. Office Furniture, Equipment and Machines-II, 15. Forms, Design, Management and Control, 16. Communication, 17. Office Correspondence and Mail, 18. Office Stationery and Supplies and Their Control, 19. Standardisation, Standards and Work Measurement, 20. Production Control and Quality Control, 21. Office Cost Reduction and Cost Saving, 22. Office Manuals and Office Audit, 23. Business Reports, 24. Statistical Data, 25. Office Personnel-I, 26. Office Personnel-II • Name Index • Subject Index

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

ISBN: 9788125903376
Price: ₹ 525 | **Pages: 564**
Size: 6.25" X 9.5" (Paperback)

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

1. Management: An Overview, 2. Planning Strategies, 3. Organizing Strategies, 4. Directing Strategies, 5. Controlling Strategies, 6. Supplemental Topics, 7. Managerial Profiles

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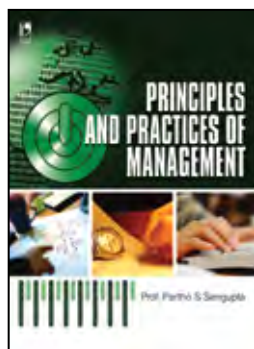
Principles and Practices of Management

Partho S Sengupta

ISBN: 9788125940579
Price: ₹ 300 | **Pages: 256**
Size: 8.5" X 11" (Paperback)

Instructor's Resource available

About the Book

The principal difference that this book would make to any literate young mind above 17 is its non-textbook flavour. Once the young reader discovers the uniqueness of the book, an exhilarating journey would begin. The 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

• The book's topical and pragmatic approach helps the reader understand the emerging trends better
• Questions or Exercises for self-assessment
• Figures, tables and pictures have been extensively used for clarity in understanding

Contents

1. Who Are You, 2. Development of Management Thought, 3. Fundamentals of Business Principles-A Pictorial Representation, 4. Business Policy-The New Indian Managers in the Borderless World, 5. Individual Strategic Implementation Process, 6. Organization-I, 7. Organization-II, 8. Planning and Decision Making, 9. Directing, 10. Communication, 11. Control and Coordination, 12. Leadership-The Change Agent of 21st Century India, 13. Motivation, 14. Performance Planning Systems and Appraisal Methodology, 15. Training and Development, 16. The War-Imitators vs Innovators, 17. Providing Urban Amenities to Rural Areas (PURA)-A Case Study, 18. Sample Questions

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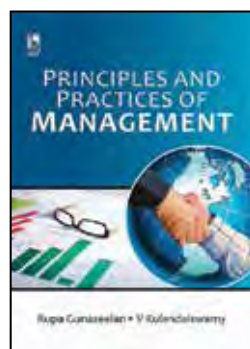
Principles and Practices of Management

Rupa Gunaseelan & V Kulandaiswamy

ISBN: 9789325974197
Price: ₹ 150 | **Pages: 224**
Size: 6.75" X 9.5" (Paperback)

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

1. Management - An Introduction, 2. Planning, 3. Forecasting and Decision Making, 4. Organizing, 5. Staffing, 6. Direction, 7. Motivation, 8. Communication, 9. Coordination, 10. Controlling, 11. Production Management, 12. Materials Management, 13. Financial Management, 14. Recent Trends in Management in Bird's Eye View, 15. Case Analysis • Sample Caselets

Rupa Gunaseelan is a professor at BSMED, 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.
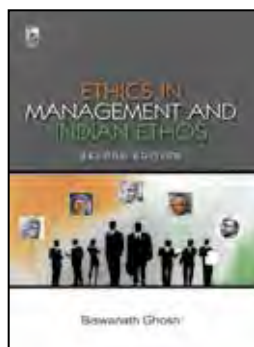
Ethics in Management and Indian Ethos, 2e

Biswanath Ghosh

ISBN: 9788125920595
Price: ₹ 335 | **Pages:** 322
Size: 5.5" X 8.5" (Paperback)

About the Book

The subject of ethics in management is not only new but also unique. It is based on the premise that good ethics leads to good business. Ethics in business is important because there is evidence to prove that unethical behaviour can cost a company its reputation, affect its share price and lower its profits. Ethics in Management and Indian Ethos is a comprehensive textbook for MBA students of Indian Universities. Though the subject is new, students will find it simple because of the way it is written. The text is lucid and discussions are on practical points. The second edition is thoroughly revised and enlarged. Six new chapters have been added and many chapters have been re-written.

Contents

1. Introduction to Business Ethics, 2. Nature, Scope and Purpose of Ethics, 3. Importance of Ethics and Moral Standards, 4. Features, Types & Relevance of Values, 5. Model of Management in the Indian Socio-Political Environment, 6. Ethical Theory and Enlightened Egoism, 7. Corporations and Social Responsibilities, 8. Unethical Behaviour by Individuals in Organisations, 9. Ethics and Decision-making, 10. Making Moral Decisions, 11. Ethics of Advertising, 12. Ethical Investment, 13. Ethics and International Business, 14. Sci-Tech and Ethics, 15. Law and Ethics, 16. HRM and Ethics, 17. Ethics and the Environment, 18. Ethical Vision of Management: Vedantic Approach, 19. Human Values for Indian Managers, 20. Lessons from Ancient Indian Education System, 21. The Law of Karma, 22. Professional Ethics, 23. Quality of Working Life, 24. Total Quality Management, 25. Ethics and Religion, 26. Buddhist Economics, 27. Ethics of Vivekananda, Gandhiji, Aurobindo and Tagore

Biswanath Ghosh is Professor and Dean of Management, Bengal College of Engineering and Technology, Durgapur.
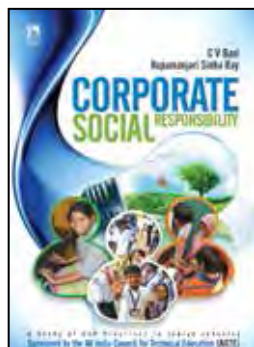
Corporate Social Responsibility

C V Baxi & Rupamanjari Sinha Ray

ISBN: 9789325957640
Price: ₹ 750 | **Pages:** 292
Size: 5.5" X 8.5" (Hardback)

About the Book

Corporate Social Responsibility: A Study of CSR Practices in Indian Industry is based on a study sanctioned by the All India Council for Technical Education (AICTE) during 2008-10. It draws upon primary data collected from field visits to eighty companies (including NGOs) covering a wide spectrum of sectors. While providing a complete overview of the CSR policies and practices in India, it includes illustrative cases prepared on the basis of company websites, reports and literature survey. These have been supplemented 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

1. Business and Society in India—An Overview, 2. Role of Public Policy in Promoting CSR and Sustainability, 3. Corporate Social and Environmental Responsibility—A Survey of Literature, 4. Corporate Social Responsibility—A Global View, 5. Role of NGOs in Promoting CSR, 6. CSR in Public Enterprises, 7. Family Firms and Corporate Social Responsibility, 8. CSR in the Banking Industry, 9. CSR in Multinational Companies, 10. Sectoral Differences in CSR and Sustainability, 11. Corporate Social and Environmental Reporting, 12. Data Analysis and Results, 13. Critical Issues in Implementation, 14. Conclusions and Recommendations

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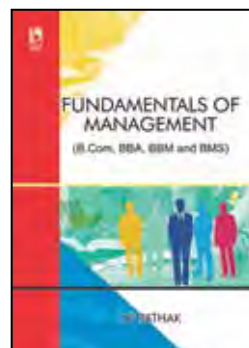
Fundamentals of Management: (For B.Com, BBA, BBM and BMS)

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

1. Introduction to Management, 2. Planning, 3. Organizing, 4. Directing, 5. Controlling

J P Pathak is serving as a faculty member at Galgotias University, Greater Noida.
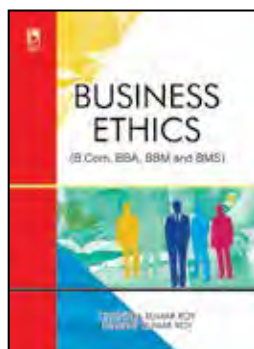
Business Ethics (For B.Com, BBA, BBM and BMS)

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

1. Business Ethics - An Overview, 2. Work Life in Philosophy, 3. Relationship between Corporate Ethics and Excellence, 4. Gandhian Philosophy of Wealth Management, 5. Corporate Social Responsibility

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
• exclusive chapter on Knowledge Management Careers
• summary at the end of every chapter

Contents

1. Essentials of Computing, 2. Quality, Re-engineering Methodologies and Business Paradigms, 3. Knowledge Management—An Insight, 4. Essentials of Knowledge Management, 5. Knowledge Management Techniques, Systems, and Tools, 6. Organizational Knowledge Management Architecture and Implementation Strategies, 7. K-Careers • *Summary* • *References* • *Bibliography* • *Index*

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

1. Why Export, 2. What is Exporting, 3. Trends in India´s Foreign Trade, 4. Institutional Framework and Export Promotion Measures in India, 5. Export Promotion Measures, 6. Profile of the European Union, 7. International Economic Organisations, 8. Commercial Relations and Trade Agreements, 9. Organising Export, 10. Starting an Export Business, 11. Export Strategy and Export Marketing Plan, 12. Locating the Prospective Buyers, 13. Export Marketing Mix, 14. Marketing Channels, 15. Marketing Communication Mix, 16. Locating and Selecting Overseas Agents, 17. Organising Sales Promotion Tips, 18. Sending Export Samples to Prospective Buyers, 19. Export Terms of Payment, 20. Export Costing and Pricing, 21. Processing an Export Order, 22. Labelling, Packaging, Packing and Marking of Export Consignments, 23. Quality Control and Pre-Shipment Inspection, 24. Central Excise Clearance of Goods for Export, 25. Transportation and Shipment of Goods for Export, 26. Marine and Air Cargo Insurance, 27. IS/ISO 9000 and New ISO 14000 Series, International Standards for Quality Scheme, 28. General System of Preference (GSP), Scheme k Certificate of Origin, 29. Export Documentation Framework, 30. Foreign Exchange Control Regulations for Export, 31. Arranging Finance for Export k Pre-shipment and Post-shipment, 32. The Role of the Export Credit Guarantee, Corporation of India, 33. Export Import Bank of India (EXIM Bank)

D C Kapoor was the Director, National Institute of Careers in Export and Marketing (NICEM), New Delhi.
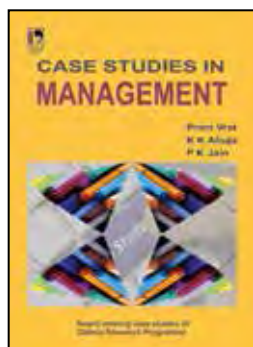
Case Studies in Management

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

Part-I: Strategic Management: 1. Emerging Chinese MNCs: Case of Konka Group Company Ltd, 2. Miles to Go, 3. Core Competence and Flexibility-based Strategy: A Case Study of HCL, 4. Food Processing Industry in India: Challenges for Pepsico, 5. The Enigma of Existence, 6. System Dynamics of Indian Telecom Sector Focussed Towards C-DOT, Part-II: Financial Management: 7. Troubling Times for the Giant, 8. Cost Reduction through Insurance Management, 9. Strategic Decision Making for Ruchi I Retail Store, Part-III: Operations/Organization Management: 10. DVB–Is it just Sick, 11. People Factors: Key Issues and Critical Success Factors Associated with Reengineering, 12. Investment Appraisal for Networking Services: A Case Study on Investment in Indian IT Industry, 13. The Unsatisfied Customer

Prem Vrat, Director, IIT Roorkee.

K K Ahuja, Senior Director, Gujarat Heavy Chemicals Limited.

P K Jain, Department of Management Studies, IIT, Delhi.
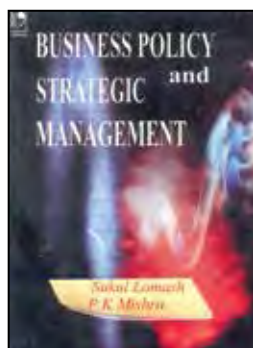
Business Policy and Strategic Management

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, 3. Defining Vision and Mission of a Company, 4. Environment Scanning and Analysis, 5. Analysis of Industry, 6. Study and Evaluation of Multinational Environment, 7. Forecasting the Business Environment, 8. Internal Analysis of Company Profile, 9. Long-term Objectives and Grand Strategies, 10. Analysis of Strategies and Choice, 11. Operationalizing and Implementing Strategies, 12. Integration of Structure, Leadership and Culture for Institutionalizing Strategy, 13. Guiding, Evaluating and Controlling Strategies, 14. Guide to Case Analysis, 15. Case Studies

Sukul Lomash is currently Additional General Manager, BHEL, Bhopal.

P K Mishra is Director, C.R. Institute of Management and Dean, Faculty of Management Studies and Proctor, Barkatullah University, Bhopal.

Business Information Systems

Muneesh Kumar

ISBN: 9788125905370
Price: ₹ 475 | Pages: 400
Size: 6.25" X 9.5" (Paperback)

About the Book

With its emphasis on the managerial aspects of information systems, this book identifies the role of a manager in the process of planning, designing and developing IT infrastructure. It highlights the latest information in business systems and guides the reader on the various potent issues, their implications and possible solutions.

Key Features

- Latest topics in IT including Data Warehousing, Data Mining, Intelligent Agents, EIS and ERP Systems
- Elaborates the importance of connectivity and communication, highlighting the importance of Networking and use of the Internet, Intranet and e-mail as productivity, cost, marketing and communication tools
- Provides operational suggestions or tenets in different sections of the book - a unique and useful feature for both experienced and lay IT users
- Simple and user-friendly with numerous illustrations to enhance learning, and minimum jargon - caters to a large cross-section of readers from different functional specialisations

Contents

Section-I: Planning Imperatives for IT Infrastructure: 1. Information and Managerial Effectiveness, 2. Business Information Systems, 3. Business Functions and Information Needs of Business, 4. Information Systems and Managerial Process, 5. Planning for IT Infrastructure, Section-II: Developing IT Infrastructure: 6. Defining Hardware Requirements, 7. Planning for Software Resources, 8. Development of Accounting Information System: A Modular Approach, 9. Planning for Databases, 10. Types of Information Systems and Need Resource Matching, Section-III: Shared Information Systems: 11. Data Communication and Networking, 12. Using Information Superhighways – Internet and Intranet, 13. Security Issues in IT Infrastructure, Section-IV: Personal Information Systems: 14. Microcomputers – End User Focus, 15. Office Suites and Productivity • Index

Muneesh Kumar is professor, Department of Financial Studies, University of Delhi, South Campus, New Delhi.

Management Information Systems

Nirmalya Bagchi

ISBN: 9788125938521
Price: ₹ 399 | **Pages: 396**
Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

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

1. Trends in the World of Business, 2. Information and its Value, 3. Basics of Management and Organization, 4. Information and Decision-Making, 5. Systems Concepts and Approach, 6. Information Systems in Organizations, 7. Strategy and Information Systems, 8. Information Systems Planning, 9. Information System Analysis and Design, 10. Developing Information Systems, 11. Information Systems Implementation and Evaluation, 12. Database Management System, 13. Information Security, 14. Issues in Information System Management, 15. Decision Support Systems and Expert Systems, 16. Enterprise Architecture and Systems • Appendix 1-3 • Subject Index • Author Index

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.

Management Information Systems, 4e

D P Goyal

ISBN: 9789325978607
Price: ₹ 499 | **Pages: 548**
Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

About the Book

The fourth edition of this book has been updated to meet the new requirements of the students, professors, and practitioners. This is an enhanced version of the earlier editions. To update and enhance the coverage of the book, many chapters have been restructured, and some new content/chapters have also been added. In addition, to have better engagement and learning outcomes for the reader, certain new pedagogical features have also been added.

New in this Edition

• A new chapter on 'Ethical and Social Issues'
• Applications using MS-Access in the upgraded Chapter 5 – Data Resource Management
• Concepts on organisations in Chapter 2 – Information, Systems and Organisation Concepts
• Concepts of e-Governance in chapter 7 – e-Commerce, e-Business and e-Governance
• Some latest trends and concepts in Chapter 4 – IT Infrastructure
• Concepts on Project Management in chapter 12 – IS development and Project Management

Salient Features

• The book includes 15 real-world case studies
• Includes pedagogical elements, such as Objective-type Questions, True/False Questions, Review Questions and Assignments
• Has a Glossary to help students to get a quick understanding of the terms used in the book

Benefits

• Case studies will help students in studying and analysing real-life scenarios.
• Well researched content and the complementing pedagogical features covers syllabi of most Indian universities.

Contents

Part-I: Conceptual Foundations: 1. Management Information Systems: An Overview, 2. Information, Systems and Organization Concepts, 3. Information Systems and Competitive Advantage, Part-II: Information Technologies: 4. Information Technology Infrastructure and Emerging Technology, 5. Data Resource Management, 6. Telecommunications and Computer Networks, Part-III: Business Applications of IS: 7. E-Commerce, E-Business and E-Governance, 8. Enterprise Systems, 9. Decision Support Systems, Part-IV: Management of IS: 10. Information System Planning, 11. Is Choices and System Acquisition, 12. Is Development and Project Management, 13. Information Requirements Analysis & System Design, 14. Is Implementation and Change Management, 15. Evaluation and Maintenance of IS, Part-V: Security, Ethical and Social Issues: 16. Is Security and Control, 17. Ethical and Social Issues of ISS

D P Goyal, PhD, is Professor, Information Systems and Dean, Executive Graduation Programmes at the Management Development Institute (MDI), Gurgaon, Haryana. He is also former Professor and Dean, Academics at the Institute of Management Technology (IMT), Ghaziabad, Uttar Pradesh.

Books as per National Education Policy (NEP) 2020
Common Minimum Syllabus for all Uttar Pradesh State Universities
VIKAS PUBLISHING
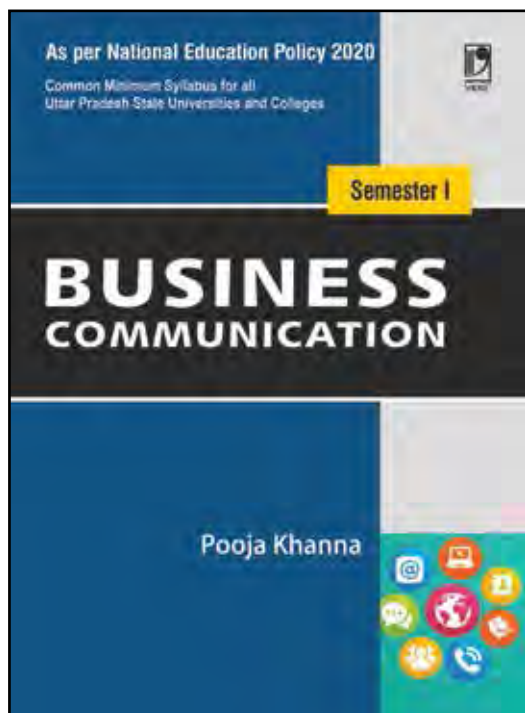
Business Communication Semester-I (NEP 2020 - Uttar Pradesh)
POOJA KHANNA

About the Book

As we usher in the New Education Policy (NEP) 2020, the significance of soft skills, specifically skills in communication, is greatly enhanced. 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 B.Com, Semester I of all Uttar Pradesh universities and colleges, as per National Education Policy (NEP) 2020.

Key Features

- Analysis of vital components of business communication
- Informative use of illustrations, examples, diagrams and pictures
- Inclusion of review questions

ISBN: 9789354534232 | Price: ₹ 150 | Pages: 232 | Size: 6.5" X 9.25"

Contents

Preface

Syllabus

Unit I

1: Process of Communication
2: Types of Communication
3: Different Forms and Directions of Communication
4: Barriers to Communication
5: E-Correspondence

Unit II

6: Non-verbal Communication

7: Interview Skills
8: Résumé Writing

Unit III

9: Importance of Business Language
10: Oral Presentation - Importance, Characteristics/Powerpoint Presentation
11: Writing Skills
12: Office Correspondence

Unit IV

13: Report Writing

Pooja Khanna, is Professor, Department of English, Adi_ Mahavidyalaya, University of Delhi. She has been teaching English language and literature here for over 15 years. She has also been ac_vely involved in crea_ng e-Lessons for English language at the Ins_tute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.
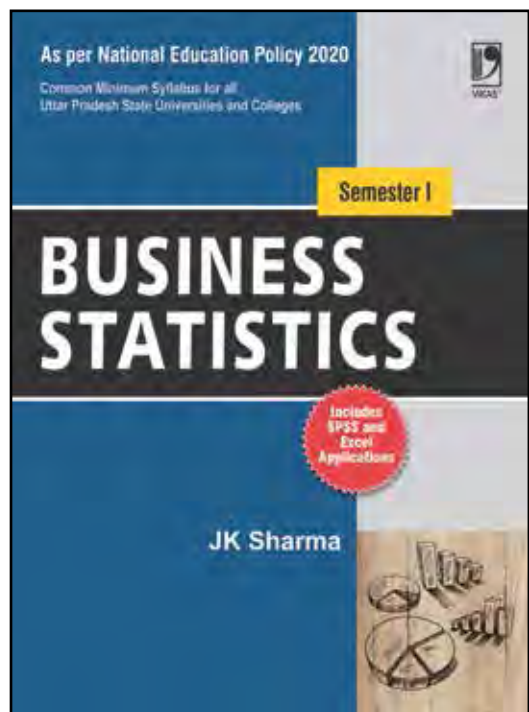
Business Statistics Semester-I
(NEP 2020 - Uttar Pradesh)
J K Sharma

About the Book

The book is designed as per the syllabus of Business Statistics for the universities and colleges of Uttar Pradesh according to National Education Policy (NEP) 2020. The book provides readers with an understanding of problem-solving methods, and analysis, thus enabling them to develop the required skills and apply statistical techniques to decision-making problems.

Key Features

- Explains Indian Statistics and provides information about Father of Indian Statistics (Prof. Prasanta Chandra Mahalanobis).
- Each chapter contains several exercises that are solved using MS Excel and SPSS to demonstrate the use of software.
- Each chapter contains Learning Objectives, Concept Quizzes, and Conceptual Questions and Self-Practice Problems with Hints and Answers.

ISBN: 9789354534157 | Price: ₹ 325
Pages: 392 | Size: 6.5" X 9.25"

Contents

1: STATISTICS: AN OVERVIEW,• Indian Statistics,• Reasons for Learning Statistics,• Growth and Development of Statistics,• Statistical Thinking and Analysis,• Statistics Defined, • Types of Statistical Methods,• Importance and Scope of Statistics,• Limitations of Statistics,• Statistics Can be Misused,• How to Lie with Statistics, Conceptual Questions 1A,• Need for Data,• Principles of Measurement,. • Sources of Data, Conceptual Questions 1B, Chapter Concepts Quiz, 2: 2: DATA CLASSIFICATION, TABULATION AND PRESENTATION, • Introduction,• Classification of Data,• Organizing Data Using Data Array, Conceptual Questions 2A, Self-practice Problems 2A, Hints and Answers,• Tabulation of Data Conceptual Questions 2B, Self-practice Problems 2B, Hints and Answers, • Graphical Presentation of Data,• Types of Diagrams, • Exploratory Data Analysis, Conceptual Questions 2C, 3: MEASURES OF CENTRAL TENDENCY, • Introduction,• Objectives of Averaging,• Requisites of a Measure of Central Tendency,• Measures of Central Tendency, • Mathematical Averages, Conceptual Questions 3A, Self-practice Problems 3A, Hints and Answers,• Geometric Mean, Conceptual Questions 3B, • Harmonic Mean,• Relationship among A.M., G.M., and H.M., Self-practice Problems 3C• Averages of Position,• Median,• Advantages Disadvantages and Applications of Median, • Partition Values: Quartiles, Deciles and Percentiles Conceptual Questions 3C, Self-practice Problems 3D, • Mode, • Relationship between Mean, Median, and Mode,• Comparison between Measures of Central Tendency, Conceptual Questions 3D, • Formulae Used, 4: MEASURES OF DISPERSION,• Introduction, • Significance of Measuring Dispersion,• Classification of Measures of Dispersion,• Distance Measures,• Average Deviation Measures, Conceptual Questions 4B, • 5: SKEWNESS, MOMENTS, AND KURTOSIS,• Introduction,• Measures of Skewness, Conceptual Questions 5A, Self-practice Problems 5A Hints and Answers, • Moments,• Kurtosis, Conceptual Questions 5B, Self-practice Problems 5B, Hints and Answers Formulae Used, 6: CORRELATION ANALYSIS,• Introduction,• Significance of Measuring Correlation,• Correlation and Causation,• Types of Correlations, • Methods of Correlation Analysis, Self-practice Problems 6A, Hints and Answers,• Spearman's Rank Correlation Coefficient,• Method of Least-Squares,• Auto-Correlation Coefficient, Self-practice Problems 6B, Hints and Answers,• Hypothesis Testing for Correlation Coefficient, Conceptual Questions 6A, Self-practice Problems 6C, Hints and Answers, Formulae Used, 7: REGRESSION ANALYSIS,• Introduction,• Advantages of Regression Analysis,• Types of Regression Models,• Estimation: the Method of Least Squares,• Assumptions for a Simple Linear Regression, Model,• Parameters of Simple Linear Regression Model,• Methods to Determine Regression Coefficients, Self-practice Problems 7A, Hints and Answers,• Standard Error of Estimate and Prediction, Intervals, Conceptual Questions 7A, Formulae Used, Chapter Concepts Quiz, Review Self-practice Problems, Hints and Answers, Case Studies, 8: FORECASTING AND TIME SERIES ANALYSIS,• Introduction,• Types of Forecasts,• Timing of Forecasts,• Forecasting Methods,• Steps of Forecasting,• Time Series Analysis,• Time Series Decomposition Models Conceptual Questions 8A,• Quantitative Forecasting Methods, Self-practice Problems 8A, Hints and Answers,• Trend Projection Methods,• Measurement of Seasonal Effects,• Measurement of Cyclical Variations—Residual, Method,• Measurement of Irregular Variations, Conceptual Questions 8B, Self-practice Problems 8C, Hints and Answers Formulae Used, 9: INDEX NUMBERS,• Introduction,• Index Number Defined,• Types of Index Numbers,• Characteristics and Uses of Index Numbers, • Characteristics of Index Numbers, • Uses of Index Numbers,• Methods for Construction of Price Indexes,• Unweighted Price Indexes,• Weighted Price Indexes,• Quantity or Volume Indexes,• Value Indexes

J K Sharma, formerly a professor at the Faculty of Management Studies, University of Delhi, has more than 40 years of teaching experience of Operations Research, Business Statistics, Business Mathematics, Supply Chain Management, and Project Management. He was awarded the Madan Mohan Gold Medal for securing the first position in MSc (Mathematics) examination. He has been a visiting professor at Group ESSEC (A Graduate School of Management) in France during 1992-94, Amity University, Dubai campus during 2011-12 and Amity Institute of Higher Education, Mauritius during 2012-13. He has authored 25 books, which have been widely appreciated by the students of undergraduate and postgraduate classes of all the Indian universities/management institutes. Besides, he has also written more than 135 research papers/case studies. Also, 21 students got Ph.D. degree under his supervision.
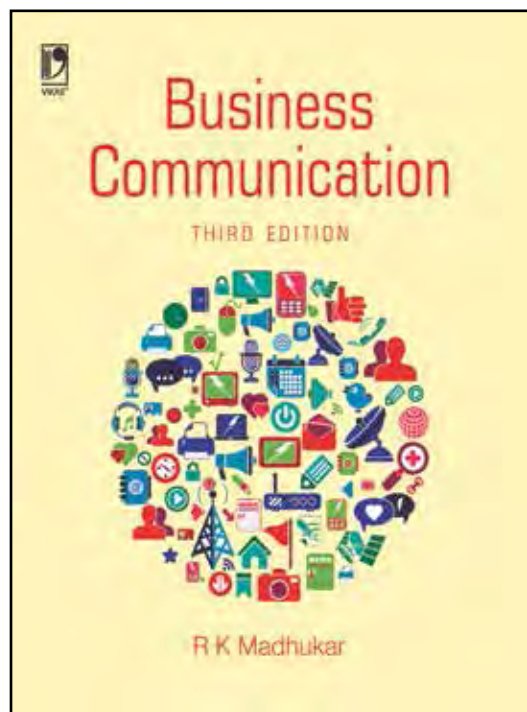
Business Communication, 3e

R K Madhukar

Instructor's Resource available

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

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.
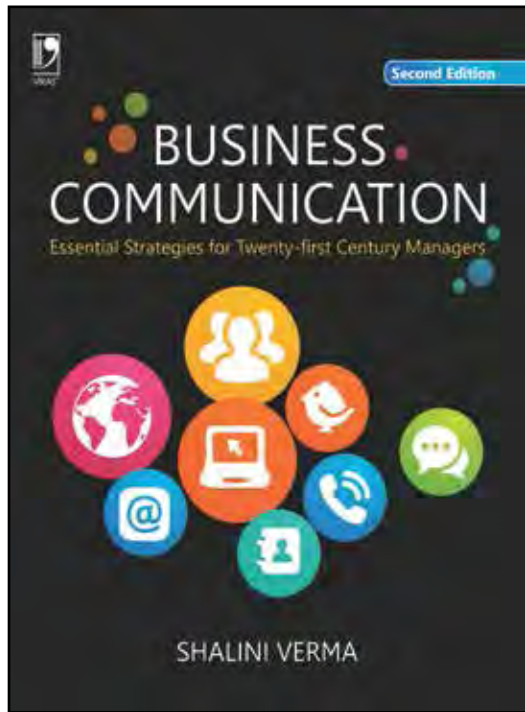
Business Communication, 2e

Shalini Verma

Instructor's Resource available

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
- Applying Ethics: Deal with situation-based ethical dilemmas faced by real managers in their professional lives
- Simulation-based Exercise: It is a roleplay management game that helps readers simulate real managers or workplace situations, and thereby enables students to apply the theoretical concepts
- Experiential Learning: It provides two caselets, each followed by an individual activity and a team activity, based on real-time business processes that help readers 'feel' or 'experience' the concepts and theories they learn in the concerned chapter to gain hands-on experience

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

1. The Nature and Scope of Business Communication
2. Communication Barriers
3. Communications in Organizations
4. Non-Verbal Communication,
5. Communication Strategy for Managers
6. Spoken (Oral) Communication
7. Written Communication
8. Technology-Enabled Communication
9. Writing Reports, Business Proposals, and Business Plans
10. Planning and Delivering Business Presentations
11. Conducting Business Research and Analysing Case Studies
12. Employment Communication for Internship and Campus Placement
13. Business Etiquette and Professionalism

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.
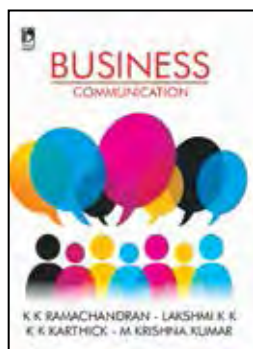
Business Communication

K K Ramachandran, Lakshmi K K, K K Karthick & M Krishna Kumar

ISBN: 9789325981034
Price: ₹ 270 | **Pages: 248**
Size: 6.75" X 9.5" (Paperback)

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

1. What is Communication?, 2. The Need for Business Correspondence and Its Importance, 3. The Characteristics of a Business Letter, 4. The Organisation, Structure and Layout of a Letter, 5. Enquiries and Replies, Offers and Quotations Introduction 6. Orders and Despatch, 7. Credit and Status Enquiries, 8. Complaints, Claims and Adjustments, 9.. Collection Letters, 10. Sales Letters, 11. Circulars (Circular Letters), Notices and Memos, 12. Banking Correspondence, 13. Life Insurance (Assurance) Correspondence, 14. General Insurance (Fire Insurance), 15. General Insurance (Marine Insurance), 16. Agency Correspondence, 17. Correspondence of A Company Secretary 18. Report Writing, 19. Miscellaneous Correspondence and Communication, 20. Personality, Public Speaking, Use of Audio-Visual Aids and Telephone Etiquette, 21. Mis (Management Information System)

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 Digital Marketing and Branding. He 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.

Management of Public Relations and Communication, 2e

Sailesh Sengupta

ISBN: 9788125918462
Price: ₹ 410 | **Pages: 464**
Size: 5.5" X 8.5" (Paperback)

About the Book

This book provides a practical introduction to the basic principles of public relations and effective communication. It caters to the professional need of practising PR persons, the academic requirements of the students of PR and communication courses, and for the larger segment of the formally uninitiated, who may have to deploy these tools and techniques in some form or the other. This is indeed a landmark publication in the emerging disciplines of public relations and communication. At all times the emphasis is on providing ideas and guidelines to develop personal skills in the practice of public relations. The second enlarged edition shows how the principles can be applied in everyday professional life.

Contents

1. Principles of Public Relations, 2. Public Relations Defined: Scope and Dimensions, 3. PR and Other Forms of Public Communication, 4. Organisation of PR Department: Staff and Budgeting, 5. Public Relations Process, 6. Producing a House Journal, 7. Employee Relations and Employee Communication, 8. Financial Public Relations, 9. Press and Public Relations, 10. Public Relations Writing, 11. Managing Corporate Crises Corporate Public Relations, 12. PR Research, 13. Principles of Communication, 14. Facets of Communication, 15. The Process and Context of Communication, 16. Communication in Organisations, 17. Group Communication, 18. Spoken Word Communication, 19. Communication Research, 20. The Process of Research • *Case Study* • *Bibliography* • *Index*

Sailesh Sengupta, a well-known communication and public relations professional has been in the corporate field as well as in academics for over a quarter century. He has had intensive professional training in leading institutions and organizations including courses at the Asian Institute of Mass Communication at Singapore, Management Development Institute (Delhi) and Administrative Staff College of India (Hyderabad). At present, he serves as a visiting professor with a number of leading business and professional institutes at Delhi.
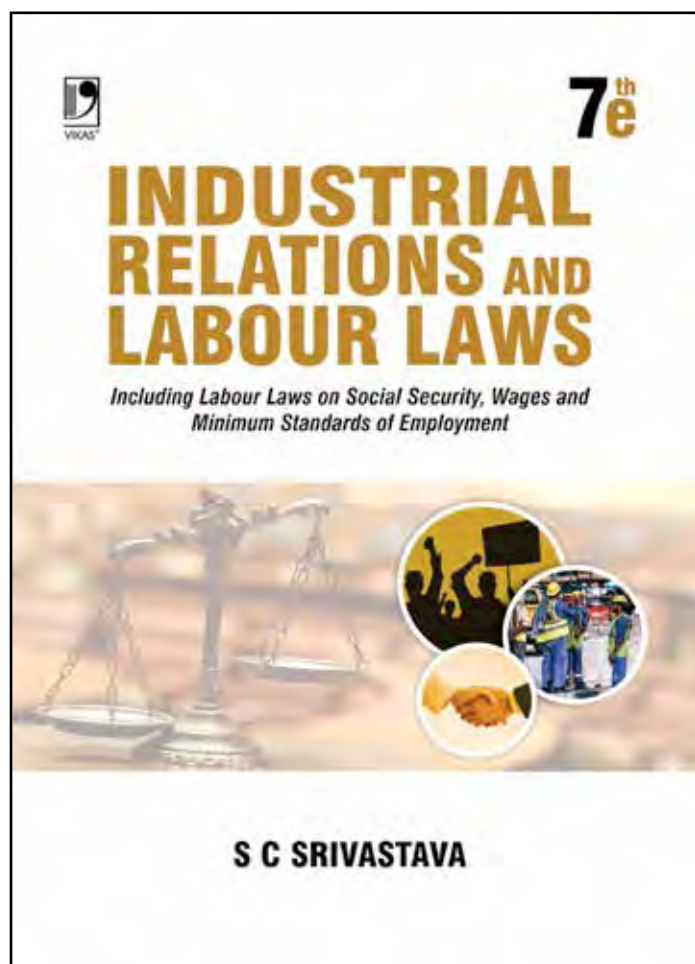
Industrial Relations and Labour Laws, 7e

S C Srivastava

New

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

ISBN: 9789353387426 | Price: ₹ 650 | Pages: 764 | Book Size: 6.75" X 9.5" (Paperback)

Contents

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.
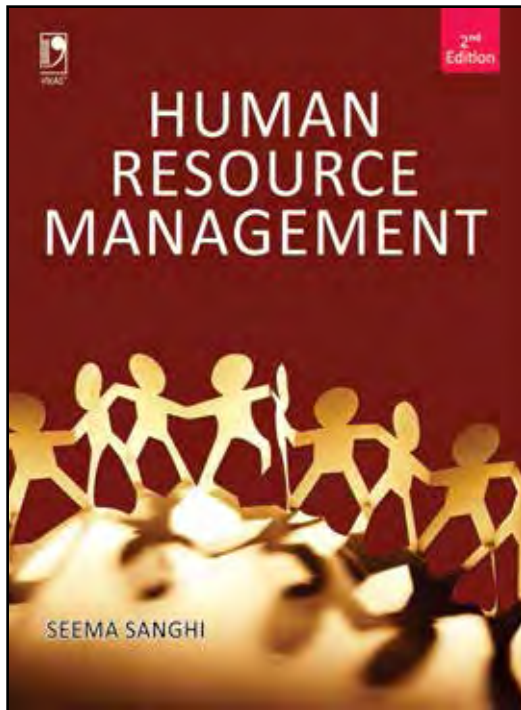
Human Resource Management, 2e

Seema Sanghi

Instructor's Resource available

About the Book

The second edition is crispier 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

Seema Sanghi is currently Managing Director at Styrax 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.
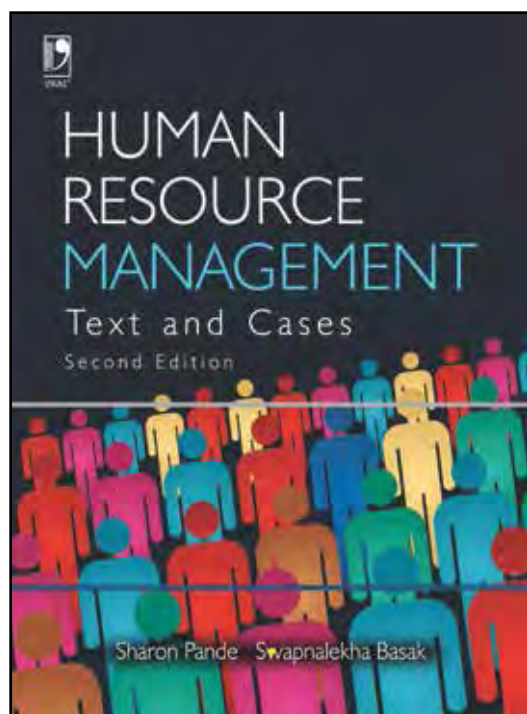
Human Resource Management: Text & Cases, 2e

Sharon Pande & Swapnalekha Basak

Instructor's Resource available

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 work 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 begnning 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

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.
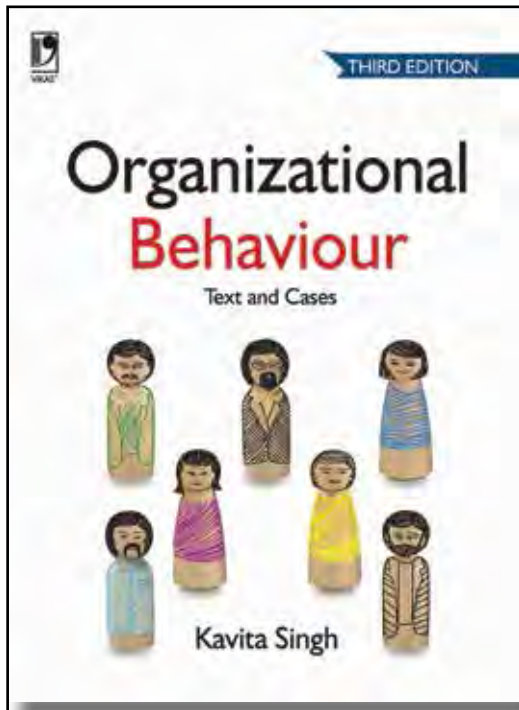
Organizational Behaviour: Text and Cases, 3e

Kavita Singh

Instructor's Resource available

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 behavioral 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.

