CATALOGUE
HIGHER EDUCATION 2023

COMMERCE & MANAGEMENT

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Advanced Accountancy Volume-1 (LPSPE), 11e
Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari

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
• 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.
• Strengthening and updating of the text material in the light of new accounting standards.
• Latest questions and problems from examinations conducted by different professional bodies and universities.


Contents

Section-1: Accounting Principles and Processes
• Meaning and Scope of Accounting
• Accounting Principles
• Journalising Transactions
• Ledger Posting and Trial Balance
• Sub-Division of Journal
• Negotiable Instruments
• Bank Reconciliation Statement
• Matching Concept
• Capital and Revenue
• Final Accounts
• Rectification of Errors
• Accounting Concept of Income
• Depreciation, Provisions and Reserves
• Advanced Final Accounts
• Sectional and Self-Balancing Systems
• Accounts of Non-Profit Making Organizations
• Single Entry System,

Section-2: Special Business Accounting
• Consignment Accounts
• Joint Venture Accounts
• Account Current and Average Due Date
• Inventory Valuation
• Hire Purchase, Lease and Instalment Purchase Systems
• Branch Accounts
• Departmental Accounts
• Royalty Accounts
• Insurance Claims
• Contract Accounts
• Insolvency Accounts
• Introduction to Government Accounting
• Miscellaneous Accounts,

Section-3: Partnership Accounts
• Fundamentals
• Reconstitution of Partnership Firms (Admission)
• Reconstitution of Partnership Firms-II

(Retirement, Death And Amalgamation)
• Dissolution of Partnership Firms
• Appendix-I: Guidance Note on Terms Used in Financial Statements
• Appendix-II: Present Value of Rs. 1
• Appendix-III: Periodic Deposit Which Will Amount to Rs. 1
• Appendix-IV: Present Value of Rs. 1 Received Annually for N Years
• Appendix-V: Periodic Payment to Amortize Rs. 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.
Sharad K Maheshwari is currently practising as a Chartered Accountant at Gurugram, Haryana.
Advanced Accountancy
Volume-II (LPSPE), 11e
Dr S N Maheshwari, CA Sharad K
Maheshwari & Dr Suneel K Maheshwari

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
• 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.
• 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".


Contents

Section-1: Company Accounts
• Introductory • Shares and Share Capital • Debentures • Company Statutory Records • Company Financial Statements • Valuation of Goodwill and Shares • Acquisition of Business and Profit Prior to Incorporation • Internal Reconstruction • External Reconstruction, Amalgamation and Absorption • Company Liquidation Accounts • Financial Reporting for Financial Institutions • Accounting for Financial Instruments

Section-2: Specific Companies Accounts
• Insurance Companies Accounts • Banking

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

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

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Corporate Accounting (LPSPE), 6e
Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari

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).

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


Contents

Section-1: Company Accounts
- Introductory • Shares and Share Capital
- Debentures • Company Statutory Records • Company Financial Statements
- Valuation of Goodwill and Shares • Acquisition of Business and Profit Prior to Incorporation • Internal Reconstruction • External Reconstruction, Amalgamation and Absorption • Company Liquidation Accounts • Financial Reporting for Financial Institutions • Accounting for Financial Instruments

Section-2: Specific Companies Accounts
- Insurance Companies Accounts • Banking

Section-3: Management Accounting
- Management Accounting: Nature and Scope • Financial Statements: Analysis and Interpretation • Funds Flow Statement • Cash Flow Statement • Accounting for Price Level Changes • Valuation of Assets • Human Resource Accounting: Cash Flow Statement • Social Cost Benefit Analysis

Appendices:
I: Present Value of Rs. 1
II: Present Value of Rs. 1 Received Annually for N Years
III: Periodic Deposit Which Will Amount to Rs. 1
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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.
About the Book
Banking Theory and Practice covers the entire gamut of topics in the field of banking—from its evolution to the latest trends. The Indian banking system is undergoing unprecedented changes as a result of new legislations and reforms in response to the contemporary needs. The present edition has kept pace with these 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. The book, which was initially aimed to serve the needs of undergraduate students, has over the years deepened and widened in both scope and contents. It is now 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
• Subject matter thoroughly revised and statistical data updated
• Covers the move towards universal banking, virtual banking, green banking
• Includes flexi bank accounts and speed clearing
• Covers Banking Laws (Amendment) Act, 2011
• A new chapter on Financial Stability, especially in the Indian context
• Covers changes in the operating procedure of monetary policy
• Payments and settlement system and its development in India, including introduction of NEFT, CTS, National ECS, MICR cheques and RTGS
• Learning objectives at the beginning of each chapter
• Summary and review questions at the end of each chapter


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.

Sharad K Maheshwari  
is currently practising as a Chartered Accountant at Gurugram, Haryana.
Human Resource Management (LPSPE), 2e
Seema Sanghi

About the Book
Human Resource Management, 2e, presents multifaceted, up-to-date and all-inclusive information which will be useful to students and professionals pursuing human resource management (HRM). Going beyond the coverage of a traditional textbook, this book focuses on applied aspects of HRM, which capture the evolving challenges in the field. Application approach is followed to enrich them with as many examples as possible from not only India but from the world over, making the topics more meaningful.

Key Features
- The book is equipped with specialized, value-adding features that serve as quick and focused learning tools, such as:
  - 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: 9789354535055 | Price: ₹ 475 | Pages: 484 | Size: 8.5" X 11" (Paperback)

Contents
1. Human Resource Management
2. Strategic Human Resource Management
3. Human Resource Planning
4. Job Analysis and Job Design
5. Recruitment and Selection
6. Training and Development
7. Career and Succession Planning
8. Performance Management
9. Employee Separation
10. Job Evaluation
11. Employee Compensation and Benefits
12. Union Management Relationship
13. Establishment and Terms of Service
14. Social, Safety & Health
15. Sexual Harassment at Workplace
16. Competency-Based HRM
17. Assessment Centres
18. Human Resource Accounting and Auditing
19. Well Being and Work Life Balance
20. HR Analytics—HRM in the 21st Century
• Case Studies

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.
Business Laws: Semester I
(NEP 2020 for the University of Delhi)

M C Kuchhal & Vivek Kuchhal

About the Book
This book has been written for Business Laws paper of the B.Com. (Hons.) and B.Com. programs of University of Delhi in accordance with their new syllabi as per Undergraduate Curriculum Framework (UGCF) 2022 based on National Education Policy (NEP) 2020. 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 tailormade 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 three parts, namely, Law of Contract, Law of Sale of Goods and Law of Limited Liability Partnership.

Key Features
• Learning Objectives for all chapters
• The latest amendments to Limited Liability Partnership (LLP) Act, 2008 as brought by Ministry of Corporate Affairs, Government of India
• Online registration process of LLP
• Proposals by Ministry of Corporate Affairs (MCA) to boost LLPs in India
• Explains complicated provisions in clear and comprehensible language with the help of illustrations and analogies

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M C Kuchhal served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi, Delhi. He authored many best-selling books such as Business Law, Mercantile Law and Business Legislation for Management, all published by Vikas

Vivek Kuchhal is an 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 B.Com. (Hons.) and in MBA in the University. He is also a Chartered Accountant and a Cost Accountant. He secured 13th all-India rank in CA (Inter) Examination.
Business Communication: Semester I (NEP 2020 for the University of Delhi)

Pooja Khanna

About the Book

Effective business communication is the key to success in corporate life. We live in an era where words and gestures play an important role in communication. Businesses operate in various circumstances and at different levels. It is paramount that the communication amongst organizations is clear and effective, and also takes into account cultural sensitivities. This is where the concept of Business Communication comes into play.

This book, written in accordance with the syllabus of the University of Delhi, is an attempt to equip the readers with skills required to communicate effectively in a business situation. It would also be useful for the students of B.Com, BBA and MBA of other universities, and for anyone looking to learn the nitty-gritties of business communication.

Key Features

• Tailormade as per the Undergraduate Curriculum Framework (UGCF) effective from academic session 2022-23 based on the National Education Policy (NEP) 2020
• Analysis of the vital components of business communication
• Informative use of illustrations, examples, diagrams and pictures
• Inclusion of review questions
• New tools for business communication, such as emails, teleconferencing, video conferencing and netiquettes, are discussed in detail


Contents

Unit 1: Introduction to the Essentials of Business Communication
1: Introduction to the Essentials of Business Communication
2: Channels/Media/Types of Communication
3: Levels/Directions of Communication
4: Effective Communication: Barriers,

Unit 2: Effective Writing
5: Guidelines for Clear Writing
6: References, Bibliography and Research Tools

Unit 3: Report Writing
7: Report Writing
8: Minutes of a Meeting

Solutions, Techniques and Alternatives

Unit 4: Business Correspondence and E-Correspondence
9: Business Letters
10: Memorandums
11: Circulars and Notices
12: Office Order

Pooja Khanna is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication skills for over twenty-four years. She has authored several books on Communication Skills for various courses prescribed for the students of University of Delhi. She has also been involved in creating e-lessons for the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.
English Language Through Literature-I
Semester I/II
(NEP 2020 for the University of Delhi)
Neerja Deswal & Pooja Khanna

About the Book
English Language Through Literature - I is specifically composed keeping in mind the needs of the first-year students of (GE) English language course of B.A./B.Com. programme based on Undergraduate Curriculum Framework (UGCF) 2022 as per National Education Policy (NEP) 2020. This student-centric book has been designed to offer clarity on concepts and topics which are part of the syllabus. The aim is to sharpen the reading, writing and listening skills through various activities and exercises, thereby building confidence of mastering the language. With minimal textual emphasis and optimal use of practice 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 • Sample papers for practice


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Neerja Deswal is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication Skills for over twenty years. She has earlier co-authored a book on the CBCS English Core syllabus.

Pooja Khanna is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication skills for over twenty-four years. She has authored several books on Communication Skills for various courses prescribed for the students of University of Delhi. She has also been involved in creating e-lessons for the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.

www.schandpublishing.com e-mail: info@schandpublishing.com
Developing English Language Skills-I
Semester I/II
(NEP 2020 for the University of Delhi)

Pooja Khanna

About the Book
Developing English Language Skills - I is a tailor-made compilation of the entire syllabus prescribed for the GE language course of B.A./B.Com. programme based on undergraduate curriculum framework (UGCF) 2022 as per National Education Policy 2020. 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
• Sample papers for practice


Contents

Unit–I READING AND VOCABULARY
• Section A : Reading and Comprehension –
  • How to Read and Comprehend
  • Section B : Vocabulary : Learning About Words –

Unit–II GRAMMAR AND WRITING –
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  • Tenses
  • Definite and Indefinite Articles: The, A, An
  • Prepositions
• Section B : Writing Skills –
  • Writing Creatively
  • The Writing Plan
  • Summary and Paraphrasing
  • Summarizing
  • More on Writing Skills
  • Write the Introduction

Unit–III LISTENING WELL AND CONVERSING BETTER –
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• Speak with Stresses and Pauses
• Understand Thumb Rules for Silent Letters
• Speak Aloud through Roles Play
• Give Information /Instructions

Pooja Khanna is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication skills for over twenty-four years. She has authored several books on Communication Skills for various courses prescribed for the students of University of Delhi. She has also been involved in creating e-lessons for the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.
English Fluency - I
(NEP 2020 for the University of Delhi)
Pooja Khanna & Neerja Deswal

About the Book
English Fluency - I is specifically composed keeping in mind the needs of the B.A./B. Com. programme first-year students of GE English based on Undergraduate Curriculum Framework (UGCF) 2022 as per National Education Policy (NEP) 2020. This student-centric book has been designed to offer clarity on concepts and topics which are part of the syllabus. The aim is to sharpen the reading, writing and listening skills through various activities and exercises, thereby building confidence of mastering the language. With minimal textual emphasis and optimal use of practice 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
• Sample papers for practice

Contents

UNIT I: IN THE DOMESTIC SPHERE
1: Reading Strategies to Aid Comprehension
2: Writing Skills
• Paragraph Writing
• Essay Writing
• Report Writing
• Letter Writing
• Expanding an idea (Story writing/ Rewriting a story)
3: Diary Writing and Blog Post
4: Grammar for You
• Modifiers
• Prepositions
• Conjunction

UNIT II: IN THE UNIVERSITY
5: Note Making
6: More on Grammar
• Concord (Subject Verb Agreement)

UNIT III: IN PUBLIC PLACES
7: All about introductions
8: Group Discussions
9: CV/Job Applications/Writing the CV of a Fictional Character
10: Tenses/Concord Tenses
• Concord (Subject Verb Agreement)
• Sample Papers

Pooja Khanna is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication Skills for over twenty-four years. She has authored several books on Communication Skills for various courses prescribed for the students of University of Delhi. She has also been involved in creating e-lessons for the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.