ISBN: 9789325986695 | Price: ₹ 499 | Pages: 588 | Size: 8.5" X 11" (Paperback)

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.

Human Resource Management: Principles and Practice
P G Aquinas

ISBN: 9788125918097
Price: ₹ 420 | **Pages: 340**
Size: 6.25" X 9.5" (Paperback)

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

• 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

Contents

1. Human Resource Management–An Overview, 2. History of HRM, 3. Human Resource Planning, 4. Recruitment and Selection, 5. Training and Development, 6. Performance Appraisal, 7. Post-Appraisal Analysis, 8. Performance Counseling and Monitoring, 9. Motivating Human Resources, 10. Human Resource Records and Information Systems, 11. HR Accounting and Audit, 12. Human Resource Research, 13. Human Resource Policies, 14. Employee Welfare, 15. Compensation Management, 16. Employee Discipline, 17. Grievance Handling, 18. Collective Bargaining, 19. International/Global HRM, 20. Current Issues and Trends in HRM • *Bibliography* • *Index*

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

A Textbook of Human Resource Management
R S Dwivedi

ISBN: 9788125919131
Price: ₹ 395 | **Pages: 408**
Size: 7.25" X 9.5" (Paperback)

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.

Contents

1. An Introduction to Human Resource Management, 2. HR Policy, Strategy and Planning, 3. Recruitment and Selection, 4. Training and Development, 5. Performance Appraisal and Management, 6. Promotions, Transfers and Separation, 7. Counselling, Empowerment and Quality of Work Life, 8. Compensating Human Resources, 9. Framework of Industrial Relations and Changing Roles of Actors, 10. Approaches to Industrial Relations • Appendices: A-E • Name Index • Subject Index

R S Dwivedi has been Professor of Management at Kurukshetra University, Haryana for around two decades, and a Consultant in Human Resource Management. He also served as Chairman, Dean and Vice-Chancellor of the University. Earlier, he has been a psychologist with the Ministry of Labour, Direction-cum-Editor at the National Productivity Council, New Delhi, and Reader at the Faculty of Management Studies, University of Delhi. He did MA (Psychology) from the Allahabad University, and PhD in Management from the University of Delhi.

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

1. Organisation, 2. Behaviour in an Organisation, 3. Perception, 4. Learning, 5. Personality, 6. Job Design and Job Satisfaction, 7. Motivation—Basics, 8. Motivation—Application, 9. Group Behaviour & Foundations, 10. Intergroup Behaviour, 11. Conflict in Organisation, 12. Power and Politics, 13. Communication, 14. Stress Management, 15. Delegation of Authority and Centralisation, 16. Leadership, 17. Group Dynamics, 18. Organisational Structure, 19. Organisational Changes, 20. Technological Changes and Behaviour, 21. Organisational Culture, 22. Corporate Development, 23. Corporate Behaviour, 24. Corporate Design and Decision-Making, 25. Performance Evaluation and Reward Systems • *Index*

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.
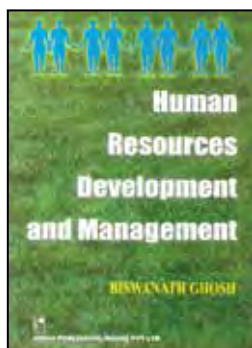
Human Resources Development and Management

Biswanath Ghosh

ISBN: 9788125907817
Price: ₹ 425 | **Pages:** 376
Size: 6" X 9" (Paperback)

About the Book

The orientation, approach and perspective of this book is on Human Resources Management and is different from Personnel Management. While Personnel Management is mainly about optimum utilisation of human resources, human resources development and management is the same but from a wider context. The book highlights the personnel problems from a holistic perspective and relates the same to the realization of the objectives of an organization.

Contents

1. From Personnel Management to Human Resources Management, 2. Evolution of Stages of Human Resources Management, 3. Job Design and Motivation, 4. Empowerment, 5. Job Market and Job Discrimination, 6. Recruitment and Selection, 7. Placement, Induction, Promotion, Succession & Career Development, 8. Performance Appraisals, 9. Motivation: Why People Work Well, 10. Communication, 11. Leadership, 12. Organisational Culture and Employee Behaviour, 13. Training and Development, 14. Compensation Administration, 15. Conflict Management, 16. Collective Bargaining, 17. Discipline, Domestic Enquiry and Grievance Procedure, 18. Quality of Working Life, 19. Human Resources Information Systems, 20. Human Resources Accounting • *Appendix-I: Industrial and Physical Safety* • *Appendix-II: Social Security*

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

Organizational Behaviour A Modern Approach

Arun Kumar & N Meenakshi

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

Instructor's Resource available

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.

A special feature of this book is that there is an innovative integration of chapter objectives and summaries leading to analysis through caselets. Every point in the objectives has corresponding text and is supplemented by a Case.

Salient Features

• Incorporates the latest research and developments that have taken place in the last 10 years in the field of organizational 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

Introducing Life in Organizations…..Living Beyond Means, 1. Self Management, 2. Managing Careers, 3. Leadership, 4. Motivation, 5. Decision Making, 6. Group Dynamics, 7. Team Dynamics, 8. Communication, 9. Conflict Management, 10. Negotiation, 11. Personality, 12. Organization Structure, 13. Values and Culture, 14. Organizational Change, 15. The CEO, 16. Women in the Workforce, 17. Managing and Enhancing Performance

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.
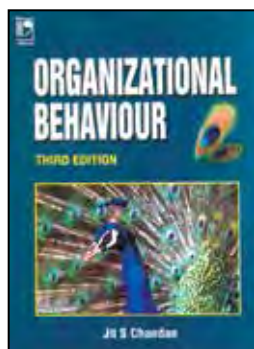
Organizational Behaviour, 3e

Jit S Chandan

ISBN: 9788125916093
Price: ₹ 425 | **Pages:** 448
Size: 6.25" X 9.5" (Paperback)

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 a 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

Overview: 1.Introduction to Organizational Behaviour, 2. Approaches to Organizational Behaviour, **Individuals in Organizations**: 3. Foundations of Individual Behaviour, 4. Motivation and Behaviour, 5. Motivation at Work, 6. Designing Motivating Jobs, 7. Perception,8. Personality, 9. Learning and Behaviour Reinforcement, 10. Stress and Behaviour, 11. Creativity and Individual Decision-Making, **Group Dynamics**: 12. Group Behaviour, 13. Group Decision-Making, 14. Inter-Group Relations and Conflict, 15.Communication,16.PowerandPolitics,17.LeadershipinOrganizations,**Characteristics of Organizations**: 18. Organizational Structure and Design, 19. Organizational Change and Development, 20. Organizational Culture and Climate, Caselets

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.
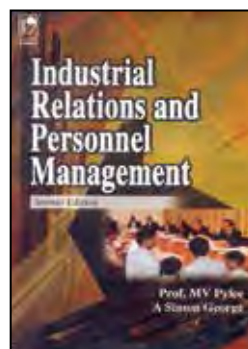
Industrial Relations and Personnel Management, 2e

M V Pylee & A Simon George

ISBN: 9788125923428
Price: ₹ 325 | **Pages:** 288
Size: 5.5" X 8.5" (Paperback)

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

Part-1: **Employer-Employee Relations**: 1. Industrial Relations, 2. Labour Relations, 3. Role of the Industrial Manager, 4. Role of the Personnel Manager, 5. Role of Trade Unions in Industry, 6. Role of the Foreman in Industry, 7. Industrial Democracy, 8. Attitude and Morale in Industry, Part-2: **Personnel Management**: 9. Organization of a Personnel Department, 10. Employment, 11. Education and Training of Workers in Industry, 12. Absenteeism in Industry, 13. Grievance Procedure in Industry, 14. Disciplinary Procedure in Industry, Part-3: **Welfare Services**: 15. Health Service in Industry, 16. Safety in Industry, 17. Employee Services in Industry, 18. Industrial Canteens, 19. Industrial Housing, Part-4: **Conditions of Service**: 20. Wages in Industry, 21. Working Hours and Overtime Working, 22. Increments and Promotions, 23. Retrenchment, 24. Holidays and Leave Facilities, 25. Retirement Benefits, Part-5: **Labour Legislation**: 26. Rights and Obligations of Employees, 27. Settlement of Disputes, 28. Labour Legislation, Part-6: **Human Resource Development**: 29. Objectives of Human Resource Development, 30. The Role of HRD in the Twenty-first Century, 31. Policies and Practices in American Firms, 32. Performance Appraisal System in Industries, 33. Trade Union Rights and Responsibilities, 34. Union Rights and Responsibilities in Relation to Employers, 35. ILO's Declaration on Equality of Opportunity for Women Workers, 36. The Principle of Kaizen, 37. Workers' Participation in Management: The Indian Experience • References • Index

M V Pylee, former VC of the University 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, Lumus, 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.
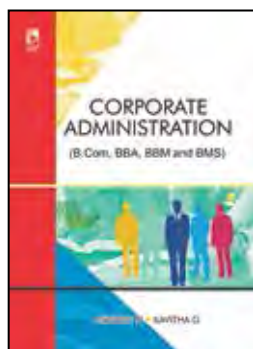
Corporate Administration (For B.Com, BBA, BBM and BMS)

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

1. Joint Stock Company, 2. Capital of Company, 3. Company Administration, 4. Company Meetings and Liquidation, 5. Global Companies
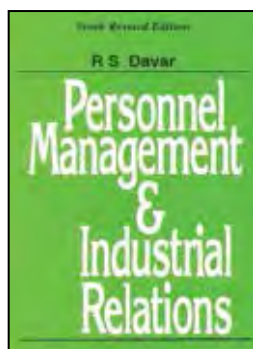
Personnel Management and Industrial Relations, 10e

R S Davar

ISBN: 9780706999051
Price: ₹ 425 | **Pages:** 464
Size: 5.5" X 8.5" (Paperback)

About the Book

Today's managers, whether they are employed in the personnel department or any other functional area of management should be fully familiar with the personnel function and conversant with current psychological and sociological concepts. In addition, they must be well-versed in industrial relations situation and the legislative framework within which industrial disputes are settled. This book is an excellent attempt to help them in this direction. The book covers all aspects of personal management including manpower planning section, training and motivation, performance appraisals, schemes of remuneration, employee communication, industrial legislation, and maintenance of personnel records. It explains these aspects lucidly incorporating the modern findings of behavioural schemes with emphasis on their applicability in the Indian context. It gives detailed illustrations of practice adopted by Indian companies including the actual forms used by them. This edition has been thoroughly revised and updated. Many useful prevailing concepts and current trends in industrial legislation have been added. The chapters on appraisals have been considerably enlarged and the major changes that have rocked the industrial relations structure in the post-emergency period and the subsequent rapid changes in Government have been detailed.

Contents

Part-I: The Personnel Arena: 1. The Personnel Function, 2. Position of the Personnel Department, 3. Personnel Department in Practice, Part-II: Manpower Planning and Development: 4. Manpower Planning, 5. The Manpower Selection Process, 6. Manpower Selection Practices in India, 7. Manpower Training and Development, 8. Job Changes-Promotions, Transfers, and Dislocations, Part-III: Increasing Personnel Productivity: 9. Personnel Productivity Through Motivation, 10. Personnel Supervision-Leadership Styles, 11. Wage Administrative and Wages Policy, 12. Employee Fringe Benefits and Social Security, Part-IV: Towards More Effective Human Relations: 13. Industrial Relations, 14. Industrial Disputes and The Legislative Framework, 15. Employee Communications, Part-V: Performance Evaluation and Personnel Audit: 16. Performance Appraisals, 17. Performance Appraisals

R S Davar is formerly Principal, Davar's College of Commerce, Mumbai.
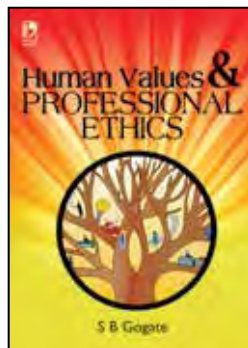
Human Values and Professional Ethics

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 be equally 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

1. Value Education, 2. Self Exploration, 3. Happiness and Prosperity—A Look at Basic Human Aspirations, 4. Prioritizing Human Needs and Aspirations—for Fulfilment and Overall Happiness, 5. Understanding True Happiness and Prosperity, 6. Actualization of Aspirations and Harmony, 7. Coexistence of the 'Gross' and the 'Subtle'—Body and Soul, 8. The Needs of Sentient 'I' and the Physical Body, 9. Understanding the Body as an Instrument of 'I'— 'I' as a Seer, Doer and Experiencer, 10. Characteristics and Activities of 'I'—Harmony within 'I' and True Meaning of Prosperity, 11. Sanyam and Swasthya—Constraints, Restraints and Good Health, 12. Harmony in the Family—The Basic Unit of Human Interaction, 13. Salient Values in Relationships—Nyay, Trust, Respect and Mutual Fulfilment, 14. Harmony in Society—Universal and Harmonious Social Order, 15. Harmony in Nature, 16. The Four Orders of Nature—Inter-connectedness and Mutual Fulfilment, 17. Understanding Existence—Co-existence of Mutually Interacting Units in All-pervasive Space, 18. Holistic Perception of Harmony—At all levels of Existence, 19. Human Values and Definitiveness of Ethical Human Conduct, 20. Implications of Holistic Understanding of Harmony

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.

Marketing Management, 3e

Arun Kumar & N Meenakshi

Instructor's Resource available

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

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.

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

ISBN: 9789325982406 | Price: ₹ 599 | Pages: 692 | Size: 8.5" X 11" (Paperback)

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

15. Competitive Marketing Strategy
Section-8: Reaching Consumers Directly
16. Direct Marketing
17. Internet Marketing
18. Personal Selling and Sales Management
Section-9: Analysing Marketing
19. Business 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.
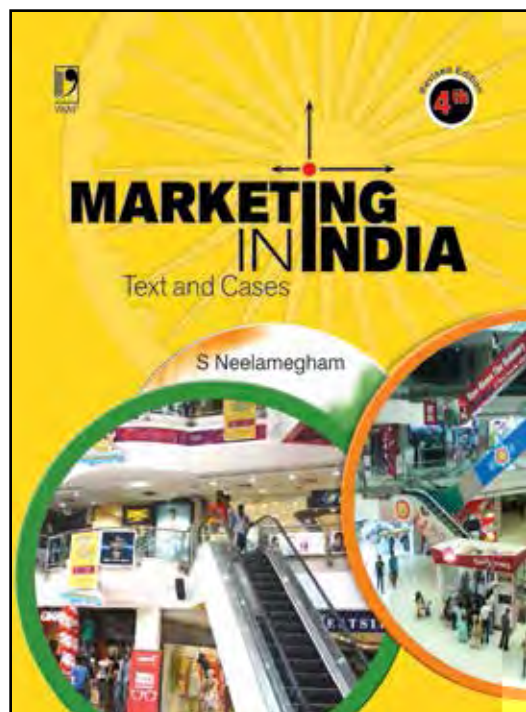
Marketing in India, Text and Cases, 4e

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

ISBN: 9789325956766 | Price: ₹ 550 | Pages: 724 | Size: 7.25" X 905" (Paperback)

Contents

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.
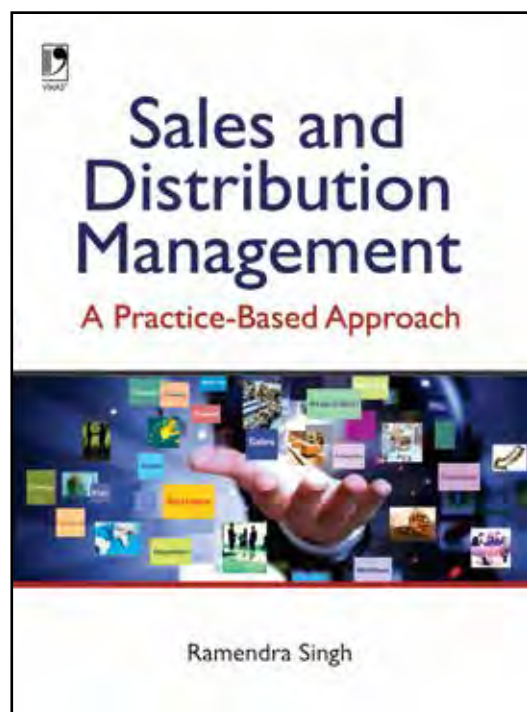
Sales and Distribution Management: A Practice-Based Approach

Ramendra Singh

Instructor's Resource available

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.

ISBN: 9789325994065 | Price: ₹ 499 | Pages: 592 | Size: 6.75" X 9.5" (Paperback)

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

Unit-I: Introduction to CRM: 1. Conceptual Foundation of CRM, 2. Crm and Customer Centricity, 3. CRM: A Strategic Approach to Marketing, Unit-2: Principles of Managing Customer Relationship: 4. Strategies to Build Relationship, 5. Customer Acquisition and Retention, 6. Customer Loyalty, 7. Customer Satisfaction, Unit-3: Dynamics in CRM: 8. Strategic CRM in Services, 9. Strategic CRM in B2B Market, 10. Role of People Management in Building Customer Relationships, 11. Customer Experience Management, 12. CRM in Rural Markets, 13. Measuring The Success of CRM-Based Initiatives, Unit-4: Impact of Technology on CRM: 14. Data Mining and CRM, 15. Impact of Technology on CRM, 16. CRM to Social CRM, Unit-5: CRM Implementation Roadmap: 17. Deploying CRM in an Organization, 18. Guarding Against CRM Failures

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.
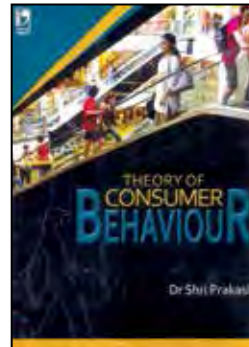
Theory of Consumer Behaviour

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, 11. Consumer Protection in India and the Consumer Protection Act, 1986, 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, Part-V: Manipulation of Consumer Decisions: 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.
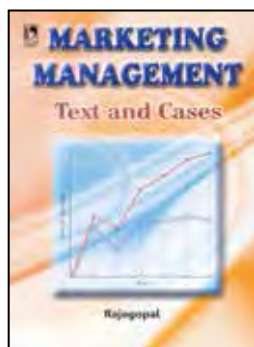
Marketing Management: Text and Cases

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.

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.
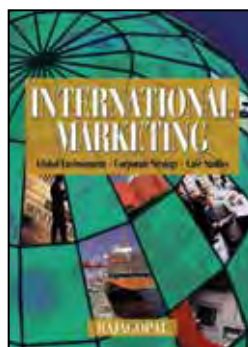
International Marketing

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

1. Globalization: Thoughts and Process, 2. Global Marketplace: Environment and Management, 3. International Monetary System, 4. International Economic Environment, 5. Cultural Environment, 6. Political and Legal Environment, 7. Product Strategy, 8. International Pricing, 9. International Distribution, 10. International Promotion Strategies, 11. International Sales Management, 12. Export Management, 13. International Marketing Research, 14. International Trade and India, 15. Modes of Entry into International Markets, 16. International Trade in Emerging Markets: Asia and Latin America • *Name Index* • *Subject Index*

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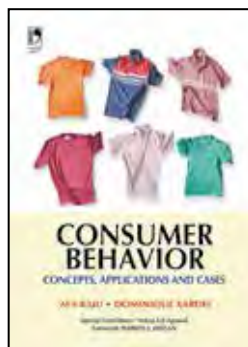
Consumer Behavior

M S Raju & Dominique Xardel

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

About the Book

This book offers a comprehensive coverage of the sciences of Consumer Behavior for the students in business schools. This is the first book on Consumer Behavior focused on Asia – India in particular, that is specially designed to be a textbook for teaching undergraduate and postgraduate classes in the Marketing Specially. While covering all the conventional areas of Consumer Behavior, the book introduces several special new areas to equip the teacher as well as the student to be contemporary and state-of-art in using Information Technology, Internet, Digital Marketing, Rural Marketing and Consumer Relations Management. The chapters in the book have been developed on progressive learning platforms that will make the process of learning easier as well as logical. The text is supplemented with real life case studies. Solutions of these cases will test the skills acquired by students at different stages.

Contents

Section-I: Introduction: 1. Family, 2. Women Consumers, 3. Rural Consumers, 4. Special Area Consumers, Section-II: Personality Traits and Influences: 5. Consumer Perception, 6. Consumer Learning, 7. Attitudes, 8. Group and Opinion Dynamics, 9. Culture and Social Class, Section-III: Consumer Research: 10. Consumer Profiling, 11. Digital Marketing, 12. Customer Relations Management, Section-IV: Segmentation: 13. Motivation, 14. Communication and Persuasion, 15. Innovation, Section-V: Consumer Protection: 17. Ethics in the Operation of Consumer Behavior, Section-VI: Case Studies: HBL NIFE, Global Village, Blair Purifier, Oriflame, Titan, Bigbox.com, May I use your Name, Arriving to Land anywhere Special Papers, Rural Banking, Customer Focus, Typical Advertisements, Reproduction of typical Advertisements

M S Raju BTech (Hons) IIT, is Professor at IIAM, Visakhapatnam. He has 38 years of experience in Industry–Kirloskars, L&T, ITI and Duncan Stone. He has 10 years of teaching experience in Business Schools including XLRI, IIFT, IIAM and AU in India and NEU Boston. He has authored numerous papers and books.

Dominique Xardel Ph.D., Associate Dean at ESSEC Grad. School of Business, Paris, was Director, Masters Program at ESSEC, General Director Group EIA, Marseilles, Professor, Lausanne and Nantere Universities and Founder, International Institute of Management (Cornell & ESSEC). Over the last 40 years, he has held important positions in industry and has authored many books.
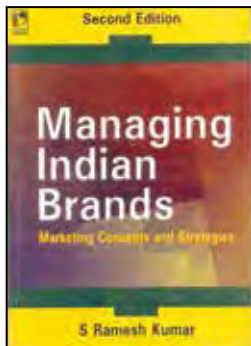
Managing Indian Brands, 2e

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

Part-I: Changing Marketing Scenario, Part-II: Managing Product Lines in the Present Day Context, Part-III: Managing Brands—Practice-Oriented Dimensions, Part-IV: Consumer Behaviour and its Implications on Marketing Strategies, Part-V: Business to Business Marketing - Need for a Conceptual Focus, Part-VI: Contemporary Issues in Marketing • References • Index

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

1. Industrial Marketing Landscape, 2. Industrial Markets, Goods and Customers, 3. Industrial Buying Behaviour, 4. Industrial Market Segmentation, 5. Industrial Marketing Planning, 6. Industrial Product Planning and Development, 7. Industrial Product Pricing, 8. Industrial Advertising and Sales Promotion, 9. Industrial Marketing Research, 10. Projects Marketing, 11. Logistics and Marketing Control • *Cases • Glossary • Suggested Reading • Index*

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.

Event Marketing and Management

Sanjaya Singh Gaur & Sanjay V Saggere

ISBN: 9788125914495
Price: ₹ 450 | **Pages:** 260
Size: 7.25" X 9.5" (Paperback)

About the Book

This remarkable book targets the Event Professional as well as the novice in highlighting the efforts needed to conduct an event of any nature. India-centric in its focus, the book also has a plethora of international examples aimed at providing an in-depth understanding of Events as a strategic communication tool at the generic level.

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

Contents

Part-I: Introduction to Events: 1. What are Events, 2. Why Events, 3. Key Elements of Events, Part-II: Event Marketing: 4. Understanding the Event Market, 5. Concept of Product in Events, 6. Concept of Pricing in Events, 7. Concept of Promotion in Events, 8. Event Management, 9. Strategic Market Planning, 10. Strategic Alternatives for Growth, 11. Evaluation of Event Performance • *Appendices: A. Competitive Assessment, B. Market Attractiveness and Business Strength, C. Snapshot: Event Organisers, D. Snapshot: Who's Sponsoring What and Where, E. Case Study: A2Z Events • References • Index*

Sanjaya Singh Gaur is currently Assistant Professor of Marketing at Shailesh 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 Syspro Technologies Inc., a US based Information Technology and Products Company. Other firms he has worked include Blueshift Inc., Grindwell Norton and Elmach Engineering.
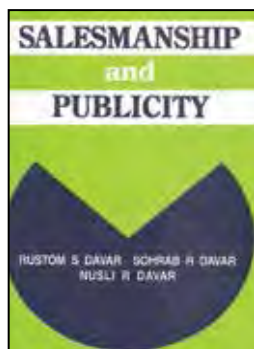
Salesmanship and Publicity, 16e

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

Part-I: Sales Organization: 1. Marketing and the Selling Effort, 2. Distribution-Importance and Methods, 3. Sales Organization, 4. Duties of the Sales Manager and Control of Salesman, 5. Selection of Salesman, 6. Training of Salesman, 7. Allocation of Territories and Sales Conferences, 8. Remuneration of Salesman, Part-II: The Art of Salesmanship: 10. Fundamentals of Successful Selling, 11. Knowledge of the Goods, 12. Study of Buying Motives, 13. Different Types of Customers, 14. Types of Sales, 15. Travelling Salesman: Responsibilities and Problems, 16. Travelling Salesman: Getting the Interview and the Approach, 17. Retail Salesman: Duties, Responsibilities and Problems, 18. Effective Sales Talk, 19. Sales Talk: Effective Presentation & Demonstration, 20. Sales Talk: Overcoming Objections, 21. Sales Talk: Closing the Sales, Part-III: Advertising & Publicity: 22. Advertising & Publicity: Meaning &

Importance, 23. Window-Dressing, Show-Rooms and Exhibitions, 24. Press Advertising, 25. Outdoor Advertising, 26. Advertising Literature and Other Forms of Advertising, 27. Foundations of An Efficient Advertising Programme, 28. Production of Advertising Materials, 29. Production of Advertising Materials: Preparation of Layout, 30. Study of Appeals, 31. Advertising Agency: Need Organization and Working, 32. Public Relations

R S Davar is Principal, Davar's College of Commerce, Mumbai.

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

Section-I: Marketing Research: 1. Nature and Scope of Marketing Research, 2. Types of Marketing Research, 3. Marketing Research Process, 4. Marketing Research and Marketing Decision Making, 5. Marketing Research Organisation, 6. Scientific Method and Hypothesis, 7. Research Design, 8. Sampling Design, 9. Secondary Sources of Data, 10. Primary Sources of Data, 11. Measurement and Scaling Techniques, 12. Questionnaire Designing, 13. Personal Interview Method, 14. Processing, Analysis and Interpretation of Data, 15. Report Writing, 16. Application of Marketing Research, 17. Product Research, 18. Price Research, 19. Motivation Research, 20. Advertising Research, 21. Sales Research (Market and Sales Analysis), 22. Marketing Research Agencies and Ethical Issues, Section-II: Consumer Behaviour: 23. Consumer Behaviour: An Overview, 24. Consumer Behaviour and Marketing Decisions, 25. Consumer Research, 26. Market Segmentation, 27. Profile of the Indian Consumer, 28. Environmental Influences on Consumer Behaviour, 29. Personal Factors — Age and Life Cycle Stage, 30. Personality and Self-concept, 31. Motives, Perception and Learning, 32. Consumer Decision Processes, 33. Alternative Evaluation, 34. Purchase Process, 35. Consumer Behaviour Models, 36. Diffusion of Innovation, 37. Organisational and Industrial Consumer Behaviour, 38. Consumerism, 39. Consumer Movement in India • *Appendix: Sample Questionnaire • Suggested Readings*

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.
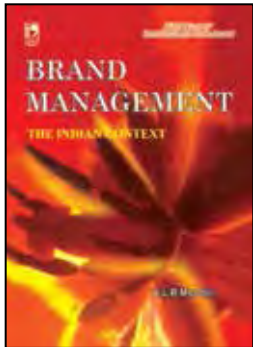
Brand Management: The Indian Context

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

1. Brand Success, 2. Brand Equity, 3. Brand Extension, 4. Brand Personality, 5. Brand Repositioning

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.
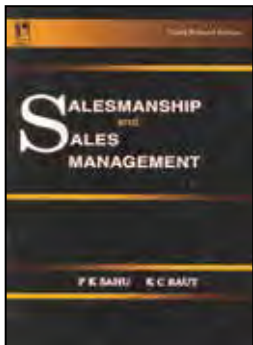
Salesmanship and Sales Management, 3e

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

1. Salesmanship in Olden Days, 2. Channels of Distribution, 3. Selling Jobs and Salesmen, 4. Qualities of a Good Salesman, 5. Knowledge of Goods and Selling Points, 6. Buying Motives, 7. Knowledge of Customers, 8. Psychology in Selling, 9. Selling Process, 10. The Approach, 11. Presentation and Demonstration, 12. Overcoming Objections, 13. The Close, 14. Organisation of Sales Department, 15. Sales Manager, 16. Recruitment and Selection, 17. Training of Salesmen, 18. Remuneration of Salesman, 19. Motivation of Salesmen, 20. Control and Supervision of the Sales Force, 21. Sales Office Routine, 22. Sales Promotion, 23. Advertising, 24. Media of Advertising, 25. Publicity Campaign, 26. Display, 27. Appeals in Advertising, 28. Advertising Copy, 29. Advertising Layout, 30. Advertising Agency

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

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

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

1. Introduction, 2. Rural Market Environment, 3. Rural Demand and Rural Market Index, 1. Focus on Customer Relationship, 2. Building Customer Relationship Management, 3. An Insight into CRM and eCRM, 4. CRM Process, 5. CRM Implementation, 6. Integration of CRM with ERP System, 7. Call Centre, 8. Integration of CRM with Data Warehouse • *Glossary* • *Index*

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.

A Sagadevan is the Country Manager for the Singapore and Malaysia operations of SRM Systems and Software Pvt Ltd. He had his BE (Electronics and Communication) and MBA from Madurai Kamaraj University, Madurai. He has nine years of experience in IT-based techno-commercial services. He is also a visiting faculty of Anna University, Chennai. He is currently pursuing Ph.D. in the area of CRM.
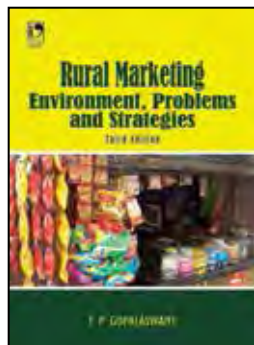
Rural Marketing: Environment, Problems and Strategies, 3e

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

1. Introduction, 2. Rural Market Environment, 3. Rural Demand and Rural Market Index, 4. Problems in Rural Marketing, 5. Marketing of Agricultural Inputs, 6. Marketing of Consumables, Durables and Services, 7. Marketing of Agricultural Produce, and Rural and Cottage Industry Products, 8. Role of Financial Institutions in Rural Marketing, 9. Role of Cooperative Institutions in Rural Marketing, 10. Rural Marketing Strategies, 11. Social Marketing and Corporate Social Responsibility • *Cases* • *Bibliography* • *Index*

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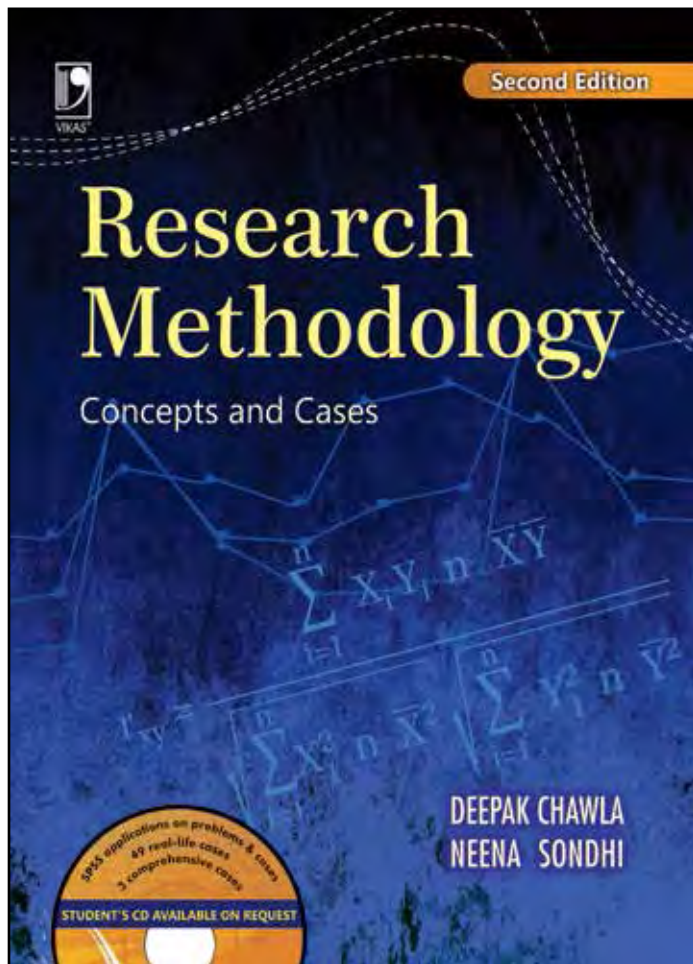
Research Methodology: Concepts and Cases, 2e

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.

Instructor's Resource available

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.

ISBN: 9789325982390 | Price: ₹ 650 | Pages: 820 | Size: 8.5" X 11" (Paperback)

Contents

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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Related Titles

FOURTH EDITION
METHODOLOGY OF EDUCATIONAL RESEARCH
LOKESH KOUL

OPERATIONS RESEARCH
FOURTH EDITION
S Kalavathy

Quantitative Techniques
THIRD EDITION
C R Kothari
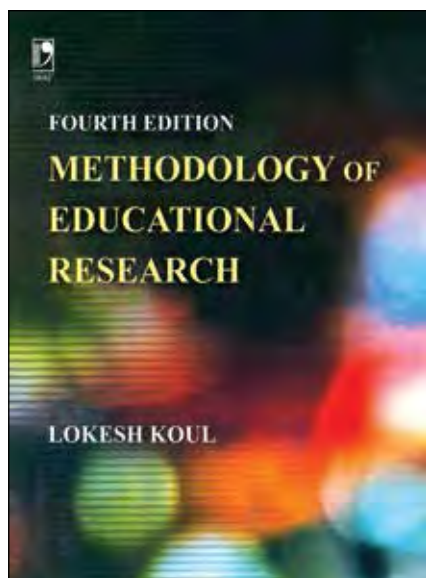
ISBN : 9788125927969
PRICE : ₹ 450

ISBN : 9789325963474
PRICE : ₹ 525
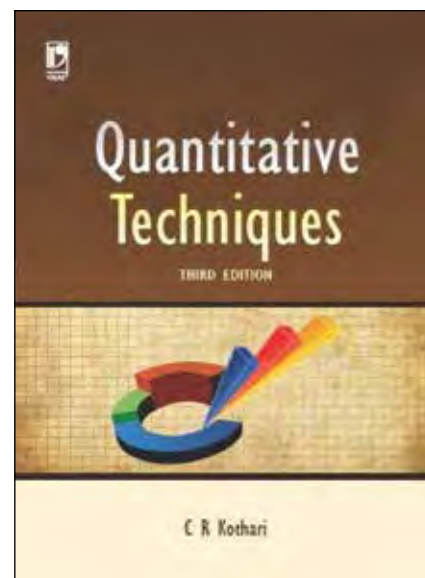
ISBN : 9789325968967
PRICE : ₹ 425

Operations Research, 4e

S Kalavathy

Instructor's Resource available

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

ISBN: 9789325963474 | Price: ₹ 525 | Pages: 552 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Basics of Operations Research
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.
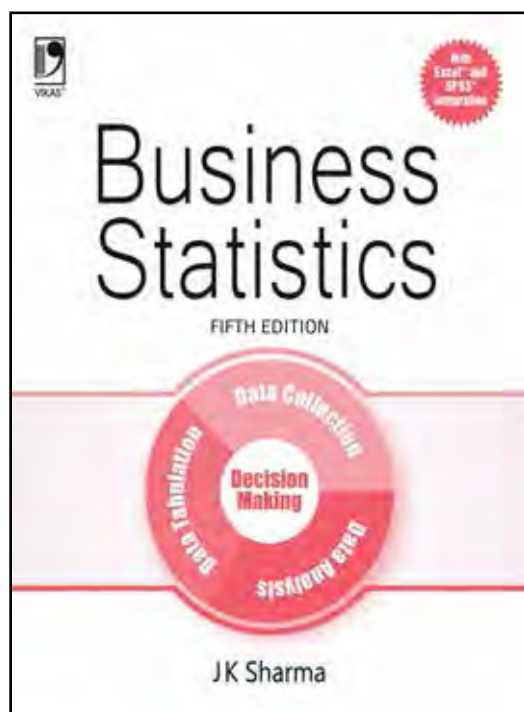
Business Statistics 5e

J K Sharma

Instructor's Resource available

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.
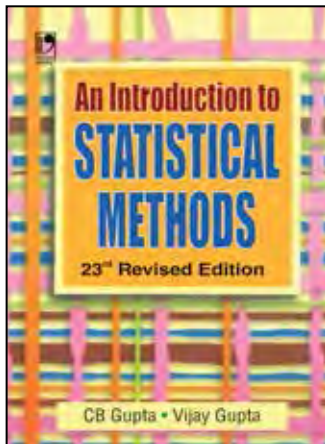
An Introduction to Statistical Methods, 23e

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

1. Introduction, 2. The Field of Statistics, 3. Statistical Inquiries and Sampling, 4. Collection of Data-Preliminary Considerations, 5. Collection of Data-Techniques, 6. Classification and Tabulation, 7. Diagrammatic Representation, 8. Graphic Representation, 9. Measures of Central Tendency, 10. Measures of Dispersion, 11. Moments, Skewness and Kurtosis, 12. Analysis of Time Series, 13. Index Numbers, 14. Interpolation, 15. Relationship Between Variables-Regression and Correlation, 16. Probability, 17. Sampling Distributions, 18. Estimation and Testing of Hypothesis, 19. Tests on Large Samples, 20. Tests on Small Samples and Goodness of Fit, 21. Attributes and Their Association, 22. Vital Statistics, 23. Statistics Quality Control, 24. Statistics for Business Decisions, 25. Linear Programming, 26. Theory of Games

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.
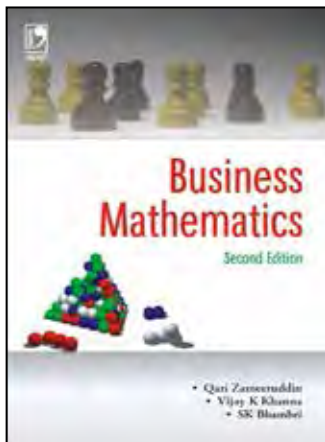
Business Mathematics, 2e

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

1. Logic, 2. Sets, 3. Groups, Rings and Fields, 4. Real Numbers and Mathematical Induction, 5. Linear Equations and Inequalities, 6. Solution of Equations - Quadratic and Simultaneous, 7. Progressions (AP, GP and HP), 8. Surds and Indices, 9. Cubic and Biquadratic Equations, 10. Permutations and Combinations, 11. Binomial Theorem, 12. Sequences and Infinite Series, 13. Logarithms, 14. Interest and Annuities, 15. Measurement of Angles, 16. Trigonometrical Ratios, 17. Trigonometrical Ratios of Sums and Differences of two Angles, 18. Properties or Triangles, 19. Variation of Trigonometrical Ratios and Their Inverses, 20. Heights and Distances, 21. Co-Ordinates and Loci, 22. The Straight Line, 23. The Circle, 24. Conic Sections, 25. Differentiation, 26. Applications of Differentiation, 27. Integration - Different Methods, 28. Reduction Formulas, Definite Integrals and Applications, 29. Matrices and Determinants, 30. Vector Algebra, 31. Linear Programming • Index • Tables

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.

Salient Features

• More than 300 solved examples
• Conceptual questions (325 in all) interspersed throughout the text
• Practice problems (more than 540) with hints and answers

Benefits

End-of-chapter pedagogical tools include:
• Formulae used
• Concepts quiz (more than 370)

ISBN: 9789325976160 | Price: ₹ 425 | Pages: 564 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Statistics: An Overview, 2. Data Classification, Tabulation and Presentation, 3. Measures of Central Tendency, 4. Measures of Dispersion, 5. Skewness and Kurtosis, 6. Fundamentals of Probability, 7. Probability Distribution, 8. Sampling and Sampling Distributions, 9. Hypothesis Testing, 10.Correlation Analysis, 11. Regression Analysis, 12. Forecasting and Time Series Analysis, 13. Index Numbers

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.

Salient Features

• With a wide coverage -- including Survey, Statistics, Probability, Probability Distribution and Operations Research -- it will be immensely useful for students.
• Profusely illustrated with solved problems, for ease of comprehension
• Provides Learning objectives at the beginning of every chapter and exercises at the end of chapters (with answers to randomly selected problems)

ISBN: 9789325968967 | Price: ₹ 425 | Pages: 496 | Size: 6.75" X 9.5" (Paperback)

Contents

1. An Overview of Quantitative Techniques, 2. Survey Techniques: Research Methodology, 3.Probability Theory, 4. Random Variables and Probability Distribution, 5. Sampling Theory and its Basic Concepts, 6. Chi-Square (X^2) Test, 7. Analysis of Variance, 8. Regression and Correlation Analysis - I (Simple Regression and Correlation), 9. Regression and Correlation Analysis-II (Multiple Analyses Along with Partial Correlation), 10. Linear Programming-I, 11. Linear Programming-II (Transportation and Assignment Problems), 12. Inventory Planning/Control, 13. Queuing (or Waiting Line) Theory, 14. Theory of Games, 15. Simulation: Monte Carlo Technique, 16. Network Analysis - CPM and PERT, 17. Elementary Decision Theory, 18. Ratio Analysis: Important Business Ratios, 19. Value Analysis, 20. Statistical Quality Control • References • Appendices

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.
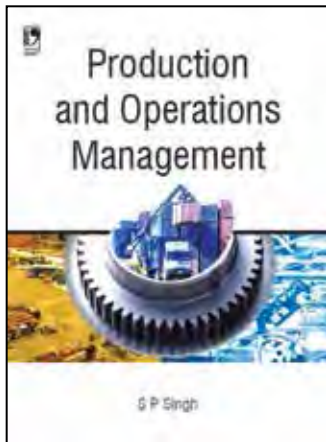
Production and Operations Management

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

ISBN: 9789325971592 | Price: ₹ 325 | Pages: 388 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Understanding Operations: 1. Introduction to Production/Operations Management: An Overview, 2. Environmental Issues in Production System, 3. Linear Programming, 4. Supply Chain Management, 5. Advance Production System, 6. Operations Strategy, Part-II: Designing Operations: 7. Work System Design, 8. Product Design and Development, 9. Just-in-Time System, 10. Six Sigma, 11. Total Preventive Maintenance, Part-III: Planning Operations: 12. Forecasting, 13. Capacity Planning, 14. Facility Planning, 15. Project Management, 16. Managing The Queue, 17. Total Productivity Management, Part-IV: Managing & Controlling Operations: 18. Quality Control Management, 19. Aggregate Production Planning, 20. Operations Scheduling and Sequencing, 21. Inventory Management, 22. MRP • *Index*

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

1. Defining Statistics - Scope and Related Issues, 2. Statistical Data - Collection and Presentation, 3. Summarizing Data - Concepts, Issues, and Procedure, 4. Summary Measures-I: Measures of Central Tendency, 5. Summary Measures-II: Measures of Dispersion, 6. Summary Measures-III: Skewness and Kurtosis, 7. Regression and Correlation-I: The Two-Variable Linear Case, 8. Regression and Correlation-II: The Three-Variable Linear Case, 9. Index Numbers - Price, Quantity, and Value Indices, 10. Time Series Analysis - Components and Decomposition, 11. Business Forecasting - A Brief on Issue and Techniques, 12. A Prelude to Probability - Concepts, Definitions, and Postulates, 13. The Basic Probability Rules and Bayesian Theorem, 14. Discrete Probability Distributions - Uniform, Binomial, and Poisson, 15. The Normal Distribution, 16. A Brief on Sampling - Concepts and Methods, 17. Sampling Distributions – I: Large Sampling, 18. Sampling Distributions – II: Small Sampling, 19. Statistical Estimation - Issues and Methods, 20. Statistical Testing – I: Concepts, Issues, and Methods, 21. Statistical Testing – II: Testing Procedure and The Tests, 22. Non-Parametric Testing – I: The Chi-Square Tests, 23. Non-Parametric Testing – II: Other Nonparametric Tests, 24. Statistical Quality Control • Appendices • Index

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

ISBN: 9780706985672
Price: ₹ 435 | **Pages: 540**
Size: 5.5" X 8.5" (Paperback)

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

1. An Overview of Operational Research, 2. Problem Formulation and Modelling, 3. Random Variables and Probability Distributions, 4. Linear Programming–I, 5. Linear Programming–II (Transportation and Assignment Problems), 6. Combinatorial Problems: Branch and Bound Technique, 7. Sequential Decisions: Dynamic Programming, 8. Sequencing Problems, 9. Network Analysis – CPM and PERT, 10. Elements of Replacement Theory, 11. Inventory Planning Control, 12. Theory of Games, 13. Queuing (or Waiting Line) Theory, 14. Simulation: Monte Carlo Technique, 15. Decision Theory, 16. Investment Decisions & Analysis of Rick/Uncertainty, 17. Value Analysis, 18. Statistical Quality Control • *Appendix-1: A Note on Markov Processes* • *Appendix-2: A Note on Work Study* • *Appendix-3: A Note on Exponential Smoothing* • *Appendix-4: Statistical Tables*

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.
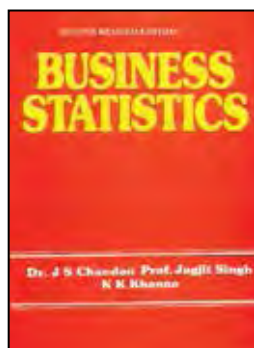
Business Statistics, 2e

J S Chandan, Jagjit Singh & K K Khanna

ISBN: 9780706986082
Price: ₹ 425 | **Pages: 456**
Size: 5.5" X 8.5" (Paperback)

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

1. Descriptive Statistics, 2. Statistical Terms and Concepts, 3. Data Collection, 4. Data Presentation, 5. Data Characteristics Descriptive Measures, 6. Probability Theory and Probability Distributions, 7. Sampling Distributions, 8. Inferential Statistics, 9. Hypothesis Testing, 10. Inference from Small Samples, 11. Analysis of Variance (Anova), 12. Regression and Correlation Analysis, 13. Multiple Regression, 14. Non-Parametric Statistics, 15. Statistical Decision Making, 16. Index Numbers, 17. Analysis of Time Series, 18. Statistical Table

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.
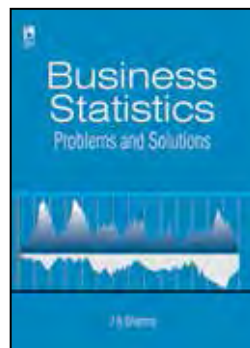
Business Statistics: Problems and Solutions

J K Sharma

ISBN: 9789325976177
Price: ₹ 395 | **Pages: 600**
Size: 6.75" X 9.5" (Paperback)

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

1. Data Classification, Tabulation, and Presentation, 2. Measures of Central Tendency, 3. Measures of Dispersion, 4. Skewness, Moments, and Kurtosis, 5. Fundamentals of Probability, 6. Probability Distributions, 7. Sampling and Sampling Distributions, 8. Estimation and Confidence Intervals, 9. Hypothesis Testing, 10. Chi-Square and Other Non-Parametric Tests, 11. Analysis of Variance, 12. Correlation Analysis, 13. Regression Analysis, 14. Partial and Multiple Correlation, and Regression Analysis, 15. Forecasting and Time Series Analysis, 16. Index Numbers, 17. Statistical Quality Control, 18. Statistical Decision Theory, 19. Interpolation and Extrapolation, 20. Associations of Attributes

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.
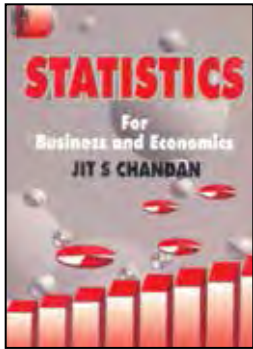
Statistics for Business and Economics

J S Chandan

ISBN: 9788125904182
Price: ₹ 575 | Pages: 640
Size: 6.25" X 9.5" (Paperback)

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

1. Introduction, 2. Statistical Terms and Concepts, 3. Data Collection, 4. Data Presentation, 5. Data Characteristics: Descriptive Measures, 6. Basic Concepts of Probability, 7. Probability Distribution, 8. Sampling Distribution, 9. Statistical Inference: Estimation, 10. Hypothesis Testing-I, 11. Hypothesis Testing-II, 12. Hypothesis Testing-III, 13. Hypothesis Testing-IV (Comparing Several Proportions) Chi Square (x^2) Test, 14. Hypothesis Testing-V (Comparing Several Population Means) One-Way Analysis of Variance (ANOVA), 15. Regression and Correlation Analysis, 16. Multiple Regression, 17. Non-Parametric Statistics, 18. Time Series Analysis, 19. Statistical Decision Making, 20. Statistical Quality Control • *Appendices*

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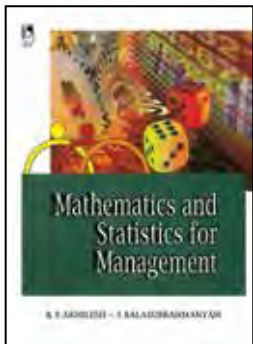
Mathematics and Statistics for Management

K B Akhilesh & S Balasubrahmanyam

ISBN: 9788125915317
Price: ₹ 650 | Pages: 904
Size: 7.25" X 9.5" (Paperback)

About the Book

The book provides quantitative tools to tackle real-life problems of the corporate world. It has been designed to prepare MBA students to take a straight plunge into the streams of Mathematics, Statistics and Operations Research for business purposes. It covers the fundamentals of these streams, and perhaps a textbook with the largest number of fully-solved case studies from diverse areas of management, like marketing, finance, HR and operations in a single volume.

Salient Features

• Designed to be a self-study book for all levels of readers, with or without mathematical background
• A three-in-one textbook that covers Mathematics, Statistics and Operations Research for business
• Contains around 650 fully solved examples, 600 exercise problems with answers and hints
• Contains more than 40 fully solved case studies
• Appendix provides supporting literature not directly covered by MBA curriculum
• Solutions to problems and case studies from various university question papers
• Strongly application-oriented

Contents

1. Set Theory and its Applications, 2. Time Value of Money, 3. Functions, 4. Progressions, 5. Matrices, Determinants and Applications, 6. Limits and Continuity of Functions, 7. Derivatives and Applications, 8. Partial Derivatives and Applications, 9. Maxima and Minima of Functions, 10. Integral Calculus and Applications, 11. Linear Programming and its Variants, 12. Non-linear Programming, 13. Dynamic Programming, 14. Game Theory, 15. Simulation, 16. Probability and Expected Value, 17. Theoretical Distributions, 18. Sampling and Sample Designs, 19. Data Analysis and Interpretation-I (Descriptive Statistics), 20. Data Analysis and Interpretation-II (Inferential Statistics), 21. Decision Theory, 22. Job Sequencing, 23. PERT and CPM • *Appendix-A: Supplementary Topics and Miscellaneous Case Studies* • *Appendix-B: Mathematical Tables* • *Appendix-C: Statistical Tables* • *Appendix-D: Select Bibliography*

K B Akhilesh, Professor, Department of Management Studies, Indian Institute of Science, Bangalore.

S Balasubrahmanyam, a mechanical engineer and an MBA also holds a doctorate in Strategic Management from IISc, Bangalore.
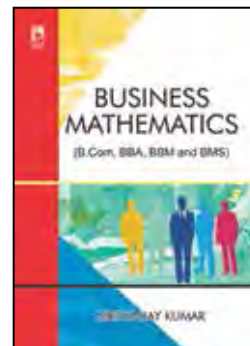
Business Mathematics (For B.Com, BBA, BBM and BMS)

Mritunjay Kumar

ISBN: 9789325983229
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.

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

1. Matrix-I, 2. Mathematical Induction, 3. Matrix-II, 4. Percentage, Ratio & Proportion and Average, 5. Mathematical Series, 6. Simple Interest and Compound Interest, 7. Set Theory, 8. Permutation and Combination, 9. Concept of Differentiation and Integration

Mritunjay Kumar is an Assistant Professor in Galgotias University. He has been teaching Mathematics and Statistics for more than 5 years. He has published several research papers in national and international journals. His areas of specialization are Business Mathematics, Business Statistics and Operations Research.

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

Part-I: Fundamentals: 1. Introduction, **Part-II: "Eight" Quality Management Principles:** 2. Customer Focus, 3. Leadership, 4. Involvement of People, 5. Process Approach, 6. System Approach to Management, 7. Continual Improvement, 8. Factual Approach to Decision-Making, 9. Mutually Beneficial Supplier Relationships, **Part-III: Understanding the Standard:** 10. Understanding PDCA Improvement Cycle, 11. The Twist-Ring Tool, 12. Differences between ISO 9001:1994 and ISO 9001: 2000, 13. Understanding ISO 9001:2000 Requirements, **Part-IV: Using the Standard:** 14. The QMS Documentation Requirements, 15. Writing the QMS Documentation, 16. Documentation List for ISO 9001: 2000, 17. Applying ISO 9001:2000 to 'Your Organization', 18. Auditing the Quality Management System, **Part-V: Sample Documents:** 19. QMS Manual of XYZ Corporation (As Per ISO 9001: 2000), 20. "Six" Mandatory Procedures of XYZ Corporation (As Per ISO 9001: 2000), 21. Optional Procedures of XYZ Corporation for a Few New Requirements (As per ISO 9001: 2000), 22. Specimen Instructions, Specifications and Lists of XYZ Corporation (As Per ISO 9001: 2000), 23. Analysis, Diagrams, Flowcharts and Tables for Process Approach • *Appendices*

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

Purchasing and Materials Management, 2e

N K Nair

ISBN: 9780706979398
Price: ₹ 455 | **Pages: 416**
Size: 5.5" X 8.5" (Paperback)

About the Book

This book explains the methods of classifying and codifying items. It also focuses on how to fix minimum and maximum levels and the different ways of effecting recoupment and how purchases are made.

Contents

Part-I: General, Part-II: Stock Control, Part-III: Purchase, Part-IV: Stores, Part-V: Packing and C & F, Part-VI: Miscellaneous.

N K Nair, Former, Head of the Stores and Purchase Department, Machinery Manufacturers Corporation Ltd, Kolkata.
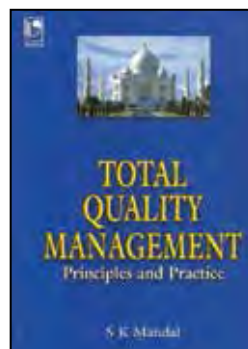
Total Quality Management: Principles and Practice

S K Mandal

ISBN: 9788125916635
Price: ₹ 425 | **Pages: 428**
Size: 5.5" X 8.5" (Paperback)

About the Book

Total Quality Management: Principles and Practice is divided into many building blocks to facilitate complete understanding of the subject. The overview at the end of the book will leave readers with a lasting impression of what it takes to make a TQM organization. Each chapter of the book states its objectives before proceeding to discuss the matter threadbare, thereby making the book user-friendly. It elaborates those very points that are most likely to fulfil readers' inquiries and needs. The book is equally useful to practising managers and executives, for TQM is an essential means to bond people together as they strive towards a common goal. The book will also serve as a ´training aid´ to many companies and their trainers. By developing the subject from ´quality´ to ´total quality´, the concepts, principles and practice of TQM have been explained very effectively. Total Quality Management is not for managers exclusively; it is for everyone. It is for all individuals who want to do well in life. Persons following the path of total quality in life will certainly win by virtue of principled and value-based approach to their way of living.

Salient Features

- Explains significance of ISO-9000 and environment management in TQM
- Provides highlights of benchmarking, BPR, and six-sigma practice
- Case studies for illustrative learning
- Glossary of over 1000 terms for easy reference

Contents

1. Introduction to TQM, 2. Management of Quality vs Total Quality, 3. TQM Principles and Approach, 4. Components of TQM, 5. Implementation Models of TQM for Performance Excellence, 6. ISO-9000: Objective, Approach and Role, 7. Structure and Organization for TQM, 8. Strategic Tools and Techniques for TQM, 9. Statistical Tools and Techniques in TQM Practice, 10. Strategic Tools for Radical Performance Improvement, 11. Practice for TQM, 12. Environment Management and TQM, 13. An Overview of TQM and Learning Points, 14. Case Studies of Hypothetical Business Class • *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 all along 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

Part-I: Warehouse Management: 1. Warehouse Organization, 2. Requisitions and Replenishment of Materials, 3. Receipt and Inspection of Materials, 4. Issue of Materials, 5. Stocktaking, 6. Discrepancies and Their Resolution, 7. Control of Tools, Surplus and Scrap Materials, 8. Storage and Handling Practices of Materials, 9. Computerization of Warehouse Activities, 10. Performance Evaluation of Stores Activities, 11. ISO Standards and Warehouse Activities, 12. Warehouse Location, Layout and Facilities Planning, 13. Warehouse Security, Safety and Maintenance, Part-II: Inventory Control: 14. Inventory Classification and Strategies, 15. Codification, 16. Standardization, 17. Inventory Control Model, 18. Inventory Control Techniques, 19. Effective Management of Spare Parts, 20. Valuation of Inventory • *Index*

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

1. Introduction: A Next Generation BI, 2. Knowledge and Knowledge Modelling, 3. Web 2.0, Semantic Web and Knowledge Management, 4. Introduction to Intelligent Systems, 5. Hybrid Intelligent Systems, 6. Filtering Techniques, 7. N=1 and R=G Analytical Services, 8. A Generic Knowledge-based BI Framework, 9. A Software Framework Implementing KB, BIF and Case Study • Index

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.
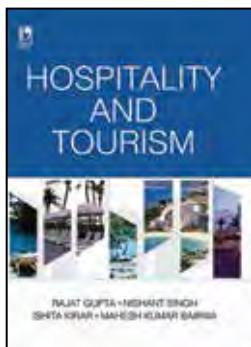
Hospitality and Tourism

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.

The book is the result of a long research, collection of relevant data, and concerted effort towards interpreting and presenting the content in a relevant shape to the readers.

Salient Features

• Explains origin, functioning and scope of travel agencies and the hospitality industry in India
• Focusses 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

Unit-I: 1. Understanding Tourism, 2. Tourism as an Industry, 3. E-Commerce and Online Communication in Tourism, Unit-II: 4. Tourism Products and its Characteristics, 5. Tourism: The Cultural Heritage, Unit-III: 6. Tourism Services: Role of Travel Agencies, 7. Tourism Services: Role of Tour Operators, 8. Role of Various Agencies in Tourism, 9. Tourism Linking The World, Unit-IV: 10. Hospitality Industry: Origin, Nature, Importance and Its Organizational Structure, 11. Star Categorization of Hotel, 12. Hotel Revenue Centres, Unit-V: 13. Hotel: Coordination Between Departments, 14. Classification of Hotels, 15. Hospitality Etiquettes and Guest Handling

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 Chandiwala 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

Biswanath 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

1. Tourism: Introduction, 2. Evolution of Tourism, 3. Mass Tourism: Tourism in Modern Times, 4. Geography of Tourism, 5. Politics of Tourism, 6. Tourist Motivation, 7. Statistical Measurement in Tourism, 8. Tourist Behaviour, 9. Role of Travel Agencies, 10. Transport and Tourism, 11. Accommodation: Hospitality Industry, 12. Evolution of Hospitality Industry, 13. Management of Hospitality Industry, 14. Marketing in Tourism, 15. Economic, Social and Ecological Impacts of Tourism, 16. Promotion and Development of Tourism, 17. Tourism in India

Biswanath 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

1. Understanding Tourism Terminology, 2. Growth of the Tourism Industry, 3. Tourism Scenario in India, 4. The Positive and Negative Impacts of Tourism, 5. Hotels and Hotel Groups, 6. The Hotel Industry in India, 7. Front Office Management, 8. Computers in the Hotel Industry, 9. Global Glossary of Hotel Terminology • *Appendices* • *Index*

Mohammed Zulfikar, A consultant in the field of culinary concepts, menu planning and market feasibility reports.
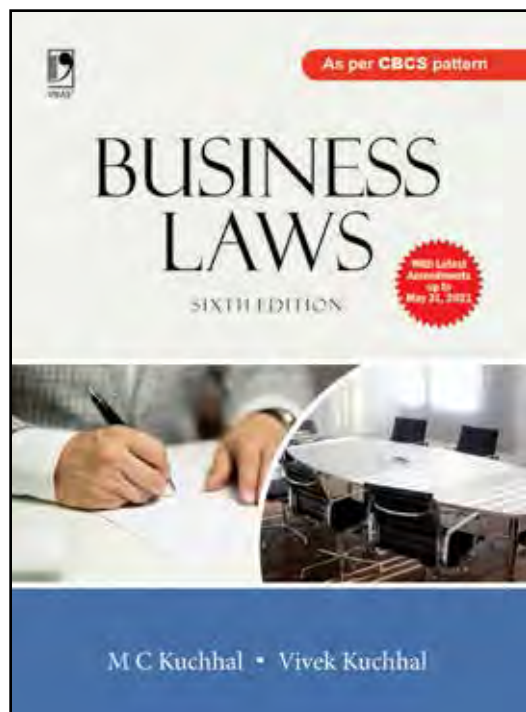
Business Laws 6e

M C Kuchhal & Vivek Kuchhal

New

About the Book

The book has been written for Business Law(s) paper of the BCom (Hons), Semester I, examination of University of Delhi and other Central Universities in accordance with their syllabi 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.

The latest amendments to LLP Act, 2008 as brought by Ministry of Corporate Affairs, Government of India, and also the IBC, 2016 have been incorporated in this edition of the book. The latest IT Rules for intermediaries which came in force on May 26, 2021 have also been incorporated.

Key Features

- Learning objectives have been added for all chapters
- Online registration process of LLP
- LLP liquidation process under IBC, 2016
- Proposals by MCA to boost LLPs in India
- The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (which came into force on 26 May, 2021)
- Explains complicated provisions in easily comprehensible language with the help of illustrations and analogies

ISBN: 9789354534423 | Price: ₹ 315 | Pages: 432 | Size: 6.75" X 9.5" (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.

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

ISBN: 9789385879036 | Price: ₹ 150 | Pages: 280 | Size: 6.75" X 9.5" (Paperback)

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 • Effective 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.
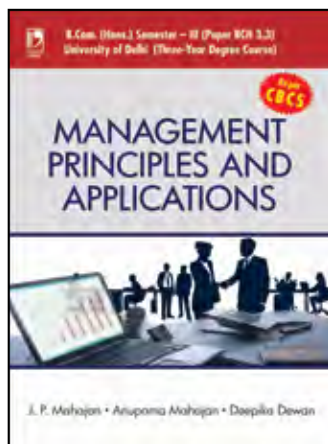
Management Principles And Applications

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

ISBN: 9789352590599 | Price: ₹ 260 | Pages: 320 | Size: 6.75" X 9.5" (Paperback)

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

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.

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.
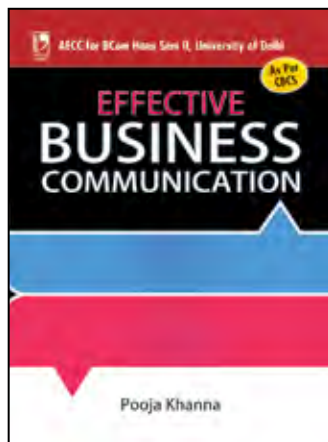
Effective Business Communication

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

ISBN: 9789385879104 | Price: ₹ 150 | Pages: 266 | Size: 6.75" X 9.5" (Paperback)

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
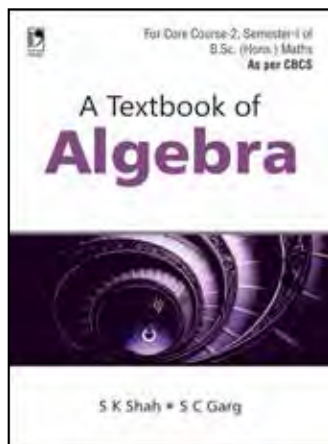
A Textbook of Algebra

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.

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

ISBN: 9789352710829 | Price: ₹ 299 **| Pages: 368 | Size: 6.75" X 9.5" (Paperback)**

Contents

1. Equivalence Relations, 2. Functions, 3. Cardinality, 4. Integers, 5. Congruence, 6. Mathematical Induction, 7. Complex Numbers, 8. De Moivre's Theorem, 9. Vectors and Matrices, 10. System of Linear Equations, 11. Dimension and Rank, 12. Linear Transformations, 13. Eigenvectors and Eigenvalues

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English Language Through Literature

Pooja Khanna

New

About the Book

English Language Through Literature is specifically composed keeping in mind the needs of the first and second semester students of English Core who have scored 80 percent and above in English in Class XII. This student-centric book has been designed to offer complete clarity on concepts and topics which are part of the syllabus. The aim is to sharpen the reading, writing, speaking, listening, grammar and vocabulary-building skills through various activities and exercises, thereby building confidence of mastering the language. With minimal textual emphasis and optimal use of practical exercises, an effort has been made to make learning a pleasure for students. In student-friendly language, the book caters to young readers looking for innovative and interactive material in English.

Key Features

- Interactive exercises
- Focus on real-life learning
- University question papers along with sample papers for practice

ISBN: 9789354532047 | Price: ₹ 175 **| Pages: 368 | Size: 6.75" X 9.5" (Paperback)**

Contents

Section A, Unit-1 Read Better, • Reading and Comprehension Strategies, • Reading Strategies, • Comprehension, Unit-2 Creative Writing, • Paragraph Writing, • The Concept of Note Making, • Summary and Paraphrasing, • Summarizing, • Story Writing, • Rewriting a Story, • Report Writing, • Informal Letters, • Essay Writing, Unit-3 Literary Genres, • Literary Genres, • Frequently used Literary Devices and Terms, Unit-4 Grammar for You, • Understand the Concept of Modifiers, • Tenses, • Imperative Sentences, • Conditionals, Unit-5 Speaking and Listening Skills, • Presentations, Unit-6 Vocabulary Building , • Antonyms, • Synonyms, • Homophones, Section B, • Comprehension Passages, • Practice Material, Section C, Sample Papers, • Sample Paper I, • Sample Paper II, • Sample Paper III, • Sample Paper IV, • Sample Paper V, University Question Paper

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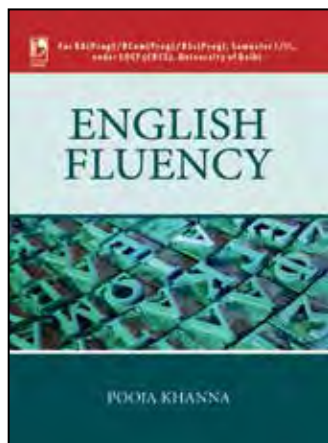
English Fluency

Pooja Khanna

New

About the Book

English Fluency is a tailor-made compilation of the entire syllabus prescribed for the first and second semester students of English Core who have scored in the range of 60 to 80 percent marks in English in Class XII. It presents complete clarity on concepts and formats from examination point of view. With minimal textual emphasis and optimal use of practical exercises, an effort has been made to make learning a pleasure for students. The aim is to equip the readers with skills required to hone English as a language of communication. The book also caters to learners looking for interesting and innovative material in English reading, writing, speaking, listening, grammar and vocabulary building.

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

ISBN: 9789354531989 | Price: ₹ 190 **| Pages: 248 | Size: 6.75" X 9.5" (Paperback)**

Contents

Section A Unit-1 In the University, • What is Note Making?, • Group Discussion, • Parts of Speech, Unit-2 Domestic Sphere, • Diary/Blog Writing, • Format, • Write A Blog Post, • Understand the Concept of Modifiers, • Modifiers, • Understand the Use of Prepositions, • Prepositions, • Understand the Use of Conjunctions, • Dialogue-Writing, • Analyze and Interpret "The Lost Word" by Esther Morgan, • The Lost Word, • Unit-3 In Public Place, • Understand the Process of Writing a CV, • Resume Writing, • Biodata/CV/Resume Writing, • Writing the CV of a Fictional Character, • Analyse and Interpret "Amalkanti" by Nirendranath Chakraborty, • Amalkanti, • Analyse and Interpret Excerpt From "Bhimayana" by Srividya, • Natarajan and S. Anand (page 60-71), • Bhimayana, Unit-4 In the State, • Understand how to Make an RTI Request, • RTI (Right To Information), • Research: Procedure for Making a Complaint, • About Trees being Cut in Your Neighbourhood, • Understand How to File an FIR, • Sample FIR, • Sample FIR, • Research: Submitting a Consumer Complaint Online, • Understand Active and Passive Voice, • Active and Passive Voice, • Tips on Using Voice, • Understand the Use of Idioms, • Idioms, • Some More Important Idioms and Phrases with their Meanings, • Analyze and Interpret "Where the Wild Things Are", • By Maurice Sendak, Unit-5 Interface with Technology , • Book and Film Review, • Film Review: PK, • Use of Punctuations, • Punctuation, • Comma, Semicolon and Colon, • Error Correction/Proofreading, • Analyze and Interpret Priya's Shakti, • Twitter/Facebook, • Facebook, • Supplementary Reading, • Close Reading, Sample Papers, • Sample Paper I, • Sample Paper II, • Sample Paper III, • Sample Paper IV, • Sample Paper V, University Question Papers, Question Paper 2019 (I), • Question Paper 2019 (II)
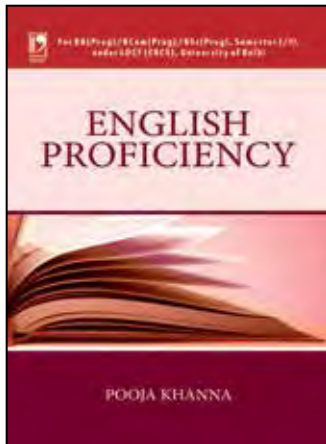
English Proficiency

Pooja Khanna

New

About the Book

English Proficiency is a tailor-made compilation of the entire syllabus prescribed for the first and second semester students of English Core who have scored below 60 marks in English in Class XII. It presents complete clarity on concepts and formats from examination point of view. With minimal textual emphasis and optimal use of practical exercises, an effort has been made to make learning a pleasure for students. The aim is to equip the readers with skills required to hone English as a language of communication. The book also caters to learners looking for interesting and innovative material in English reading, writing, speaking, listening, grammar and vocabulary building.