Neerja Deswal is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication Skills for over twenty years. She has earlier co-authored a book on the CBCS English Core syllabus.
Books as per National Education Policy (NEP) 2020
Common Minimum Syllabus for all Uttar Pradesh State Universities

Financial Accounting for B.Com
Students Semester-II
(NEP 2020 - Uttar Pradesh)

Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari

About the Book
The present textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature of the book is the simplicity of subject matter presentation which will enable students to exhaustively understand the subject and solve practical problems with ease. The main strengths of the book are updated text, plentiful illustrative examples and the end-of-chapter exercises with short answers. The book covers the course content requirements for B.Com examination as per National Education Policy (NEP) 2020 to be conducted at all universities across Uttar Pradesh.

Salient Features
- Comprehensive coverage of the course curriculum requirement of B.Com examination in the paper Financial Accounting as per NEP 2020 across all universities in Uttar Pradesh.
- Concise chapters—each chapter covering a specific topic for better grasp over the subject.
- Presents the subject matter in such a manner so that students have total conceptual clarity.
- Development of remembering, understanding, application, thinking and evaluation skills of students through a variety of questions and problems as per B.Com curriculum requirements.
- A separate section on “Computerised Accounting” which will enable the students to understand the relevant concepts and their application in the process of computerised accounting.


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APPENDIX: COMPUTERISED ACCOUNTING
13. Computers and Accounting: An Introduction
14. Accounting in a Computerised Environment
15. Accounting and Database System

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.
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

Contents

Preface  7: Interview Skills
Syllabus  8: Résumé Writing
Unit I
1: Process of Communication
2: Types of Communication
3: Different Forms and Directions of Communication
4: Barriers to Communication
5: E-Correspondence
7: Interview Skills
8: Résumé Writing

Unit II
6: Non-verbal Communication
9: Importance of Business Language
10: Oral Presentation - Importance, Characteristics/Powerpoint Presentation
11: Writing Skills
12: Office Correspondence

Unit III
7: Interview Skills
8: Résumé Writing

Unit IV
13: Report 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.
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.

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,
- 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,
- 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,
- Harmonic Mean,
- Relationship among A.M., G.M., and H.M.,
- Self-practice Problems 3C,
- Averages of Position,
- Median,
- Advantages and Disadvantages of Applications of Median,
- Partition Values: Quartiles, Deciles and Percentiles,
- Conceptual Questions 3C,
- Self-practice Problems 3D,
- Hints and Answers,
- Relationship between Mean, Median, and Mode,
- Comparison between Measures of Central Tendency,
- Conceptual Questions 3D,
- Formulae Used,
- MEASURES OF DISPERSION,
- Introduction,
- Significance of Measuring Dispersion,
- Classification of Measures of Dispersion,
- Distance Measures,
- Average Deviation Measures,
- Conceptual Questions 4B,
- SKEWNESS, MOMENTS, AND KURTOSIS,
- Introduction,
- Measures of Skewness,
- Conceptual Questions 5A,
- Self-practice Problems 5A,
- Hints and Answers,
- Formulae Used,
- 6: CORRELATION ANALYSIS,
- Introduction,
- Hypothesis Testing for Correlation Coefficient,
- Conceptual Questions 6A,
- Self-practice Problems 6C,
- Hints and Answers,
- Formulae Used,
- 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,
- 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,
- INDEX NUMBERS,
- Introduction,
- Index Number Defined,
- Types of Index Numbers,
- Characteristics and Uses 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 Economics for B.Com Students
Semester-II (NEP 2020 - Uttar Pradesh)

D N Dwivedi

About the Book
The book is as per the syllabus of Business Economics recommended for B.Com. course by the universities of Uttar Pradesh as per National Education Policy (NEP) 2020. It is a short, simpler and restructured version of the author’s popular book ‘Managerial Economics’.

Key Features
• Learning Objectives in the beginning of every chapter
• Information about Famous Economists of India
• Economic theories have been illustrated graphically and presented in functional form
• Complex economic theories have been explained with the help of appropriate examples


Contents

• Famous Economists of India
Part - I: Introduction
1. Economics and Business Economics
2. Laws of Demand and Supply and Market Equilibrium
Part - II: Theory Of Consumer Demand
3. Analysis of Individual Demand
4. Elasticity of Demand
Part - III: Production and Cost Analysis
5. Theory of Production
6. Theory of Cost
Part - IV: Pricing Theory and Practices
7. Price and output Determination Under Perfect Competition
8. Pricing Decisions Under Monopoly
9. Pricing Decision Under Monopolistic Competition
Part - V: Growth and Business Cycle
11. Business Cycles: Causes and Control

Part - VI: Factor Market and Factor Pricing
13. Factor Market: Factor Demand and Supply
14. Theory of Wage Determination
15. Theory of Rent, Quasi-rent and Economic Rent
16. Theories of Interest
17. Theories of Profit

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.
Business Management for B.Com Students Semester-II
(NEP 2020 - Uttar Pradesh)

Vijay Kumar Kaul

About the Book

The book has been designed for the Commerce students of all universities of Uttar Pradesh. A section on Management in Ancient India has been especially added to take care of the New Education Policy (NEP) 2020. This section outlines the Indian values system and use of Dharma in all the economic and material activities of human beings.

Key Features

• Chapter objectives in each chapter.
• Managerial Insight provided in each chapter, which focuses on real-life situations and managerial issues involved in various Indian companies.
• Case studies in each chapter.
• Chapter-end summaries and exercises for practice.


Contents

PART I AN OVERVIEW OF MANAGEMENT
1. Understanding the Management Process
2. Evolution of Management Thinking

PART II PLANNING, DECISION MAKING AND ORGANIZING
3. Planning
4. Decision-Making Process and Creative Problem-Solving
5. Organizational Structure and Design: Creating Flexible Organization

PART III DIRECTION, LEADING AND CONTROLLING
6. Motivating and Satisfying Employees

7. Leadership: Developing Vision to Transforming Organizations
8. Communicating in the Age of Internet
9. Managerial Control and Techniques

PART IV CONTEMPORARY ISSUES IN MANAGEMENT
10. Contemporary Management Thinking
11. Strategic Change: Managing Change and Renewal
12. Knowledge Management and Learning Organizations
13. Managing Diversity

Vijay Kumar Kaul

He 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.
Advanced Financial Accounting: for all B Com. Courses Semester II (NEP-2020 KSHEC)

S N Maheshwari, Suneel K Maheshwari & Sharad K Maheshwari

About the Book
The present textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature of the book is the simplicity of subject matter presentation which will enable students to understand the subject exhaustively and solve practical problems with ease. The main strengths of the book are: up-to-date text, plentiful illustrative examples, and end-of-chapter exercises with short answers. This book is for KSHEC syllabus-compliant universities including Mangalore University; Gulbarga University; Kuvempu University; Davangere University; and Karnataka State Akkamahadeve Women's University, Vijaypura.

Salient Features
• Covers the course curriculum requirements of Advanced Financial Accounting for B.Com. students as per NEP 2020.
• Includes concise chapters - each chapter covering a specific topic for better grasp of the subject.
• Presents the subject matter in such a manner that students have total conceptual clarity.
• Develops remembering, understanding, thinking, analysing and evaluating skills of students through a variety of questions and problems as per B.Com. curriculum requirements.


Contents

1: Insurance Claims for Loss of Stock and Loss of Profit, • Loss of Stock, • Loss of Profits or Consequential Loss, • Key Terms, • Test Questions, • Practical Problems
2: Hire Purchase and Instalment Purchase Accounting, • Concept of Hire Purchase, • Formation of the Purchase Agreement, • Instalment Purchase System, • Difference between Hire Purchase, • System and Instalments Purchase System, • Key Terms, • Test Questions, • Practical Problems
3: Departmental Accounts, • Utility of Departmental Accounts, • Maintenance of Columnar Subsidiary, • Books, • Departmentalisation of Expenses, • Types of Problems, • Key Terms, • Test Questions, • Practical Problems
4: Accounting for Branches, • Types of Branches, • Dependent Branches, • Independent Branches, • Foreign Branch, • Accounting Standard 11 (Revised 2003), • Indian Accounting Standard (Ind AS), 21—Effects of Changes in Foreign, • Exchange Rates, • Use of a Presentation Currency
5: Single Entry System, • Meaning, • Salient Features, • Difference between Single Entry and
• Double Entry Systems, • Computation of Profit
• Key Terms, • Test Questions, • Practical Problems

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.
A Textbook of Accounting for Management, 5e

Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari

About the Book
The book provides a comprehensive coverage of the course-content requirements of the students appearing for the paper 'Management Accounting' at the MBA and M.Com Examinations of different Indian universities and professional Institutions. The book has been divided into five convenient sections. Each section covers a different aspect of 'Management Accounting' with the subject divided into chapters covering different topics in a systematic and concise manner. A complete section comprising case problems with solutions makes the study of the subject more informative and interesting.

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 short answers.

New in this Edition
• Updated position regarding IFRSs and steps for their convergence in India.
• Two new topics, 'Companies Act & Financial Statements' and 'Depreciation & Company Accounts' have been incorporated in the relevant chapters of the book.
• Updated Schedule III regarding presentation of financial statements as per the Companies Act, 2013, along with actual financial statements of a company, has been incorporated as an Appendix to the book.
• Financial statements have been presented as per Schedule III to the Companies Act, 2013.

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


Contents

Section - I: Accounting Fundamentals

Section - II: Cost And Management Accounting

Section - III: Financial Analysis

Section - IV: Planning and Control

Section - V: Case Problems
• Appendix: Presentation of Financial Statements
• Index

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

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

Sharad K Maheshwari is currently practising as a Chartered Accountant at Gurugram, Haryana.
Financial Accounting, 7e
S N Maheshwari, et al.

About the Book
Financial Accounting provides a comprehensive coverage to course requirements of students appearing in the Financial Accounting paper at the BCom examinations of different Indian universities as per CBCS. 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 39 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.
• Updating the text material as per the contemporary subject requirements.

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


Contents

Section-I: Accounting Principles and Processes
1. Meaning and Scope of Accounting
2. Accounting Principles
3. Basic Accounting Terms
4. Journalising Transactions
5. Ledger Posting and Trial Balance
6. Sub-Division of Journal
7. Negotiable Instruments
8. Bank Reconciliation Statement
9. Matching Concept
10. Capital and Revenue
11. Final Accounts
12. Rectification of Errors
13. Depreciation, Provisions & Reserves
14. Accounting Concept of Income
15. Sectional & Self-Balancing Systems
16. Accounts of Non-Profit Making Organizations
17. Single Entry System
18. Computers & Accounting: An Introduction
19. Accounting in a Computerized Environment
20. Accounting and Database System

Section-II: Special Accounting

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.

Sharad K Maheshwari is currently practising as a Chartered Accountant at Gurugram, Haryana.
Market: Primarily for BCom, BBA. Also useful for MBA, MCA and CA/ICWA/ICSI.

An Introduction to Accountancy, 12e
S N Maheshwari, et al.

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

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


Contents

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

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

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

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

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

**Section-1: Company Accounts**

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

**Section-2: Specific Companies Accounts**

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

**Section-3: Management Accounting**

1. Management Accounting: Nature and Scope
2. Financial Statements: Analysis and Interpretation
3. Funds Flow Statement
4. Cash Flow Statement
5. Accounting for Price Level Changes
6. Valuation of Assets
8. Social Cost Benefit Analysis
9. Recent Developments in Accounting

**Appendices:**

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

Suveera Gill

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

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

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

• 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.


Contents

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

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

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

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

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

M N Arora

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)


Contents

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

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

Subject Index

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, 4e
M N Arora & Priyanka Katyal

About the Book
Year after year, this book has immensely helped students in their comprehension of the subject and scoring good marks in examinations. It has been written specifically for the prescribed syllabus of Cost Accounting Paper of BCom (Hons), Semester IV, of University of Delhi, School of Open Learning and other central universities. 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. 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 fourth edition is the updated version of the book and is as per the latest CBCS syllabus.

Salient Features
- It has been prepared strictly as per the latest syllabus.
- Introduction to Cost Accounting Standards & Cost Accounting Records and Audit Rules have been added in Chapter 1.
- Text matter has been improved.
- Latest question papers have been appended.