Key Features
- Interactive exercises
- Focus on real-life learning
- University question papers along with sample papers for practice

ISBN: 9789354531996 | Price: ₹ 145 | Pages: 168 | Size: 6.75" X 9.5" (Paperback)

Contents

Unit-1 READING AND COMPREHENSION, • How to Read and Comprehend, • Unit-2 LEARNING ABOUT WORDS, Unit-3 BASIC GRAMMAR RULES, • Subject Verb Agreement, • Tenses, • Modal Verbs, • Definite and Indefinite Articles: The, A, An, • Prepositions , • Conjunctions, Unit-4 WRITING SKILLS, • Writing Creatively, • The Writing Plan, • Let's Try to Understand this Better, • Subordinating Conjunctions, • More on Writing Skills, • Write the Introduction, • The Situation, • Value Addition, Unit-5 CONVERSING: SPEAK BETTER!, • How to Speak Better, • Recite a Poem (both free verse and rhyming), • Speak with Stresses and Pauses, • Understand Thumb Rules for Silent Letters, • Speak Aloud through Role Play, • Give Information/Instructions, • Grammar Capsule, Appendix-1: Prefix and Suffix, Appendix-2: Preposition Chart, Appendix-3: Definite and Indefinite Articles: the, a, an, Appendix-4: Quick Recap: Tenses, Appendix-5: Use of Modals Verbs, Sample Papers, • Sample Paper I, • Sample Paper II, • Sample Paper III, • Sample Paper IV, • Sample Paper V, University Question Papers, • Question Paper 2019 (I), • Question Paper 2019 (II)

UPCOMING TITLES
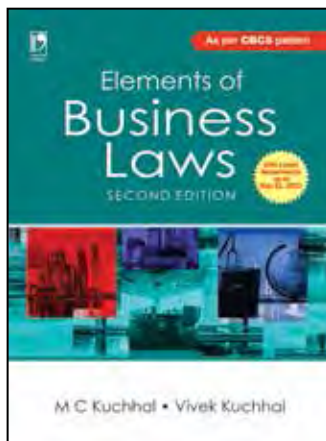
Elements of Business Laws 2e

M C Kuchhal & Vivek Kuchhal

Key Features
- Learning objectives have been added for all chapters
- Online registration process of LLP
- Proposals by MCA to boost LLPs in India
- The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (which came into force on 26 May, 2021)
- New Questions from the latest examinations in various chapters
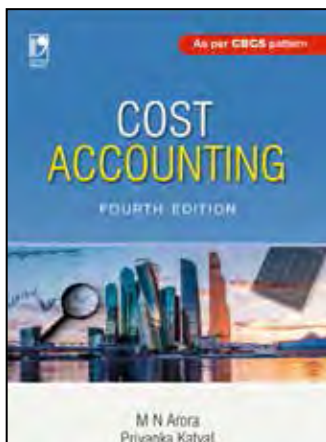
Cost Accounting 4e

M N Arora & Priyanka Katyal

Key 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
- Recent question papers with answers included in the Appendix

ISBN	Code	Author	Title	INR
			ACCOUNTING	
9789390470501	9789390470501	Arora M.N.	A Textbook of Cost and Management Accounting, 11th Edition New	750
9789352719747	9789352719747	M N Arora & Priyanka Katyal	Cost Accounting: Principles & Practice, 3rd Edition	380
9789354530265	9789354530265	Arora M.N.	Cost Accounting: Principles & Practice, 13th Edition New	595
9788125905530	2007001476	Bhattacharyya S.K. & Dearden John	Accounting for Management: Text and Cases, 3th Edition	450
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9789353381295	9789353381295	Maheshwari S.N./ Maheshwari S.K. & Maheshwari Sharad K.	Fundamentals of Corporate Accounting (As per CBCS)	465
9789325983243	2007002108	Misra Vandna & Mishra Amit	Book Keeping and Basic Account (For B.Com, BBA, BBM and BMS)	199
9789325983298	2007002113	Rachchh Minaxi & Rachchh, Gunvantrai A.	Cost Accounting (For B.Com, BBA, BBM and BMS)	299
9789325983281	2007002114	Rachchh Minaxi/ Gadade, Siddheshwar T. & Rachchh, Gunvantrai A.	Financial Accounting (For B.Com, BBA, BBM and BMS)	349
9789325969247	2007001732	Sahaf M.A.	Management Accounting: Principles & Practice, 3rd Edition	499
9789325981089	2007002054	Senthilkumar K./ Maruthamuthu K. & Kannaiah Desti	Advanced Cost Accounting	250
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9789325984554	2001003096	Arunajatesan S.	Risk Management in Finance	225
9789353382698	9789353382698	Devinder Kumar Anand	Finance for Everyone	350
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9789325983311	2007002116	Nibsaiya Sapna	Indian Financial System (For B.Com, BBA, BBM and BMS)	199
9788125931201	2007001654	Pandian Punithavathy	Financial Services and Markets	475

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9789354534836	9789354534836	Subrata Mukherjee	Security Analysis and Portfolio Management,	699
9789325963085	2007001887	Pandian Punithavathy	Security Analysis and Portfolio Management, 2nd Edition *New*	599
9789325976016	2010000555	Patel Bhavesh	Fundamentals of Financial Management	375
9788125931348	2007001843	Patel Bhavesh	Project Management, 2nd Edition	525
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9789325969056	2007001515	Shekhar K.C. & Shekhar Lekshmy	Banking Theory and Practice, 21th Edition	599
9789325984578	2001003010	Singh Shuchita & Bahi Shilpa	Behavioural Finance	299
9789352718740	9789352718740	Vishwanath Murthy	Project Management – The Complete Process	599

LAW & SECRETARIAL PRACTICE

ISBN	Code	Author	Title	INR
9788125925286	2007001569	Bagrial A.K.	Company Law, 12th Edition	450
9788125927945	2007001885	Kuchhal M.C.	Secretarial Practice, 18th Edition	475
9789352714766	9789352714766	Kuchhal M.C. & Kuchhal Vivek	Business Law, 7th Edition	450
9789325960107	2007001786	Kuchhal M.C. & Kuchhal Vivek	Mercantile Law, 8th Edition	550
9789352718375	9789352718375	M C Kuchhal & Vivek Kuchhal	Business Legislation for Management, 5e	499
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9789353386443	9789353386443	Parul Gupta	Legal Aspects of Business: Concepts and Applications, 2e	650
9789325983250	2007002110	Roy, Chandra Kumar & Roy, Prabhat Kumar	Business Laws (For B.Com, BBA, BBM and BMS)	199

ECONOMICS & BUSINESS ENVIRONMENT

ISBN	Code	Author	Title	INR
9788125916604	2008000002	Bhatia H.L.	International Economics	525
9789352719389	9789352719389	Bhatia H.L.	Lok Vitt, 4th Edition	485
9788125907671	2007001531	Chidambaram K. & Alagappan V.	Business Environment	295
9788125924005	2007001622	Dwivedi D.N.	Essentials of Business Economics	425
9789325969230	2008000004	Dwivedi D.N.	International Economics: Theory And Policy	450
9789354531309	9789354531309	Dwivedi D.N.	Managerial Economics, 9th Edition	675
9789325986701	2008000021	Dwivedi D.N.	Microeconomics: Theory and Applications, 3rd Edition	450
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GENERAL MANAGEMENT

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9789325957640	2001000424	Baxi C.V. & Ray, Rupamanjari Sinha	Corporate Social Responsibility	750
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9780706990300	2007001751	Chandan J.S.	Management Theory & Practice	410

ISBN	Code	Author	Title	INR
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9789325965225	2007001898	Chandan J.S. & Gupta, Nitish Sen	Strategic Management	435
9788125920595	2007001630	Ghosh Biswanath	Ethics in Management and Indian Ethos, 2nd Edition	335
9789325978607	2007002045	Goyal D.P.	Management Information Systems: Managerial Perspectives, 4th Edition	499
9789325974197	9789325974197	Gunaseelan Rupa & Kulandaiswamy V.	Principles and Practices of Management	150
9788125909392	2007001635	Kapoor D.C.	Export Management	550
9789325990173	2020001318	Kaul, Vijay Kumar	Principles and Practices of Management	325
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SCIENCE

CONTENTS

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.

ISBN: 9789325981294 | Price: ₹ 450 | Pages: 388 | Size: 6.25" X 9.5" (Paperback)

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.
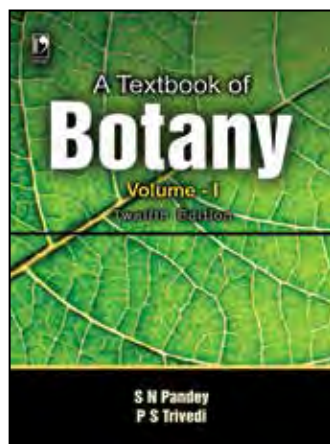
A Textbook of Botany Volume - I, 12e

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

1. Classification of Living Organisms into Major Groups, 2. Bacteria, 3. Mycoplasmas, 4. Archaebacteria, 5. Viruses, 6. An Introduction to Fungi, 7. Phylum Myxomycota, 8. Phylum Plasmodiophoromycota, 9. Phylum Oomycota, 10. Saprolegnia, 11. Achlya, 12. Pythium, 13. Phytophthora, 14. Albugo, or Cystopus, 15. Phylum Chytridiomycota, 16. Synchytrium, 17. Phylum Zygomycota, 18. Rhizopus and Mucor, 19. Phylum Ascomycota, 20. Saccharomyces (The Yeast), 21. Aspergillus, 22. Penicillium, 23. Sphaerotheca, 24. Claviceps, 25. Peziza, 26. Morchella, 27. Neurospora, 28. Phylum Basidiomycota, 29. Puccinia, 30. Ustilago, 31. Agaricus, 32. Mitosporic Fungi (Fungi Imperfecti), 33. Alternaria, Cercospora, Fusarium, 34. Colletotrichum, 35. General Discussion, 36. Lichens, 37. Elementary Plant Pathology—General Aspects, 38. Some Important Plant Diseases, 39. An Introduction to Algae, 40. Classification of the Algae, 41. Division Cyanophyta, 42. Division Prochlorophyta, 43. Division Glaucophyta, 44. Division Rhodophyta, 45. Batrachospermum, 46. Polysiphonia, 47. Heterokontophyta, 48. Xanthophyceae, 49. Bacillariophyceae, 50. Phaeophyceae, 51. Ectocarpus, 52. Dictyota, 53. Sargassum and Fucus, 54. Division Dinophyta, 55. Division Euglenophyta, 56. Division Chlorophyta, 57. Chlamydomonas, Pandorina, Eudorina and Volvox, 58. Chlorella, Pediastrum and Hydrodictyon, 59. Ulothrix, 60. Cladophora, 61. Stigeoclonium, Draparnaldiopis and Coleochaete, 62. Oedogonium, 63. Spirogyra, Zygnema and Cosmarium, 64. Division Charophyta, 65. General Discussion, 66. Algae and Biotechnology

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.
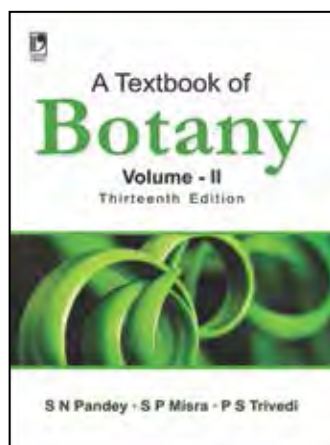
A Textbook of Botany Volume - II, 13e

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)

Contents

Part-I: Bryophyta (The Amphibians of Plant Kingdom): 1. Introduction to Bryophyta, 2. Classification of Bryophyta, 3. Sphaerocarpales (The Bottle-Hepatics), 4. Marchantiales (The Chambered-Hepatics), 5. Monocleales (The Giant Thallose Hepatics), 6. Metzgeriales (The Multiform Thallose Hepatics), 7. Jungermanniales (The Scale Mosses), 8. Calobryales (The Moss-Like Hepatics), 9. Takakiales, 10. Anthocerotales (The Hornworts), 11. Andreaeales (The Lantern Mosses), 12. Sphagnales (The Peat Mosses), 13. Tetraphidales (The Four-Toothed Mosses), 14. Polytrichales (The Hair Cap Mosses), 15. Buxbaumiales (The Bug Mosses), 16. Funariales (The Joint-Toothed Mosses), 17. Archidiales (The Large-Spored Mosses), 18. Gametophyte (The Plant Body), 19. Sporophyte, 20. General Discussion, Part-II: Pteridophyta (Vascular Plants Without Seeds): 1. Introduction to Pteridophyta, 2. Division Psilophyta, 3. Rhynia, 4. Psilotum, 5. Division Lycophyta, 6. Lycopodium, 7. Isoetes, 8. Selaginella, 9. Division Sphenophyta, 10. Equisetum, 11. Division Filicophyta, 12. Ophioglossum, 13. Osmunda, 14. Pteridium, 15. Adiantum, 16. Gleichenia, 17. Marsilea, 18. Azolla, 19. General Discussion, Part-III: Gymnosperms and Palaeobotany: 1. Introduction to Gymnosperms, 2. Classification, 3. Cycas, 4. Pinus, 5. Gnetum, 6. Ephedra, 7. General Discussion, 8. Palaeobotany

S N Pandey, formerly, Reader, Department of Botany, DAV College, University of Kanpur, has to his credit over 30 books, 50 research papers published in Indian and foreign refereed journals.

S P Misra, 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.

A Textbook of Botany Volume - III

S N Pandey & A Chadha

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 concised 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)

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

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.
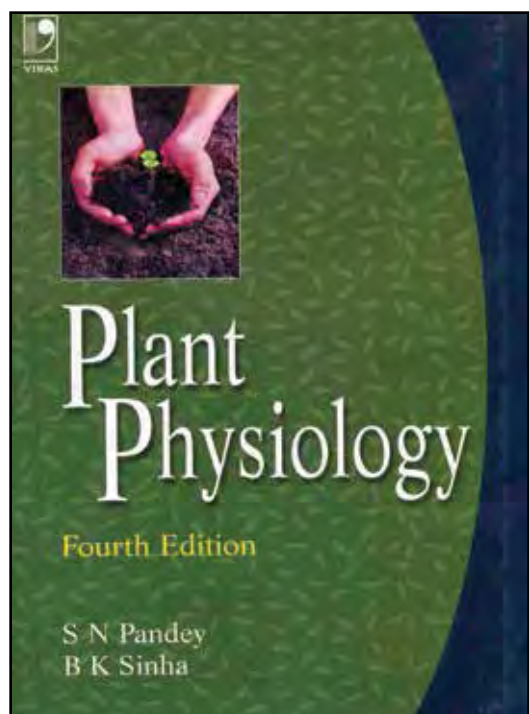
Plant Physiology, 4e

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.

ISBN: 9788125918790 | Price: ₹ 550 | Pages: 696 | Size: 6.25" X 9.5" (Paperback)

Contents

Part-I: The Cell
1. The Cell

Part-2: Water Relations
2. Different Bio-Physico-Chemical Phenomena
3. Absorption of Water
4. Ascent of SAP
5. Transpiration
6. Mineral Nutrition
7. Mineral Salt Absorption
8. Heterotrophic Plants

Part-3: Biochemistry and Metabolism
9. Elementary Biochemistry
10. The Enzymes
11. Photosynthetic Apparatus
12. Photosynthesis
13. Bacterial Photosynthesis and Chemosynthesis
14. Photorespiration
15. Translocation of Solutes
16. Respiration
17. Nitrogen Metabolism
18. The Nucleic Acids (DNA and RNA)
19. Replication of DNA
20. Select Nuclear Enzymes
21. Synthesis of Proteins
22. The Genetic Code
23. Regulation of Gene Action and Signal Transduction Mechanism
24. Fat Metabolism

Part-4: Growth and Related Phenomena
25. Growth
26. Plant Growth Regulators
27. Photoperiodism and Vernalisation
28. Photobiology
29. Plant Movements
30. Fruiting
31. Senescence
32. Seed Germination
33. Biology of Dormancy
34. Stress Physiology
35. Biological Clock
36. Photomorphogenesis
37. Role of Plant Physiology in Agriculture
38. Modern Laboratory Techniques

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.
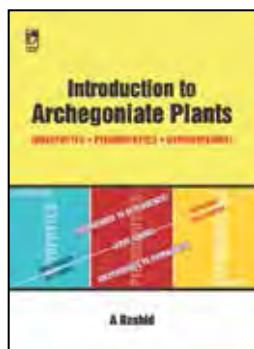
Introduction to Archegoniate Plants

A Rashid

ISBN: 9789325994034
Price: ₹ 175 | **Pages: 216**
Size: 6.75" X 9.5" (Paperback)

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 heterospory, 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.

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

Contents

Section-I: Bryophytes: 1. Introduction to Bryophytes, 2. Hepaticeae/Hepaticopsida, 3. Anthocerotae/ Anthocerotopsida/ Hornwot, 4. Musci/Bryopsida, 5. Alternation of Generations in Bryophytes, Section-II: Pteridophytes: 6. Introduction to Pteridophytes, 7. Psilopsida, 8. Lycopsida, 9. Equisetopsida, 10. Pteropsida, 11. Comparative Morphology, 12. Regeneration, 13. Alternation of Generations in Pteridophytes, Section-III: Gymnosperms: 14. Introduction to Gymnosperms, 15. Cycadales (Cycadaceae), 16. Coniferales, 17. Ephedrales, 18. Gnetales (Gnetaceae), 19. Economic Importance and Micro-propagation • Review Questions • 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 Rashi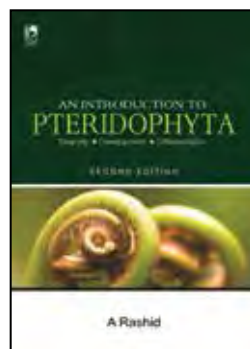d's research topics have been protonema, protoplast, pollen and phytochrome. He has published over 80 research papers and a few reviews in international journals.

An Introduction to Pteridophyta, 2e

A Rashid

ISBN: 9788125907091
Price: ₹ 499 | **Pages: 436**
Size: 6.25" X 9.5" (Paperback)

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 offers a coherent account of various aspects of pteridophyta in the light of latest findings. Covers the entire courses of BSc and MSc.

Contents

1. Introduction, 2. Psilopsida, 3. Lycopsida, 4. Equisetopsida, 5. Pteropsida, 6. Gametophyte, 7. Sporophyte, 8. Germination of Spore, 9. Initiation of Gametophyte, 10. Sexuality, 11. Regeneration, 12. Alternation of Generations, 13. Morphogenesis of Sporophyte, 14. Cytogenetis and Speciation, 15. Origin and Evolution • 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.

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An Introduction to Bryophyta

A Rashid

ISBN: 9788125905691
Price: ₹ 450 | **Pages: 308**
Size: 6.25" X 9.5" (Paperback)

About the Book

This endeavour is aimed to be comprehensive and innovative. It covers the entire course of reading in Bryology. After a brief Introduction, there is an account of array of diversity and development of Bryophytes. In three chapters on Liverworts, Hornworts and Mosses, one can find an illustrated and concise account of all representative types. It is followed by comparative morphology. In two chapters on Gametophyte

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 Development, 10. Regeneration, 11. Alternation of Generations, 12. Cytogenetics and 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

ISBN: 9789325990227
Price: ₹ 299 | **Pages: 424**
Size: 6.75" X 9.5" (Paperback)

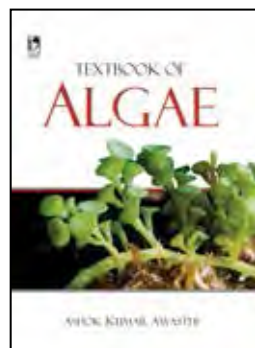### About the Book
Textbook of Algae provides a comprehensive and up-to-date account of the occurrence, structure, reproduction, phylogeny and classification of algae. It explains the subject in full detail, with special focus on the life cycles of some common genera. In addition, it discusses the characteristic 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, 5. Class: Charophyceae, 6. Class: Xanthophyceae, 7. Class: Bacillariophyceae, 8. Class: Phaeophyceae, 9. Class: Rhodophyceae, 10. Class: Euglenophyceae, 11. Miscellaneous Characteristics of Algae, 12. Applied Aspects, 13. Algae and Environment, 14. Protocol for 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.
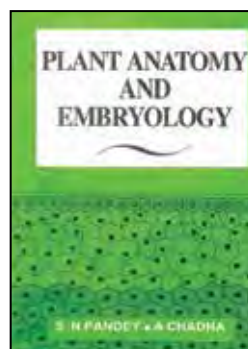
Plant Anatomy and Embryology
S N Pandey & A Chadha

ISBN: 9788125902409
Price: ₹ 525 | **Pages: 476**
Size: 6.25" X 9.5" (Paperback)

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
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 Anatomym, 14. Anatomy of Floral Partsm, 15. Fruit Wall and Seed Coat, 16. Ecological Anatomy, 17. Systematic Plant Anatomy, Part Two: Embryology and Palynology: 1. Introduction, 2. Microsporophy-II, 3. Microgametophyte, 4.The Megasporophy-II, 5. Megametophyte, 6. Pollination, 7. Fertilization, 8. Sexual Incompatibility, 9. Endosperm, 10. Embryo, 11. Apomixis, 12. Polyembryony, 13. Seed, 14. Embryology in Relation to Taxonomy, 15. Experimental Embryology, 16. 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.
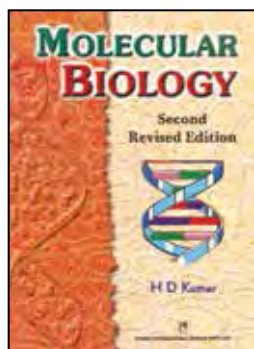
Molecular Biology, 2e

H D Kumar

ISBN: 9788125910138
Price: ₹ 465 | **Pages: 380**
Size: 6.25" X 9.5" (Paperback)

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

1. General Introduction, 2. Cells, Molecules and Atoms, 3. Nucleic Acids-Deoxyribose Nucleic Acid, 4. Ribose Nucleic Acid (RNA), 5. Role of Nucleic Acids in Protein Synthesis, 6. Genes, 7. Genomics and Proteomics • *Questions* • *Glossary* • *References* • *Index*

H D Kumar, Taught microbial biotechnology and modern life sciences at several universities in India as well as abroad.
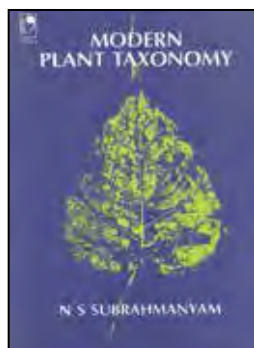
Modern Plant Taxonomy

N S Subrahmanyam

ISBN: 9780706993462
Price: ₹ 550 | **Pages: 512**
Size: 6.25" X 9.5" (Paperback)

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

1. Scope of Taxonomy, 2. Morphology of Angiosperms, 3. Classifications of the Angiosperms, 4. Contemporary Systems of Classification, 5. Taxonomic Evidences, 6. Origin and Evolution of Angiosperms, 7. Variation and Speciation in Plants, 8. Nomenclature, 9. Numerical Taxonomy, 10. Identification of Plants—Keys, 11. Botanic Gardens and Herbaria, 12. Taxonomic Terms and Abbreviations in Latin, 13. Selected Families of the Angiosperms—Dicotyledons, 14. Selected Families of the Angiosperms—Monocotyledons

N S Subrahmanyam, Reader in the Department of Botany, Sri Venkateswara College, University of Delhi.
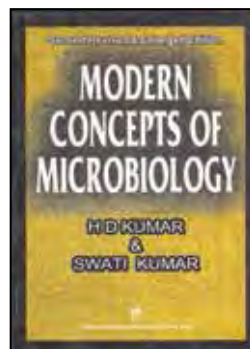
Modern Concepts of Microbiology, 2e

H D Kumar & Swati Kumar

ISBN: 9788125910008
Price: ₹ 610 | **Pages: 696**
Size: 6.25" X 9.5" (Paperback)

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

1. General Introduction, 2. Bacteria: Structure and Classification, 3. Bacteria: Growth and Physiology, 4. Microbial Genetics, 5. Genome Sequencing and Minimum Genome, 6. Bacteria as a Global Superorganism, 7. Culturing of Microorganisms, 8. Surface Colonizing and Biofilm Bacteria, 9. Acellular Microorganisms (Viruses), 10. Microalgae, 11. The Archaea, 12. Lichens and Microfungi, 13. Microbial Animals (Protozoa), 14. Biofertilizers, 15. Extremophilic Microorganisms, 16. Environmental Microbiology, 17. Microbial Pathogens of Plants and Animals, 18. Medical Microbiology

H D Kumar, Taught microbial biotechnology and modern life sciences at several universities in India as well as abroad.

Swati Kumar, MBBS and MD from the Institute of Medical Sciences, Banaras Hindu University and now pursuing higher studies at State University at New York hospital, Brooklyn.
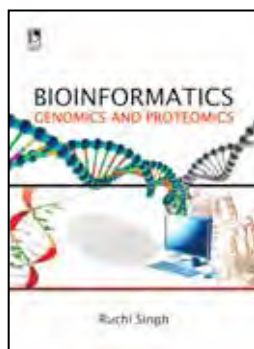
Bioinformatics: Genomics and Proteomics

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

1. Genomics Prologue, 2. Sequencing Genomes, 3. Genome Mapping, 4. Gene Prediction and Analysis, 5. Gene Expression and RNA Structure Prediction, 6. Comparative Genomics, 7. Proteomics Introduction, 8. Protein Primary Structure Identification and Analysis Techniques, 9. Protein Secondary Structure Prediction, 10. Protein Tertiary Structure Prediction, 11. Insilico Drug Designing • *Index*

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

1. General Introduction, 2. Scope and Importance, 3. Biotechnology and Developing Countries, 4. Recombinant DNA Technology, 5. Plant Biotechnology, 6. Biotechnology, 7. Industry and Fermentations, 8. Animal Biotechnology, 9. Immunology and Health Care, 10. Energy and Environment, 11. Regulatory Issues in Biotechnology

H D Kumar, Taught microbial biotechnology and modern life sciences at several universities in India as well as abroad.
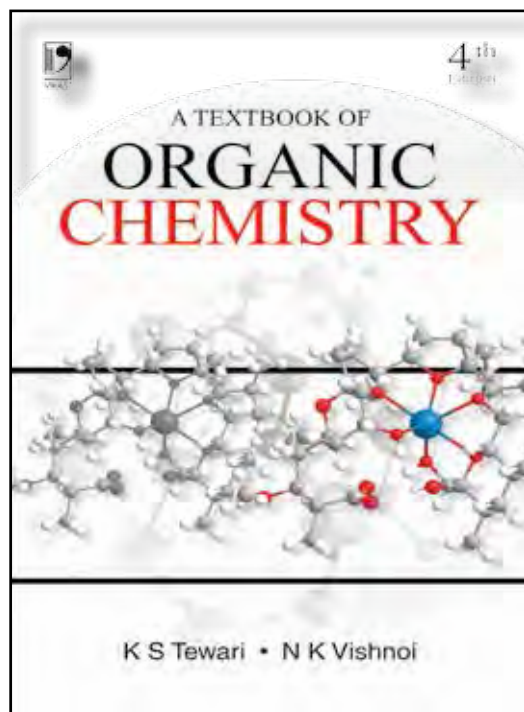
A Textbook of Organic Chemistry, 4e

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

Market:
Primarily for B.Sc Chemistry, M.Sc Chemistry.
Also useful for IIT/NEET aspirants.

ISBN: 9789385879128 | Price: ₹ 750 | Pages: 1430 | Size: 6.25" X 9.5" (Paperback)

Contents

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).
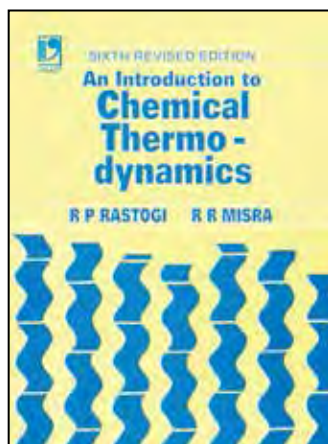
An Introduction to Chemical Thermodynamics, 6e

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
1. Fundamentals Concepts, 2. First Law of Thermodynamics, 3. Thermochemistry, 4. Second Law of Thermodynamics, 5. Free Energy Functions, 6. Statistical Thermodynamics, 7. System of Variable Composition, 8. Chemical Equilibria, 9. Phase Rule, 10. Non-Equilibrium States: Linear Thermodynamics of Irreversible Processes

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.
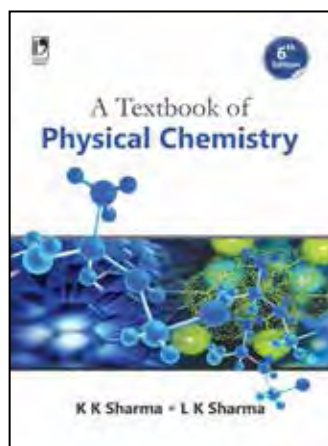
A Textbook of Physical Chemistry, 6e

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.

ISBN: 9789352590421 | Price: ₹ 499 | Pages: 880 | Size: 6.75" X 9.5" (Paperback)

Contents
1. Some Fundamental Chemical Concepts, 2. Gaseous State, 3. Liquids, 4. Properties of Liquids, 5. The Solid State, 6. Thermodynamics, 7. Thermochemistry, 8. Entropy: The Second Law of Thermodynamics, 9. Free Energy Functions, 10. Chemical Equilibrium, 11. Phase Equilibria, 12. Solutions, 13. Colligative Properties of Solutions, 14. Electrochemistry, 15. Ionic Equilibria, 16. Electrochemical Cells, 17. Chemical Kinetics, 18. Catalysis, 19. Colloids, 20. Atomic Structure, 21. Wave Mechanical Model of the Atom, 22. Chemical Bonding, 23. Nuclear Chemistry, 24. Photochemistry, 25. Physical Properties and Chemical Constitution, 26. Polymers • Appendices • Log Tables

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.
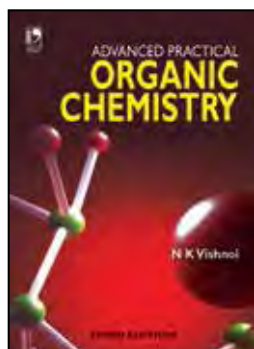
Advanced Practical Organic Chemistry, 3e

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: 1. General Experimental Techniques, 2. Separation of Mixtures, 3. Preliminary Investigations, 4. Detection of Elements, 5. Compounds Containing C and H with or Without O, 6. Compounds Containing S, C, H with or without O, 7. Compounds Containing N, C, H with or without O, 8. Compounds Containing Halogen (Cl, Br or I) C, H with or Without O, 9. Compounds Containing S, Halogen (Cl, Br) C, H with or Without O, 10. Compounds Containing N, Halogen (Cl, Br, I) C, H With or without O, 11. Compounds Containing N, S, C, H with or without O, 12. Compounds Containing N, S, Cl, C, H and O, 13. Miscellaneous Compounds, **Part Two: Organic Preparations:** 14. Simple Preparations, 15. Two Step Preparations, 16. Three Step Preparations, 17. Biochemical Preparations, **Part Three: Organic Quantitative Analysis:** 18. Estimation of Elements, 19. Molecular Weight of Organic Compounds, 20. Estimation of Groups, 21. Miscellaneous Estimations • Appendix-I-II

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.
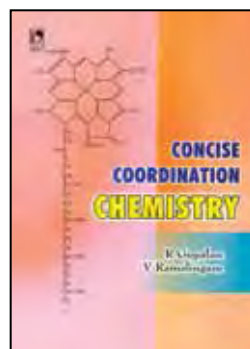
Concise Coordination Chemistry

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

1. Introduction, 2. Nomenclature of Metal Complexes, 3. Theories of Coordination Compounds-I, 4. Theories of Coordination Compounds-II, 5. Spectral and Magnetic Characteristics of Metal Complexes, 6. Stability of Coordination Compounds, 7. Chelates, 8. Isomerism of Metal Complexes, 9. Reactions of Metal Complexes-I, 10. Reactions of Metal Complexes-II, 11. Organometallic Compounds, 12. Metal Carbonyls and Related Compounds, 13. Industrial Applications of Organometallic Compounds, 14. Biological Coordination Compounds, 15. Applications of Coordination Compounds, 16. Preparation of Coordination Compounds, 17. Solved Spectral Problems in Coordination Chemistry • Glossary • Appendix • Bibliography • Index

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.
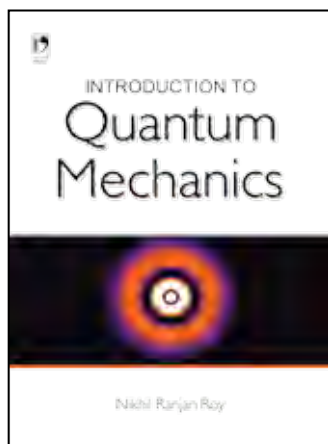
Introduction to Quantum Mechanics

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

ISBN: 9789325990197 | Price: ₹ 225 | Pages: 272 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Origin of Quantum Physics, 2. Mathematical Preliminaries, 3. Postulational Foundation of Quantum Theory, 4. Wave Mechanics of Schrodinger, 5. One-Dimensional Problems, 6. Linear Harmonic Oscillator Problems, 7. Three-Dimensional Problems: Spherically Symmetric Potentials, 8. Angular Momentum in Quantum Mechanics, 9. Dirac's Formulation

Nikhil Ranjan Roy retired as Professor and Head of the Department of Physics, Ranchi University, Ranchi.
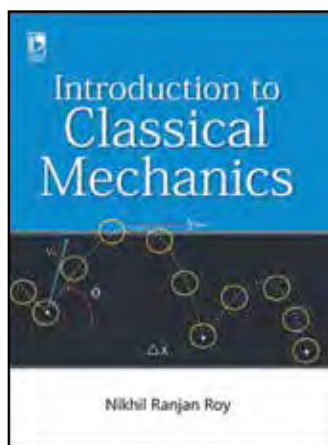
Introduction to Classical Mechanics

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

ISBN: 9789325994027 | Price: ₹ 250 | Pages: 352 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. Fundamental Concepts and Definitions, 3. Variational Principle and Lagrangian Formulation of Mechanics, 4. Hamiltonian Formulation of Mechanics, 5. Canonical Transformation Theory, 6. Hamilton-Jacobi Theory, 7. Conservation Laws in Classical Mechanics, 8. Two-Body Central Force Problem: Kepler's Laws of Planetary Motion, 9. Scattering in Central Force Field, 10. Kinematics and Dynamics of The Motion of a Rigid Body, 11. Moving Frames of Reference: Rotating Frame, Centrifugal Force and Coriolis Force, 12. Small Oscillations • Index

Nikhil Ranjan Roy retired as Professor and Head of the Department of Physics, Ranchi University, Ranchi.
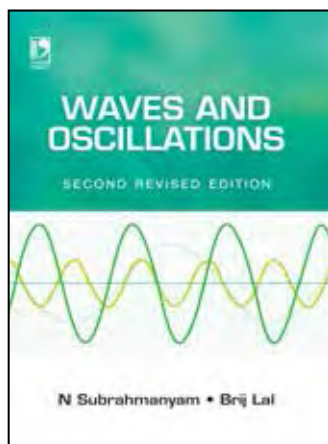
Waves and Oscillations, 2e

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 Relatively 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

1. Harmonic Oscillators, 2. Lissajous Figures, 3. Free, Forced and Resonant Vibrations, 4. Wave Motion, 5. Velocity of Sound, 6. Stationary Waves, Interference and Beats, 7. Vibrations in Strings and Air Columns, 8. Reflection, Refraction and Diffraction, 9. Doppler Effect, 10. Fourier Analysis, 11. Practical Applications, 12. Allied Phenomena

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.
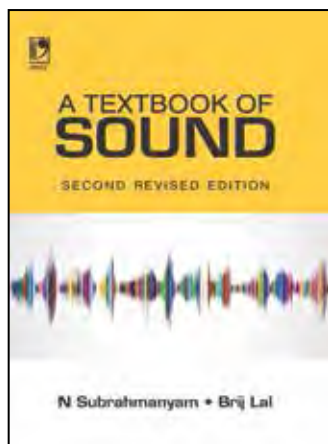
A Textbook of Sound, 2e

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

1. Harmonic Oscillators, 2. Lissajous Figures, 3. Free, Forced and Resonant Vibrations, 4. Forced Vibrations, 5. Velocity of Sound, 6. Stationary Waves, Interference and Beats, 7. Vibrations in Strings and Air Columns, 8. Doppler Effect, 9. Reflection, Refraction and Diffraction, 10. Practical Applications
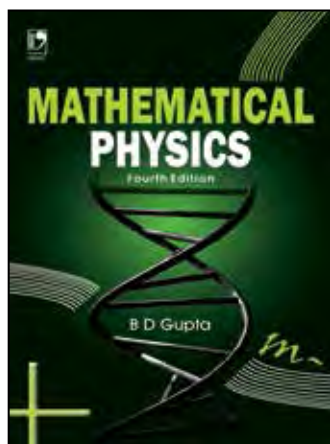
Mathematical Physics, 4e

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.

ISBN: 9788125930969 | Price: ₹ 699 | Pages: 1456 | Size: 6.25" X 9.5" (Paperback)

Contents

1. Vectors, 2. Matrices, 3. Tensors, 4. Group Theory, 5. Complex Variables, 6. Beta, Gamma and Error Functions, 7. Differential Equations, 8. Harmonics (with Special, Functions), 9. Fourier's Series, Integrals and Transforms, 10. The Laplace Transforms, 11. Hankel Transforms, 12. Diffusion, Wave and Laplace's Equations, 13. Maxwell's Electromagnetic Field Equations, 14. Special Theory of Relativity, 15. Statistical Probability • Appendices • Index

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.
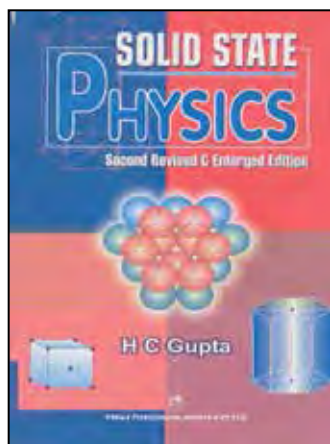
Solid State Physics, 2e

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.

ISBN: 9788125910114 | Price: ₹ 465 | Pages: 388 | Size: 6.25" X 9.5" (Paperback)

Contents

1. Crystal Structure, 2. Crystal Diffraction, 3. Crystal Bonding, 4. Crystal Elasticity, 5. Lattice Dynamics, 6. Thermal Properties, 7. Free Electron Theory of Metals, 8. Band Theory of Solids, 9. The Fermi Surface, 10. Semiconductors, 11. Semiconducting Devices, 12. Dielectric Properties, 13. Optical Properties, 14. Magnetic Properties, 15. Superconducting Properties • *Bibliography • Index*

H C Gupta, Professor of Physics at IIT Delhi.
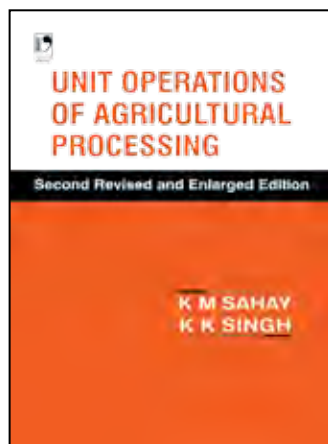
Unit Operations of Agricultural Processing, 2e

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

1. Introduction, 2. Cleaning and Grading, 3. Drying, 4. Storage, 5. Milling, 6. Material Handling and Transportation, 7. Elementary Food Engineering, 8. Agricultural Wastes and By-products Utilisation • *Appendices* • *Index*

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.
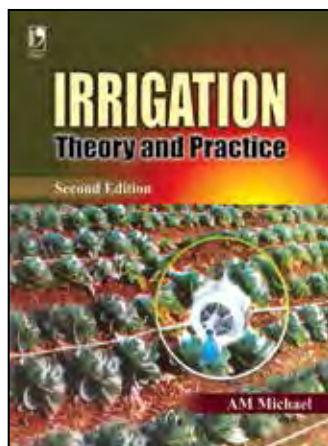
Irrigation Theory and Practice, 2e

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

1. Utilization of Water Resources and Irrigation Development, 2. Irrigation Wells, 3. Water Lifts and Pumps, 4. Lift Irrigation Systems and Their Design, 5. Measurement of Irrigation Water, 6. Open Channel Distribution in Command Areas, 7. Underground Pipeline System, 8. Land Grading and Field Layout, 9. Soil-Plant-Water Relationships, 10. Water Requirement of Crops and Irrigation Management, 11. Surface Methods of Water Application, 12. Sprinkler Irrigation, 13. Drip Irrigation, 14. Salt Management in Irrigated Agriculture, 15. Economic Evaluation of Irrigation Projects and Water Pricing Policy

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).