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


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

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


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

Appendix: Model Test Papers

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.
Financial Accounting for BBA, 3e

Dr S N Maheshwari,
CA Sharad K Maheshwari &
Dr Suneel K Maheshwari

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 comprehensively meets the requirements of students studying Financial Accounting as a subject at BBA examination of different universities

New in this Edition
• Updated provisions regarding ASs, IFRSs and Ind ASs.
• Phased implementation of Ind ASs by the concerned authorities to bring at par Indian Financial Reporting System with Global Financial Reporting System.
• ‘Schedule III’ as per the Companies Act 2013, with all details in the chapter ‘Company Financial Statements’.
• Introduction of Goods & Services Tax (GST) replacing several taxes imposed by different authorities.
• Incorporation of changes introduced by the Insolvency and Bankruptcy Code 2016.
• Incorporation of the basic features of Ind AS 1: Presentation of Financial Statements in Chapter 4: Company Financial Statements (Section II) of the book

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

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


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

Section-II: Company
Income
13. Computers & Accounting: An Introduction
14. Accounting in a Computerized Environment
15. Accounting and Database System
16. Inventory Valuation,

Accounts: 1. The Joint Stock Company
2. Shares and Share Capital
3. Debentures
4. Company Financial Statements
5. Contemporary Issues and Challenges
**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

**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
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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.


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

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

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

K Senthilkumar, K Maruthamuthu & Desti Kannaiah

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

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

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

Contents

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

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

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

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

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

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.


Contents

| Standard Abbreviations Used in the Book | 8. Credit Risk Management (Credit Derivatives) |
| 2. Forwards and Futures | • Select Bibliography |
| 3. Option Contracts | 5. List of Major Global Derivative Exchanges |
| 4. Financial Swaps | 4. List of Stocks/Indices Traded at BSE and NSE (F&O) |
| 5. Interest Rate Derivatives | 2. Formulae |
| 6. Commodity Derivative Market | | |
| 7. Value-at-Risk | | |

Appendices:

1. Normal Distribution Tables
2. Formulae

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

Subrata Mukherjee

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 final-level students of other professional courses like CA, CMA, CS and CFA. Investors will find 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 find 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 difﬁcult 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 Banerjee, 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.


Contents

PART I INTRODUCTION
1. Understanding Investments
2. Investment Alternatives
3. Securities Market and How Securities are Traded

PART II PORTFOLIO THEORY AND PRACTICE
4. Risk and Return
5. Risk Aversion, Utility of Wealth and Capital Allocation to Risky Assets
6. Portfolio Analysis
7. Index Models

PART III EQUILIBRIUM IN CAPITAL MARKET
8. Capital Asset Pricing Model
9. Arbitrage Pricing Theory
10. Efficient Market Hypothesis
11. Behavioural Finance
12. Technical Analysis

PART IV SECURITY ANALYSIS
13. Macroeconomic and Industry Analysis
14. Company Analysis
15. Financial Statement Analysis
16. Equity Valuation Model

PART V FIXED-INCOME SECURITIES
17. Bond Analysis, Valuation and Term Structure of Interest Rates
18. Managing Bond Portfolios

PART VI DERIVATIVES
19. Futures
20. Options

PART VII APPLIED PORTFOLIO MANAGEMENT
21. Performance Evaluation
22. Mutual Funds and Hedge Funds
23. Investments in Real Assets
24. International Portfolio Investment
25. Alternative Investments

Subrata Mukherjee is a Finance academic and professional, with more than three decades of experience in several Finance and accounting fields, 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 final-level students of CA, CMA and CS. He also has been an expert in the field of applied Finance. He retired from Indian Oil Corporation from a very senior position recently.
**Project Management: The Complete Process**

Vishwanath Murthy

**About the Book**

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

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

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

**Key Features**

- Covers all functional areas of project management -- commercial viability, technical feasibility, managerial competence and organizational setup, 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 woven 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:** ₹ 720  |  **Pages:** 984  |  **Size:** 6.75” X 9.5” (Paperback)

**Contents**

1. Introduction
2. Commercial Viability
3. Technical Feasibility
4. Plant Capacity
5. Generation
6. Inputs
7. Implementation Management
8. Business Organization
9. Project Cost
10. Financing
11. Projected Operating Statement
12. Analysis
13. Economic Evaluation
14. Economic Appraisal
15. Management Appraisal
16. Appraisal of Management
17. Index

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

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

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

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

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


Contents

Part-I: Indian Stock Market
1. Introduction to Investment and Securities
2. Investment Planning and Alternatives
3. New Issue Market
4. Secondary Market
5. Stock Market Indices
6. Securities and Exchange Board of India,

Part-II: Security Analysis,
7. Risk
8. Bond Return and Valuation
9. Stock Return and Valuation

10. Fundamental Analysis: Economic and Industry Analysis,
11. Fundamental Analysis: Company Analysis
12. Technical Analysis
13. Indicators and Oscillators,
14. Efficient Market Theory
15. Options
16. Futures

Part-III: Portfolio Analysis,
17. Portfolio Construction
18. Portfolio Markowitz Model,
19. The Sharpe Index Model,
21. Portfolio Evaluation,
22. Portfolio Revision
23. International Portfolio Investment

• Appendix & Index

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


Contents
1. An Introduction to Indian Financial System
2. Savings and Financial Intermediation
3. Commercial Banking
4. Reserve Bank of India: Central Banking
5. Regional Rural Banks
6. Cooperative Credit
7. Development Banking
8. Non-bank Financial Companies
9. Investment Banking
10. Merchant Banking
11. Mutual Funds
12. SEBI and Regulation of Primary and Secondary Markets
13. Money Market
14. Foreign Exchange Market
15. Primary Market
17. Foreign Investment and its Regulations
18. Accessing International Capital Markets,
19. The Indian Fiscal System
• Index

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 aims to facilitate students' understanding of the subject by presenting concepts in a real-world context rather than just for examination purposes. The book aligns with the latest CBCS curriculum of Delhi University's B.Com. (Hons.) course but is also beneficial to students of other courses and professionals not from a finance background but interested in financial management basics.

The narrative follows two friends who identify a business opportunity when a call centre opens in their town. They and their friends plan and lead the business to success. Financial management concepts are integrated into the story to help readers relate them to real business situations.

The text is presented in dialogue form, making it accessible and enjoyable to read. It helps readers understand finance without stress.

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

Key Features

- Applications of finance concepts explained using a spreadsheet (Chapter 11).
- Financial management concepts embedded within the story.
- Concepts explained with numerical examples within dialogues.
- Ample solved and unsolved problems.
- Past two years' solved examination papers.


Contents

1. Financial Management: An Overview
2. Capital Budgeting: Estimation of Cash Flows
3. Time Value of Money
5. Cost of Capital
6. Leverages
7. Capital Structure
8. Dividend Policy
10. Management of Receivables, Inventory and Cash
11. Applications on a Spreadsheet
   • Appendix A
   • Past Question Papers (CBCS)

Amit Singhal is a chartered accountant by qualification who practiced before realizing that his interest lay elsewhere. During his student days, he developed an inherent liking for teaching. Pursuing his interest, he became a full-time teacher and researcher. Over the years, he has become passionate about teaching and learning through storytelling. Currently, he is an Assistant Professor at Ramjas College, University of Delhi, where he helps students learn finance concepts and feels that he is learning the subject himself.
Behavioural Finance

Shuchita Singh & Shilpa Bahl

About the Book

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

Salient Features

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

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.


Contents

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

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

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

Financial Services and Markets

Punithavathy Pandian

About the Book

It traces the origins of various financial products, explains the way in which these have evolved over the years, elaborates on the landmark changes and discusses these in the light of the contemporary scenario. This understanding of the 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.


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

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

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

**Contents**


**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-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

**Contents**
Devinder Kumar Anand has been Group CFO (Head of Finance) in a large-sized coking coal mining company in Africa. Fellow member of the Institute of Cost Accountants of India and also Fellow member of the Institute of Company Secretaries of India, he has long, varied and in-depth experience of board and company affairs having worked as Executive Director (F&A) and Secretary at SAIL and Central Government as well. He 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.


Contents

Dr Girish P Jakhotiya has been a Professor of Finance and Strategy at the Jamnalal Bajaj Institute of Management Studies (University of Mumbai) from 1985 to 1999. Currently, he is the Chief Consultant at Jakhotiya & Associates, Mumbai.
About the Book
The financial services sector is witnessing such rapid changes and innovations that the existing books are hardly able to keep up with the rapid developments in the entire gamut of financial services. This book aims to fill this gap by covering the most recent developments and new products in the sector. Closely following the syllabus of MBA UGC curriculum and PGDM, the book has a single-window approach, that is, to meet the total requirement of students in this subject area in a single book.

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

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

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

Contents

C Rama Gopal, a senior member of three professional institutes, has vast experience in banking, industry, as well as teaching. He is a practising chartered accountant in Andhra Pradesh, as well as education counselor and a paper valuer to the Institute of Company Secretaries of India. He was a visiting faculty at Indian Institute of Forest Management (IIFM), Bhopal; the National Law University, Bhopal; and Maulana Azad National Institute of Technology (MANIT), Bhopal (2011-13). He was also a full-fledged Professor at the VNS Institute of Management, Bhopal (2002-11). Earlier, he was the Executive Director (Finance) at MPSCSC Ltd, and held several senior positions, including the Chief Officer at Bank of India.
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: ₹ 630 | Pages: 784  
 Size: 6.75" X 9.5" (Paperback)

**About the Book**

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

**New in this Edition**

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

**Key Features**

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

**Contents**


**Banking Operations Management**

**Bimal Jaiswal**

 ISBN: 9789325984295  
 Price: ₹ 375 | Pages: 336  
 Size: 6.75" X 9.5" (Paperback)

**About the Book**

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

**Contents**


**Fundamentals of Financial Management**

**Bhavesh Patel**

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

**About the Book**

The subject of financial management is gaining importance in the context of today's business environment. This book attempts to provide a clear understanding of the fundamentals of the subject, including the concepts, theories, models, tools and techniques, and their applications. 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


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

Risk Management

S Arunajatesan

ISBN: 9789325984554

Price: ₹ 225 | Pages: 208

Size: 6.75” X 9.5” (Paperback)

About the Book

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

Contents


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

Currency, Banking and Exchange

Bimal Jaiswal

ISBN: 9789325990272

Price: ₹ 295 | Pages: 288

Size: 6.75” X 9.5” (Paperback)

About the Book

Currency, Banking and Exchange covers the whole syllabus of undergraduate and postgraduate courses of many universities of India. Written in a reader friendly manner, it explains the concept and importance of currency in balancing availability of resources at all places. It also explains the structure and objectives of monetary authority in the country in the form of banking industry and the concept of credit and its utility in nation building along with its management and control by RBI.

The book also explains the concept of calculating exchange rate and the various methods adopted by central bank to control it. Effort has been made to explain the changing scenario of banking industry and how banking services can be availed at the doorstep of the account holder. The content of the book covers the full course of the Currency, Banking and Exchange, Banking Theory and Practice, Indian Banking and Financial system, Money and Banking, Theory of Money and Banking, Money and Financial Market, and many more with same title concept.

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

Salient Features

• Each chapter has detailed treatment of the subject

• Wherever necessary, examples follow the text to help understand the subject thoroughly

Benefits

Illuminates students by keeping abreast of prevalent trends.

Contents


Dr Bimal Jaiswal is Assistant Professor, Department of Applied Economics, Faculty of Commerce, University of Lucknow. He is also the present Director of MBA (International Business) and MBA (International Business) programs at Lucknow University. He has authored five books. Dr. Jaiswal has teaching and research
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

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


Contents

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

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

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

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

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

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

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

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

Part IX: Company Law
41: The Companies Act and Its Administration
43: Incorporation of a Company
44: Memorandum of Association
45: Articles of Association
46: Prospectus
47: Allotment of Securities
48: Shares and Share Capital
49: Membership of Company
50: Transfer and Transmission of Securities

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

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

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

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

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

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

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


Contents

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M C Kuchhal served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi.
Vivek Kuchhal is Associate Professor at Maharaja Agrasen Institute of Management Studies, Delhi.
Legal Aspects of Business: Concepts and Applications, 2e
Parul Gupta

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

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

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

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

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

Contents

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

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

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

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

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

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

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

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

www.vikaspublishing.com  e-mail: helpline@vikaspublishing.com
**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: ₹ 595 | Pages: 688 | Size: 5.5" X 8.5" (Paperback)

**Contents**


**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, circulatlar, notifications, and clarifications issued by the government
- Includes the SEBI Guidelines, 2000
- Showcases the emerging areas of the subject through four new chapters

**Contents**

**About the Book**
Ashok K Bagrial is a Reader in the Department of Commerce at Shri Ram College of Commerce, 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.

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

**Contents**
About the Book

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

Key Features

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

Contents


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

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

About the Book

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

About the Book

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

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

**Salient Features**

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

**Benefits**

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

**Contents**


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**

D N Dwivedi

**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.


Contents

Part I: Introduction
1. Nature and Scope of Managerial Economics
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

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

Related Titles
Microeconomics: Theory and Applications, 3e

D N Dwivedi

About the Book

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

New in this Edition

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

Key Features

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

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


Contents

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

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

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

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

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

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

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

D N Dwivedi retired as Reader in Economics, Ramjas College, University of Delhi. He has taught postgraduate and graduate students of economics for over three decades.
Public Finance, 31e

H L Bhatia

About the Book
Public Finance continues in its stride in presenting the latest information on Indian budget. Since 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 undergraduate, 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 underpinning and international practices and experience. The illustrations are drawn mainly from the Indian scene, with across-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 31st Edition
• Theoretical advancements including latest discussions, debates, data and information and the GOI Budget for 2022-23.
• State Government Budgets for 2021-22.
• Constitution, terms of reference and reports of the Fifteenth Finance Commission.
• Detailed coverage of GST and its pervasive impact on the Indian economy including its federal financial system.
• Illustrated coverage of important concepts and topics in the Appendices.


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
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11. Public Expenditure—General Considerations
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PART-II
INDIAN PUBLIC FINANCE
17. Indian Federal Finance—I
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19. Public Debt in India
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25. Agricultural Taxation in India
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27. Comments on Recent Central Government Budgets (2019-20 to 2022-23)

APPENDICES
I. Budgetary Deficits: Concepts and Measures
II. Gender Budgeting
III. Incremental Budgeting
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, पांचवाँ संस्करण
एच. एल. भाटिया

पुस्तक के विषय में
इस पुस्तक के प्रथम संस्करण का लेखन लोक वित्त के बढ़ते शीर्षक और व्यवहारिक महत्त्व को ध्यान में रखते हुए किया गया था। गत वर्षों में इसकी लोकप्रियता में लगातार बढ़ रही है। जात्वत्त्व है कि भारत सहित आधुनिक अर्थव्यवस्थाओं तथा उनके राजकीय आयामों में अनशक्तिक विकास और परिवर्तन हो रहे हैं जिनके फलस्वरूप इस पुस्तक का नए संस्करण में पुनर्लिखित किया जाता रहा 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 अनुभाग हो और व्यासाशिक एवं प्रतियोगितात्मक परीक्षाओं में भाग लेने वालों तथा जनसाधारण के लिए भी प्रत्यक्ष प्राप्त हो सकती हो। कठिन आक्रामक एवं व्यवस्थापित अर्थव्यवस्थाओं और पद्धतियों के मूल तत्वों 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 अंतिमिग्रु भारतीय लोक वित्त की निष्ठा एवं समाजों तथा उनके संस्थापित समाजों की व्याख्या को इस दोहे से प्रस्तुत किया गया है कि पाठक पर आपनी व्यवस्थापन निवाय लाभार्थी हो सकें। हर अध्याय के अंत में हिंदी-अंग्रेजी शाब्दिकवर्ती और अभास प्राप्त भी हैं। यह पुस्तक संग लोक सेवा आयोग की परीक्षाओं के लिए भी उत्तम साबित रहा है।

प्रमुख विषयों
• 2022-23 तक के केंद्र तथा 2021-22 तक के राज्यों के बजटों का विश्लेषण
• व्यापार के शोधन और योजना-चिन्हों में वर्गीकरण की समाप्ति, रेल बजट की केंद्र के मुख्य बजट में विलीनता तथा अन्य मुख्य नीति संरचनाओं का विश्लेषण एवं भाषाओं
• केंद्र और राज्यों की कर और कर-प्रति नीतियों में व्यापक संशोधन और उनका राजकीय प्रभाव
• कोरोना महामारी का राजकीय प्रभाव


विषय-सूची

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5. करों का भार-वहन
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15. लोक उदार
16. भारत में संचालित वित्त व्यवस्था-|.
17. भारत में संचालित वित्त व्यवस्था-||
18. भारत का सार्वजनिक ऋण
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20. भारतीय कर व्यवस्था: कुछ मुद्दे
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• परिशिष्ट 1: बजटीय गांव: अवधारणा तथा परियोजना
• परिशिष्ट 2: लिंक-आधारित बजटीय व्यवस्था

एच. एल. भाटिया - भूतपूर्व रीडर, अर्थशास्त्र विभाग, श्री राम कोलेज ऑफ कॉमर्स, दिल्ली विश्वविद्यालय।

e-mail: helpline@vikaspublishing.com
International Economics: Theory and Policy

D N Dwivedi

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

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

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


Contents

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

Mathematics and Statistics for Economics, 2e

G S Monga

About the Book

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

Salient Features

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

Benefits

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


Contents


G S Monga is Dean at Invertis Institute of Management Studies, Bareilly. He has completed his studies in M.A., M.Sc. and D.Stat.
International Economics, 2e
H G Mannur

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

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

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

Contents
Part One: International Trade Theory and Commercial Policy

Part Two: Balance of Payments and Foreign Exchange Rate

H L Bhatia PhD, 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

ISBN: 9788125924005
Price: ₹ 450 | Pages: 468
Size: 6.25" X 9.5" (Paperback)

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

Contents

H L Bhatia PhD, 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
15. Free Trade vs Protection
16. Trade Policy: Tariffs
17. Quantitative Restrictions: Quotas, Dumping, State Trading and Export Subsidies
18. Import Substitution vs Export-Led Growth
19. Foreign Aid vs Trade
20. Foreign Direct Investment and Outsourcing
21. Theory of Economic Integration: Globalisation
22. Theory of Economic Integration: Regional Blocs
23. Regional Groupings: Some Recent Developments
24. General Agreements on Tariffs and Trade and World Trade Organisation
25. General Agreement on Trade in Services (Gats)
26. India's Merchandise Foreign Trade
27. India's Balance Payments
28. 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

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: ₹ 560 | 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

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 LL.M 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

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

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

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

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

About the Book

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

Contents


Biswa Nath 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)

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


Amit Kumar Upadhyay is a faculty member at Apeejay Institute of Technology, Greater Noida.
Disaster Management 2e

R Subramanian

About the Book

Disaster Management, 2e is an intended textbook for students pursuing a first or an intermediate course on the subject in any undergraduate programme, especially engineering courses such as 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 UPSC aspirants will find the book useful to prepare short notes on many topics and in answering questions on disasters and disaster management.

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

New In The Second Edition

1. New chapter covering pandemics (COVID-19) and environmental disasters. 2. Recent disasters updated throughout the chapters.

Key Features

• Extensive coverage of both natural and man-made disasters. Separate chapter on case studies of both 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.
• Important codes have been referenced 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 appendices.


Contents

• Preface to the Second Edition
• Preface to the First Edition
• Syllabus—Book Content Mapping
• 1. Overview
• 2. Understanding Disasters
• 3. Natural Disasters
• 4. Anthropogenic (Man-Made) Disasters
• 5. Pandemics and Environmental Disasters
• 6. Objectives and Principles of Disaster Management
• 7. Disaster Management Cycle
• 8. Stakeholders and Technological Tools of Disaster Management
• 9. International Cooperation and Organisational Structures for Disaster Management
• 10. Disaster Management in India
• 11. Ethical Issues
• 12. 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.
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. 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.

**About the Book**

About the Book

Computers Applications in Management 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.

**Benefits**

- Covers the latest curriculum and guidelines for undergraduate and postgraduate courses of most Indian universities
- 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
- Includes diagrams, pictures and screenshots
- Incorporates basics of IT along with developing skills for using various IT tools
- Follows the latest curriculum and guidelines for undergraduate and postgraduate courses of various universities, colleges and institutes

**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.
- Follows the latest curriculum and guidelines for undergraduate and postgraduate courses of most Indian universities

**Contents**


**Incorporates basics of IT along with developing skills for using various IT tools**

**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.

**About the Book**

Leadership: Personal Effectiveness and Team Building provides key terms, review questions, practical exercises, group discussions, project activities and application-based case studies in each chapter.
Key Features
• Every chapter starts with an Opening Case, offering a first look into its learning outcomes through its applications in real life.
• Over 50 Reflective Questions and Reflecting Exercises across chapters to develop perspectives about leadership.
• Case studies on situations faced by famous personalities like Steve Jobs, Ratan Tata, Azim Premji, N R Narayana Murthy, and M S Dhoni, to name a few.
• Over 140 chapter-end questions for practice and application.

Contents

Dr Ranjana Mittal is a reputed corporate trainer, passionate academician and a keen researcher. She has over 25 years of rich experience in the area of OB & HR. Presently she is working as Senior Corporate Trainer (AGM) at NTPC's training centre. She also has a keen interest in research and has published highly effective learning tools. She has been 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 also has a keen interest in research and has published highly effective learning tools.

Dr Nitish Sengupta is a renowned bureaucrat, politician and academician. An alumnus of Presidency College and University of Calcutta, he completed his PhD in Social Policy 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, and also a member of the Sabha. Currently, he is Chairman, Board for Reconstruction of Public Sector Enterprises, and also a member of the Sabha. Currently, he is Chairman, Board for Reconstruction of Public Sector Enterprises, and also a member of the Sabha.

About the Book

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

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

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

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

Contents

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

J S Chandan is a Professor of Management in the division of Business Administration at Medgar Evers College, City University of New York.
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 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

**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 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.

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

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

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

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

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

Contents

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

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

Contents


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

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 institutional systems and sectors.

J S Chandan has published six books on co-operation and allied fields. She is a doctorate in management with human resource management as her domain of specialization.

Salient Features

• The book’s learning genre encourages a questioning mode within the reader
• Figures, tables and pictures have been extensively used for clarity in understanding trends better
• Questions or Exercises for self-assessment
• The book’s topical and pragmatic approach helps the reader understand the emerging trends better

Contents


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

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


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

V Kulandaiswamy is a postgraduate in agricultural economics & co-operation, and doctorate in commerce. He is an acknowledged author in the field of co-operation and has published six books on co-operation and allied fields.
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


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


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

E-mail: helpline@vikaspublishing.com
www.vikaspublishing.com
Knowledge Management
Sudhir Warier

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

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

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

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

Contents

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

Export Management
D C Kapoor

ISBN: 9788125909392
Price: ₹ 585 | Pages: 536
Size: 6” X 9” (Paperback)

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

Contents

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

Case Studies in Management
Prem Vrat, K K Ahuja & P K Jain

ISBN: 9788125912033
Price: ₹ 495 | Pages: 306
Size: 6.25" X 9.5" (Paperback)

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

Contents

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

Business 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

Muneesh Kumar is professor, Department of Financial Studies, University of Delhi, South Campus, New Delhi.
The book provides an Indian perspective combined with an international standpoint. The content is suitable for most Indian universities and B schools.

### Contents


### 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.

Dr Nirmalya Bagchi is an MBA and PhD in Business Management (Information Management). He has also been trained by the UNICEF in Executing Evaluation and by UNAPCICT, South Korea in E-governance.

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

R K Madhukar

About the Book

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

New in this Edition

• Chapter on Technology Powered Communication
• Chapter on Soft Skills in Business
• Sections on eleven new topics

Strong Points of the Book

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

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

Salient Features

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

ISBN: 9789352710898 | Price: ₹ 505 | Pages: 496 | Size: 8.5" X 11" (Paperback)

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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

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:** ₹ 560  |  **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.
About the Book

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

Salient Features

Provides models of communication with examples, where necessary.

Benefits

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

Contents


Dr K K Ramachandran is an educator and administrator par-excellence. He has postgraduate degrees in Commerce, Management and International Business with an MPhil and a PhD in Marketing Management. He is currently the Director of G R D Institute of Management, School of Commerce and International Business and the Vice Principal of Dr G R Damodaran College of Science (an autonomous institution affiliated to Bharathiar University). Dr Ramachandran has specialised in Marketing Strategies 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 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

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


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, 8e
S C Srivastava

About the Book
The eighth revised edition of Industrial Relations and Labour Laws presents an exhaustive, analytical, and critical examination of labour legislation with latest cases and legal development. Spread over six parts consisting of thirty five chapters, the book not only incorporates law relating to industrial relations, wages, social security, and minimum standards of employment, but also includes all four labour codes and industrial jurisprudence. The book offers general principles, highlights key issues, and provides case laws to equip managers, officers, and students with the knowledge and skills that they need to take forward into the workplace.

The book covers the syllabi of LLB, LLM, MBA, MPA, MSW, company secretary, and masters and diploma courses in personnel management, human resource management, industrial relations, and labour laws. It is an indispensable resource for personnel managers, human resource managers, officers of labour departments, and presiding officers of labour courts/tribunals, trade union officials and labour lawyers..