Modern Algebra, 9e

New
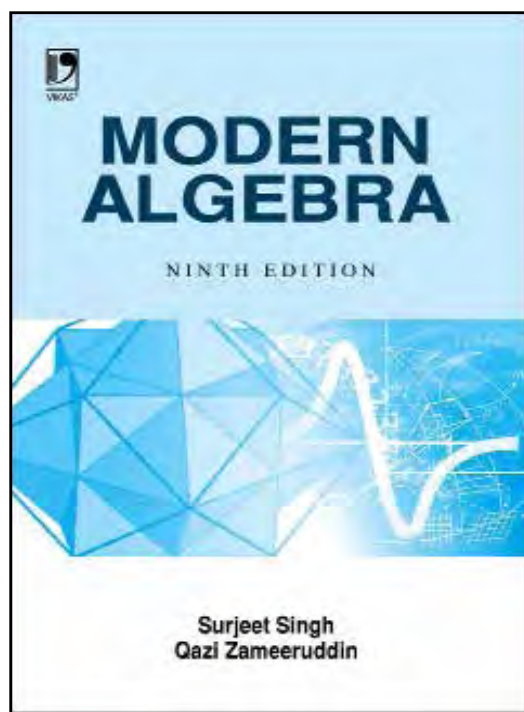
Surjeet Singh & Qazi Zameeruddin

About the Book

For almost forty-five years, the book ';Modern Algebra' has served the student community as a textbook for introductory courses on the subject. It caters to undergraduate and postgraduate students.

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. One of the chapters discusses rings with chain conditions and Hilbert's basis theorem. The book is replete with solved examples to provide ample opportunity to students to comprehend the subject.

This edition carries an improvement over all the previous editions inasmuch as it incorporates latest developments and thinking on the subject. Presentation of the subject matter has been modified in line with current thinking. Many results have been rearranged, and the proofs of many theorems rewritten. It also carries more examples now. One very perceptible change is the introduction of Multiple Choice Questions at the end of relevant chapters in keeping with the latest trend of framing questions, especially because this subject is finding place in competitive examinations as well.

Market: Primarily for BSc, MSc. Also useful for Competitive Exams.

New in this Edition

1. Completely revisited. Relevant changes effected to make the subject more comprehensible
2. Proof of Schröder-Bernstein Theorem provided
3. Topic of Semi-direct Product of Groups introduced
4. Proofs of Fundamental Theorem of Arithmetic and Cauchy's Theorem for Finite Groups rewritten
5. Solutions provided to more problems
6. 124 MCQs framed in a manner that enables generation of more questions

ISBN: 9789352718849 | Price: ₹ 475 | Pages: 608 | Book Size: 5.5" x 8.5" (Paperback)

Contents

1. Set Theory
2. Groups
3. Quotient Groups, Homomorphisms and Permutations
4. Structure Theory of Groups
5. Solvable Groups and Jordan-Holder Theorem
6. Survey of Some Finite Groups
7. Rings
8. Homomorphisms and Embedding of Rings
9. Polynomial Rings
10. Factorization Theory in Integral Domains
11. Vector Spaces
12. Linear Transformations
13. Fields
14. Galois Theory
15. Rings with Chain Conditions
16. Canonical Forms
• Bibliography
• Index

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.
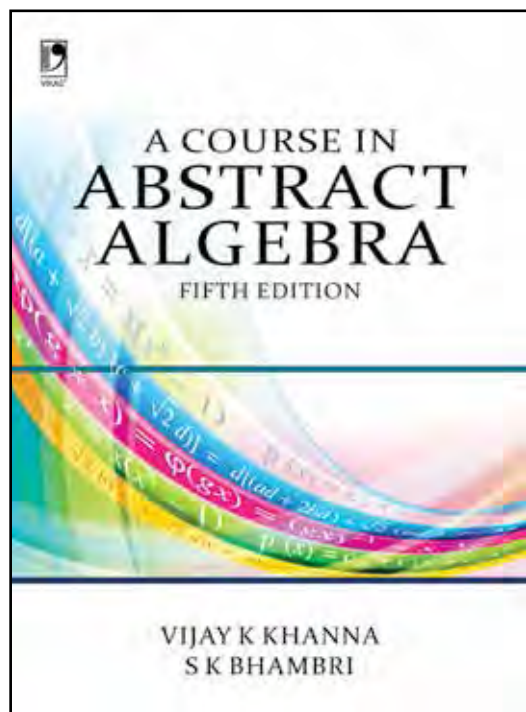
A Course in Abstract Algebra, 5e

V K Khanna & S K Bhambri

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.

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.

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.

ISBN: 9789352593200 | Price: ₹ 599 | Pages: 880 | Book Size: 6.75" X 9.5" (Paperback)

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

As Per CBCS

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.

ISBN: 9789352710829 | Price: ₹ 299 | Pages: 368 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Equivalence Relations, 2. Functions, 3. Cardinality, 4. Integers, 5. Congruence, 6. Mathematical Induction, 7. Complex Numbers, 8. De Moivre's Theorem, 9. Vectors and Matrices, 10. System of Linear Equations, 11. Dimension and Rank, 12. Linear Transformations, 13. Eigenvectors and Eigenvalues

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.
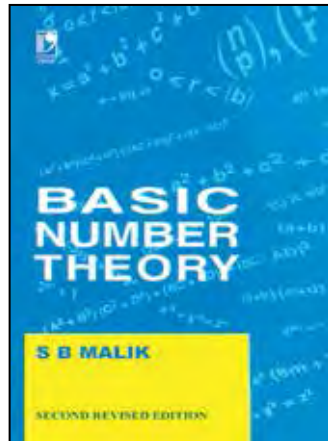
Basic Number Theory, 2e

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

1. Preliminaries, 2. Divisibility Theory, 3. Congruences, 4. Some Special Congruences and Euler's F–Functions, 5. Arithmetic Functions, 6. Primitive Roots, 7. Quadratic Congruences and Quadratic Reciprocity Law, 8. Perfect Numbers and Fermat's Numbers, 9. Prime Number Theorem (Elementary Remarks), 10. Representation of Integers as Sum of Squares, 11. Partitions • *Appendix: I-II • Index*

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.
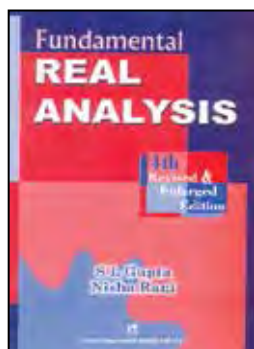
Fundamental Real Analysis, 4e

S L Gupta & Nisha Rani

ISBN: 9788125909897
Price: ₹ 425 | **Pages: 356**
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

1. Preliminaries and Real Numbers, 2. Open and Closed Sets, 3. Real Sequences, 4. Infinite Series, 5. Arbitrary Series and Infinite Products, 6. Functions and Limits, 7. Continuity of Functions, 8. Derivability, 9. Riemann Integration

S L Gupta, Reader in Mathematics, Shivaji College, University of Delhi.

Nisha Rani, Reader in Mathematics, Lakshmibai College, University of Delhi.
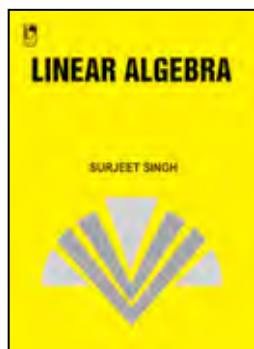
Linear Algebra

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

1. Algebra and Matrices, 2. Vector Spaces, 3. Linear Transformations, 4. Determinants, 5. Single Linear Operator, 6. Single Linear Operator, 7. Inner Product Spaces, 8. Bilinear Form

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.
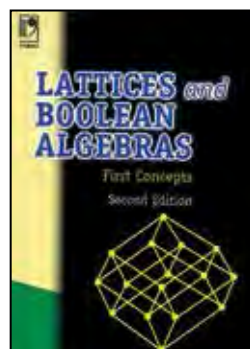
Lattices and Boolean Algebras: First Concepts, 2e

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

1. Preliminaries, 2. Posets and Lattices, 3. Ideals and Homomorphisms, 4. Modular and Distributive Lattices, 5. Boolean Algebras

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.
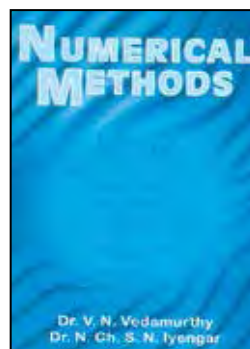
Numerical Methods

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

1. Empirical Laws and Curve Fitting, 2. Theory of Equations, 3. Solution to Numerical, Algebraic and Transcendental Equations, 4. Simultaneous Linear Algebraic Equations, 5. Finite Differences, 6. Interpolation with Equal Intervals, 7. Central Difference Interpolation Formulae, 8. Interpolation with Unequal Intervals, 9. Numerical Differentiation and Integration, 10. Difference Euaqtions, 11. Numerical Solution to Ordinary Differential Equations, 12. Numerical Solution to Partial Differential Equations

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.
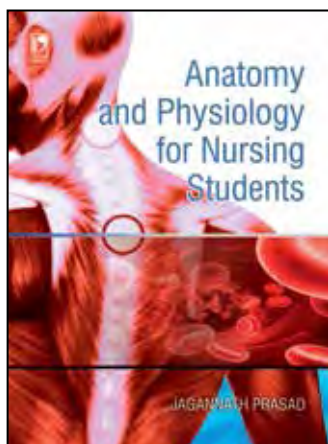
Anatomy and Physiology for Nursing Students

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

Section-1: General Anatomy and Physiology: 1. Introduction to Anatomical Terms and Organization of Human Body, 2. Chemistry of Life, Constituents of Food and Homeostasis, 3. A Cell and Transport Mechanism, 4. Tissues of the Body (A. Epithelial Tissue with Glands and Membranes, B. Connective Tissue, C. Muscular Tissue, D. Nervous Tissue), 5. Blood, 6. Muscle-Nerve and Muscular Contraction, 7. Introduction to Genetics, 8. Introduction to General Embryology and Female Reproductive Cycle, Section-2: Systemic Anatomy and Physiology: 9. Musculo-Skeletal System (A. Upper Limb, B. Bones, C. Muscles, D. Head, E. Neck), 10. Nervous System (A. General Nervous System, B. Central Nervous System (Brain and Spinal Cord), C. Peripheral Nervous System), 11. Sensory Organs, 12. Cardio Vascular System (CVS), 13. Lymphatic System and Immunity, 14. Respiratory System, 15. Nutrition, 16. Digestive System, 17. Excretory System, 18. The Skin, 19. Endocrine System, 20. Reproductive System • Appendix-A: Approximate Calorie Value of Common Indian Food Items • Appendix-B: Review of Vascular Supply • Appendix-C: Review of Arterial Supply of Brain and Spinal Cord • Appendix-D: Cranial Nerves • Appendix-E: Clinical Procedure • Appendix-F: Histological Techniques • Appendix-G: Radiological Techniques • List Of Tables (Tables of Movements of Joints, Tables of Vascular and Nerve Supply, Tables of Relations & Miscellaneous Tables)

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.
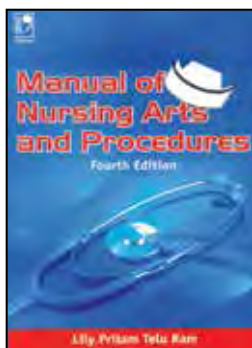
Manual of Nursing Arts and Procedures, 4e

Lily Pritam & Telu Ram

ISBN: 9788125918769
Price: ₹ 373 | Pages: 320
Size: 5.5" X 8.5" (Paperback)

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. The Fourth Edition has been revised in accordance with the new syllabus of the Indian Nursing Council.

Salient Features

A well established textbook for more than 25 years, it provides concise but crystal clear introduction to the procedures and equipment that is essential for every nurse. As per the new syllabus of Indian Nursing Council.

Contents

1. Historical Background of Nursing, 2. Introduction to Professional Nursing, 3. Principles and Practice of Professional Nursing, 4. Health and Environment, 5. Environmental Condition in Hospitals, 6. Introducing Patients to The Hospital Environment, 7. Removal of Stains, 8. Bed Making, 9. General Care and Comfort of Patients, 10. Temperature, Pulse, Respiration and Blood Pressure, 11. Charting, Recording and Reporting, 12. Admission, Position, Physical Examination and Discharge, 13. Laboratory Examination and Collection of Specimens, 14. Enemata and Suppositories, 15. Hand Washing, Perineal Care and Douching, 16. Special Procedures, 17. Cold and Hot Applications, 18. Gastric Lavage and Gavage, 19. Pre- and Post-Operative Care, Emergencies and Intensive Care Unit, 20. First Aid in Case of Poisoning, 21. Feeding The Sick, 22. Catheterization, 23. Oral Medications, Injections, and Transfusion of Blood and other Solutions, 24. Prevention and Control of Infection, 25. Sterilization of Hospital Articles, 26. Bandages, Binders and Dressing, 27. Orthopaedic Apparatus, 28. Cleaning and Sterilization of Feeding Bottles, 29. Ward Trays, 30. Red Cross (Geneva Cross)

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.
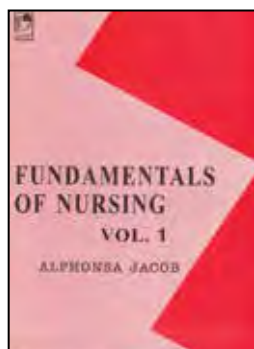
Fundamentals of Nursing Volume 1

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

1. History of Nursing, 2. Brief Introduction to Nursing, 3. Role of Nurse in a Health Team, 4. Legal and Ethical Aspects of Nursing, 5. Hospitals, 6. Care of Hospital Articles, 7. Medical Asepsis, 8. Admission Procedure, 9. Physical Examination, 10. Laboratory Tests, 11. Application of Principles of Effective Body Mechanics, 12. Need for Physical Comfort and Safety, 13. Bed Making, 14. Hygienic Needs, 15. Rest and Sleep Needs, 16. Observational Needs, 17. Nutritional Needs, 18. Elimination Needs, 19. Oxygenation Needs, 20. Need for Fluid and Electrolyte Balance, 21. Exercises, 22. Recreation, 23. Records and Reports, 24. Administration of Medicine, 25. Thermal Applications, 26. Care of the Dying Patient, 27. Simple First Aid Measures
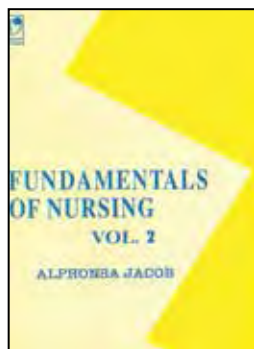
Fundamentals of Nursing Volume 2

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

1. Surgical Care, 2. Surgical Asepsis, 3. Wounds, Wound Healing and Care of Wounds, 4. Wound Closures and Suture Removal, 5. Pre and Post-operative Care, 6. Immobilisation Devices, 7. Advanced Nursing Procedures, 8. Parenteral Injections, 9. Irrigations, 10. Aspirations, 11. Biopsies, 12. Drainages and Suction, 13. Care of a Patient with Tracheostomy, 14. Diagnostic Measures, 15. X-Ray Examinations, 16. Endoscopy, 17. Special Diagnostic Tests, 18. Normal Values of Blood, 19. Advances in Nursing, 20. Nursing Process, 21. Nursing Diagnosis and its Characteristics, 22. Nursing Research, 23. Sample Nursing Care Plans, 24. Professional Adjustment, 25. Methods of Adjustment, 26. Study Habits, 27. Preparing for Examinations, 28. Problem Solving, 29. Employment Etiquette, 30. Ward Management and Administration, 31. Management, 32. Administrative Aids, 33. Leadership, 34. Utilization of Nursing Staff and Management, 35. Organisational Planning, 36. Functions of Hospital Nursing Services

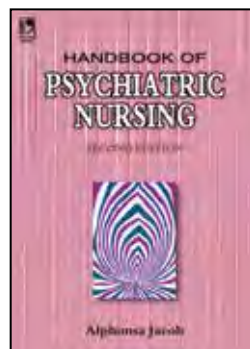**Alphonsa Jacob** has more than 28 years' experience in teaching the subject of nursing, including psychiatric nursing. She is currently the Principal of Rajiv Gandhi School of Nursing, Co-operative Hospital, Koothathukulam, Ernakulam.

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

Unit-I: Introduction: 1. Meaning of Mental Health and Illness, 2. Ego Defence or Mental Mechanism, 3. Personality Theories and Types, **Unit-II: Evolution of Psychiatry:** 4. Philosophers of Psychiatry and Some Milestones, 5. History of Psychiatric Nursing, 6. Rights and Duties of a Nurse, 7. Qualities of a Nurse, **Unit-III: Symptomatology:** 8. Signs, Symptoms, Causes and Misconceptions of Mental Illness, **Unit-IV: Mental Health Assessment:** 9. The Psychiatric Interview, 10. Meeting the Patient, 11. Nurse-Patient Relationship, 12. Observation and Recording of Mental Illness, 13. Process Recording, **Unit-V: Community Mental Health:** 14. National Mental Health Programme, 15. Rehabilitation and Community Services, **Unit-VI: Psychiatric Nursing Practices:** 16. Rehabilitation Requirements, 17. General Principles of Psychiatric Nursing, 18. Therapeutic Techniques in Psychiatric Nursing, **Unit-VII: Mental Disorders:** 19. Classification of Mental Illness, 20. Organic Disorders, 21. Functional Disorders, 22. Drug Addiction and Alcoholism, 23. Personality Disorders, 24. Sexual Anomalies, 25. Neuroses, 26. Epilepsy, 27. Mental Retardation, **Unit-VIII: Bio-psychosocial Therapies:** 28. Psychopharmacology or Pharmacotherapy, 29. Therapies in Psychiatry, **Unit-IX: Somatic Illnesses:** 30. Psychophysiological Disorders, 31. Psychiatric Problems in Children, 32. Disorders of Puerperium, Old Age and Adolescence, 33. A Case Study on Bipolar Affective Disorder, **Unit-X: Crisis in Psychiatric Nursing:** 34. Psychiatric Emergencies, 35. Crisis Theory and Intervention, **Unit-XI: Forensic Psychiatry:** 36. Legal Aspects in Indian Psychiatry • *Appendix-A: Job Opportunities for a Psychiatry Nurse* • *Appendix-B: Institutions for the Mentally Ill* • *Bibliography* • *Glossary*

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

List of Tables and Charts: 1. Clinical and Other Services Recommended in a District Hospital, 2. Conditions for Ventilation in Different Areas of a Hospital, 3. Guidelines for Lighting in District Hospital, 4. Central Government Health Chart, 5. State Government Health Chart, 6. Hospital Pharmacy - Technical Personnel, 7. Hospital Pharmacy - Areas Requirement, 8. Movement of Drugs and Medicines, 9. Flow of Raw Materials, 10. Movement of Patients, 11. Building Plan for L V P Manufacture, 12. Building Plan for S V P Manufacture, 13. Adverse Drug Reaction Report, 14. Integrated Manufacturing Management Software Solution, 15. Software Tool for Quality Assurance Manager, 16. Role of Clinical Pharmacist, 17. Health Care Teams I and II, 18. Height - Weight Relation, 19. Infusion Solution Manufacturing Process, Practicals: 1. Introduction, 2. Transfusion Fluids-General, 3. Preparation of Transfusion Solutions (4 Exercises), 4. Raw Materials (7 Exercises), 5. Limit Tests (6 Exercises), 6. Finished Products Testing, 7. Containers and Closures (3 Exercises), 8. Surgical Dressing (5 Exercises), 9. Surgical Instruments, 10. Do's and Dont's on LVP Manufacturing, 11. Production Record (Specimen Forms), 12. Data Processing Equipments, 13. Items as Spotters

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.
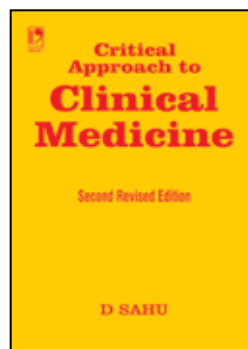
Critical Approach to Clinical Medicine, 2e

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

Section-I: History & Examinations: 1. History Taking, 2. General Examination, 3. Examination of Cardiovascular System, 4. Examination of Respiratory System, 5. Examination of Nervous System, 6. Examination of Abdomen, Section-II: Clinical Problems: 7. Pulse, 8. Jaundice, 9. Cyanosis, 10. Clubbing of The Finger, 11. Oedema, 12. Fever (Pyrexia), 13. Arthritis, 14. Headache, 15. Hemiplegia, 16. Paraplegia, 17. Disorders of Consciousness, 18. Wasting of The Muscles of The Hand, 19. Gait, 20. Involuntary Movements, 21. The Fundus, 22. Examination of Cerebrospinal Fluid, 23. Jugular Venous Pulse, 24. Murmurs, 25. Electrocardiography, 26. Chest Pain, 27. Haemoptysis, 28. Diagnosis of Chest Diseases, 29. Pleural Fluid, 30. Dysphagia, 31. Splenomegaly, 32. Lymphadenopathy, 33. Liver Biopsy • References • Index

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.
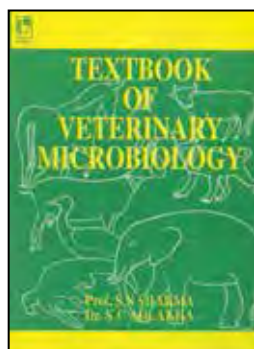
Textbook of Veterinary Microbiology

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.
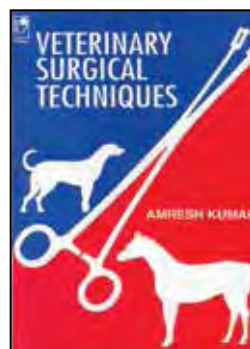
Veterinary Surgical Techniques

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

1. Presurgical, Surgical and Post-surgical Considerations, 2. Surgical Restraint, 3. Surgical Instruments, 4. Suture and Suture Materials, 5. Anaesthesia, 6. Sterilization, 7. Wound Healing and General Management of Wounds, 8. Chemotherapy in Surgical Infections, 9. Fluid and Electrolytes Therapy, 10. Fracture and their Management, 11. Surgery of Special Sense Organs, 12. Surgery of Integumentary System, 13. Surgery of Thorax and Organs of Respiratory Tract, 14. Surgery of Abdomen and Organs of Digestive System, 15. Surgery of Urinary Organs, 16. Surgery of Male Genital Organs, 17. Surgery of Female Genital Organs, 18. Surgery of Bones and Limbs

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

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.

Environmental Management

G N Pandey

ISBN: 9788125902928
Price: ₹ 475 | Pages: 408
**Size: 6.25" X 9.5" (Paperback)**

About the Book

Pollution has become a worldwide phenomenon and so has become concern for its control. The alarming situation has awakened administrators, engineers, technocrats, governments and international organizations to take steps to curb pollution. Educational institutions now include in their curricula various aspects of pollution (its nature and dimensions, health hazards it has created, and measures of controlling and managing it, etc.). This book contains a core course in Environment Management. It will be useful to students of Civil, Mechanical, Chemical, Biochemical and other disciplines of Engineering and Technology.

Contents

1. Impact of Development on Environment, 2. Engineering Ethics, 3. Effects of Pollution on Living Systems, Effluent Guidelines and Standards, 4. Water Pollution and Control, 5. Air Pollution and its Control, 6. Noise Pollution and its Control, 7. Treatment, Utilization and Disposal of Sewage, 8. Solid Waste Disposal, 9. Environment Pollution, Monitoring and Control in Tannery, 10. Pesticides-Pollution and Abatement, 11. Radioactivity in the Environment, its Monitoring and the Evaluation of its Significance, 12. Pollution Control of Effluents in the Fertilizer Industry, 13. Oil Pollution: Prevention, Control, 14. Environment Pollution and its Control in the Pulp and Paper Industry, 15. Utilization, Treatment and Disposal of Cane Sugar Industry Effluents, 16. Utilization of Distillery Effluents, 17. Environment Pollution Control in the Cotton Textile Industry, 18. Environment and Pollution, 19. Conservation of Material Resources and Energy through Recycling, 20. Renewable Energy Resources, 21. Conservation of Energy, 22. Environment Management, 23. Planned Industrial Development, 24. The Environment Audit

G N Pandey is adjunct Professor, Indian Institute of Information Technology, Allahabad.
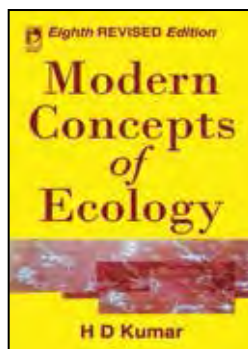
Modern Concepts of Ecology, 8e

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

1. Ecosystem and Allied Concepts, 2. Community and Population Ecology, 3. Species Interactions, 4. Energetics and Nutrient Cycles, 5. Systems Ecology, Continuum Concept and Succession, 6. World Biota And Biodiversity, 7. Ecological Studies in Developing Countries, 8. The Biosphere and Its Pollution-Water Pollution, 9. Air Pollution, 10. Natural Resources and Their Conservation

H D Kumar (Ph.D., London, 1963) has taught courses in microbial biotechnology 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 Philipps University, Marburg (Germany). He is the author / co-author of over 175 papers and 15 books, including the widely-acclaimed Modern Concepts of Ecology (8th 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).

BOTANY

ISBN	Code	Author	Title		INR
9789325990227	2001003269	Awasthi, Ashok Kumar	Textbook of Algae	**	299
9789325981294	2003000262	Bhojwani S.S/ Bhatnagar S.P. & Dantu P.K.	The Embryology of Angiosperms, 6th Edition	***	450
9788125910138	2003000205	Kumar H.D.	Molecular Biology, 2nd Edition	**	465
9788125910008	2003000203	Kumar H.D. & Kumar Swati	Modern Concepts of Microbiology, 2nd Edition	*	610
9780706986853	2003000135	Pandey S.N. & Chadha A.	A Textbook of Botany Volume - III	@ **	550
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9789325994034	9789325994034	Rashid A.	An Introduction to Archegoniate Plants	**	175
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9788125907091	2003000140	Rashid A.	An Introduction to Pteridophyta, 2nd Edition	**	499
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ISBN	Code	Author	Title		INR
9788125905820	2003000200	Kumar H.D.	Modern Concept of Biotechnology	@ **	525
9789325978553	2007002107	Singh Ruchi	Bioinformatics: Genomics and Proteomics	**	315

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9788125909347	2003000161	Gopalan R. & Ramalingam V.	Concise Coordination Chemistry	***	525
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9788125931287	2004000011	Vishnoi N.K.	Advanced Practical Organic Chemistry, 3rd Edition	***	525

PHYSICS

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9788125910114	2003000220	Gupta H.C.	Solid State Physics, 2nd Edition	*	465
9789325994027	2001003326	Roy, Nikhil Ranjan	Introduction to Classical Mechanics	@ **	250
9789325990197	2010000662	Roy, Nikhil Ranjan	Introduction to Quantum Mechanics	@ **	225
9780706998177	2004000008	Subrahmanyam N. & Lal Brij	A Textbook of Sound, 2nd Edition	***	425
9780706985436	2003000002	Subrahmanyam N. & Lal Brij	Waves and Oscillations, 2nd Edition	***	450

AGRICULTURE

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9788125918677	2010000402	Michael A.M.	Irrigation Theory and Practice, 2nd Edition	***	750
9788125911425	2003000259	Sahay K.M. & Singh K.K.	Unit Operations of Agricultural Processing, 2nd Edition	***	550

MATHEMATICS

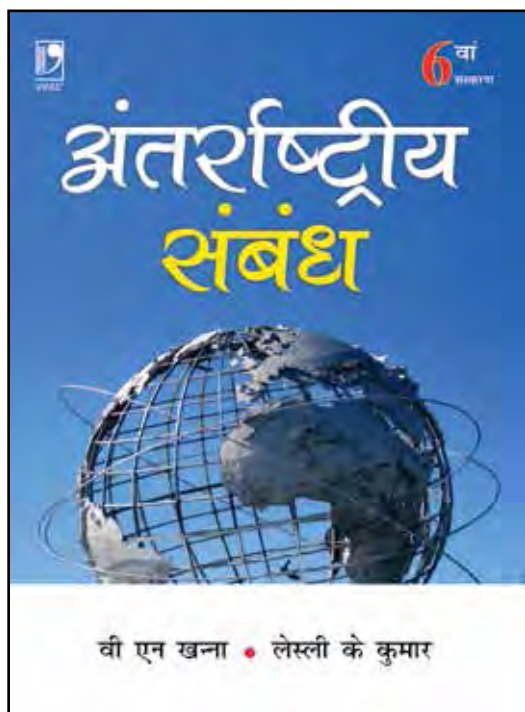| ISBN	Code	Author	Title		INR
9788125909897	2003000171	Gupta S.L. & Rani Nisha	Fundamental Real Analysis, 4th Edition	*	425
9789352593200	9789352593200	Khanna V.K. & Bhamri S.K	A Course in Abstract Algebra, 5th Edition	***	599
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9788125904823	2003000196	Singh Surjeet	Linear Algebra	**	495
9789352718849	9789352718849	Singh Surjeet & Zameeruddin Qazi	Modern Algebra, 9th Edition	New ***	475
9788125906308	2010000442	Vedamurthy V.N. & Iyenger, N.Ch. S. N.	Numerical Methods	*	495

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MEDICINE & NURSING
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ISBN	Code	Author	Title		INR
9789382711254	2044000041	A. Helen Mary Perdita	A Textbook of First Aid		350
9788125901983	2003000173	Jacob Alphonsa	Fundamentals of Nursing Vol-1	@ **	325
9788125901952	2003000174	Jacob Alphonsa	Fundamentals of Nursing Vol-2	**	350
9788125919018	2003000178	Jacob Alphonsa	Handbook of Psychiatric Nursing, 2nd Edition	**	399
9789325976184	2001002769	Jagannath Prasad	Anatomy and Physiology for Nursing Students	**	799
9789382711292	2022000058	Kanniammal C.	A Textbook of Medical Surgical Nursing-I	*	750
9789382711223	2044000040	Karunagari Karaline	A Textbook of Community Health Nursing	*	195
9789382711339	2022000062	Perdita, Helen Mary	A Textbook of Child Health Nursing	*	695
9789382711247	2022000054	Rajan, Sakunthala J.	A Textbook of Fundamentals of Nursing	*	395
9780706978728	2003000163	Sahu D.	Critical Approach to Clinical Medicine, 2nd Edition	***	425
9788125904854	2003000179	Sampath K.	Hospital and Clinical Pharmacy, 3th Edition	***	399
9789382711278	2022000056	Samson Rebecca	A Textbook of Medical Surgical Nursing-II	*	695
9789382711230	2022000053	Tamilmani	A Textbook of Educational Methods and Media	*	175
9788125918769	2003000198	TeluRam, Lily Pritam	Manual of Nursing Arts and Procedures, 4th Edition	**	373
9789382711261	2022000055	Venkatesan Latha	A Textbook of Administration, Ward Management and Education	*	250
9789382711315	2022000060	Vijayalakshmi S.	A Textbook of Midwifery and Obstetrical Nursing	*	795

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VETERINARY
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ISBN	Code	Author	Title		INR
9788125902447	2003000261	Kumar Amresh	Veterinary Surgical Techniques	**	525
9788125900399	2003000249	Sharma S.N. & Adlakha S.C.	Textbook of Veterinary Microbiology	***	495

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ENVIRONMENTAL STUDIES
</div>

ISBN	Code	Author	Title		INR
9780706986761	2003000201	Kumar H.D.	Modern Concept of Ecology, 8th Edition	**	475
9788125902928	2007001619	Pandey G.N.	Environmental Management	@ **	475
9789352718702	9789352718702	R. Subramanian	Disaster Management	***	365

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HUMANITIES & SOCIAL SCIENCE

CONTENTS

अंतर्राष्ट्रीय संबंध, छठवां संस्करण

वी एन खन्ना एवं लेस्ली के कुमार

पुस्तक के विषय में

इस पुस्तक में अंतर्राष्ट्रीय संबंध के विषय को ऐतिहासिक परिप्रेक्ष्य में प्रस्तुत किया गया है – प्रथम विश्वयुद्ध की पूर्व संध्या से शीत युद्ध की समाप्ति और उसके आगे। पुस्तक को दो खंडों में बांटा गया है: खंड-I में सैद्धांतिक परिप्रेक्ष्य, जबकि खंड-II में ऐतिहासिक अवलोकन प्रस्तुत किया गया है। यह पुस्तक इतिहास और राजनीतिक विज्ञान के विद्यार्थियों और शिक्षकों के लिए उपयोगी सिद्ध होगी।

मुख्य विशेषताएं

- पूर्णतया परिवर्धित और संशोधित।
- छह नये अध्याय हैं।
- सैद्धांतिक पहलू – यथार्थवाद, नव-यथार्थवाद, उदारवाद, नव-उदारवाद, विश्व-व्यवस्था और निर्भरता तथा नारीवाद उपागम -सम्मिलित किया गया है।
- कुछ ऐतिहासिक घटनाएं – जैसे खाड़ी युद्ध – भी सम्मिलित की गई हैं।

Market: BA (History), BA (Political Science), UPSC Exams

ISBN: 9788194376309 | Price: ₹ 495 | Pages: 616 | Size: 6.75" X 9.5" (Paperback)

विषय-सूची

वी एन खन्ना दिल्ली विश्वविद्यालय के देशबंधु कॉलेज में राजनीति विभाग के वरिष्ठ रीडर थे। चार दशकों से अधिक के लंबे सेवाकाल में उन्होंने कॉलेज एवं विश्वविद्यालय में विभिन्न स्तरों पर अध्यापन कार्य करने के साथ-साथ छात्र-छात्राओं की विकास गतिविधियों में भी महत्वपूर्ण भूमिका निभाई। वे कुछ समय अपने कॉलेज के प्राचार्य भी रहे तथा लंबे समय तक विश्वविद्यालय के सहकारी अध्यापन कार्य में भाग लेते रहे। वे सन् 2000 में सेवानिवृत्त हुए।

प्रो. खन्ना भारत के राजनीति विज्ञान संघ के आजीवन सदस्य तथा अंतर्राष्ट्रीय राजनीति विज्ञान संघ के सदस्य हैं। अनेक शिक्षण संस्थाओं से उनके संबंध हैं तथा उनमें उनकी सक्रिय भागीदारी रहती है। उनकी मुख्य रुचि तुलनात्मक राजनीति तथा अंतर्राष्ट्रीय संबंध में है। उन्होंने अनेक पुस्तकों की रचना की है तथा विभिन्न कार्यशालाओं, गोष्ठियों और सम्मेलनों में भाग लिया है।

लेस्ली के कुमार लेडी श्री राम कॉलेज, दिल्ली विश्वविद्यालय में सहायक प्रोफेसर हैं। उन्होंने 2011 से कई पाठ्यक्रम जैसे भारत की विदेश नीति, दक्षिण एशिया की राजनीति, अंतर्राष्ट्रीय संबंध, भू-राजनीति, राजनीतिक सिद्धांत, पारम्परिक एवम आधुनिक राजनीतिक दर्शनशास्त्र पढ़ाये हैं। उनकी मुख्य रूचि अंतर्राष्ट्रीय संबंध शिक्षा, दक्षिण एशिया, शिक्षा में कट्टरता, क्षेत्रियता एवम राजनीति, कृत्रिम बुद्धिमत्ता की नीति में है। लेस्ली ने भारत व विदेश में विशेष व्याख्यान दिये हैं। लोयोला कॉलेज, चेन्नई और जवाहरलाल नेहरू विश्वविद्यालय, नई दिल्ली के छात्र रह चुके लेस्ली ने प्रसिद्ध राष्ट्रीय व अंतर्राष्ट्रीय पत्रिकाओं में शोधपत्र का योगदान दिया है।
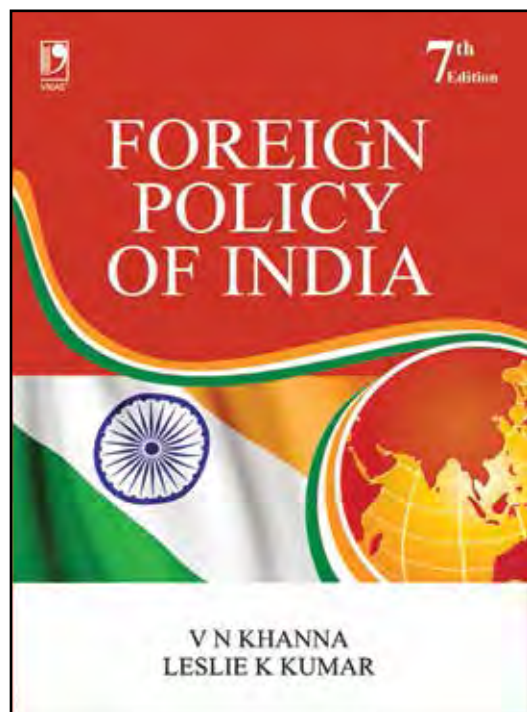
Foreign Policy of India, 7e

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
- India and Israel Relations: Trends and Prospects
- India's Foreign Policy in the 21st Century

Market: Primarily for BA, MA, Entrance Exams. Also useful for UPSC

ISBN: 9789352718559 | Price: ₹ 499 | Pages: 404 | Size: 6.75" X 9.5" (Paperback)

Contents

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.

ISBN: 9789353386320 | Price: ₹ 525 | Pages: 512 | Size: 6.75" X 9.5" (Paperback)

Contents

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.

तुलनात्मक राजनीति एवं राजनीतिक संस्थाएं

सी बी गेना

पुस्तक के विषय में

प्रस्तुत संस्करण विभिन्न विषयों को एक नये रूप में उदारहरणों और रेखाचित्रों की सहायता से विषय सामग्री को सरल–सुबोध शैली में प्रस्तुत किया है। अधिकांश उदारण विकासशील राज्यों और विशेषकर दक्षिण एशिया और भारत से लेकर विषय को सुरूचिपूर्ण बनाने का प्रयास किया गया है। पुस्तक विद्यार्थियों की आवश्यकताओं की पूर्ति के साथ–साथ विषय की गहराई में जाने की सामाग्री उपलब्ध कराती है तथा हर विषय का विवेचन आलोचनात्मक एवं विश्लेषणात्मक दृष्टिकोण से करके पाठक को विषय के विभिन्न पक्षों को ज्ञान कराने की व्यवस्था की गयी है। प्रस्तुत पुस्तक विभिन्न भारतीय विश्वविद्यालयों के एम.ए. तथा बी.ए. (ऑनर्स) के विद्यार्थियों के लिए लिखी गयी है।

ISBN: 9780706985146 | Price: ₹ 525 | Pages: 1008 | Size: 5.5" X 8.5" (Paperback)

विषय-सूची

खण्ड-1: तुलनात्मक राजनीति – महत्त्व, उद्देश्य एवं समस्याएं • तुलनात्मक राजनीति • अर्थ, प्रकृति एवं विषय-क्षेत्र • तुलनात्मक राजनीति • विकास के प्रमुख सीमाचिन्ह • तुलनात्मक राजनीति • परम्परागत व आधुनिक परिप्रेक्ष्य • तुलनात्मक पद्धति • अर्थ, प्रकृति, विषय-क्षेत्र एवं उपयोगिता • तुलनात्मक राजनीति के उपाग (1) राजनीतिक व्यवस्था और संरचनात्मक – प्रकार्यात्मक? उपागम • तुलनात्मक राजनीति के उपाग (2): राजनीतिक विकास, राजनीतिक आधुनिकीकरण, राजनीतिक संस्कृति और मार्क्सवादी–लेनिनवादी उपागम, **खण्ड-2: राजनीतिक संस्थाएं: संविधानवाद – अर्थ, आधार, तत्त्व एवं विभिन्न अवधारणाएं** • सरकारों के प्रमुख वर्गीकरण-परम्परागत एवं आधुनिक • लोकतन्त्र और अधिनायकतन्त्र • एकात्मक व संघात्मक शासन • संसदीय और अध्यक्षात्मक शासन प्रणालियां • शक्तियों का पृथक्करण: सिद्धान्त और व्यवहार • व्यवस्थापिका • कार्यपालिका • न्यायपालिका • राजनीतिक दल व दल पद्धतियां • दबाव एवं हित समूह • जनमत • प्रतिनिधित्व के सिद्धान्त, निर्वाचन प्रणालियां व मतदान आचरण।

सी. बी. गेना – राजनीति-विभाग राजस्थान विश्वविद्यालय, जयपुर।

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

Part-I: Nature and Scope of Political Science: 1. Growth of Political Science as A Discipline: Traditionalism, Behaviouralism, Post-Behaviouralism, 2.The Behavioural Revolution in Political Science: Meaning, Purpose and Limitations, 3. State of Political Theory Today: Decline or Resurgence?, 4. Nature and Scope of Political Science, Part-II: Modern Political Analysis: Systems and Approaches: 5. Elite, Group and Power as Organizing Principles: Failure to Evolve A Theory, 6. Major Theoretical Approaches: Lasswell, Easton and Almond, 7. Systems Analysis and International Relations, 8. Models and Simulations: Communications Theory, Decision-Making Approach and Game Theory, Part-III: Mainstreams of Contemporary Political Thought: 9. Theories of Alienation: from Sartre to Marcuse, 10. Theories of Political Development: A Critique and Search for an Alternative Approach, 11. Gandhi and Contemporary Politicial Thought, Towards Synthesis Between The East and The West

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.
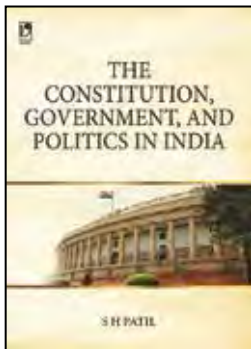
The Constitution, Government, and Politics in India

S H Patil

ISBN: 9789325994119
Price: ₹ 450 | **Pages:** 710
Size: 6.75" X 9.5" (Paperback)

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

1. India: Basic Facts, 2. The Constituent Assembly, 3. Preamble, 4. India, That is Bharat, 5. Nature of The Constitution, 6. Citizenship and Adult Suffrage, 7. Fundamental Rights, 8. The Directive Principles of State Policy, 9. President of India, 10. Vice President, 11. The Union Council of Ministers, 12. The Prime Minister, 13. Caretaker Government at The Centre, 14. Coalition/Minority Governments at The Centre, 15. Parliament (Part-I) The Rajya Sabha (Council of States), 16. Parliament (Part-II) The Chairman and The Deputy Chairman of The Rajya Sabha, 17. Parliament (Part-III) The Lok Sabha, 18. Parliament (Part-IV) The Speaker and The Deputy Speaker of The Lok Sabha, 19. Parliament (Part-V) Parliamentary Procedures, 20. Parliament (Part-VI) Parliamentary Committees, 21. History of Judiciary, 22. The Supreme Court, 23. Attorney General of India, 24. The Governor, 25. Council of Ministers and Chief Minister, 26. State Legislature, 27. Concept of State/Federal Unit, State Politics and Coalition Governments, 28. The History and Constitution of Jammu and Kashmir, 29. The High Courts in The States, 30. The Subordinate Courts, 31. Advocate General, 32. Lokayuktas in The States, 33. Lokpal at The Centre, 34. Union Territories, 35. Urban Local Governments History (1687-1993), 36. Panchayat Raj, 37. Civil Services Under The Union and The States, 38. Public Service Commission, 39. The Election Commission, 40. History of Suffrage, 41. Comptroller and Auditor General of India, 42. Planning Commission, 43. Emergency Provisions, 44. Union-State Relations, 45. Federation with Strong Union Government, 46. Parliamentary System of Government, 47. Procedure for Amending The Constitution, 48. The 9th Schedule and Judicial Review, 49. Reservation for Weaker Sections, 50. Minorities, 51. Land of Languages and Dialects: from The Ruler's Language to The People's Language, 52. Elite Women in Politics, 53. Regionalism, 54. Public Violence, 55. Religion and Communalism; Caste and Caste Politics, 56. Secularism and The Secular State, 57. Pressure Groups, 58. Role of Press, 59. Political Parties, 60. Process of Change and Development, 61. Foreign Policy, 62. Identity Politics and Indian Democracy, 63. Indian Human Rights Commission

S H Patil is a Professor of Political Science (Retd.), Karnatak University, Dharwad, and earlier has been ICSSR Senior Fellow and UGC Emeritus Fellow.
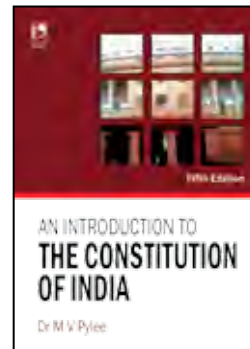
An Introduction to The Constitution of India, 5e

M V Pylee

ISBN: 9788125918325
Price: ₹ 325 | **Pages:** 388
Size: 5.5" X 8.5" (Paperback)

About the Book

The book has been written for the students of political science, public administration, and law, those preparing for competitive examinations of UPSC and State Service Commissions, political and social workers. The fifth edition includes a summary of the recommendations of the Constitutional Review Commission, which are of considerable importance.

Key Features

• For common man's understanding of the Constitution
• Highlighting special features of the Constitution
• Focus on important concepts like Fundamental rights, Directive principles, Emergency and Elections

Benefits

The book provides an overview of the Indian Constitution and its effects on the stability of our country. It has been written for the students of political science, public administration, and law, those preparing for competitive examinations of UPSC and State service commissions, and political and social workers.

Contents

1. The Background, 2. Making of the Constitution, 3. Basic Principles, 4. The Philosophy of the Constitution, 5. The Salient Features of the Constitution, 6. Special Features, 7. The Preamble, 8. The Union and its Territory, 9. Citizenship, 10. Fundamental Rights, 11. Right to Equality, 12. The Right to Freedom, 13. The Right Against Exploitation, 14. The Right to Freedom of Religion, 15. Cultural and Educational Rights, 16. The Right to Constitutional Remedies, 17. A Note on Writs, 18. An Assessment, 19. The Directive Principles of State Policy, 20. Fundamental Duties, 21. The Union Executive, 22. The Vice-President and The Attorney-General, 23. The Union Legislature - The Parliament of India, 24. Legislative Procedure, 25. The Union Judiciary - The Supreme Court, 26. The Machinery of Government in The States, 27. Judiciary in The States, 28. The Federal System, 29. Administration Relations Between The Union and The States, 30. Financial Relations Between The Union and The States, 31. Inter-State Trade and Commerce, 32. Emergency Provisions, 33. The Comptroller and Auditor-General of India, 34. Public Service, 35. The Public Service Commissions, 36. Administrative Tribunals, 37. Official Language, 38. Elections, 39. Special Provisions Relating to Certain Classes, 40. Amendment of The Constitution, 41. Constitutional Review, 42. Conclusion • Appendix: I - II • Index

M V Pylee, former Vice-Chancellor of the University of Cochin and Founder Director of the School of Management Studies, is presently Director General of Asian Institute of Development & Entrepreneurship. He is a pioneer of management education in India and has been Director of the Administrative Staff College of India. Dr Pylee is a visiting professor to many universities in India and abroad and has authored over a score of books. The book "Contemporary India – Opportunities and Challenges", a manifestation of his life and achievements, was published as a Festschrift in his honour. It has contributions from 34 eminent leaders in the fields of education and management studies. Dr Pylee has been profusely honoured for his various contributions and achievements – the title of Professor Emeritus of University of Cochin, KMA Management Leadership Award, International Distinguished Leadership Award for outstanding service to teaching and management professions, the Padma Bhushan award, and a rare distinction of being named as National Research Professor by the Government on India in 2006.

भारत की विदेश नीति, 5वाँ संस्करण

वी एन खन्ना,
लिपाक्षी अरोड़ा एवं लैस्ली कुमार

ISBN: 9789353381707
Price: ₹ 399 | Pages: 384
Size: 6.75" X 9.5" (Paperback)

पुस्तक के विषय में

विदेश नीति के माध्यम से प्रत्येक देश अपने राष्ट्रीय हितों की सुरक्षा तथा अभिवृद्धि सुनिश्चित करता है। भारत भी अपनी विदेश नीति को अपने राष्ट्रीय हितों की सुरक्षा के संदर्भ में निर्धारित और लागू करता है। भारत ने प्रारंभ से ही स्वयं को गुटों की राजनीति से पृथक रखा। यह नीति समय की कसौटी पर खरी उतरी। राष्ट्रों की पारस्परिक निर्भरता के युग में भारत सभी देशों के साथ शांतिपूर्ण सह-अस्तित्व पर आधारित मैत्री को प्रोत्साहित करने वाली विदेश नीति पर चलता आया है। विभिन्न अन्तर्राष्ट्रीय एवं क्षेत्रीय संगठनों में भी भारत महत्त्वपूर्ण भूमिका निभाता रहा है। सरल भाषा में लिखित इस पुस्तक में पड़ोसी देशों के साथ भारत के संबंधों पर बल देते हुए, दो महाशक्तियों के साथ संबंधों का सटीक विवेचन किया गया है। इस रचना में भारत की सुरक्षा एवं परमाणु नीतियों तथा संयुक्त राष्ट्र एवं सार्क में भारत की भूमिका का विश्लेषण भी किया गया है। भारत-चीन संबंधों में हो रहे सुधार, तथा विवादास्पद भारत-अमरीकी परमाणु समझौते की समीक्षा भी की गई है। स्नातक, स्नातकोत्तर एवं संघ लोक सेवा आयोग की परीक्षाओं के लिए एक प्रामाणिक पुस्तक।

प्रमुख विशेषताएँ

तीन नए अध्यायों द्वारा इस पुस्तक का नवीनीकरण। ये अध्याय हैं।
• क्रमाक 2: भारत और जलवायु परिवर्तन की राजनीति
• क्रमाक 15: भारत और इज़राइल संबंध, प्रवृति और संभावनाएँ
• क्रमाक 16: 21वीं सदी में भारत की विदेश नीति

विषय-सूची

1. विदेश नीति और राष्ट्रीय हित, 2. भारत और जलवायु परिवर्तन की राजनीति, 3. भारत की विदेश नीति के निर्धारक तत्त्व, 4. भारत की विदेश नीति के उद्देश्य और सिद्धान्त, 5. गुट-निरपेक्षता की नीति, 6. भारत और उसके पड़ोसी देश: पाकिस्तान, 7. भारत और उसके पड़ोसी देश: चीन, 8. भारत और उसके पड़ोसी देश: नेपाल, बांग्लादेश और श्रीलंका, 9. निरस्त्रीकरण, भारत की सुरक्षा और परमाणु अप्रसार, 10. भारत और संयुक्त राष्ट्र, 11. भारत और दक्षिण एशियाई क्षेत्रीय सहयोग संगठन (सार्क), 12. भारत और संयुक्त राज्य अमेरिका, 13. भारत-रूस संबंध, 14. गुट-निरपेक्षता से परमाणु भारत तक, 15. भारत और इजराइल सम्बन्ध: प्रवृत्ति और संभावनाएँ, 16. 21वीं सदी में भारत की विदेश नीति • विहंगावलोकन

वी. एन. खन्ना ने दिल्ली विश्वविद्यालय के देशबन्धु कॉलेज में राजनीति विभाग के वरिष्ठ रीडर के पद से सन् 2000 में अवकाश ग्रहण किया।

लिपाक्षी अरोड़ा 1997 में दिल्ली विश्वविद्यालय से राजनीति विज्ञान में स्नातकोत्तर उपाधि प्राप्त की। मेरठ विश्वविद्यालय से शोध कार्य सम्पन्न करने के बाद वह अब दूरदर्शन पर समाचार वाचन करती हैं।

लैस्ली कुमार, उप-प्राध्यापक, लेडी श्री राम कॉलेज।

तुलनात्मक राजनीति

सी बी गेना

ISBN: 9780706982275
Price: ₹ 425 | Pages: 496
Size: 5.5" X 8.5" (Paperback)

प्रमुख विशेषताएँ

• यह पुस्तक बी. ए. (आनर्स) एवं एम. ए. के संपूर्ण पाठ्यक्रम के लिए है।
• इसमें रेखाचित्रों के अभिनव उपयोग से सिद्धांतों एवं विचारों का स्पष्टीकरण किया गया है एवं उनकी तुलना गहराई से की गई है

विषय-सूची

राजनीतिक विज्ञान: परम्परागत एवं आधुनिक और तुलनात्मक राजनीति • महत्त्व, उद्देश्य एवं समस्याएं • तुलनात्मक राजनीति • अर्थ, प्रकृति एवं विषय क्षेत्र • तुलनात्मक राजनीति • विकास के प्रमुख सीमा चिन्ह • तुलनात्मक राजनीति के परिप्रेक्ष्य (दृष्टिकोण): परम्परागत परिप्रेक्ष्य, आधुनिक परिप्रेक्ष्य, नवीन परिप्रेक्ष्य • तुलनात्मक राजनीतिक की अध्ययनपद्धतियां: तुलनात्मक, **पद्धति और वैज्ञानिक पद्धति** • राजनीति विज्ञान में व्यवहारवाद और तुलनात्मक राजनीति का व्यवहारवादी ढांचा • सामान्य व्यवस्था सिद्धान्त और तुलनात्मक राजनीति का राजनीतिक व्यवस्था दृष्टिकोण • संरचनात्मक प्रकार्यात्मक विश्लेषण और तुलनात्मक राजनीति का संरचनात्मक-प्रकार्यात्मक दृष्टिकोण • राजनीतिक विकास और तुलनात्मक राजनीति का राजनीतिक विकास दृष्टिकोण • राजनीतिक आधुनिकीकरण और तुलनात्मक राजनीति का राजनीतिक आधुनिकीकरण दृष्टिकोण • राजनीतिक संस्कृति और तुलनात्मक राजनीति का राजनीतिक संस्कृति दृष्टिकोण • मार्क्सवाद-लेनिनवाद और तुलनात्मक राजनीति का मार्क्सवादी- लेनिनवादी उपागम • संविधानवाद • क्रांति एवं सामूहिक हिंसा • राजनीतिक अभिजन • राजनीतिक समाजीकरण • राजनीतिक सहभागिता और राजनीतिक भर्ती • राजनीतिक संचार • विचारधारा और राजनीतिक परिवर्तन।

सी. बी. गेना, राजनीति-विभाग राजस्थान विश्वविद्यालय, जयपुर।
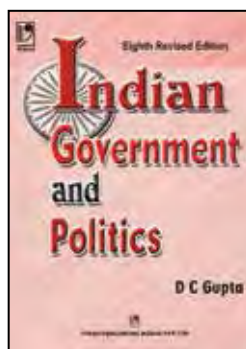
Indian Government and Politics, 8e

D C Gupta

ISBN: 9780706987782
Price: ₹ 550 | Pages: 816
Size: 5.5" X 8.5" (Paperback)

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 upto date, so that it could be used by teachers and students with great profit.

Contents

1. India Towards a Republic, 2. Fundamental Rights, 3. Directive Principles of State Policy, 4. President and Vice-President, 5. Presidents and the Politics of India, 6.

Prime Minister and Council of Ministers, 7. Parliament, 8. Opposition in Indian Politics, 9. Supreme Court and its Power of Judicial Review, 10. Centre-State Relations, 11. Governors of Indian States, 12. Constitutional Amendments, 13. Bureaucracy in India, 14. Fourth General Election and Coalition Politics in States, 15. Communalism in Indian Politics, 16. Language in Indian Politics, 17. Politics of Defection, 18. Regionalism in Indian Politics, 19. Efforts Towards National Integration, 20. Emergency Era in Indian Politics, 21. Communist Party in India, 22. Janata Party

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

Part-I: Foreign Policies of Major Powers: 1. The Nature of Foreign Policy, 2. Cold War (1947-1989) — The Setting of Post-1945 International Relations, 3. Foreign Policy of the United States of America, 4. Foreign Policy of the Former Soviet Union and the Russian Federation, 5. Foreign Policy of Britain (UK), 6. Foreign Policy of the People's Republic of China, 7. Foreign Policy of Japan, 8. Foreign Policy of India, **Part-II: Continent-wise Study of Regional Systems (Europe, Asia, Asia-Pacific, Western Hemisphere and Africa):** 9. Regional Systems on the European Continent, 10. Eastern Europe—The Birth and Death of a Regional System, 11. The German Problem—Division and Reunification, 12. Regional Systems on the Asian Continent, 13. Regional System in South Asia, 14. Regional System in South-East Asia, 15. Regional System in East Asia (Far East), 16. Central Asian Region, 17. Asia-Pacific Region, 18. Regional System in the Western Hemisphere, 19. Regional System on the African Continent • *Index*

Prakash Chandra Former Head, Department of Political Science, BSM (PG) College, Roorkee.
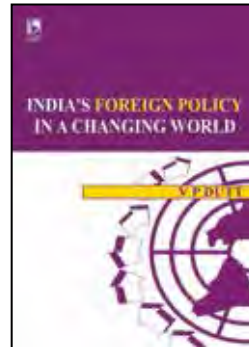
India's Foreign Policy in A Changing World

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

1. A. The Post-Cold War Scenario: An Era in Transition, B. Foreign Policy in a Changing World, 2. India and the United States, 3. From Soviet Union to the Commonwealth of Independent States: India and Russia, 4. Central Asia, 5. India and South Asia, I. India and Pakistan, II. India and Bangladesh, III. Relations Across The Palk Strait, IV. India and Nepal, V. SAARC, 6. Neighbours, A. India and China: Road To Recovery Background, B. Storm in The Hermit Republic: India and Burma, 7. India and South-East Asia, 8. India and The Persian Gulf and West Asia, 9.India and Africa, 10. India Japan: European Community, 11. Conclusions: Security and Foreign Policy • Index

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.
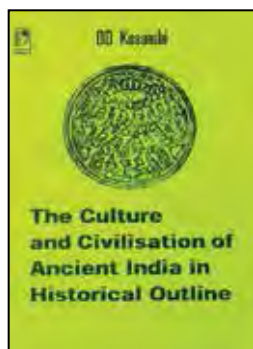
The Culture and Civilisation of Ancient India in Historical Outline

D D Kosambi

ISBN: 9780706986136
Price: ₹ 475 | **Pages: 256**
Size: 6.25" X 9.5" (Paperback)

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 into 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.

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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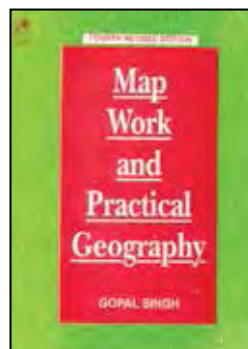 numismatics of hoards into an exact science. An unrivalled collection of microliths, the discovery of Brahmi inscription at Karle, and of a remarkable number of archaeology. His editions of the poetry of Bhratrihari and of the oldest known Sanskrit anthology are land-marks in Indian text-criticism.

Map Work and Practical Geography, 4e

Gopal Singh

ISBN: 9788125900764
Price: ₹ 460 | **Pages: 380**
Size: 6.25" X 9.5" (Paperback)

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 up-date 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

1. Globes and Maps, 2. Map Scales, 3. Measurement of Distances and Areas on Maps, 4. Enlargement and Reduction of Maps, 5. Map Projections, 6. Cylindrical Map Projections, 7. Conical Map Projections, 8. Zenithal Map Projections, 9. Conventional Map Projections, 10. Identification and Choice of Map Projections, 11. Surveying, 12. Representation of Relief Features, 13. Representation of Relief by Contours, 14. Profile, Slope and Intervisibility, 15. Interpretation of Topographical Maps, 16. Statistical Diagrams, 17. Line Graph, 18. Cartographic Symbols, 19. Distribution Maps, 20. Determination of Class-Interval, 21. Representation of Population, Agricultural, Industrial and Transport Data, 22. Weather Maps, 23. Determination of True North, 24. Bearings, 25. Elementary Statistical Techniques • Select Bibliography • Index

Gopal Singh, former Head of the Department of Geography, A.I. Jat H.M. College, Rohtak.
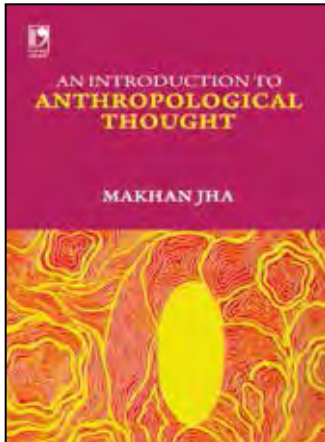
An Introduction to Anthropological Thought, 2e

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

1. Origin of Anthropology: A Historical Perspective, 2. Interpretations of Culture, 3. Evolutionary School of Thought, 4. Diffusionist School of Thought, 5. Functional School of Thought, 6. Structural School of Thought, 7. Pattern School of Thought, 8. Culture and Personality School of Thought, 9. Theoretical Contributions of Indian Anthropologists, 10. Some Independent World Anthropologists and Sociologists

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.
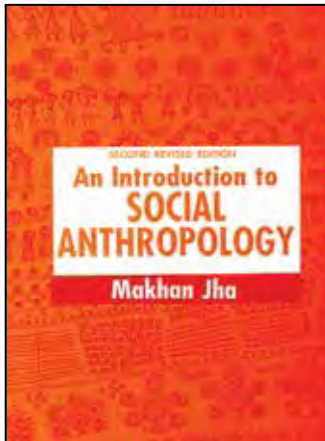
An Introduction to Social Anthropology, 2e

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

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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.
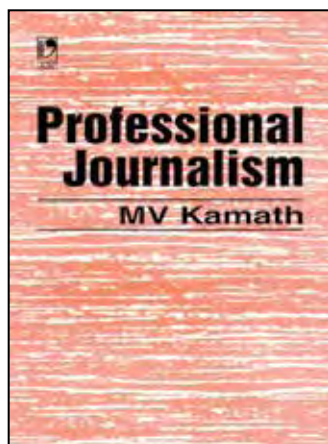
Professional Journalism

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.

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- Profusely illustrated with real-world incidents and reports of various kinds
- A useful appendix on proofreading marks

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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.
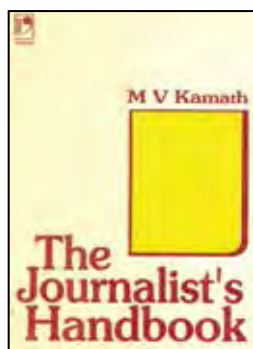
The Journalist's Handbook

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

1. The Bible, Shakespeare and the Journalist, 2. Some Common Errors, 3. Creative Writing, 4. House Journals as Journalism, 5. Development Journalism, 6. Economic and Commercial Reporting, 7. Technical and Science Reporting, 8. Selling of a Product, 9. Newspaper, Radio, and Television Writing, 10. The Law and the Reporter, 11. Press Laws and Press Freedom, 12. The Press Council

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.
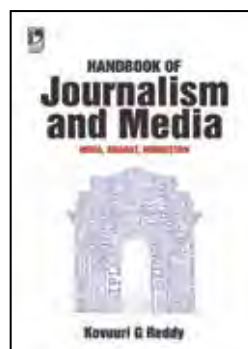
Handbook of Journalism and Media: India, Bharat, Hindustan

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.
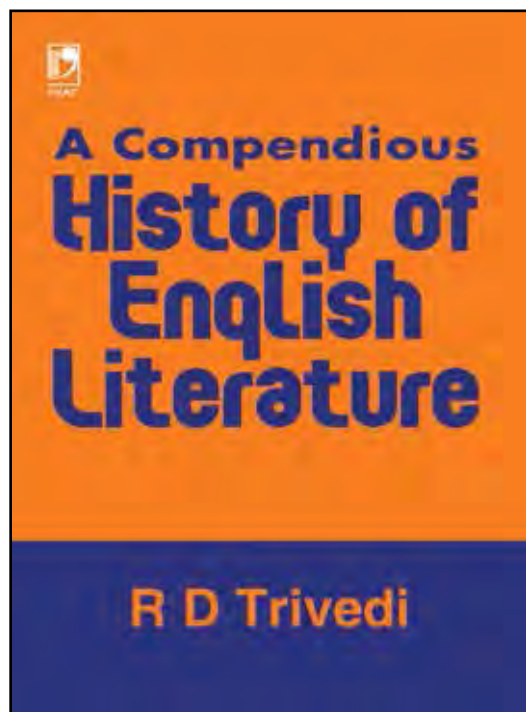
A Compendious History of English Literature

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.

ISBN: 9780706986310 | Price: ₹ 599
Pages: 888 | Size: 5.5" X 8.5"

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
23. The Age of Wordsworth: The Romantic Movement, Romantic Poets, The Novel, Essay and Criticism

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.
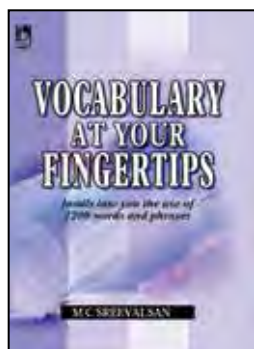
Vocabulary at Your Fingertips

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

1. Words are an Expression Tool, 2. Communicating Effectively is an Art, 3. The More Words You Know, the Better, 4. Personality Traits, 5. Talking About Marriage, 6. Reaching Out, 7. New Horizons, 8. Flying High, 9. Gadgets and Their Uses, 10. Housing Words, 11. English is a Rich Language, 12. Precision, Not Rhetoric, is the Key, 13. Express Yourself Effectively, 14. Medical Specialists, 15. Branches of Science, 16. Leave No Room for Confusion, 17. Forget Not the Grammar, 18. Step-by-Step to the Top, 19. What Do You Call Them?, 20. Travel Terms, 21. A Century of Words, 22. Words that Go with Prepositions, 23. Of the Foreign Origin, 24. Famous Phrases, 25. Mixed Bag • *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.
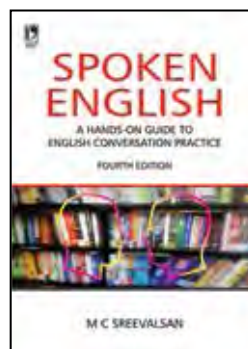
Spoken English, 4e

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 much richer 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

1. Looking for Something, 2. Asking and Giving Directions, 3. At the Greengrocer's, 4. Arrival of Relatives from Abroad, 5. Making Inquiries About a Journey, 6. Reserving Berths for a Journey, 7. Planning for a Picnic, 8. Neither a Borrower nor a Lender Be, 9. Veg or Non-Veg, 10. Expressing a Regret, 11. At the Bus Stop, 12. Speaking on the Phone, 13. Tea-Time, 14. At the Post Office, 15. Helping a Friend, 16. At the Bank, 17. A Casual Meeting, 18. About Hobbies, 19. On Transport, 20. On Road Accidents, 21. Talking About the Vegetable Garden, 22. On Retirement, 23. How an Arranged Marriage Takes Place, 24. Booking Accommodation at a Hotel, 25. At the Restaurant, 26. Giving a Message on the Phone, 27. On Household Chores, 28. Calling on a Friend, 29. On Falling Standards in Educational Institutions, 30. Boarding a Train, 31. Talking About Applying for a Job, 32. At the Interview, 33. Health Care Even When Healthy, 34. Seeing Off a Relative at the Airport, 35. On Punctuality, 36. Friends Talk About their Ambition, 37. Changing the Wheel of a Car, 38. Talking About the Cost of Living, 39. Up Goes the Standard of Living, 40. Fixing an Appointment with the Dentist, 41. Buying a Birthday Present, 42. The Importance of Spoken English, 43. How to Improve Your Vocabulary, 44. On Fishing, 45. Sanitation and Hygiene, 46. Inviting to a Get-Together, 47. Getting Things Done, 48. Planning to Build a House, 49. Getting

';Pollution Under Control' Certificate, 50. How to Protect our Environment, 51. Talking About Obligations, 52. At the Market, 53. My Visit to London, 54. How to Make an Omelette, 55. Titbits, 56. On Vacation, 57. At the Railway Station, 58. Be Practical, 59. How I Spent the Last Sunday, 60. Ironing Clothes, 61. Friend in Hospital, 62. At a Ready-Made Shop, 63. At the Supermarket, 64. Buying a Lottery Ticket, 65. Busy with Studies, 66. My Ideal World, 67. Life is Beautiful, 68. Travelling Around, 69. Looking Back at Past Events, 70. What is the Dialogue About?, 71. Talking Casually on the Phone, 72. Has Anything Been Done!, 73. Mercy Killing, 74. Whither Development, 75. Good Living • *Answers to Exercise for Practice • Oral Aural Drills • Short Notes on Tenses and their Uses • The Passive Voice • Question Tags • Must and Need • Words Often Confused Between • Common Mistakes in English*

M C Sreevalasan 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.

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

1. Introduction, 2. Vocabulary, 3. Spelling and Pronunciation, 4. The Shaping, Building and Ordering of Words-I, 5. The Shaping, Building and Ordering of Words-II, 6. Individuals and The Making of Modern English, 7. The English Language To-Day, 8. Aims And Methods of Study.

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

1. Speaking to the Global Village (Introduction), 2. Can You Help Me, Please? (Pragmatics), 3. Slow and Steady… (Tempo of Speech), 4. To Be or Not To Be (Phrasal Pause), 5. Fall and Rise (Intonation), 6. On Stress (Word Stress), 7. Exports and Imports (Stress in Noun, Verb, Adjective, etc.), 8. Stress According to Word Ending - I (Stress in Derived Words), 9. Stress According to Word Ending - II (Stress in Derived Words), 10. Air Hostess and Income (Stress in Compound Words and Phrases), 11. Clerks and Wives (Some Long Vowels), 12. Vets and Wets (Some Consonants), 13. Understanding Global English

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

1. Introduction, 2. Schools of Management Thought, 3. Principles Underlying the Process of Management, 4. Elements of the Management Process, 5. Planning, 6. Objectives, 7. Managers and their External Environment, 8. Innovation in Library Environment, 9. Pattern of Organizational Systems, 10. Relationship of the Library to the Parent Body, 11. Staffing, 12. Human Relations in Staffing, 13. Reporting, 14. Library Finance, 15. Library Budget, 16. Planning of a Library Building, 17. Book Selection (Routine), 18. Book Order, 19. Accessioning, 20. Processing, 21. Circulation Section, 22. Charging Systems, 23. Library Rules, 24. Maintenance Work, 25. Periodical Publications, 26. Statistics, 27. Annual Report • *Index*

Library Organization

Krishan Kumar

ISBN: 9780706990324
Price: ₹ 375 | **Pages: 288**
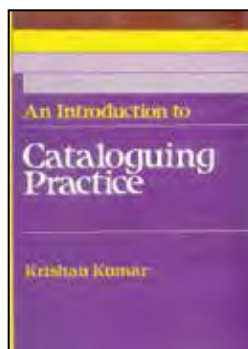**Size: 5.5" X 8.5" (Paperback)**

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 organizations, 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

1. Introduction, 2. Library and Society, 3. School Library, 4. College Library, 5. University Library, 6. Special Library, 7. Public Library, 8. Library Extension Service, 9. National Library, 10. Public Library Movement in India, 11. Public Library Movement in UK and USA, 12. Library Legislation, 13. Library Cooperation, 14. Library Association, 15. Organizations other than Library Associations, 16. Librarianship as a Profession, 17. Censorship and Copyright, 18. Laws of Library Science • *Index*

K Kumar, former Professor and Head of the Department of Library Science, and Dean of Arts Faculty, University of Delhi.

An Introduction to Cataloguing Practice

Krishan Kumar

ISBN: 9780706984613
Price: ₹ 375 | **Pages: 308**
Size: 5.5" X 8.5" (Paperback)

About the Book

This book has been especially written to meet the requirements of students preparing for their library science/documentation/information science-diplomas and degrees. Catalogues in libraries, documentation centres and information centres will also benefit equally from it, especially those working in small organisations.

Contents

1. Types of Entries, 2. Single Personal Author, 3. Two Personal Authors, 4. Three Personal Authors, 5. Four Personal Authors, 6. Personal Author(s) along with Collaborator(s), 7. Series Note, 8. Non-Series Note, 9. Pseudonymous Author, 10. Anonymous Book, 11. Multivolume Book, 12. Government as Author, 13. Institution as Author, 14. Conference as Author, 15. Composite Book, 16. Periodical Publication, 17. Cases of Conflict

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

Part-I: Library and Society: 1. Introduction, 2. Laws of Library Science, 3. School Library, 4. College Library, 5. University Librarian, 6. Special Library, 7. Public Library, 8. Public Library Movement in India, 9. Planning of a Library Building, **Part-II: Administration and Management:** 10. Principles Underlying the Process of Management, 11. Elements of the Management Process, 12. Pattern of Organization Systems, 13. Relationship of the Library to the Parent Body, 14. Staffing, 15. Human Relations in Staffing, 16. Reporting, 17. Library Finance, 18. Library Budget, 19. Book Selection (Routines), 20. Book Order, 21. Accessioning, 22. Processing, 23. Circulation Section, 24. Charging Systems, 25. Library Rules, 26. Maintenance Work, 27. Periodical Publications, 28. Statistics, 29. Annual Report, **Part-III: Classification:** 30. Need and Purpose of Classification, 31. Dewey Decimal Classification, 32. Colon Classification, 33. Introduction to UDC, LC and BC, **Part-IV: Cataloguing:** 34. Theory of Cataloguing, 35. Kinds of Entries, **Part-V: Bibliography and Book Selection:** 36. Bibliography, 37. Book Selection, **Part-VI: Reference Service:** 38. Introduction to Reference Service, 39. Kinds of Reference Books, 40. Kinds and Aspects of Reference Service
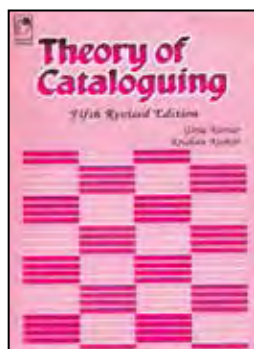
Theory of Cataloguing, 5e

Girija Kumar & Krishan Kumar

ISBN: 9780706998160
Price: ₹ 395 | Pages: 396
Size: 5.5" X 8.5" (Paperback)

About the Book

In this edition detailed information on Anglo-American Cataloguing Rules (Edition 2) has been added for description and access points, giving suitable examples and AACR2 as appeared in 1978 incorporating the International standards. The chapter on "Comparative Study of AACR and CCC" has also revised on the lines of new rules of this new code. Besides these, POPSI, PRECIS and ISBD and chapter on Normative Principles have been elaborated by giving additional examples and comments. The last chapter of the book has been rewritten and renamed as Progress in Library Cataloguing. This book is a special effort to undertake a comparative study of two cataloguing codes: The Anglo American cataloguing rules (1967 and 1978 editions) and Ranganathan's Classified Catalogue code (1964).

Contents

1. Introduction, 2. The Objectives of a Library Catalogue, 3. Physical Forms, 4. Types of Library Catalogues, 5. Kinds of Entries, 6. Sources of Information for a Cataloguer, 7. Descriptive Cataloguing, 8. Annotation, 9. Subject Cataloguing, 10. Development of Catalogues Codes, 11. Normative Principles, 12. Comparative Study of AACR and CCC, 13. Study of Personal Names, 14. Rules for Filing Entries, 15. Organisation of a Catalogue Department, 16. Centralized & Cooperative Cataloguing, 17. Limited Cataloguing, 18. Symbiosis Between a Catalogue & Classification, 19. Layout of a Cataloguing Code, 20. Teaching of Cataloguing Theory, 21. Progress in Library Cataloguing

G Kumar, Ex-Librarian, Jawaharlal Nehru University; and Ex-President, Indian Association of Academic Librarians.