Key Features
- Industrial Jurisprudence and the Supreme Court (Chapter 3) in Part I
- Industrial Relations Code, 2020: An Overview (Chapter 16) in Part III
- Code on Social Security, 2020: An Overview (Chapter 24) in Part IV
- Code on Wages, 2019: An Overview (Chapter 30) in Part V
- Occupational Safety, Health and Working Conditions Code, 2020 (Chapter 35) in Part VI

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

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2. Constitutional Framework and Labour Laws
3. Industrial Jurisprudence and the Supreme Court

PART II: Industrial Relations, Trade Unions, Collective Bargaining and Workers Participation in Management
4. Industrial Relations: An Overview
5. Trade Unions of Workers and Employers’ Organizations: A Contextual and Historical Analysis
6. Collective Bargaining
7. Workers’ Participation in Management

PART III: Industrial Relations Law
8. Trade Unions and the Law
9. Industrial Disputes Act: Contextual Framework, Concept and Definitions
10. Settlement of Industrial Disputes
11. Powers and Functions of Appropriate Government in Disputes Settlement
12. Instruments of Economic Coercion
13. Lay-off, Retrenchment, Transfer and Closure
14. Management of Discipline and Notice of Change
15. Industrial Employment (Standing Orders) Act, 1946
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PART IV: Social Security and Labour Laws
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33. Law on Child Labour
34. Inter State Migrant Workmen Act, 1979

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

About the Book
The second edition is 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, PGDM, PGDM. Also useful for BBA, BBM, Professionals.

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

Contents

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

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

Unit-3: Human Resource Development
6. Training and Development
7. Career and Succession Planning
8. Performance Management
9. Employee Separation

Unit-4: Compensation and Benefits (Job Evaluation)
10. Job Evaluation
11. Employee Compensation and Benefits

Unit-5: Employee Relation
12. Union Management Relationship
13. Establishment and Terms of Service
14. Social, Safety & Health, Sexual Harassment at Workplace

Unit-6: Contemporary Practices in HRM
15. Competency-Based HRM
16. Assessment Centres
17. HR Accounting and Auditing
18. Well Being and Work Life Balance
19. Case Studies

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

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 beginning of chapters; in-text HRM in Action, Views in the News and other Boxes; and chapter closing Application Cases
• Very strong additional learning tools. Every chapter uses a cartoon to capture its theme. Includes margin notes, web-based exercises etc.
• Sample ‘ready-to-use formats’ of relevant documents and instruments for carrying out


Contents
1. Introduction to Human Resource Management
2. Strategic Human Resource Management
3. Human Resource Planning and Job Analysis
4. Recruitment
5. Selection
6. Induction and Socialization
7. Employee Relations and Employment Law
8. Compensation
9. Compensation Administration, Benefits and Services
10. Employee Engagement
11. Human Resource Policies
12. Performance Management
13. Learning and Development
14. Career Management
15. Talent Management
16. High-potential Employees
  • Special Topics
    1. Competency Management
    2. Information Technology in Human Resource
    3. HRM Practices in India
    4. Internationalization of HRM

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

Kavita Singh

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

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

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


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
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13. Organizational Structures and Design
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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.
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

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

M N Mishra

ISBN: 9788125909361
Price: ₹ 585 | Pages: 498
Size: 6.25” X 9.5” (Paperback)

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

Contents

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

Human Resources Development and Management

Biswa Nath 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

Biswa Nath Ghosh is Professor and Dean of Management, Bengal College of Engineering and Technology, Durgapur.
Organizational Behaviour, 3e
Jit S Chandan

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

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

About the Book
Industrial Relations comprise topics like labour relations, personnel management, trade unionism, role of the middle management, all issues relating to employment, safety, rights and obligations of workers, and settlement of disputes. The book fully discusses all these topics. The Second Edition includes a new section on HRD that covers everything connected with all categories of employees of the organization. Topics included are the role of HRD in the 21st century, policies and practices in USA, performance appraisal system, equality for women workers, the principle of Kaizen, and workers’ participation in management.

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

Contents

M V Pylee, former VC of 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

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

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

Contents

Human Values and Professional Ethics
$ B Gogate

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

Contents

Subhash Bhalchandra Gogate is actively working as the vice-chairman of Prakriti, an NGO working in the field of empowerment and development of women in more than 300 villages of Maharashtra, Madhya Pradesh and Chhattisgarh.
Marketing Management, 3e
Arun Kumar & N Meenakshi

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

Salient Features
Best Practices
• Researched, implemented, and result-driven practices taken from leading companies across diverse industries throughout the world
• Marketers can adopt these practices to elevate individual and organizational performance

Corporate Insights
• Examples of marketing concepts being implemented by well-known Indian companies and brands
• Latest moves of companies and brands as they cope with competition and environment

Case Studies
• A brief case study after each chapter, focusing on specific issues dealt within the chapter

Specialized Questions
• Questions meant to make students ponder upon various aspects of marketing and challenge the existing paradigms

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

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

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

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

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

Part-III: Product Strategy:
6. Consumer Behaviour
7. Marketing Research and Executive Decision Making

Part-IV: Advertising and Communication Strategy:
8. Product Planning and Strategy
9. Brand Strategy and Management

Part-V: Promotion and Pricing Strategies:
10. Integrated Marketing Communication
11. Advertising and Promotion Strategy

Part-VI: Distribution in Marketing:
12. Sales Promotion, Personal Selling and Direct Marketing
13. Pricing Strategy

Part-VII: Challenges of Rural Marketing:
14. Distribution Strategy
15. Rural Marketing

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

Ramendra Singh

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

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

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

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


Contents

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

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

Part-C: Cases in Sales and Distribution Management

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

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

Salient Features

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

Benefits

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

Contents


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

She has varied experience in developing and teaching courses on marketing management, customer relationship management, sales and distribution, international marketing, and strategic marketing management.

About the Book

Theory of Consumer Behaviour

Shri Prakash

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

Marketing Management: Text and Cases
Rajagopal

ISBN: 9788125907732
Price: ₹ 465 | 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

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

Sukhpal Singh, Associate Professor, Indian Institute of Rural Management, Anand, Gujarat.

Consumer Behavior
M S Raju & Dominique Xardel

ISBN: 9788125915324
Price: ₹ 525 | Pages: 368
Size: 6.25” X 9.5” (Paperback)

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

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

Contents

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

International Marketing
Rajagopal

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

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

Contents

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.
**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**


M S Raju  BTech (Hons) IIT, is Professor at IIAM, Visakhapatnam. He has 38 years of experience in Industry–Kirlskars, 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.

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**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**

• References • Index

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

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**Industrial Marketing Management**

M Govindarajan

ISBN: 9788125913719  
Price: ₹ 475 | Pages: 304  
Size: 6.25” X 9.5” (Paperback)

**About the Book**

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

**Key Features**

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

**Contents**


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

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**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.
include Blueshift Inc., Grindwell Norton and Elmach Engineering. Sanjay V Saggere is currently Vice President of Syspro Technologies Inc., a US
Science, Pilani, a consultant to Ranbaxy Laboratories Ltd, RFCL, Geologistics India Ltd
Marketing Faculty at Indian School of Mines, Dhanbad, Birla Institute of Technology &
graduation in Engineering and postgraduation in Management. He has been the core
Governors for Management Institutes in India. Dr. Gaur is a Fellow of Academy of
position of An Adjunct Professor at University of Hoseo, Korea. He is on the Board
Mehta School of Management, Indian Institute of Technology, Bombay. He also holds
Marketing Science (USA). He has a Doctorate in Management and has done his
Marketing Faculty at Indian School of Mines, Dhanbad, Birla Institute of Technology &
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
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graduation in Engineering and postgraduate 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
Travelling Salesman: Responsibilities and Problems, 16. Travelling Salesman:
Getting the Interview and the Approach, 17. Retail Salesman: Duties, Responsibilities and
Demonstration, 20. Sales Talk: Overcoming Objections, 21. Sales Talk: Closing the

Marketing Research and Consumer Behaviour
S Sumathi & P Saravanavel

ISBN: 9788125914761
Price: ₹ 660 | 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
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,
Research (Market and Sales Analysis), 22. Marketing Research Agencies and Ethical
Issues, Section-II: Consumer Behaviour: 23. Consumer Behaviour: An Overview,
Segmentation, 27. Profile of the Indian Consumer, 28. Environmental Influences on
and Self-concept, 31. Motives, Perception and Learning, 32. Consumer Decision
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.
About the Book

Bringing 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


Y L R Moorthi is currently Faculty-Marketing Area at the Indian Institute of Management, Bangalore. He is an M.Tech (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.

About the Book

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

Contents


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

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

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

- 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: ₹ 360 | Pages: 264
Size: 5.5" X 8.5" (Paperback)

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

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

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

Contents

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

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

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

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

Contents

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

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

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

Related Titles

- METHODOLOGY OF EDUCATIONAL RESEARCH
  - Lokesh Koul
  - ISBN: 9788125927969
  - Price: ₹ 450

- OPERATIONS RESEARCH
  - S Kalavathy
  - ISBN: 9789325963474
  - Price: ₹ 525

- Quantitative Techniques
  - C R Kohari
  - ISBN: 9789325968967
  - Price: ₹ 475
Operations Research, 4e
S Kalavathy

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

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

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

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

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

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


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

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

About the Book
The fifth edition of the book Business Statistics will provide readers an understanding of problem-solving methods, and analysis, thus would enable readers to develop the required skills and apply statistical techniques to decision-making problems.
A large number of new business-oriented solved as well as practice problems have been added, thus creating a bank of problems that give a better representation of the various business statistics techniques.
This book meets the specific and complete requirements of students pursuing MBA/PGD-BM, B.Com., M.Com., MA(Eco), CA, ICWA, BBA, BIS/BIT/BCA, etc., courses, who need to understand the basic concepts of business statistics and apply results directly to real-life business problems. The book also suits the requirements of students who need practical knowledge of the subject, as well as, for those preparing for competitive examinations.

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

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

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

ISBN: 9789353387273 | Price: ₹ 715 | 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: ₹ 599 | Pages: 868 | Size: 5.5" X 8.5" (Paperback)

Contents

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

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

Business Mathematics, 2e
Qazi Zameeruddin, Vijay K Khanna & S K Bhambri

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

Benefits
- Nearly 1000 solved examples
- Nearly 1400 unsolved exercises

ISBN: 9788125928416 | Price: ₹ 550 | Pages: 1016 | Size: 5.5" X 8.5" (Paperback)

Contents

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

J K Sharma

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

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

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)


Contents

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

Quantitative Techniques, 3e

C R Kothari

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

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)

Contents

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

S P Singh

About the Book

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

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

Salient Features

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


Contents


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

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

Contents


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

About the Book

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

Contents


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

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

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

About the Book

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

Benefits

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

Salient Features

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

Contents


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

Business Statistics: Problems and Solutions

J K Sharma

ISBN: 9789325976177
Price: ₹ 465 | Pages: 600
Size: 6.75” 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


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

Key Features

- Designed to be a self-study book for all levels of readers, with or without mathematical background
- 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

Salient Features

- Designed to be a self-study book for all levels of readers, with or without mathematical background
- 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

Business Mathematics

(For B.Com, BBA, BBM and BMS)

Mritunjay Kumar

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


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 effective. 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 fulfill readers’ inquiries and needs. The book is equally useful to practicing 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

N K Mandal

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


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 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.

About the Book

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

Salient Features

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

Contents


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

Next Generation Business Intelligence

Rajendra M Sonar

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

About the Book

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

The focus of this book is on building intelligence that:

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

Key Features

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

Contents


Rajendra M Sonar has been with Shailesh J. Mehta School of Management, IIT Bombay, for almost 8 years. Associate Professor, Information Systems/Technology, he holds a PhD degree in Computer Science from Pune University.
**Hospitality and Tourism**

Rajat Gupta, Nishant Singh, Ishita Kirar & Mahesh Kumar Bairwa

ISBN: 9789325982444  
Price: ₹ 309 | 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
- Focuses on the relationship between tourism and hospitality industries in the Indian context
- Provides charts, maps and images for easy understanding of concepts

**Benefits**

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

**Contents**


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

**Nishant Singh** is a well-known hospitality professional with a degree in MBA from MDU 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.

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**Tourism and Travel Management, 2e**

Biswa Nath Ghosh

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

**About the Book**

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

**Contents**


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

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**Introduction to Tourism and Hotel Industry**

Mohammed Zulfikar

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

**About the Book**

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

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

**Contents**


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

Pooja Khanna

About the Book

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

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

Key Features

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


Contents

• Introduction to Communication • Channels of Communication • Directions: Downward, Upward, Lateral and Diagonal • Media of Communication - Verbal or Oral Communication • Non-verbal Communication • Written Communication • Personal, Social and Business Communication • 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.

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


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 transformations 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


Contents
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J C Aggarwal
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CATALOGUE
HIGHER EDUCATION 2023

ENGINEERING & TECHNOLOGY

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Engineering & Technology

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- Chemical Engineering 31
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Strength of Materials, 5e
S S Bhavikatti

About the Book
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.


Contents
1. Introduction
2. Simple Stresses and Strains
3. Compound Stresses and Strains
4. Theories of Failure
5. Shear Force and Bending Moment in Statically Determinate Beams
6. Stresses in Beams
7. Deflection of Beams by Double Integration Method
8. Deflection of Determinate Beams using Moment Area and Conjugate Beam Methods
9. Deflection of Beams and Rigid Frames by Energy Methods
10. Torsion
11. Thin and Thick Cylinders and Spheres
12. Columns and Struts
13. Introduction to Plastic Analysis
   • Appendix: MOMENT OF INERTIA
   • Important Definitions
   • Important Concepts and Formulae
   • Problems for Exercise

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

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:
  1. Ch 2, Pin-jointed plane frames
  2. Ch 3, Shear Force and Bending Moment in Statically Determinate Beams
  3. Ch 8, Deflection of Beams by Double Integration Method

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


Contents

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

Appendix: Analysis of Pin-jointed Plane Frames

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal, and SDM College of Engineering & Technology, Dharwad. For some time, he has also been Principal, RYM Engineering College, Bellary. Prof Bhavikatti holds an ME degree in Structural Engineering from the University of Roorkee and a PhD from IIT-Delhi.
Structural Analysis-II, 5e
S S Bhavikatti

About the Book

Structural analysis, or the 'theory of structures', is an important subject for civil engineering students who are required to 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


Contents

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

•  Index

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 2e

R Subramanian

About the Book

Disaster Management, 2e is an intended textbook for students pursuing a first or an intermediate course on the subject in any undergraduate programme, especially engineering courses such as 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 UPSC aspirants will find the book useful to prepare short notes on many topics and in answering questions on disasters and disaster management.

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

New In The Second Edition

1. New chapter covering pandemics (COVID-19) and environmental disasters. 2. Recent disasters updated throughout the chapters.

Key Features

- Extensive coverage of both natural and man-made disasters. Separate chapter on case studies of both 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.
- Important codes have been referenced 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 appendices.


CONTENTS

- Preface to the Second Edition
- Preface to the First Edition
- Syllabus–Book Content Mapping
  1. Overview
  2. Understanding Disasters
  3. Natural Disasters
  4. Anthropogenic (Man-Made)
- Disasters
  5. Pandemics and Environmental Disasters
  6. Objectives and Principles of Disaster Management
  7. Disaster Management Cycle
  8. Stakeholders and Technological Tools of Disaster Management
- 10. Disaster Management in India
- 11. Ethical Issues
- 12. Case Studies
- Further Reading
- 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.
Engineering Geology, 2e
D V Reddy

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

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


Contents

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

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

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

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


Contents

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

**Water Supply Engineering**

Subhash Verma, Varinder Kanwar & Siby John

**About the Book**

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

**Key Features**

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

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

**Contents**


Subhash Verma retired as Professor of Sault College of Applied Arts and Technology, Canada. Earlier, he taught at Punjab Agricultural University, Ludhiana.

Varinder Kanwar is Professor in Civil Engineering and Registrar of Chitkara University, Solan.

Siby John is Professor of Civil Engineering and Dean at PEC University of Technology (formerly, Punjab Engineering College), Chandigarh.

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**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:** ₹ 445  |  **Pages:** 476  |  **Size:** 6.75” X 9.5” (Paperback)

**Contents**


L S Jayagopal, Managing Director of structural design firm Mithran Structures (P) Limited.

D Tensing, Professor and Director of School of Civil Engineering and has taught Design of Steel Structures for more than 20 years to the Undergraduate students and Post graduate students.
Building Construction
S S Bhavikatti

About the Book
This Building Construction covers the entire process of building construction in detail, from the stage of planning and foundation building to the finishing stages like plastering, painting, electricity supply and woodwork. Each of the basic components of a building are covered separately, including doors, windows, floors, roof, walls, partitions, as are the basic finishing works like plumbing, damp-proofing, ventilation, air conditioning and so on. Essential features of construction like acoustics, fire-resistance and earthquake-resistant design are also covered. In keeping with contemporary needs, the book also includes a chapter on the environmental impact of a building and how to make it green.

The text, presented in simple, precise and reader-friendly language, is amply supported by figures and tables. Together with its companion volume, Building Materials, the book will meet the academic requirements of degree, as well as diploma courses in civil engineering and architecture.

Salient Features
For degree and diploma students of civil engineering and architecture, this book covers the entire process of building construction in detail, from the stage of planning and foundation to the finishing stages. The basic components of a building, the basic finishing works like plumbing, damp-proofing, air conditioning etc., as well as features like acoustics, fire-resistance and earthquake-resistant design as also the environmental impact are all covered appropriately.

ISBN: 9789325960794 | Price: ₹ 360 | Pages: 368 | Size: 6.75” X 9.5” (Paperback)

Contents

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

Building Materials
S S Bhavikatti

About the Book
Building Materials covers in detail the properties and uses of various building materials, including stones, bricks, tiles, timber, cement, sand, lime, mortar, concrete, glass, plastics and so on. Ferrous and non-ferrous metals, bitumen, asphalt, tar, plastics, paints and varnishes are included, as are non-traditional materials like fibre reinforced plastics and smart materials. For each material, its manufacture, properties, uses, advantages and disadvantages, and so on, are discussed.

The text, presented in simple, precise and reader-friendly language, is amply supported by figures and tables. The book will meet the academic requirements of degree as well as diploma students. Relevant IS codes have also been listed for the benefit of practising engineers.

Salient Features
For degree and diploma students of civil engineering, this book covers all types of building materials from traditional to modern. The text is amply supported by figures and tables. Relevant IS codes are given at the end of each chapter.


Contents

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.
Ground Improvement Techniques
Nihar Ranjan Patra

ISBN: 9789325960015
Price: ₹ 335 | Pages: 336
Size: 6.75" X 9.5" (Paperback)

About the Book
The book provides an overview of the basic concepts of ground modifications to difficult soils in a logical and illustrative way. It teaches how to apply alternative solutions to difficult foundation problems and evaluates their effectiveness before and after construction. The text is supported by a large number of examples, review and multiple choice questions, as well as practical problems. The book is intended to serve as a textbook for undergraduate and postgraduate students of Geotechnical, Transportation, Hydraulic and Environmental Engineering, and a reference work for practising civil engineers.

Key Features
• A well researched textbook on ground improvement techniques
• Conforms to the syllabi of all Indian universities where the subject is taught
• Written by an expert on the subject with a decade of teaching experience

Contents

Annexures: Conversion Relationships, Geotextile Related Terms, Geomembrane-related Terms, Computer Programming Codes for Stone Column and for Preloading and Sand Drains

Nihar Ranjan Patra is presently Associate Professor in the Department of Civil Engineering, Indian Institute of Technology, Kanpur.

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

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

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

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: 9789325983403
Price: ₹ 300 | 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

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.
About the Book
The subject Strength of Materials is concerned with those properties of engineering and engineered materials that ensures its ability to provide safety and stability during its operating life. The scope of the subject is vast and involves good understanding of the properties of a material under static and dynamic loading, basic mechanics and the like. Within its scope, this book consists of seven chapters and covers fundamental aspects of the subject. Each topic of every chapter has been explained in as much detail as possible, followed by its counterpart in the form of 'Example Problem'. Example problems are solved in a step-by-step manner such that students find comfortable in dealing with them.

Key Features
- Large number of example problems
- Step-wise illustration to each example problem for easy understanding by the students
- Plenty of diagrams for each topic of discussion / illustration
- Large number of objective questions with answers commensurate with the questions usually asked in competitive examinations
- Summary at the end of each chapter

Contents

Debasish Roy Choudhury is presently working as Officer-in-Charge, Baruipur Government Polytechnic, West Bengal.

Sumon Roy is presently working as a Sr. Lecturer & Head, Mechanical Engineering Department, APC Roy Polytechnic, Kolkata.

About the Book
This book provides an explicit description of the subject for students as well as the practicing engineers in this area. A logical sequence is followed in the presentation of chapters, beginning with the occurrence of drainage problems, their causes, remedies, the design and execution of drainage systems and the benefits of drainage. A very specific and useful feature of the book is the application of simple concepts of mathematics and statistics in solving drainage and related problems. The inclusion of a large number of solved and unsolved problems in each chapter makes this book more application centric. A large number of illustrations in the book provide link between the theoretical concepts and the practical application of land drainage principles to the readers for better understanding. The book can claim to be the only comprehensive title on the subject in India.

Key Features
- Application-centric approach
- Global scenario of drainage
- Well-illustrated examples
- Self-assessment questions with answers
- Case studies of Drainage and Salt Management
- Study of different drainage models
- Discussion of drainage in Indian context
- Text supported by statistical inputs

Contents
- Appendix
- Index
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.


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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.


Contents
1. Introduction
2. Statics of Particles - Concurrent Forces in Plane
3. Statics of Particles - Concurrent Forces in Space
4. Statics of Rigid Bodies: Non-Concurrent Forces in Plane
5. Statics of Rigid Bodies: Non-Concurrent Forces in Space
6. Analysis of Pin-Jointed Plane Trusses
7. Uniform Flexible Suspension Cable
8. Friction
9. Centroid and Centre of Gravity
10. Moment of Inertia and Mass Moment of Inertia
11. Method of Virtual Work
12. Kinematics of Particles - Rectilinear Motion
13. Kinematics of Particles - Curvilinear Motion
14. Kinetics of Particles - Newton's Second Law
15. Kinetics of Particles - Work and Energy
16. Kinetics of Particles - Impulse and Momentum
17. Collision of Elastic Bodies
18. Kinematics of Rigid Bodies
19. Kinetics of Rigid Bodies
20. Mechanical Vibrations

S Rajasekaran is Professor Emeritus, Department of Civil Engineering, PSG College of Technology, Coimbatore.
G Sankarasubramanian is Professor in the Department of Civil Engineering, PSG College of Technology, Coimbatore.
Operations Research, 4e
S Kalavathy

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

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

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

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

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

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


Contents

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

S Kalavathy is Professor of Mathematics in the Science and Humanities Department, RMD Engineering College, Chennai. She has been teaching for the past 25 years, having handled almost all engineering mathematics subjects for various disciplines in UG and PG courses, including MBA/MCA.
Engineering Drawing & Graphics Using Auto CAD, 3e

T Jeyapoovan

About the Book
The study of engineering drawing builds the foundation of analytical capabilities for solving a wide variety of engineering problems and has real-time applications in all branches of engineering. Student-friendly, lucid and comprehensive, this book adopts step-by-step instructions to explain and solve problems. A major highlight of this book is that all the drawings are prepared using AutoCAD.

Key Features
• Contains simplified diagrams to explain problems
• Presents logical sequence of examples for easy learning
• Uses the actual dimensions and details of constructions followed in building drawings
• Includes a large number of figures, solved problems, exercise problems and short questions with answers
• Provides numerous examination-oriented questions for self-assessment


Contents

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

Engineering Practices Lab Manual, 5e

S Gowri & T Jeyapoovan

About the Book
Engineering Practices Lab Manual covers all the basic engineering lab practices in the Civil, Mechanical, Electrical and Electronics areas. The manual details the various tools to be used and exercises to be practiced in the application of engineering practices in each field.

Key Features
• A hands-on guide to Engineering Practicals
• Offers more than 70 experiments.
• Introduces the tools before every Practice
• Viva questions after every Practice
• Space for rough work provided within the book


Contents
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: ₹ 565 | Pages: 924 | Size: 6" X 9" (Paperback)

Contents

S Rajasekaran is Visiting Professor, Department of Civil Engineering, PSG College of Technology, Coimbatore.
G Sankarasubramanian, Professor and Head, Department of Civil Engineering, PSG College of Technology, Coimbatore, received national award for promising engineering teacher for creative work done in technical education.

Non-Conventional Energy Resources
N K Bansal

About the Book
This book caters to such courses as a full-fledged textbook. It covers a wide range of topics from the origin of all energy sources, their manifestation, availability, resource assessment to science and technology of renewable energy conversion processes. Every chapter enunciates its learning objectives before beginning the discussion and offers insightful questions in the end.

Renewable energy is going to be a very important part of the whole energy chain and its know-how will be essential at various levels of education, especially in science and engineering. Considering this fact, this book will also serve as a knowledge compendium for the seekers in renewal energy sources and technology.

Salient Features
- One chapter dedicated to low temperature applications of solar energy
- Use of tables and figures to depict important data and information
- Around 200 questions with equal stress on theory and numerical problem solving


Contents

N K Bansal is a former Head and Senior Professor of Centre for Energy Studies at IIT-Delhi. He is also the founder Vice-Chancellor of a technical university in J&K. Presently, he is Emeritus & SINTEX Chair Professor, CEPT University, Ahmedabad.
Turbo Machines, 2e
A Valan Arasu

About the Book
Designed for a one-semester course, this comprehensive and student-friendly book provides clear explanation of various fundamental concepts in turbo machines. While it serves as a textbook for the undergraduate and postgraduate students, it is also a reference for those preparing for AMIE, GATE, UPSC and TNPSC examinations on Mechanical Engineering.