K Kumar, former Professor and Head of the Department of Library Science, and Dean of Arts Faculty, University of Delhi.
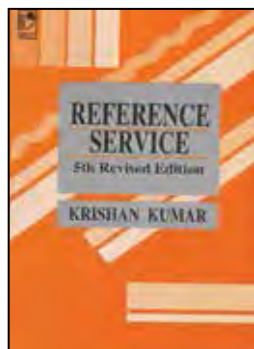
Reference Service, 5e

Krishan Kumar

ISBN: 9780706986426
Price: ₹ 465 | Pages: 460
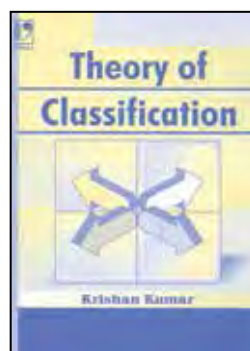Size: 5.5" X 8.5" (Paperback)

About the Book

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

1. Introduction, 2. Kinds and Nature of Reference Service in Different Types of Libraries, 3. Users and Non-users, 4. User Education: Organization, Methods and Evaluation, 5. Orientation of a Freshman, 6. Ready Reference and Long Range Reference Services, 7. Mechanics of Compiling and Arranging Bibliography, 8. Information Service, 9. Sources of Information, 10. Kinds of Reference Books and Their Evaluation, 11. Dictionaries, 12. Encyclopaedias, 13. Yearbooks, Almanacs and Supplements to Encyclopaedias, 14. Biographical Sources, 15. Geographical Sources, 16. Directories, 17. Current Reference Sources, Sources of Statistics, Handbooks and Manuals, 18. Systematic Bibliography, 19. National Bibliographies, 20. Trade Bibliographies, 21. National Library Catalogues, 22. Subject Bibliographies, 23. Indexing Services, 24. Abstracting Services, 25. Types of Bibliographies, 26. Techniques and Methods of Answering Reference Questions, 27. Theories of Reference Service, 28. Organization of a Reference Section, 29. New Developments

Theory of Classification

Krishan Kumar

ISBN: 9780706986389
Price: ₹ 495 | Pages: 572
Size: 5.5" X 8.5" (Paperback)

About the Book

This book provides a coherent account of the Theory of Classification. It discusses the contribution made by theoreticians like E.C. Richardson, J.D. Brown, W. Hulum, W.C. Berwick Sayers, H.E. Bliss and S.R. Ranganathan. However, the theory put forward by S.R. Ranganathan predominates the whole book because his contribution is far more than anybody else's. Five major schemes of Classification, Library of Congress Classification, Colon Classification and Bliss Biblio-Graphic Classification have also been discussed.

Contents

1. Need and Purpose, 2. Basic Concepts and Terminology, 3. Introduction to Major Schemes of Classification, 4. Species of Schemes for Classification of Subjects, 5. Evolution of Theory of Library Classification, 6. Laws of Library Science and Basic Laws, 7. Canons for Idea Plane, 8. Canons for Verbal Plane, 9. Notational System, 10. Canons for Notational Plane, 11. Mnemonics, 12. Planes of Work, 13. Formation, Structure and Developments of Subjects, 14. Devices, 15. Postulational Approach, 16. Categories, 17. Common and Special Isolates, 18. Space Isolates, 19. Time Isolates, 20. Indicator Digits, 21. Phase Relation, 22. Book Number and Collection Number, 23. General versus Special Classification, 24. History of Library Classification, 25. Comparison or Major Schemes of Classification, 26. Normative Principles: A Comparative Study, 27. Revision of Major Schemes of Classification, 28. Evolution of Notational Techniques, 29. Autonomy and Guidance to a Classifier, 30. Knowledge Classification versus Library Classification, 31. Computer and Classification, 32. Abstract Classification, 33. Design of a Scheme for Library Classification: A Methodology, 34. Uses of Classification, 35. Classification Research Groups, Societies and Organizations, 36. Developments and Trends • *Index*

Freedom at Midnight

Dominique Lapierre & Larry Collins

ISBN: 9788125931867
Price: ₹ 750 | **Pages:** 836
Size: 5.5" X 8.5"

About the Book

First published in 1975, this 2009 edition is a new edition of the best-selling book described as 'irreplacable' by Le Monde, Paris. The defining moments of the end of the British Raj, the independence of 400 million people, their division into India and the newly created Pakistan - Time Magazine raised a poetic salutation to this brilliantly written book, hailing it as 'the Song of India . . . illuminated like scenes in a pageant'.

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.

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

1.´A Race Destined to Govern and Subdue´, 2. ´Walk alone, Walk Alone´, 3. ´Leave India to God', 4. A Last Tattoo for The Dying Raj, 5. An Old Man and his Shattered Dream, 6. A Precious Little Place, 7. Palaces and Tigers, Elephants and Jewels, 8. A Day Cursed by The Stars, 9. The Most Complex Divorce in History, 10. ´We Will Always Remain Brothers´, 11. While The World Slept, 12. ´Oh Lovely Dawn of Freedom´, 13. ´Our People Have Gone Mad´, 14. The Greatest Migration in History, 15. ´Kashmir Only-Kashmir'!, 16. Two Brahmins from Poona, 17. ´Let Gandhi Die!, 18. The Vengeance of Madanlal Pahwa, 19. ´We Must Get Gandhi Before The Police Get us´ 20. The Second Crucifixion

O Jerusalem!, 2e

Dominique Lapierre & Larry Collins

Price: ₹ 550
Pages: 784
Size: 6.75" X 9.5"
ISBN: 9788125925927

About the Book

First published in 1978, this 2008 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.

Contents

Part One: Jerusalem: A Time to Mourn and a Time to Dance: 1. Decision at Flushing Meadow, 2. 'At Last we are a Free People', 3. 'Papa has Returned', 4. Two Passengers to Prague, 5. Two Peoples, Two Armies, 6. 'We will Strangle Jerusalem', **Part Two: Jerusalem: A House Against Itself:** 7. 'Are we not Neighbours...?, 8. The Santa Clause of The Haganah, 9.Journey to Absurdity, 10. 'Bab Ei Wad on The Road to The City', 11. Golda Meir's Twenty-Five 'Stephans', 12. 'Salvation Comes from The Sky', 13. 'We Shall Become as Hard A Stone', 14. A Flash of White Light, 15. An Unlikely Lawrence, 16. The Haberdasher from Kansas City, 17. The Convoy will Not Arrive, **Part Three: Jerusalem: A City Besieged:** 18. A House in The Middle of Hell, 19. 'Hang on to Jerusalem with Your Teeth', 20. Six Words on A Bumper, 21. 'One of The Arabs We Killed Last Night', 22. The Peace of Deir Yassin, 23. 'Shalom, My Dear...', 24. 'Attack and Attack and Attack', 25. A Message from Glubb Pasha, 26. 'We Shall Come Back', 27. 'Throw Stones and Die', 28. By Just one Vote, 29. The Last Supper, 30. The Fifth Day of Lyar, **Part Four: Jerusalem: A City Divided:** 31. 'These Shall Stand', 32. 'The Most Beautiful Month of The Year', 33. 'Go Save Jerusalem', 34. 'A Lament for A Generation', 35. 'Yosef has Saved Jerusalem', 36. 'Take Laturn', 37. Ticket to A Promised Land, 38.'Execute Your Task at All Costs', 39. The Wheatfields of Laturn, 40 .'... Remember Me Only in Happiness', 41. 'Goodnight and Goodbye from Jerusalem', 42. 'We'll Open A New Road', 43. 'The Arab People will Never Forgive Us', 44. A Toast to The Living, 45. The Thirty-Day Pause, 46. The Flawed Trumpet

_____

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.
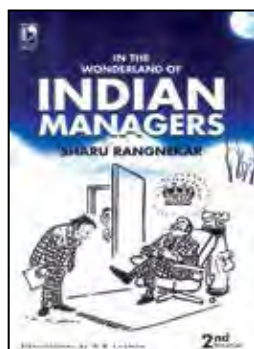
In The Wonderland of Indian Managers, 2e

Sharu Rangnekar

Price: ₹ 250
Pages: 164
Size: 5.5" X 8.5"
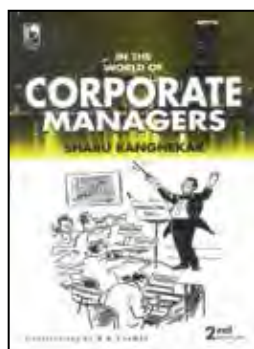**ISBN:** 9788125942603

About the Book

In this book, In the wonderland of Indian Managers, Rangnekar sports 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 form 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 idiosyncracies 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

1. How to Avoid Making Decisions, 2. The Jagirdari System in Indian Industry, 3. Strange Ritual Called Recruitment, 4. The Tragedy That is Trainig, 5. How to Promote without Really Promoting, 6. Five Faces of Indian Managers, 7. Management by Crisis, 8. The Problem of Illiterate Managers, 9. The Technique of Defensive Management, 10. Managerial Public Speaking, 11. Trials and Tribulations of Indian Executives, 12. Organizing for O & M, 13. Dummy Haves Versus Dummy Have-Nots, 14. The Last Letter of The Alphabet on Management I.E. Theory 'Z'

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 practioners of management.

Contents

1. What Is Management, 2. Emergence of Managerial Role, 3. Concept of Managerial Effectiveness, 4. Team-Building with Subordinates, 5. Team-Building with Boss & Colleagues, 6. Problems in Management, 7. Authority in Management, 8. Delegation, 9. Motivation, 10. Communication, 11. Decision Making, 12. Corporate Planing, 13. Coping with Trade Unions, 14. The First Line Supervisor, 15. Practice of Top Management, 16. Work Ethics & Work Culture, 17. Human Resource Development, 18. The Art of Listening, 19. Managing Executive Stress, 20. Leadership in Management, 21. Superlative Managers

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 Ibcon, 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 an management topics and his management lecturers 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 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 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 acess is blocked (like FB, YouTube, Chat).

Contents

1. Introduction, 2. How to Block Content on The Internet, 3. Cached Pages, 4. Archived Pages, 5. Translation Tools, 6. Format Conversion Websites, 7. Webpages Through Email, 8. URL Shortening Websites, 9. Website Aliases, 10. Special URLs, 11. RSS Aggregators, 12. Mobile Websites, 13. HTTP Secure, 14. Web Proxy Servers or HTTP Proxy Servers, 15. Popular Web Proxies, 16. Glype, 17. URL Obfuscating Web Proxies, 18. Proxy Lists, 19. Proxy Bouncing or Proxy Chains, 20. Public DNS Systems, 21. Ultrasurf, 22. Your Freedom, 23. The Onion Router (TOR), 24. How to Unblock Websites and Surf Anonymously Using Your Android Phone, 25. How to Unblock Instant Messengers and Anonymously Chat with Your Friends Using Your Android Phone, 26. How to Unblock TOR if it is Blocked, 27. Freegate, 28. Dynaweb, 29. Hide My IP, 30. JONDO IP Changer, 31. Green Simurgh, 32. Alkasir, 33. Easy Hide IP, 34. Mask Surf Pro, 35. Quick Hide IP Platinum, 36. Browser Add-Ons and Extensions, 37. Cocoon, 38. Secure VPNs, 39. Premium VPN Services, 40. Popular VPN Services, 41. Psiphon, 42. Anonymous Peer-to-Peer Communication Networks, 43. How to Unblock Websites on Your IPad or IPhone, 44. How to Watch American TV Shows Streaming for Free, 45. How to Unblock Pandora, 46. Remote Desktop, 47. The Tails Operating

System, 48. Firewall Tunnelling Using SSH & Putty, 49. Unblocking Instant Messengers, 50. Web Messengers, 51. Unblock Facebook Chat If WWW.facebook.com is Blocked, 52. Unblocking Download Limits with MAC Spoofing, 53. Unblocking Download Limits with Password Cracking, 54. Unblocking Access to USB Ports, 55. Unblocking Access to The USB Ports Part-2, 56. Unblocking Applications, 57. Bootable Operating Systems, 58. Unblocking Torrents, 59. Unblocking Torrents Using Proxy Servers, 60. Unblocking Torrents Using SSH & Putty, 61. Secondary Internet Access Mediums, 62. How to Read Paid Newspapers and Magazine Articles for Free, 63. How to Unlock More Speed, 64. How to Block Ads and other Junk from Displaying in Your Browser, 65. Unblocking Video Streaming Websites, 66. How to Download Videos to Your Mobile Phone
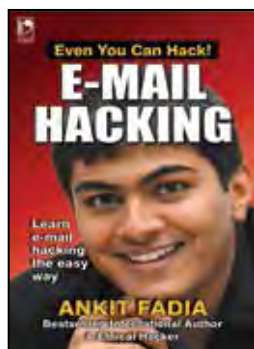
E-Mail Hacking

Ankit Fadia

Price: ₹ 275
Pages: 110
Size: 5.5" X 8.5"
ISBN: 9788125918134

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 indentity 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 indentity and sent e-mails from your account? What would you do if you received abusive e-mails on your account? What would you do it 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, Spamming, and How to trace and secure e-mails. Written by international security expert.

Contents

1. Tracing E-Mails, 2. E-Mail Forging, 3. Extended Simple Mail Transfer Protocol (Esmtp), 4. The Post Office Protocol (POP), 5. Spam, 6. Cracking E-Mail Accounts, 7. Securing E-Mail, 8. Countermeasures

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 45 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.
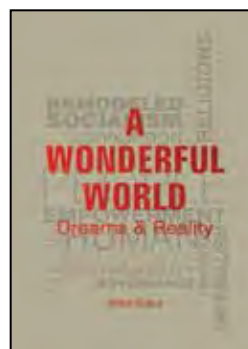
A Wonderful World: Dreams and Reality

Mike Rana

Price: ₹ 225
Pages: 328
Size: 5.5" X 8.5"
ISBN: 9789325975958

About the Book

In the late 1960s, Louis Armstrong raised the American and British spirits by his immortal song 'What a Wonderful World'. It was a wonderful world then. Galloping and trotting, the world advanced to prosperity; but it also ran into scarcity. Who or what is placing hurdles in our way, and how these are to be overcome are the questions that are explored in this book.

There exists an impregnable wall between the ruler and the ruled. Political paradigms like capitalism, communism, socialism, dictatorship and even democracy and crony-capitalism have failed to bring them closer. For the first time, this book proposes the paradigm of Revised Socialism as a solution for this impasse.

The book transcends the boundaries of traditional disciplines − politics, social sciences, economics and philosophy, to investigate:

• The manner in which international power circles, domestic political equations, financial imperialism and economic policies moderate a country's governance

• How best the controversial issues like population, reservations, poverty, discrimination, polarization and corruption can be tackled

• The equation between real consumption of natural resources and proclaimed progress to achieve environmental sustainability

• How the modern mindset that is impinged by religions, cultures, technology media and social media simultaneously, can still be led towards professionalism

Contents

1. The Challenges Ahead, 2. The Big Picture of the World, 3. Power and Money Syndrome 4. Wealth - Of ';Other' Nations, 5. What's Going on at Home, 6. The Planet is A-Changing 7. The Human Metamorphosis, 8. Whirlpool of Political Ideologies, 9. Practical Democracy 10. The Mystique of Economics, 11. Governance - A Commitment, 12. Media - An Untapped Resource, 13. Corruption - A Stubborn Challenge, 14. Religion - Demystified 15. Sustenance − Let Us Contemplate

The Lost Hero

Mihir Bose

Price: ₹ 450
Pages: 584
Size: 5.5" X 8.5"
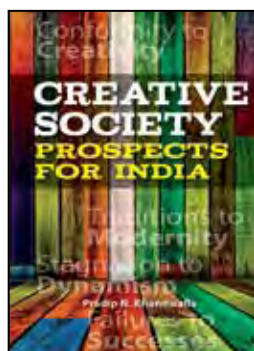**ISBN:** 9789325973954

About the Book

History abounds with many heroes. The Indian freedom struggle had its own share of them. Subhas Chandra Bose fired the nation with patriotic fervour, very different in

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 nationalistic 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 1: The Rebel and the Bhadraloks, Part 2: The Mystical Hero, Part 3: Exile
Part 4: The Embattled Leader, Part 5: Chalo Delhi, Part 6: The Myth and The Legend

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Creative Society: Prospects for India

Pradip N. Khandwalla

Price: ₹ 325
Pages: 432
Size: 5.5" X 8.5"
ISBN: 9789325976689

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 throbs 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

1. DNA of Creative Societies, 2. Sparkle of Creativity, 3. Nurturance of Creativity and Its Forms, 4. Hereditary Communities: From Traditionalism to Creativity, 5. Management of Enterprise Creativity, 6. Educating for Creativity, 7. Innovative Government through New Public Management, 8. Creative Civil Society Institutions and Their Management , 9. Creative Society: Enhancing the Prospects for India

The Barefoot Wealth Manager

Shashidhran Kutty

Price: ₹ 195
Pages: 200
Size: 5.5" X 8.5"
ISBN: 9789325975149

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 'Kuttan' (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

1. The Beginning, 2. The Salesman's Avocation, 3. Evolution, 4. Prospecting, 5. Tour of the House – An Invitation, 6. The Pitch, 7. The Disciplines

कैसे इंटरनेट पर सब कुछ अनब्लॉक करें

अंकित फाड़िया

Price: ₹ 135
Pages: 204
Size: 5.5" X 8.5"
ISBN: 9789325956704

About the Book

This book has 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 contravene 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 tips, tricks and tweaks 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 look and feel of everything in Windows? Want to add more 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

1. Introduction, 2. How to Back Up the Windows Registry, 3. How to Customize the Startup Screen in Windows, 4. How to Disable Windows Hotkeys, 5. How to the Remove the Arrow from Shortcuts, 6. How to Disable Right Click on the Desktop and Explorer, 7. How to Disable Right Click on the Taskbar, 8. How to Disable Taskbar and Start Menu Properties, 9. How to Customize the Start Button Right Click Context Menu, 10. How to Change the Windows Start ORB button, 11. How to Remove the Windows Start ORB button, 12. Locking the Toolbars, 13. How to Customize the Right Click > New Menu Options, 14. How to Disable the SHUTDOWN, RESTART, SLEEP and HIBERNATE Buttons, 15. How to Disable the LOG OFF Option, 16. How to Create Shortcuts to Shutdown, Restart, Hibernate and Sleep, 17. How to Disable the Windows Update Option, 18. How to Prevent Certain Applications from Running, 19. How to Customize Folder and Drive Icons and Make them Look Interesting, 20. How to Change the Name of your Computer, 21. How to Disable Balloon Notifications, 22. Disabling the Aero Shake Feature in Windows 7, 23. How to Display a Legal Notice at Start Up, 24. How to Add Something to the Right Click SEND TO Menu, 25. How to Delete Something from the Right Click SEND TO Menu, 26. How to Disable the SEND TO Option, 27. How to Add MY COMPUTER to the Windows Taskbar, 28. How to Increase the Speed of Aero Peek Display, 29. How to Add Recycle Bin and Control Panel to My Computer, 30. How to Add an Application to the Right Click Menu of the Desktop, 31. How to Add Control Panel to the Right Click Desktop Menu, 32. How to Clean Up the OPEN WITH Menu, 33. Easter Eggs in Windows 7, 34. File and Folder Names, 35. HackMyComputer, 36. The Windows Dance Show, 37. Random Text in Microsoft Word, 38. How to Change the Default Start Location of Windows Explorer, 39. How to Unblock Applications, 40. How to Change the Default Installation Location, 41. How to Prevent Applications from Being Installed, 42. How to Add the Encrypt/Decrypt Option to Files and Folders, 43. How to Prevent Access to Certain Drives, 44. How to Disable Access to the Windows Registry, 45. How to Disable the Task Manager, 46. How to Clean up the Right Click Windows Context Menu, 47. How to Add the Copy To and Move to Option to the Right Click Context Menu, 48. How to Increase Number of Simultaneous Downloads, 49. How to Disable the Search the Web Prompt, 50. How to Prevent Applications from Automatically Starting with Windows, 51. How to Prevent Specific Applications from Starting Automatically with Windows, 52. How to Hide Specific Pages in the Control Panel, 53. How to Disable the Control Panel, 54. How to Disable the Folder and Search Options, 55. How to Disable the Windows Search Option, 56. How to Customize the Programs and Features in Control Panel, 57. How to Enable and Disable Everything in Windows, 58. How to Bypass the Windows Screensaver Password, 59. How to Disable the Windows Screensaver from Displaying, 60. How to Simulate an Earthquake in Windows, 61. How to Choose a Strong Password, 62. How to Prevent Last Login Details from being Displayed, 63. How to Allow Users to Shut Down from the Login Prompt, 64. How to Force Users to Re-login at the Screensaver Password, 65. How to Customize the Passport Prompt Message, 66. How to Customize the Password Prompt Title, 67. How to Require Users to Press Ctrl + Alt + Del before Login, 68. How to Stop Users from Locking their Computer, 69. How to Customize the Windows Security Window, 70. How to Change the Number of Entries in the Recent Documents List, 71. Simple Steps to Protect Your Home Computer, 72. How to Increase the Speed of your Computer, 73. Some Popular Keyboard Shortcuts in Microsoft Windows 7
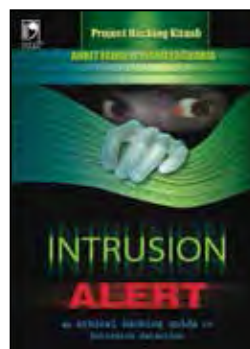
Intrusion Alert: An Ethical Hacking Guide to Intrusion Detection

Ankit Fadia

Price: ₹ 365
Pages: 276
Size: 5.5" X 8.5"
ISBN: 9788125926511

Contents

Computer Security and Intrusion Detection

1. Attack Framework, 2. Introduction to IDS and IPS, 3. Principles of IDS, 4. IDS Architecture, 5. Understanding TCP IP for IDS, 6. Microsoft Internet Acceleration and Security Server 2004 (ISA Server 2004), 7. Testing and ISA Server Installation, 8. TCP Dump, 9. Snort, 10. Appendices

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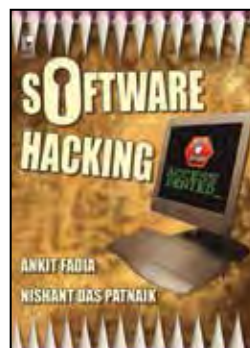
SoftwareHacking

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

1. Getting Started, 2. Programming Concepts, 3. The Assembly Programming, 4. Tools of the Trade: The Hackers' Weapons, 5. Common Protection Schemes: Risks

and Solutions, 6. CD Copy Protection Schemes, 7. PE Encoding and Compression, 8. Readymade Commercial Protections: Are They Any Better?, 9. Anti-Debugging, Anti-Disassembling Tricks with Source-Codes, 10. Anti-Tracing, Anti-Breakpoint Tips and Tricks with Source-Codes, 11. The PE Format: Riddles Revealed, 12. Cryptography -The Know-how, 13. Win32 API: The Darker Side, 14. S60 Piracy: A Different Symbian Tour, 15. .NET Reversing: Anything Special?, 16. Malware Reversing: Make Your Own A/V Research Lab • Appendices
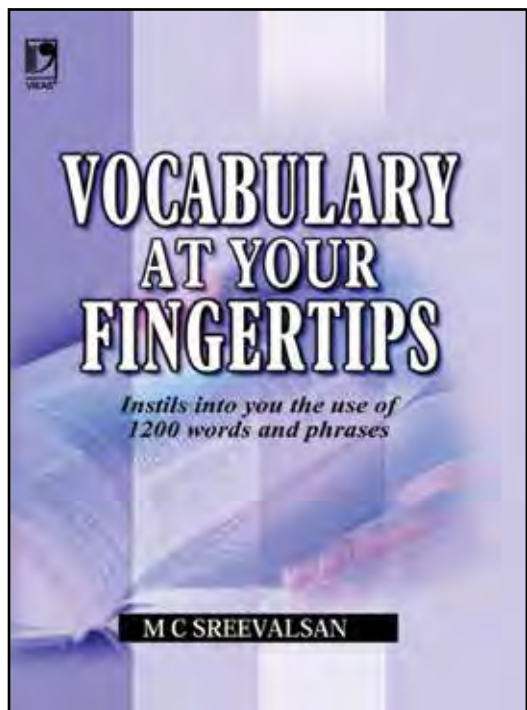
Vocabulary at Your Fingertips

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 yourself.

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.

ISBN: 9788125919056 | 2001002218 | Price: ₹ 150 | Pages: 208 | Size: 6.75" X 9.5" (Paperback)

Contents

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.

ECONOMICS

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POLITICAL SCIENCE

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HISTORY

ISBN	Code	Author	Title	INR
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GEOGRAPHY

ISBN	Code	Author	Title	INR
9788125900764	2005000762	Singh Gopal	Map Work and Practical Geography, 4th Edition	460

ANTHROPOLOGY

ISBN	Code	Author	Title	INR
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JOURNALISM/ MASS COMMUNICATION

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9789352718474	9789352718474	Sreevalsan M.C.	Spoken English: A Hand-On-Guide to English Conversation Practice, 4th Ed.	250
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			EDUCATION	
9789353383275	9789353383275	Madhu Sahni	Pedagogy Of Mathematics	465
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EDUCATION

CONTENTS
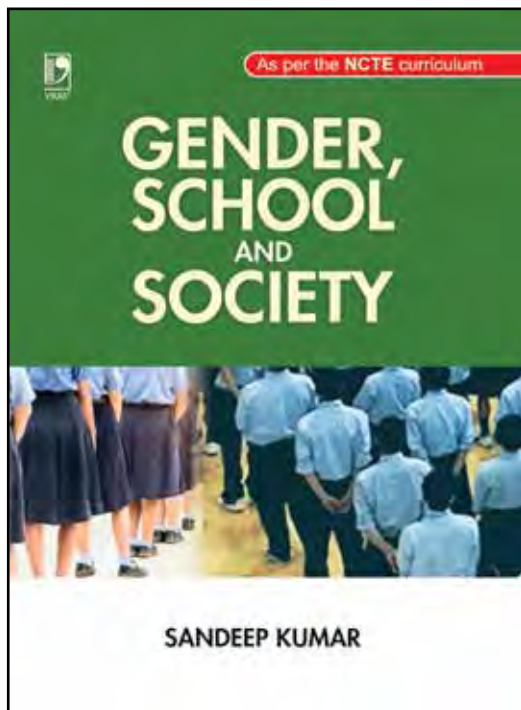
Gender, School and Society

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.

Market: B.Ed., B.A.(B.Ed.), B.Sc.(B.Ed.), M.Ed., M. Phil., ETE, D.El.Ed., B.El.Ed.Secondary Market: Gender studies

ISBN: 9789353388393 | Price: ₹ 265 | Pages: 248 | Size: 6.75" X 9.5" (Paperback)

Contents

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.
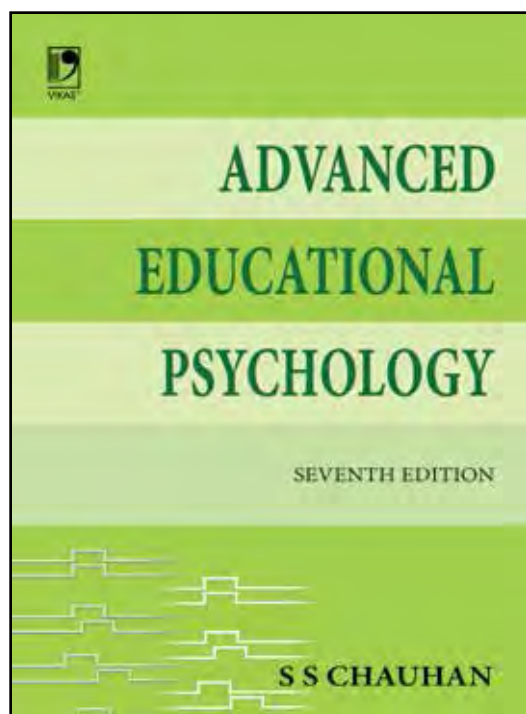
Advanced Educational Psychology, 7e
S S Chauhan

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.

Market: Primarily for M.Ed., MA (Ed)/BA (Psy). Also useful for B.Ed., Professionals.

ISBN: 9788125919070 | Price: ₹ 475 | Pages: 544 | Size: 5.5" X 8.5" (Paperback)

Contents

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.

ISBN: 9789353386368 | Price: ₹ 495 | Pages: 560 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction
2. Areas of Educational Research
3. Quantitative and Qualitative Research: Nature and Methods
4. Historical Research
5. Descriptive Research
6. Experimental Research
7. Review of the Related Literature
8. Identifying and Tackling the Research Problem
9. Data Collection: Sampling, Tools and Techniques Qualitative Data Collection and Analysis
10. Quantitative Data Analysis
11. Statistical Methods
12. Inferential Statistics
13. The Research Report
- References
- Appendix
- Index

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).
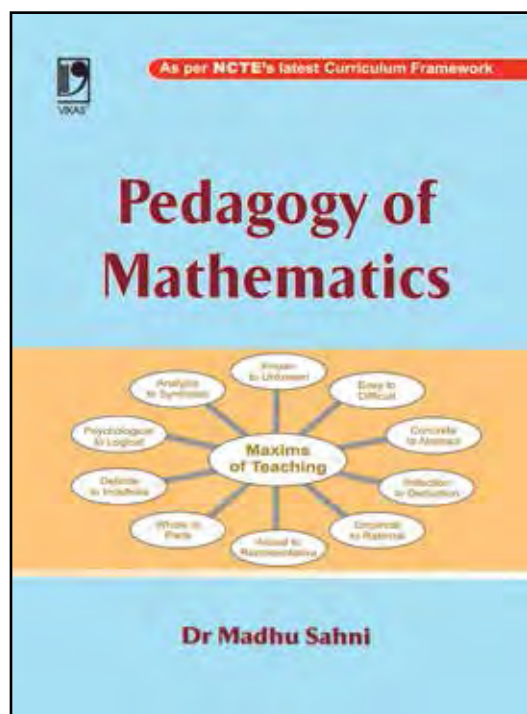
Pedagogy of Mathematics

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.
Rating is 4 out of 5.   –Dr M Balamurugan, **Pondicherry University**

It is written in perfect order.   –Dr Sanjeev Sharma, **Himachal Pradesh University**

Contents

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.
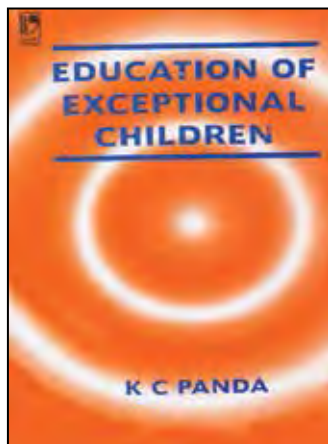
Education of Exceptional Children

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

ISBN: 9788125903581 | Price: ₹ 499 | Pages: 340 | Size: 6.25" X 9.5" (Paperback)

Contents

1. Conceptual Foundations of Education of Exceptional Children, 2. Issues and Innovations in the Education of Exceptional Children, 3. Policies and Programmes in the Education of Exceptional Children, 4. Mentally Retarded Children, 5. Visually Handicapped Children, 6. Hearing Handicapped Children, 7. Emotionally Disturbed Children, 8. Learning Disabled Children, 9. Physically Handicapped: Orthopaedically Handicapped and Health Impairment, 10. Speech and Language Handicapped Children, 11. Slow Learning Children, 12. Gifted Children, 13. Socially Disadvantaged Children, 14. Teacher Education for Teaching Exceptional Children, 15. Research on Education of Exceptional Children • Glossary • Index

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.
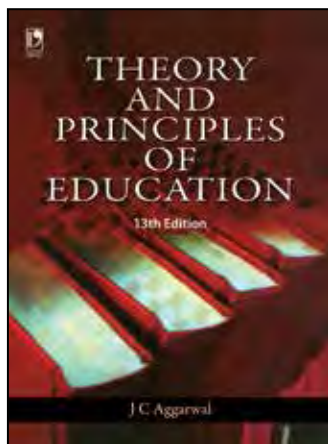
Theory and Principles of Education, 13e

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.

ISBN: 9788125938477 | Price: ₹ 375 | Pages: 528 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-1. Philosophical Bases of Education, Part-2. Sociological Bases of Education, Part-3. Western Education Thinkers, Part-4. Indian Education Thinkers, Part-5. Current Education Thought, Part-6. Pathfinders in Education (Indians and Others in the World)

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.
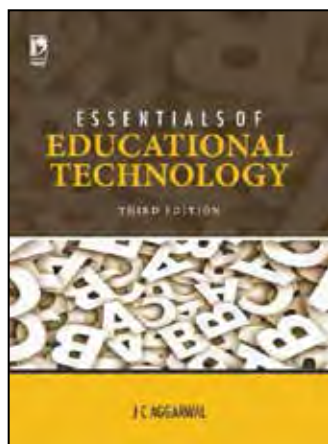
Essentials of Educational Technology, 3e

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

ISBN: 9789325976153 | Price: ₹ 450 | Pages: 536 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Educational Technology: Meaning, Scope and Uses, 2. Teaching and Teaching Technology, 3. Learning and Masterly Learning, 4. Teaching–Learning Process, 5. Principles and Maxims of Teaching, 6. Instructional/ Teaching Objectives: Taxonomy, 7. Managing Teaching–Learning and Teaching Strategy, 8. Motivation in Learning, 9. Programmed Instruction/ Programmed Learning, 10. Teaching Models, 11. Teacher Behaviour and Interaction Analysis, 12. Micro-Teaching, 13. Teaching Skills, 14. Simulated Teaching, 15. Education and Systems Analysis, 16. Basic and Audio-Visual Teaching Aids, 17. Hardware Technology, Audio-Visual Aids and Media in Education, 18. Mass Media in Education–I: Radio, Films and Press, 19. Mass Media in Education–II: Television, 20. Communication, it and Computers in Education, 21. Computer and Computer-Assisted Instruction, 22. Software, Courseware Development and Design Considerations, 23. Educational Technology in India, 24. Technology of Education and Technology in Education, 25. New Educational Technologies, 26. Internet and I-Learning, 27. Edusat (Educational Satellite), 28. Institutional Initiatives, 29. Lesson Planning, 30. Language Laboratory, Teaching Machines and Team Teaching, 31. Task Analysis, Instructional Designs, PSI and LCI, 32. Diverse Issues

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.
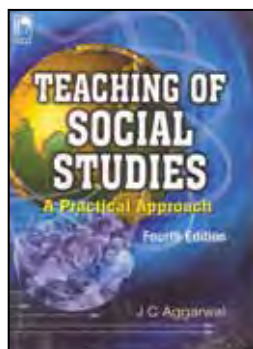
Teaching of Social Studies: A Practical Approach, 4e

J C Aggarwal

ISBN: 9788125918691
Price: ₹ 425 | Pages: 464
Size: 5.5" X 8.5" (Paperback)

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.

Contents

1. Introduction, 2. Social Studies: Meaning, Significance and Scope, 3. Aims and Objectives of Teaching Social Studies, 4. Instructional Objectives of Social Studies, 5. Selection of Social Studies Curriculum, 6. Social Studies in National Curriculum, 7. Organisation of the Social Studies Curriculum, 8. Methods and Strategies of Social Studies, 9. Dalton Plan in Social Studies, 10. Problem Method in Social Studies, 11. Project Method in Social Studies, 12. Questioning in Social Studies, 13. Socialised Recitation in Social Studies, 14. Social Studies Textbooks and Supplementary Material, 15. Social Studies Room and Museum, 16. Technological Media in Social Studies, 17. Programming Learning, 18. Examination and Evaluation in Social Studies, 19. Social Studies Teacher, 20. Social Studies and Education for Citizenship, 21. Utilising Community Resources in Social Studies, 22. Current Affairs and Controversial Topics in Social Studies, 23. Social Studies and Emotional Integration, 24. Social Studies and International Understanding, 25. Micro Teaching and Simulated Teaching, 26. Lesson Planning in Social Studies, 27. Suggestive Lesson Plans, 28. Approaches to the Organisation of Social Sciences/Social Studies Curriculum, 29. Teaching Models and Team Teaching in Social Studies, 30. Formative and Summative Evaluation: Preparation of a Unit Test and Performance Test, 31. Restructuring Social Sciences/Social Studies Curriculum, NCERT/CBSE Curriculum: Critical Evaluation, 32. Teaching Aids: Maps, Figures and Charts, etc., 33. Quiz
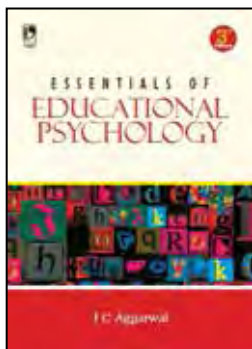
Essentials of Educational Psychology, 3e

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 allencompassing 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

Contents

1. Introduction to Educational Psychology, 2. Schools of Thought on Psychology and Their Contribution to Education, 3. Methods to Improve Teaching–Learning Process, 4. Needs and Problems of Children, 5. Development and Growth, 6. Heredity (Nature) and Environment (Nurture), 7. Nervous and Endocrine Systems, 8. Individual Differences (Understanding The Learner as A Person), 9. Physical and Motor Development, 10. Emotional and Social Development (Socialization), 11. Mental or Intellectual Development, 12. Language Development and Moral Development, 13. Adolescence, 14. Learning, Maturation and Learning Curve, 15. Motivation in Learning, 16. Learning (Memorizing and Remembering) and Forgetting, 17. Transfer of Learning / Training, 18. Theories of Learning and Their Educational Implications, 19. Sensation, Perception, Concept of Formation and Thinking, 20. Interest, Aptitude, Attitude and Attention, 21. Intelligence and Intelligence Tests, 22. Personality and Personality Development, 23. Theories of Personalities, 24. Personality Assessment and Measurement, 25. Exceptional Children, 26. Education for Children with Special Needs, 27. Creativity, 28. Adjustment, 29. Mental Hygiene and Mental Health, 30. Psychology of Group Behaviour and Group Dynamics, 31. Guidance and Counselling, 32. Diverse Issues, 33. Practical Work (Experiments in Psychology), 34. Inclusive Education (by Prof. Monika Davar) • Appendix: Some Useful Statistical Concepts and Techniques
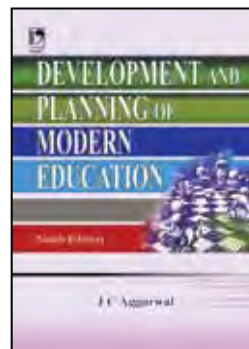
Development and Planning of Modern Education, 9e

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

1. National Development, Modernisation and Education, 2. Constitutional Provisions of Indian Education, 3. Role of The Centre and States in Education, 4. Public and Private Enterprise in Education, 5. Local Administration and Educational Complexes, 6. Nursery/ Pre-Primary Education, 7. Universalisation of Elementary Education (UEE), 8. Single Teacher School and Operation Blackboard, 9. Primary School Buildings, 10. Elementary Education: Qualitative Improvement and Recent Developments, 11. Basic Education, 12. Restructuring Secondary Education: Secondary Education Commission, 13. Education Commission 1964-66 or Kothari Commission, 14. 10+2+3 Pattern of Education, 15. Ishwarbhai Patel Review Committee, 16. Adiseshiah Report or Plus 2 National Review Committee, 17. Curriculum Reconstruction in India, 18. Vocationalisation of Education, 19. Public Schools and Common School Systems, 20. Language Policy, 21. Navodaya Vidyalayas: Pace-Setting Schools, 22. Higher Education, 23. Student Unrest, 24. Girls' and Women's Education, 25. Teacher Education, 26. Teachers' Status and Service Conditions, 27. Adult, Social and Continuing Education, 28. Adult Education and National Development, 29. Correspondence, Distance and Open Education, 30. Religious, Moral and Secular Values, 31. Population Education and Environmental Education, 32. Education for National and Emotional Integration, 33. Education for International Understanding, 34. Diverse Issues, 35. NPE, 1986 and Modified Policy, 1992, 36. Achievements and Failures of Educational Planning, 37. Educational Reforms in India: 21st Century, 38. Global View: Education for 21st Century, 39. Eighth Five Year Plan (1992-97), 40. Learning without Burden: Yash Pal Committee, 41. Decentralisation of Educational Planning: Panchayati Raj: Veerappa Report (1993), 42. Relevant Reports on Education, 43. Cultural, Educational and Socio-Economic Profile of North-East Region, 44. Fundamental Duties of Citizens: Verma Report (1999), 45. Ninth Five Year Plan on Education (1997-2002), 46. Education in the Tenth Five Year Plan (2002-2007), 47. National Curriculum Framework for School Education, 48. Census of India 2001 and Literacy, 49. Recent Initiatives in Educational Development in India, 50. Comparative Data on The Development of Education
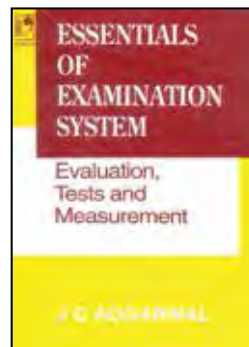
Essentials of Examination System: Evaluation, Tests and Measurement

J C Aggarwal

ISBN: 9788125900511
**Price:** ₹ 450 | **Pages: 440**
Size: 5.5" X 8.5" (Paperback)

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

1. Origin, Concept and Functions of Examinations - An Overview, 2. Types of Examinations, 3. Reforms in Examinations, 4. Semester System and Internal Assessment (Examination), 5. Unit Test, 6. Examination System in India, 7. Research in Examinations, 8. History and Present Status of Examination Reforms in India, 9. Definition, Meaning, Purposes and Nature of Evaluation, 10. Evaluation in the Overall System of Education, 11. Evaluation and Instructional Objectives in Behavioural Terms, 12. Summative and Formative Evaluation, 13. Internal Assessment and Evaluation, 14. Cumulative Record Card, 15. Assessment and Measurement, 16. Tests and Testing, 17. Achievement Tests, 18. Criterion-Referenced Test (CRT) and Norm-Referenced Test (NRT), 19. Psychological Tests and Measurement, 20. Presenting Measurement Results, 21. Examination, Evaluation and Measurement: Comparative Study of Selected Countries, 22. Committees and Commissions on Examinations, Evaluation and Measurement
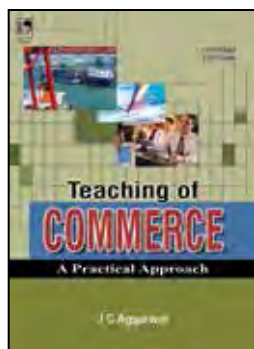
# Teaching of Commerce: A Practical Approach, 2e

J C Aggarwal

ISBN: 9788125927938
Price: ₹ 435 | **Pages:** 472
Size: 5.5" X 8.5" (Paperback)

Contents

1. Significance, Meaning, Nature and Scope of Commerce, 2. Objectives of Teaching Commerce at School and College Level, 3. Instructional Objectives of Teaching Commerce, 4. Aims, Values and Competencies Related to Commerce Education, 5. Current Facilities and History of Commerce Education, 6. Commerce Curriculum, 7. Dynamic and Progressive Methods of Teaching Commerce, 8. Problem Method in Commerce: Deductive and Inductive Methods, 9. Project Method in Commerce, 10. Dalton Plan in Commerce, 11. Techniques, Maxims and Principles of Teaching Commerce, 12. Questioning and Answering in Commerce, 13. Skills in Commerce, 14. Textbooks and Supplementary Material in Commerce, 15. Audio-Visual Aids and Technology in Commerce Teaching, 16. Teaching of Accountancy (CBSE Curriculum), 17. Examinations in Commerce (Including Unit Test), 18. Evaluation and Testing in Commerce, 19. Guidance Programme for Commerce Students, 20. Commerce Teacher, 21. Recent Innovations in the Teaching of Commerce, 22. Diverse Issues in Commerce (Including Commerce Room/Laboratory and Library), 23. Lesson Planning in Commerce, 24. Suggestive Lesson Plans in Commerce, 25. Suggestive Lesson Plans in Accountancy, 26. Contents and their Pedagogic Analysis, 27. Multiple Choice Questions with Answers, 28. Sample Illustrative Aids • *Appendices* • *Index*
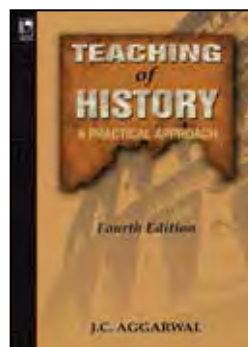
Teaching of History, 4e

J C Aggarwal

ISBN: 9788125922940
Price: ₹ 395 | **Pages:** 422
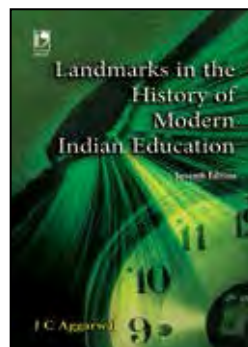**Size:** 5.5" X 8.5" (Paperback)

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

1. Nature and Scope of History, 2. Values of Teaching History, 3. Objectivity and Scientific Study of History, 4. Scientific Approach to Indian History Teaching, 5. Correlation of History with other Subjects, 6. Aims and Objectives of Teaching History, 7. Instructional Objectives of Teaching History, 8. History Curriculum, 9. Selection and Organization of Material in History, 10. Dynamic Methods of Teaching, 11. Dalton Plan and Discussion Method, 12. Heuristic Method and Lecture Method, 13. Micro Teaching and Simulation Teaching, 14. Problem Solving and Project Method, 15. Programmed Learning, 16. Questioning, 17. Source Method of Teaching History, 18. Student Participation in History, 19. Technological Media in History, 20. History Textbook and Supplementary Material, 21. History Room, Library and Museum, 22. Current Affairs in History, 23. History Teaching and National Integration, 24. History Teaching and International Understanding, 25. Examination and Evaluation in History, 26. Communalism in Indian History, 27. National Integration and Evaluation of History Textbooks, 28. History Teacher and Controversial Topics, 29. Chronology and Time Sense in History, 30. Lesson Planning in History, 31. Suggestive Lesson Plans, 32. Objective-Based Lesson Plan and Group Discussion Plan, 33. Recent Trends in the Curriculum, 34. Teaching Aids: Maps, Charts and Figures, 35. Miscellaneous Information, 36. Important Dates, Dynasties and Battles in Indian History, 37. Suggestive List of Books and other Instructional Material for School Libraries, 38. Quiz

Landmarks in the History of Modern Indian Education, 7e

J C Aggarwal

ISBN: 9788125937180
Price: ₹ 525 | **Pages:** 688
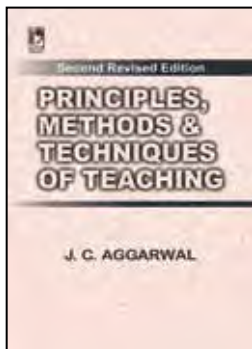**Size:** 5.5" X 8.5" (Paperback)

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.

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.

Contents

1. Pioneers in Education and Teaching, 2. Teaching and its Fundamental Basis, 3. Anatomy or Structure of Teaching, 4. Learning and Motivation, 5. Teaching-Learning Process, 6. Principles and Maxims of Teaching, 7. Methods of Teaching, 8. Devices and Techniques of Teaching, 9. Fixing Devices in Teaching, 10. Audio-Visual Aids in Education, 11. Mass Media and Technological Media in Education, 12. Play Way in Education, 13. Kindergarten Method, 14. Montessori Method, 15. The Project Method, 16. Problem Solving Method (Including Deductive and Inductive Methods), 17. Dalton Plan and Heuristic Method, 18. Basic Education, 19. Programmed Instruction/Programmed Learning, 20. Micro-Teaching, 21. Curriculum, 22. Lesson Planning and Different Types of Lessons, 23. Examinations and Evaluation, 24. Diverse Issues, 25. Effective Teaching and Educational Practices at a Glance • Index

Fundamentals of Classroom Testing

Adediran A Taiwo

ISBN: 9780706997866
Price: ₹ 295 | **Pages: 182**
Size: 5.5" X 8.5" (Paperback)

About the Book

This is a practical test on the basics of classroom testing and the place of educational statistics in tests and measurement. The text is written in a simple and clear language that is designed to alleviate the difficulties usually encountered in the realm of tests and measurement by both the professional and the student of classroom testing. Each chapter of the text has a consistent format comprising the main discourse of the chapter, the chapter summary, review questions and selected references for further reading. Provision of pertinent and generous examples (including worked examples where necessary) and answers to numerical problems contained in the review questions is another feature of the text. The book is an indispensable standard text for a introductory course in classroom testing or tests and measurement for Colleges of Education and University education students. By the same token, it is a basic compendium for practicing educators in Schools, Colleges of Education, Universities, Faculties of Education, Curriculum and Evaluation Units, Ministers of Education.

Contents

1. Measurement and Evaluation in Education: Nature and Purpose, 2. Types of Tests, 3. Test Planning, 4. Test Construction, 5. Test Administration and Scoring, 6. Elementary Treatment of Test Scores, 7. Measures of Central Tendency, 8. Measures of Variability, 9. Measures of Relationships, 10. Test of Mean Difference

Adediran A Taiwo, is Professor of Science Education at the University of Botswana, Botswana.

शैक्षिक अनुसंधान की कार्यप्रणाली

लोकेश कौल

ISBN: 9788125906049
Price: ₹ 475 | **Pages: 552**
Size: 5.5" X 8.5" (Paperback)

पुस्तक के विषय में

प्रधान रूप से शिक्षा, मनोविज्ञान व सामाजिकी में स्नातकोत्तर डिग्री तथा इन विषयों के एम. एड. एम.फिल के विद्यार्थियों के लिए अभिकल्पित व लिखित यह पुस्तक पी.एच.डी. के छात्रों, सामाजिक विज्ञान, शरीर विज्ञान व प्रबंध विज्ञान और मानवता व भाषाओं के अन्य अनुसंधायकों के लिए अति उपयोगी है।

विषय-सूची

1. शिक्षा अनुसंधान के क्षेत्र, 2. अनुसंधान समस्या और अनुसंधान प्रस्ताव की रचना, 3. संबंधित साहित्य की समीक्षा, 4. आंकड़ों का संग्रहण, 5. गुणात्मक आंकड़ों का विश्लेषण, 6. मात्रात्मक आंकड़ों का विश्लेषण, 7. सांख्यिकी विधियाँ, 8. अनुमानिक सांख्यिकी, 9. अनुसंधान प्रतिवेदनख शिक्षा अनुसंधान विधियाँ, 10. वर्णनात्मक विधि। • प्रायोगिक विधि।

लोकेश कौल, वर्तमान में हिमाचल प्रदेश विश्वविद्यालय, शिमला में शिक्षा विभाग के आचार्य हैं।

शिक्षा के दार्शनिक एवं समाजशास्त्रीय परिप्रेक्ष्य

रमेश प्रसाद पाठक

ISBN: 9789325986756
Price: ₹ 199 | **Pages:** 208
Size: 6.75" X 9.5" (Paperback)

पुस्तक के विषय में

शिक्षा एक सतत और विकासशील प्रक्रिया है लेकिन यह विकास उचित दिशा में हो इसके लिए दर्शन दिशा निर्देश करता है। दर्शन केवल चिन्तन का ही विषय नहीं अपितु अनुभूति का विषय है। शिक्षा समाज सुधार की दिशा में एक महत्त्वपूर्ण कदम है। इसका स्वरूप दर्शन से तथा रूप समाजशास्त्र से सँवरता है। इन्हीं सभी तथ्यों पर विचार विमर्श इस पुस्तक में किया गया है। यह पुस्तक बी.ए., एम.ए. (शिक्षाशास्त्र), बी.एड., एम.एड. कोर्स करने वाले विद्यार्थियों के लिए समान रूप से उपयोगी सिद्ध होगी।

विषय-सूची

1. शिक्षा-दर्शन, 2. शिक्षा-दर्शन का कार्य, 3. आदर्शवाद, 4. प्रकृतिवाद, 5. प्रयोजनवाद, 6. यथार्थवाद, 7. शिक्षा का वैज्ञानिक आधार, 8. शिक्षा का मनोवैज्ञानिक आधार, 9. शिक्षा का समाजशास्त्रीय आधार, 10. व्यक्ति, समाज और विद्यालय, 11. जनतंत्रीय शिक्षा, 12. समाजीकरण और शिक्षा, 13. शिक्षा एवं भावात्मक एकता, 14. राष्ट्रीय एवं अन्तर्राष्ट्रीय एकता के विकास में शिक्षा 15. पाठ्यक्रम का स्वरूप, 16. आदर्श अध्यापक के गुण, 17. मानवीयकरण के लिए शिक्षा, 18. चरित्र निर्माण के लिए शिक्षा, 19. समानता के लिए शिक्षा, 20. मानव मूल्य शिक्षा, 21. भविष्य के लिए शिक्षा • संदर्भ ग्रंथ-सूची

रमेश प्रसाद पाठक, श्री लाल बहादुर शास्त्री राष्ट्रीय संस्कृत विद्यापीठ (मानित विश्वविद्यालय) के शिक्षा शास्त्र विभाग में आचार्य पद पर कार्यरत हैं।

उदीयमान आधुनिक भारतीय समाज में शिक्षा

रमेश प्रसाद पाठक

ISBN: 9789325986725
Price: ₹ 175 | **Pages:** 202
Size: 6.75" X 9.5" (Paperback)

पुस्तक के विषय में

शिक्षा एक सजीव, सतत एवं गतिशील प्रक्रिया है। शिक्षा ही मानव को मनुष्यत्व का दर्शन कराती है और इसी के द्वारा ही समाज में सुधार लाया जा सकता है। इसके लिए शिक्षा की दार्शनिक एवं समाज शास्त्रीय प्रकृति को समझना आवश्यक है। इन्हीं तथ्यों को इस पुस्तक में खोजने का प्रयास किया गया है। यह पुस्तक शिक्षा शास्त्र के पाठ्यक्रम के अनिवार्य विषय के प्रमुख अध्यायों को समेकित किया गया है। प्रस्तुत पुस्तक बी.ए., एम.ए. शिक्षा शास्त्र, बी.एड., एम.एड. के विद्यार्थियों के लिए उपयोगी सिद्ध होगी।

विषय-सूची

1. शिक्षा की प्रकृति, 2. शिक्षा की दार्शनिक प्रकृति, 3. शिक्षा की समाजशास्त्रीय प्रकृति, 4. मूल्य शिक्षा, 5. नैतिक शिक्षा, 6. पर्यावरण शिक्षा, 7. जनसंख्या शिक्षा, 8. राष्ट्रीय विकास और शिक्षा, 9. मानवीयकरण के लिए शिक्षा, 10. चरित्र निर्माण के लिए शिक्षा, 11. शिक्षा और समानता, 12. राष्ट्रीय एकता और शिक्षा, 13. अन्तर्राष्ट्रीय सद्भावना, 14. दलित वर्ग और शिक्षा, 15. भविष्योन्मुखी शिक्षा • संदर्भ ग्रंथ-सूची

रमेश प्रसाद पाठक, श्री लाल बहादुर शास्त्री राष्ट्रीय संस्कृत विद्यापीठ (मानित विश्वविद्यालय) के शिक्षा शास्त्र विभाग में आचार्य पद पर कार्यरत हैं।

शैक्षिक तकनीकी के आयाम

रमेश प्रसाद पाठक

ISBN: 9789325986749
Price: ₹ 265 | **Pages:** 282
Size: 6.75" X 9.5" (Paperback)

विषय-सूची

1. शैक्षिक तकनीकी: अर्थ एवं प्रकृति, 2. शैक्षिक तकनीकी के विविध रूप एवं सीमाएँ, 3. कठोर उपागम तकनीकी प्रकार एवं महत्व, 4. अन्त:क्रिया विश्लेषण प्रणाली, 5. शिक्षण-प्रविधियाँ, 6. शैक्षिक कम्प्यूटर एवं अन्य माध्यम, 7. अभिक्रमित अनुदेशन, 8. शिक्षण-प्रतिमान, 9. शिक्षण-स्तर, 10. सम्प्रेषण तकनीकी, 11. सूचना तकनीकी, 12. दूरवर्ती शिक्षा • संदर्भ-ग्रंथ सूची

रमेश प्रसाद पाठक, श्री लाल बहादुर शास्त्री राष्ट्रीय संस्कृत विद्यापीठ (मानित विश्वविद्यालय) के शिक्षा शास्त्र विभाग में आचार्य पद पर कार्यरत हैं।

दूरवर्ती शिक्षा

रमेश प्रसाद पाठक

ISBN: 9789325986732
Price: ₹ 150 | **Pages:** 144
Size: 6.75" X 9.5" (Paperback)

पुस्तक के विषय में

प्रस्तुत पुस्तक में दूरवर्ती शिक्षा के आवश्यक आयामों के साथ-साथ दूरवर्ती शिक्षा की अवधारणा, तत्व तथा स्तर, दूरवर्ती शिक्षा का विकास, दूरवर्ती शिक्षण और परम्परागत शिक्षण, दूरवर्ती शिक्षा के सिद्धान्त, दूरवर्ती शिक्षा की संस्थाएँ, दूरवर्ती शिक्षा के प्रमुख विश्वविद्यालय, दूरवर्ती शिक्षा का पाठ्यक्रम, दूरवर्ती शिक्षा में पाठ्यक्रम योजना, स्व-अधिगम शिक्षण सामग्री, दूरवर्ती शिक्षा में शैक्षिक प्रौद्योगिकी, दूरवर्ती शिक्षा में दत्तकार्य, दूरवर्ती शिक्षा-शिक्षार्थी और सहायक सेवाएँ, दूरवर्ती शिक्षा में मानदण्ड, और दूरवर्ती शिक्षा का भविष्य आदि चौदह अध्यायों में पूर्ण किया गया है। यह पुस्तक दूरवर्ती शिक्षा के प्रमुख अध्यायों को ध्यान में रखकर लिखी गई है। प्रस्तुत पुस्तक बी.एड., एम.एड., बी.ए. शिक्षाशास्त्र, एम.ए. शिक्षाशास्त्र, एम.फिल तथा शोधार्थियों के लिए उपयोगी सिद्ध होगी।

विषय-सूची

1. दूरवर्ती शिक्षा की अवधारणा, तत्व तथा स्तर, 2. दूरवर्ती शिक्षा का इतिहास और विकास, 3. दूरवर्ती शिक्षण और परम्परागत शिक्षण, 4. दूरवर्ती शिक्षा के प्रारूप और सिद्धान्त, 5. दूरवर्ती शिक्षा की संस्थाएं, 6. दूरवर्ती शिक्षा के प्रमुख विश्वविद्यालय, 7. दूरवर्ती शिक्षा का पाठ्यक्रम, 8. दूरवर्ती शिक्षा में पाठ्यक्रम योजना, 9. स्व-अधिगम शिक्षण सामग्री, 10. दूरवर्ती शिक्षा में शैक्षिक प्रौद्योगिकी, 11. दूरवर्ती शिक्षा में दत्त कार्य, 12. दूरवर्ती शिक्षा शिक्षार्थी और सहायक सेवाएं, 13. दूरवर्ती शिक्षा के मानदण्ड, 14. दूरवर्ती शिक्षा का भविष्य • सन्दर्भ ग्रन्थ सूची

रमेश प्रसाद पाठक, श्री लाल बहादुर शास्त्री राष्ट्रीय संस्कृत विद्यापीठ (मानित विश्वविद्यालय) के शिक्षा शास्त्र विभाग में आचार्य पद पर कार्यरत हैं।
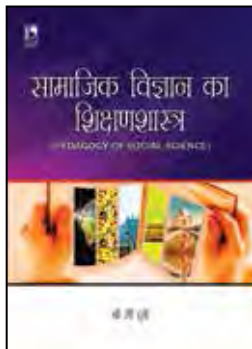
सामाजिक विज्ञान का शिक्षणशास्त्र

बी.सी. दुबे

ISBN: 9789325987470
Price: ₹ 185 | Pages: 216
Size: 6.75" X 9.5" (Paperback)
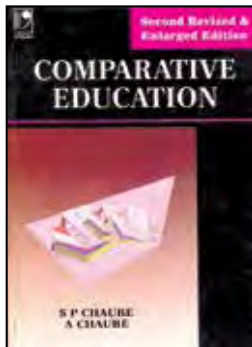
पुस्तक के विषय में

प्रस्तुत पुस्तक बी.ए., एम.ए. शिक्षा शास्त्र, बी.एड., एम.एड. के विद्यार्थियों के लिए उपयोगी सिद्ध होगी।

विषय-सूची

1. संप्रत्यय, उद्देश्य और मूल्य, 2. सम्प्रत्यय की पहचान एवं पाठ योजना विकास, 3. सामाजिक अध्ययन में पाठ्यक्रम और पाठ्य पुस्तक का विकास और मूल्यांकन, 4. शिक्षण की विधि और शिक्षक कौशल विकास, 5. मूल्यांकन, 6. शिक्षण के सिद्धान्त, 7. शैक्षणिक उद्देश्यों की टैक्सोनोमी से अभिप्राय, 8. पाठ योजना • बहु विकल्पीय प्रश्न

बी.सी. दुबे, संकायध्यक्ष एवं विभागाध्यक्ष, शिक्षा संकाय, स्वामी विवेकानन्द सुभारती विश्वविद्यालय, मेरठ

Comparative Education, 2e

S P Chaube & A Chaube

ISBN: 9788125911302
Price: ₹ 550 | Pages: 616
Size: 5.5" X 8.5" (Paperback)

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 preprimary 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

Part-I: Principles of Comparative Education: 1. Factors of Comparative Education, 2. Methods of Study of Comparative Education, 3. Development and Aims of Comparative Education, 4. Factors of National System of Education, **Part-II: American Education:** 5. The General Nature and Aims of American Education, 6. Nature of Educational Administration, 7. State Educational Administration, 8. Administration and Organisation of Local Schools, 9. Pre-primary Education, 10. Primary Education, 11. High School Education, 12. Adult Education, 13. Teacher Education, 14. University and College Education, **Part-III: British Education:** 15. Life and Character of the British People and their Education, 16. Control of Education in Great Britain, 17. Events Leading to the Growth of Primary Education, 18. Events Promoting the Growth of Secondary Education, 19. The Education Act of 1944, 1946 and 1948, 20. British University Education, 21. Modern Secondary Education, 22. The Modern Pre-Primary and Primary Education, 23. Teachers' Training and their Conditions, 24. Further Education, 25. Technical Education, 26. Adult Education and Youth Welfare Services, 27. Special Services in Education in Great Britain, 28. Meanings of Some Terms of British Education, **Part-IV: Problems of Indian Education:** 29. Problems of Pre-Primary Education, 30. Problems of Primary Education, 31. Wastage and Stagnation in Primary Education, 32. Compulsory Education, 33. Problems of Secondary Education, 34. Diversification of Secondary Education Curriculum, 35. Multi-purpose Schools, 36. Problems of Women's Education, 37. Problems of University Education, 38. Teachers' Training, 39. Problems of Technical Education, 40. Problems of Adult Education, 41. Problems of Education of the Handicapped and Disabled, 42. Education of Scheduled Castes and Tribes, 43. National and Emotional Integration and Education, 44. The Problem of Student Unrest, 45. The Problem of Text Books, 46. Public Schools in India, 47. Moral Education, 48. Religious Education, 49. Indianisation of Education, **Part-V: Russian Education:** 50. Introduction, 51. Democratic Philosophy of Education in Russia, 52. Control of Education in Russia, 53. Pre-Primary Education, 54. Primary Education, 55. Secondary Education, 56. Teacher Education, 57. Higher Education, 58. Adult Education, **Part-VI: General Trends in Comparative Education:** 59. General Trends in Comparative Education.

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

ISBN: 9789325986718
Price: ₹ 350 | Pages: 380
Size: 6.75" X 9.5" (Paperback)

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 • To The Parents • A Teacher • Lessons in Freedom • Education of Children • A Peep into The Household • Knowledge to Character • Kindness to All • National Education Conference • National Education Conference Resolutions • Making a True Student • Service of Humanity • True Education • National Education • In Search of Knowledge • State of National Education • Teacher's Condition • About Educated Classes • Fearlessness • Purity of Personal Life • Awakening Among Students • Education Should Contemplate The Whole Life • Ideal Primary School for Children • Development of Body, Mind and Spirit • Responsibility of Parents • Science and Responsibility • Against Atheism

• National Language • The Dilemma of A Student • Students and The "Gita" • Replies to A Student's Questions • Primary Education-I • Primary Education-II • Primary Education-III • Questions on Education-I • Questions on Education-II • Questions on Education-III • Questions on Education-IV • Questions on Education-V • Rural Education Scheme • Religious Education • An Ideal Student's Hostel • Attainment of Swaraj • Idea of A Hostel • Sparing The Rod • Quest for Truth • Selfless Service • Self-Control • Education and Culture • Strengthening of Character • Training in Crafts • Faith • Some Reflections on Education • Higher Education for Harijans • For Harijan Teachers • School Books • Progress in Dharma • Harijan Education • Training School for Village Workers • Discussion with Educationists • English vs. Hindi • Humility • Developing Independent Thinking • Education of the Hand • Fighting Social Evils • Training • Noble Purpose • Making The Whole Man • Self-Supporting Schools • Intellectual Development • Self-Supporting Education • For Ministers of Education • In Support • Self-Supporting Education • Vocational Education • Higher Education • Teachers Training Camp • Speech at Bhu • Talk to Khadi Vidyalaya Students • Speech at All-India Teachers Training Camp • Nayee Talim • What, after Finishing Studies? • Culture as the Foundation • Wholesome Educational Environment • Letter to A Teacher • Advice to Students • Talk with Teachers and Students

Anil Dutta Mishra is a distinguished Gandhian scholar and writer. He started his career as an assistant professor in the Department of Nonviolence and Peace Studies, Jain Vishva Bharati University, Ladnun, Rajasthan. He became deputy director of National Gandhi Museum and Honorary Professor, Centre for Gandhian Philosophy and Human Development, Gayatri Vidya Parishad Degree College [Autonomous], Visakhapatnam.
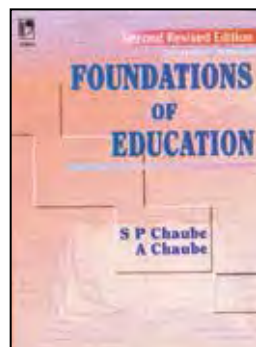
Foundations of Education, 2e
S P Chaube & A Chaube

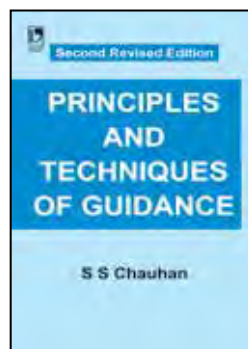**ISBN:** 9788125911319
Price: ₹ 375 | **Pages:** 372
Size: 5.5" X 8.5" (Paperback)

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Part-I: Psychological Foundations: The Need for a Psychological Foundation of Education: 1. Behaviourism and Education, 2. Gestalt Psychology and Education, 3. Spearman´s Two Factor Theory and Education, 4. Psychoanalysis and Education, 5. Hormic Psychology and Education, Part-II: Philosophical Foundations of Education: The Need for a Philosophical Foundation of Education: 6. Naturalism in Education, 7. Idealism in Education, 8. Realism in Education, 9. Pragmatism in Education, 10. The Philosophy of Progressive Education, 11. Philosophy of Modern Humanism and Education, 12. Existentialism and Education, 13. Sankhya Philosophy and Education, 14. The Philosophy of Yoga and Education, 15. Vedant or Upanishadic Philosophy and Education, 16. Bhagavadgita and Education, 17. Jainism and Education, 18. Buddhism and Education, 19. Shanker´s Advait Vedant and Education, Part-III: Sociological Foundations of Education: Family-An Educational Institutional: 20. Socialisation of the Child, 21. Society and Education, 22. State and Education, 23. Democracy and Education, 24. Religion and Education, 25. National Integration, 26. Internationalism and Education, 27. Minority Groups and Inter-group Education, 28. Culture and Education, 29. Social Change and Education, 30. Environmental Education, 31. Impact of Population Explosion on Education, 32. Educational Values

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.

Principles and Techniques of Guidance, 2e
S S Chauhan

ISBN: 9788125911531
Price: ₹ 325 | **Pages:** 296
Size: 5.5" X 8.5" (Paperback)

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

Part-I: Introduction to Guidance: 1. Basic Principles of Guidance, 2. Foundations and Kinds of Guidance, 3. Factors and Theories of Career Development, Part-II: Appraisal of Students: 4. Test Techniques–I, 5. Test Techniques–II, 6. Appraisal of Students: Non-Test Techniques, 7. The Informational Service, 8. The Study of Occupations, Part-III: Fundamentals of Counselling: 9. Group Counselling, 10. Theories of Counselling/Psychotherapy, 11. The Counselling Process, 12. Role of the Counsellor and the Teacher in Counselling, Part-IV: Placement and Follow-up Services: 13. Role of Family and Community in Guidance Services, 14. Organization of Guidance Services, 15. Evaluation in Guidance, 16. New Trends and Demands in Guidance, 17. Indian Adolescents: Their Characteristics and Problems

S S Chauhan was Professor and Dean, Faculty of Education, Himachal Pradesh University, Shimla.

Innovations in Teaching Learning Process
S S Chauhan

ISBN: 9780706989670
Price: ₹ 285 | **Pages:** 200
Size: 5.5" X 8.5" (Paperback)

About the Book

The book has been thoroughly revised and updated in the light of recent advances in the field of education. New chapters have been added on innovation and accountability in education, in order to keep pace with the latest developments in the field of teaching-learning. The problems of introducing innovations in the Indian system of education have also been discussed in detail. The book is meant to be a textbook for B.Ed., M.Ed., M.Phil, and M.A(Education) courses of all universities.

Contents

Section-I: Technology of Teaching: 1. Teaching-Learning Process, 2. Models of Teaching, 3. Instructional Designs, 4. Individualised Instruction, 5. Programmed Instruction and Teaching Machine, 6. Personalised Systems of Instruction (PSI), 7. Computer-Assisted Instruction (CAI), 8. Learner-Controlled Instruction (LCI), Section-II: Towards Improving Teaching Learning: 9. Team Teaching, 10. Simulated Teaching, 11. Micro-Teaching: An Innovation in Teacher Education, 12. Class Room Interaction Analysis, Section-III: Measuring Teaching-Learning Outcome: 13. Norm-Referenced and Criterion-Referenced Measurements • *Appendices*

S S Chauhan was Professor and Dean, Faculty of Education, Himachal Pradesh University, Shimla.
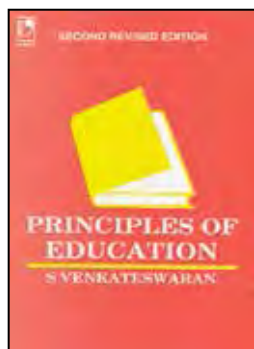
Principles of Education, 2e

S Venkateswaran

ISBN: 9780706973440
Price: ₹ 285 | **Pages: 192**
Size: 5.5" X 8.5" (Paperback)

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

Part-I: Meaning and Scope of Education: 1. Aims of Education, 2. Great Educators and their Contribution, Part-II: Some Educational Experiments: 3. The Teacher

S Venkateswaran, Teacher Trainer in the Regional Institute of English, Bangalore.

Principles of Teaching English

S Venkateswaran

ISBN: 9780706987645
Price: ₹ 365 | **Pages: 280**
Size: 5.5" X 8.5" (Paperback)

About the Book

This book is prepared in accordance with the syllabi of English Language Teaching Mythology Courses in B.Ed. Degree, TCH, and training courses in DIETs all over India. It has been designed to provide a detailed account of the past and current trends in the teaching of English as a second language.

Key Features

- Elaborate description of the various approaches to language teaching, in particular the Communicative Approach to Language Teaching
- Covers the underlying theories of language and language learning
- Explains the methods used, the syllabi they envisaged, and the techniques accommodated

Contents

1. The Place of English in the Indian School Curriculum, 2. The Nature and Function of Language, 3. Theories of Language and Language Learning, 4. Methods of Teaching English, 5. Communicative Approach to English Language Teaching, 6. Teaching Language Skills (A. Listening and Speaking B. Reading C. Writing), 7. Teaching of Spelling, 8. Teaching of Grammar, 9. Techniques of Teaching English, 10. Correcting Second Language Learners' Errors, 11. Language Games, 12. Audio-Visual Aids in the Teaching of English, 13. Second Language Testing–Procedures and Techniques, 14. Phonetics • Miscellaneous

S Venkateswaran, Teacher Trainer in the Regional Institute of English, Bangalore.
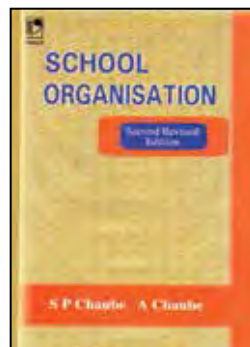
School Organisation, 2e

S P Chaube & A Chaube

ISBN: 9788125911326
Price: ₹ 395 | **Pages: 292**
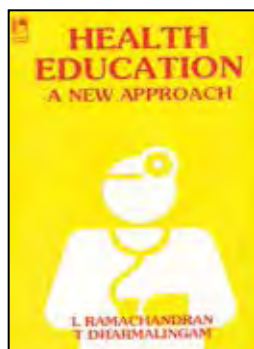**Size: 5.5" X 8.5" (Paperback)**

About the Book

This book highlights the importance of the new approach in our educational system and the basic principles to be adopted in our school system. It draws attention to all the existing flows the system and points out the steps needed to strengthen its foundations. This revised edition is updated with three new chapters and includes practical suggestions to make in the school organisation system more effective and meaningful for students and teachers.

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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.

Health Education: A New Approach

L Ramachandran & 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

Part-I: Social Psychology – Introduction: 1. Health and Disease, 2. Perception, Knowledge, Attitude, and Behaviour, 3. Theory of Learning, 4. Motivation, Decision-Making and Defence Mechanism, 5. Community and Society, 6. Culture, 7. Adoption Process, 8. Social Change and Planned Change, Part-II: Group Process - Group-Structure-Dynamics-Process-Roles: 9. The Individual in Group-Individual Roles, 10. Communication in the Group Process, 11. Stages of Growth of a Group, 12. Organisation of a Good Group, 13. Diagnosing and Treating the Group Problems, Part-III: Health Education – Introduction: 14. Aims and Principles of Health Education, 15. Theories of Learning, 16. Community Organisation, 17. Communication, 18. Education and Educational Methods, 19. Training, 20. Evaluation of Health Education, 21. Role and Function of Health Education Specialists, 22. Practice of Health Education, 23. Research in Health Education

L Ramachandran, Former Director, Gandhigram Institute of Rural Health and Family Welfare, Gandhigram.

T Dharmalingam, Ex-Professor, Gandhigram Institute of Rural Health and Family Welfare, Gandhigram.

Education in Ancient and Medieval India

S P Chaube & A Chaube

ISBN: 9788125904359
Price: ₹ 399 | **Pages:** 268
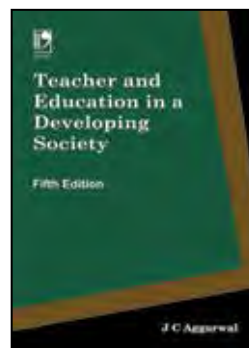**Size: 5.5" X 8.5" (Paperback)**

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Section-I: Philosophy of Life in Ancient India: 1. The Rigvedic System of Education, 2. Education during the Post-Vedic Period, 3. Education during the Age of the Sutras, 4. Education in the Epics, Grammatical Literature and Kautilya´s Arthashastra, 5. General Features of Buddhist Education, 6. Buddhist Education as Viewed by Chinese Travellers, 7. Characteristics of Primary Education, 8. Vocational Education in Ancient Days, 9. Ancient Universities and Centres of Education, 10. Education in Monasteries, 11. A Critique of Ancient Indian Education, Section-II: General Features of Muslim Education: 12. Muslim Sultans and Education, 13. Education in the Petty Muslim States, 14. Education during the Mughal Period, 15. Some Centres of Muslim Education, 16. The Organisation of Education, Special Types of Education, Literature and Culture during the Muslim Period, 17. A Critique of Muslim Education, 18. Hindu Education during the Medieval Period • *Selected Bibliography*

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.

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 cantered book, Teacher and Education in a Developing Society is designed to fulfil 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

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- 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.

EDUCATION

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