New in This Edition
• Two chapters on ‘Cooling of turbine blades’ and ‘Fans and blowers’
• 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


Contents

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

A Textbook of Engineering Thermodynamics
B B Ghosh, Satyajit Chakrabarti, Samir Ghosh & Prokash Chandra Roy

About the Book
Thermodynamics being one of the basic subjects in all engineering disciplines there are umpteen books on it. The main aim of this one is to make the subject effortless for the students and help them pass the examination with flying colours. For this reason, the text has been kept short and simple and the book provides a heavy dose of solved examples, MCQs, review questions and numerical problems to hone the problem-solving skills. It has been written in such a style that the students of all streams, be it mechanical, chemical, electrical or civil, will find it comprehensible. The book covers the syllabuses of degree classes of most Indian universities. It is designed to serve both levels—the basic as well as applied thermodynamics—to give a new dimension to the learning of thermodynamics.

New in This Edition
• More than 225 Solved Examples
• More than 240 MCQs
• More than 210 Review Questions
• More than 210 Numerical Problems


Contents

B B Ghosh, Ex-Principal, Institute of Engineering and Management (IEM), Kolkata.
Satyajit Chakrabarti is Director of IEM, Salt Lake, Kolkata.
Samir Ghosh is Assistant Professor at Hooghly Engineering and Technology College, Kolkata.
Prokash Chandra Roy is Assistant Professor at the Department of Mechanical Engineering, Jadavpur University.
**Mechanical Engineering Drawing**  
Sankar Prasad Dey  
ISBN: 9789325982277  
Price: ₹ 235 | Pages: 236  
Size: 6.75" X 9.5" (Paperback)

**About the Book**

The subject 'Mechanical Engineering Drawing' has been introduced in 3rd semester for Mechanical engineering groups as per model syllabus issued by the All India Council for Technical Education with effect from 2011 for diploma level of engineering courses in India. The conventions used in this book are as per BIS-SP-46-1988.

This book is written elaborately using simple words to realize every chapter even without help of a teacher. Objects are shown in 3D model, which helps the students about the object during drawing. Assembled drawings are shown in half and full sections including offset section to visualize the interior of the object. It covers all the features of the entire syllabus of 'Mechanical Engineering Drawing'.

**Contents**


Sankar Prasad Dey is a faculty member, Department of Mechanical Engineering, The Calcutta Technical School, Kolkata under the Department of Technical Education and Training, Govt. of West Bengal.

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**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

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**Power Plant Engineering**  
Samsher Gautam  
ISBN: 9789325960060  
Price: ₹ 390 | 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).
- Sufficient theory questions and Numerical problems for practice

**Contents**


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

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

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: ₹ 480 | Pages: 544
Size: 6.75” X 9.5” (Paperback)

About the Book
In today’s complex business environment, engineering and management issues cannot be segregated. Integration of Industrial Management with the technicalities of engineering functions yields better results. In keeping with the needs of engineering degree and diploma students, Industrial Management studies the basic concepts of management and all other management-related aspects, which are considered valuable for engineering students. The book would certainly be the most effective one in the coverage of its content, as it was developed browsing through the syllabuses of various universities and technical institutions both in India and abroad. USP: This book with its comprehensive coverage of topics, both practical and operational, would make the would-be engineers confident of taking significant workplace/management decisions, thus enhancing their employability.

Key Features
• Equips students to apply various managerial tools and techniques for improved decision-making
• Reinforces engineering knowledge and skills with management inputs, to groom the engineering students as future managers
• Uses simple and lucid language keeping in view the need of the students
• Includes illustrative examples, models, mathematical problems and solutions to help students relate to the theoretical explanations

Contents

D K Bhattacharyya, Professor, Xavier Institute of Management, Bhubaneswar.
Essentials of Engineering Mechanics, 2e
S Rajasekaran & G Sankarasubramanian

Contents

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

Robotics For Engineers
Kailash Chandra Mahajan, Prasant Kumar Pattnaik & Raghvendra Kumar

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

Thermal Engineering, 2e
S K Kulshrestha

Contents

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.
**CNC Programming Made Easy**

Binit Kumar Jha

ISBN: 9788125911807  
Price: ₹ 425 | Pages: 240  
Size: 6.25" X 9.5" (Paperback)

**About the Book**

Designed for beginners, this book comprehensively covers the development, principles of operation and manufacturing features of CNC machines. The book elucidates methods of setting machines for operation, includes programming modules and codes, and provides real programs for CNC operation.

**Salient Features**

- Graded approach for beginners  
- Guidelines to develop practical programs  
- Complete programs for machine safety  
- Detailed description of CNC machine using G-Codes and M-Codes  
- Covers program inputs from leading CNC manufacturing companies  
- Includes troubleshooting techniques  
- Includes programs tested on various CNC machines

**Contents**


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

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**Metal Cutting and Tool Design, 2e**

B J Ranganath

ISBN: 9780706975109  
Price: ₹ 385 | 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 postgraduate courses at different universities and institutes. The basic principles required in understanding the subject are explained in detail and at the same time advance topics in the subject are discussed with a number of illustrations and photographs.

**Contents**


B J Ranganath, Professor and Head, Department of Industrial and Production Engineering, National Institute of Engineering, Mysore.

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**Elements of Civil and Mechanical Engineering**

L S Jayagopal & R Rudramoorthy

ISBN: 9788125915461  
Price: ₹ 280 | 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.
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


Contents

1. Starting of AutoCAD
2. Draw Geometric Object
3. Working with Precision Tools
4. Modify Objects
5. Control the Properties of Object
6. Add Constraints to Geometry
7. Work with Blocks
8. Annotate Drawings
9. Model Space, Paper Space and Sheet Set
10. Plot and Publish Drawings
11. Share Data between Files
12. Worked out Examples

Sankar Prasad Dey is a faculty member, Department of Mechanical Engineering, The Calcutta Technical School, Kolkata under the Department of Technical Education and Training, Govt. of West Bengal.
A Textbook of Electrical Machines
K R Siddhapura & D B Raval

About the Book
This is a single-volume book on 'electrical machines' that teaches the subject precisely and yet with amazing clarity. The extent has been kept in control so that the entire subject can be covered by students within the limited time of the semesters. Thus, they will not have to consult multiple books anymore. The discussions of concepts include the modern trends used in industry, like efficient transformers, efficient induction motors, DC drives, and the problems related to them.

Key Features
- Tools like 'Remember!' and 'In a Nutshell' aimed at focusing attention on important related points and 'Key Points to Remember' at the end of each chapter to facilitate recapitulation of text in fast mode
- MATLAB based solution to selected problems as well as additional problems
- More than 250 focused solved examples
- More than 300 numerical questions
- More than 400 descriptive questions


Contents

K R Siddhapura is Associate Professor and Head in Electrical Engineering Department at Darshan Institute of Engineering and Technology, Rajkot, Gujarat. D B Raval has been an outstanding engineer. He has an industry experience of over six years during which he worked for two Tata affiliated companies. Thereafter, he moved to academics where he has been serving for the last 18 years.

Digital Communications
Atis D Mitra

About the Book
Digital Communications is the result of the author's four decades of experience in teaching, and in design and development of various wireless communication systems. The book covers all primary areas in digital communication systems in engineering. The book intends to give the students a grasp of the basic issues of communication systems during transition from analog to digital. To make the reading interesting as well as systematic, conscious efforts have been made to explain the basics of technology, avoiding complex mathematics as far as possible. Numerical problems are then introduced to help the students fully understand the concepts and applications.

Key Features
- Complete and thorough introduction to the analysis and design of digital communication systems
- Concepts explained with practical applications derived from the personal experience of the author
- Analytical steps of all derivations without any external reference
- Numerous numerical examples to help students understand the fundamental applications of the concepts in practice


Contents

Atis D Mitra has taught at ISM Dhanbad and worked in organizations, such as Defence Electronics Applications Lab and Bharat Electronics Limited. He has the perfect blend of academic and industry experience.
Communication System Engineering Using Matlab
Kandarpa Kumar Sarma

ISBN: 9789325984547
Price: ₹ 375 | Pages: 400
Size: 6.75" X 9.5" (Paperback)

About the Book
The present title is intended to be an introduction to communication system engineering with stress upon basic know how, practical design and programming using MATLAB. The contents are presented in a concise manner with summary of the topics, solved questions, practical design guidelines, probable questions and application of MATLAB. A sizable portion of the book has relevant content related to practical design of the systems. The book has ten chapters and is expected to help the reader in developing insights into the working and design of communication systems.

Key Features
• Use of MATLAB to cover the basic foundations of communication system.
• A detailed practical approach to design of AM, FM and pulse modulation systems.
• Summarized and concise description of each of the chapters, solved problems and MATLAB programs.
• Probable questions and brief historical description of almost all major issues.
• Discussion on television and radar as examples of communication system.

Contents

Kandarpa Kumar Sarma is currently Associate Professor in Department of Electronics and Communication Technology, Gauhati University, Guwahati, Assam, India. He did his PhD in the area of Soft-Computational Application in Mobile Communication from the same institute. He also completed Post Doc research from Technical University Sofia, Bulgaria in 2015.

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
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
- 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.

Contents


S N Sivanandam, S N Deepa

ISBN: 9789325974135
Price: ₹ 375 | Pages: 464
Size: 6.75” X 9.5” (Paperback)
Signals and Systems

B Somanathan Nair & S R Deepa

ISBN: 9789325984530
Price: ₹ 465 | 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

S R Deepa is currently acting as the Principal of KMP College of Engineering, Perumbavoor, Kerala. Formerly, she was a professor in the Department of Optoelectronics, University of Kerala, Thiruvananthapuram. She is the co-author of 10 textbooks in the area of electronic engineering. She has also published several articles in national and international journals.

Electrical and Electronic Measurements and Instrumentation

S K 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

S K Bhattacharya is the 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 M.Tech 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.
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**


**About the Book**

This book has been written with total focus on meeting the objectives of the subject 'Electrical Measurement and Control' as given by the syllabus of WBSCTE. The text has been written so as to create interest in the minds of students in learning further.

**Key Features**

- After reading this book the student will be able to:
- Identify the sub-systems of a complete instrumentation system and explain the function of each
- Select the correct transducer for receiving the measurement system input
- Explain the basic signal conditioning processes, data transmission techniques, data storage and display devices
- Understand the working of control devices used in motor controls and process controls
- Represent a control system in a simplified block diagram form using transfer function
- Determine the stability conditions of a system using stability study criteria and explain the use of different types of controllers

**Contents**


**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

**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

**About the Book**

The book Electrical 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.
Electrical, Electronics & Communications Engineering

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

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: ₹ 660 | 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

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: ₹ 480 | 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

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

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 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

K Murugesh Kumar, Principal, Sri Krishna Engineering College, Chennai.
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

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.

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

Robotics For Engineers

Kailash Chandra Mahajan, Prasant Kumar Pattnaik & Raghvendra Kumar

ISBN: 9789325984264
Price: ₹ 265 | Pages: 200
Size: 6.75" X 9.5" (Paperback)

About the Book
Robotics for Engineers provides introductory but detailed study of robot design, installation and maintenance. It caters to the needs of the students by emphasizing the practical utility of robot in the field of engineering, science and technology. The book introduces the science and engineering of robotics and provides in-depth coverage of mechanical and electrical manipulation. For every topic, the fundamental mathematical concepts and analytical tools required to develop the relevant theory, algorithms and programming have been discussed sufficiently. ACL programming has been used for developing the robot programming.

In the current form, this book is useful for undergraduates, postgraduates and research scholar students for their course and research projects.

Key Features
- Coverage of wide application areas and problems
- Includes number of solved, unsolved and multiple choice questions
- Emphasizes the fundamental concepts and tool for analysis
- FAQs to prepare for interviews and viva-voce
- Detailed list of references for further study on the subject

Contents
Kailash Chandra Mahajan is Ph.D (Electronics), has been working as Principal, LNCT College, Jabalpur, MP, India.

Prasant Kumar Pattnaik is Professor at the School of Computer Engineering, KIIT University, Bhubaneswar.

Raghvendra Kumar has been working as Assistant Professor in Department of Computer science and engineering at LNCT College, Jabalpur, MP.

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

G N Pandey, adjunct Professor, Indian Institute of Information Technology, Allahabad
Engineering Chemistry - I: Concepts & Applications

Jit Chakraborty, Asimesh Dutta Gupta & Ravikanth Kamlekar

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

The 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)


Contents
1. Atomic and Molecular Structure
2. Spectroscopic Techniques and Applications
3. Inter-Molecular 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
8. Applications in Chemistry Laboratory
   • Index
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.


Contents

1. Introduction to Engineering Drawing
2. Introduction to CAD Software
3. Engineering Curves
4. Projections of Point
5. Projection of Lines
6. Projection of Plane
7. Surfaces
8. Projection of Solids
9. Sections of Solids
10. Development of Surfaces of Solids
11. Intersection of solids
12. Orthographic Projection
13. 3D Modeling
14. 2D Analysis
15. Index

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)

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 nontechnical persons at their proper levels. It is unique inasmuch as it provides some thoughtful pedagogical tools that help the students attain proficiency in all the modes of communication. The book is written for undergraduate students of all engineering disciplines.

Key Features
- Marginalia, which are spread throughout the book to clarify and highlight the key points.
- Tech Talk passages, which throw light on the latest advancements in communication technology and their innovative use.
- Application-Based Exercise, which encourages the readers to apply the concepts learnt to real-life situation.
- Language-Based Exercise (Grammar & Vocabulary) to help readers assess their language competency.
- Ethical Dilemma, which poses a complex hypothetical situation of mental conflict on choosing between difficult moral imperatives.
- Experiential Learning-Based Exercise (Project Work) devised to help learner ‘feel’ or ‘experience’ the concepts and theories learnt and thereby gain hands-on experience.

Contents

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 incite 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

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 Polyananna 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 & Shreesha 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...

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.


Contents

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R Gopalan taught at Madras Christian College for 35 years and guided several MPhil and PhD students. Currently, the Director, Sri Malolan College of Arts and Science, Madurantakam, Tamil Nadu.

D Venkappayya is a former Dean and Head, Department of Chemistry, NIT, Tiruchirappalli.

Sulochana Nagarajan has more than 35 years of teaching and research experience. She is presently working at NIT, Tiruchirappalli.
Chemistry-I
(As per the latest AICTE Curriculum)
Gourkrishna Dasmohapatra

About the Book
The book has been designed according to the new AICTE syllabus and will cater to the needs of engineering students across all branches. The book provides the basis which is necessary for dealing with different types of physicochemical phenomena. Great care has been taken to explain the physical meaning of mathematical formulae, when and where they are required, followed by 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.


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

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.
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

About the Book
Mathematics-II for the paper BSC-105 of the latest AICTE syllabus has been written for the second semester engineering students of Indian universities. Paper BSC-105 is 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
Mathematics-I
Probability and Statistics
Bikas Chandra Bhui & Dipak Chatterjee

ISBN: 9789353381301
Price: ₹ 315 | 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

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

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 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

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.
About the Book

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

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.

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 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

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

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

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

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

K Megalai is Assistant Professor at Bannari Amman Institute of Technology.
**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:** ₹ 235 | **Pages:** 200 | **Book Size:** 6.75" X 9.5" (Paperback)**

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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

About the Book
The book encompasses the basic understanding and procedures involved in mechanical, electrical and electronic workshops. All the manufacturing processes, such as casting, welding, forming and joining, are detailed in this book with various designs associated with each process. The advanced manufacturing processes, CNC machining, plastic moulding and glass cutting are some other non-conventional processes that are frequently been used in industries and are described in detail.

The book also includes workshop sessional where experiments with procedural steps and results for each subject of manufacturing have been provided for better grasp of the subject by the student.

Key Features

• Provides Learning Objectives at the beginning of each chapter.
• Concise presentation of traditional techniques such as casting, forming, machining, joining carpentry, metal casting, welding practices, fitting operations and power tools.
• Introduces electrical and electronics engineering.
• Explains recent topics such as plastic moulding, glass cutting, additive manufacturing, CNC machining and advanced manufacturing methods.
• Provides Workshop Practice Sessional with detailed hands-on-practice manual.
• Includes Safety Precautions, wherever required.
• Contains Review Questions, Solved and Unsolved Numerical Problems (wherever required), and Multiple Choice Questions for self-assessment.

Market: B.Tech., Diploma, M.Tech., Professionals


Contents

1. Manufacturing Methods (Casting, Forming, Machining, Joining) and Advanced Manufacturing Methods
2. Additive Manufacturing and CNC Machining
3. Fitting Operations and Power Tools
4. Welding Practices
5. Carpentry
6. Plastic Moulding and Glass Cutting
7. Metal Casting
8. An Introduction to Electrical and Electronics Engineering
9. Engineering Workshop Sessional

Kaushik Kumar, B.Tech. ( Mechanical Engineering, REC [Now NIT], Warangal), MBA (Marketing, IGNOU) and PhD (Engineering, Jadavpur University), is presently Associate Professor in Department of Mechanical Engineering, Birla Institute of Technology, Mesra, Ranchi, India. He has 17 years of teaching & research experience and over 11 years of industrial experience in a manufacturing unit of global repute. His areas of teaching and research interest are CAD/CAM, quality management systems, optimization, non-conventional machining, rapid prototyping and composites. He has 9 patents, 28 books, 15 edited books, 43 book chapters, 136 international journal publications, 21 international and 8 national conference publications to his credit. He is on the editorial board and review panel of 7 international and 1 national journals of repute. He has been felicitated with many awards and honours.

Hridayjit Kalita, B.Tech. (Mechanical Engineering, SRM University, Kattankulathur), presently pursuing M.E. (Design of Mechanical Equipment) from Birla Institute of Technology, Mesra, Ranchi, India. His areas of interests are manufacturing, product and process design, and automation. He has 1 book, 2 book chapters, 2 international journal publications to his credit.
Introduction to Computer Application for B.Com Students Semester-I (NEP 2020 - Uttar Pradesh)

Ashok Arora

About the Book
Introduction to Computer Application is written for the students of B.Com. of all colleges affiliated to universities in Uttar Pradesh, as the state has started implementing the New Education Policy (NEP) 2020 guidelines. The 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 various number system and coding schemes, various approaches of programming and types of computer languages, and operating systems along with the techniques. Basic concepts of database and database management package are also provided. Useful application software like MS Word is described in great detail in a separate chapter. The book ends with fundamentals of widely used data communication and network technologies.

Key Features
- Includes basics of computer, DBMS, database language and word processing
- Includes diagrams, pictures and screenshots
- Provides application-based case studies in each chapter
- Provides key terms, review questions, practical exercises, group discussions and project

Market: B.Com. (First Semester)


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6. Programming Concepts and Languages
7. Operating Systems
8. Database Management System
9. Microsoft Access
10. Microsoft Word
11. Data Communication and Networking
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: ₹ 630  |  Pages: 916  |  Size: 8.5” X 11” (Paperback)

Contents

Rashmi Kanta Das is a Sun Certified Java Programmer, Web Component Developer, Business Component Developer and a Microsoft Certified System Engineer.

A First Course in Programming with C
T Jeyapoovan

About the Book
The book is for student programmers to effectively write programs for solving numerical problems. All that is required of a beginner programmer is not experience in computing but interest in computing. The programs illustrated in the book have been accumulated, experimented and tested by the author during his teaching of the subject to a few thousand students in over a decade. The special topic of the book is C graphics and animation which helps students develop simple programs to generate geometrical and graphical objects.

The book is ideal for students of BE, BTech, MCA, BSc (Computer Science), BCA.

Key Features
• Includes 134 tested programs
• 234 review questions
• 272 short questions & answers
• Includes a chapter on Graphics using C


Contents

T Jeyapoovan is Professor, Hindustan Institute of Technology and Science, Chennai. He has over 25 years of teaching experience and specializes in computer programming, computer aided design and drafting.
A First Course in Computers (Based on Windows and MS Office 2013)
Sanjay Saxena

ISBN: 9789325980822
Price: ₹ 390 | 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...

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
- 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


Contents

R Subburaj

object oriented Programming with C++ ANSI /ISO Standard
R Subburaj

About the Book
This is a comprehensive book on C++. It serves the needs of both new and experienced programmers to understand the concepts of this power-packed language. It addresses the latest revisions to the standard C++ language. The twin features of this language, namely, procedure-oriented and object-oriented programming, have been brought out in a very crisp manner. The book intends to remove the fear of ‘containers’ from the minds of programmers and enable them to use the concept unambiguously and effectively.

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Salient Features
- 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


Contents

R Subburaj
About the Book
This book offers an in-depth study of computer concepts and step-by-step procedure in explaining the MS Office package. A separate section is devoted to E-mails and introduction to web design.

Salient Features
Mother of all computer learning books. Based on Windows 2000. Helps you to do a hundred small things like writing letters, preparing invoices, making tables and charts, maintain records, create presentations, surf the Web, send e-mails etc.

Contents


Part-II: DOS: 4. MS-DOS (Disk Operating System)


About the Book
This book provides a complete and in-depth coverage of the DOEACC syllabus. It would prove valuable to both students and teachers. It gives a clear conceptual understanding of IT concepts and, to help students, an easy to follow visual style for the practical usage of various packages has been followed. Basically, if the reader follows this book in a sequential manner, s/he would have covered the entire syllabi of these papers. For the more interested and committed, additional ‘Do-it-yourself’ exercises have been given at the end of the relevant chapters. A glossary will help as a ready reckoner on key IT terms, and be useful on the day before exams!

Contents


About the Book
Most of us know the operation of MS Office, but very few know the full potential of it. The book shows the way of doing your day-to-day activities like writing letters, doing calculations, creating invoices, tables, graphs, charts, making presentations, diagrams, designs etc. It teaches Word, Excel, PowerPoint, Access, Outlook, Publisher and Frontpage. The book begins from zero level and makes you the master of MS Office. A useful guide for academicians, executives, professionals and businessmen.

Contents

About the Book
Data Structures using C provides its readers a thorough understanding of data structures in a simple, interesting, and illustrative manner. Appropriate examples, diagrams, and tables make the book extremely student-friendly. It meets the requirements of students in various courses, at both undergraduate and postgraduate levels, including BTech, BE, BCA, BSc, PGDCA, MSc, and MCA.

Salient Features
• Presentation for easy grasp through chapter objectives, suitable tables and diagrams, and programming examples.
• Examination-oriented approach through objective and descriptive questions
• Large number of questions and exercises for practice

Benefits
• Helps students understand introductory as well as advanced concepts of data structures.
• Complete coverage of the subject as per the syllabi of most universities

Contents

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

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

Object-Oriented Programming With C++, 2e

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
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, 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 terms

**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**


About the Book

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, OOP, the major derivative of which is the graphical user interface which has tremendously simplified the use of computers. C has led to many path-breaking developments in the field of computer science, such as vibrant social media, e-commerce, e-banking, mobile banking, cloud computing, internet of things, and big data analytics. Learning of C, thus, is of tremendous use to every programmer. The learner only needs to follow a step-by-step process with one step at a time, so as to absorb its tenets easily—exactly the approach this book has followed.

Over the years, this book has helped thousands of aspirants in developing their career in the language. The second edition has made it compatible with the latest revisions to C Standards. It also covers the significant differences between C90, C99 and C11, including all the language features and library functions added in C99 and C11.

The book caters to the students of BE, BTech, BCA, MCA, BSc (Computer Science) and DOEACC.

**Salient Features**

- Virtually rewritten text to suit contemporary needs
- All revisions to C Standards carried out in 1999 and 2011
- A new chapter on multithreading
- A separate chapter on strings carved out for proper focus

**Benefits**

The book received wide patronage led by India’s leading newspaper, The Hindu’s, positive review entitled ‘C without tears’.

**Contents**


**Dr R Subburaj**, an alumnus of IIT-Delhi, is currently Professor and Consultant in the IT Department of SRM University, Chennai. He is a recipient of the coveted IETE Lal C Verman award for his distinguished contributions in the field of standardization, metrology and quality control. He has been a trainer of Software Engineering Institute of Carnegie Mellon University, USA.

**Dr Subburaj** has been teaching and guiding research scholars in the area of software testing and reliability, data mining, big data and cyber security. Prior to joining SRM University, he served various departments of the Government of India in various capacities for more than 36 years.
Managing Big Data
Chandrakant Naikodi
ISBN: 9789325984561
Price: ₹ 250 | Pages: 180
Size: 6.75" X 9.5" (Paperback)

About the Book
Managing Big Data is a simple book which introduces students and professionals to Big Data. Although the book has been designed for unassisted reading, a 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
- Provides laboratory programs in a separate module
- Programming examples are provided in each 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: ₹ 275 | 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

Prasanta Kumar Pattnaik, Ph.D., Senior Member, IEEE, is Associate Professor at the School of Computer Engineering, KIIT University, Bhubaneswar.

Manas Rajan Kabat, Ph.D., is Reader and Head, Department of Computer Science and Engineering, VSS University of Technology (VSSUT), Burla, Odisha.

Souvik Pal, M. Tech. (Computer Science and Engineering), is Assistant Professor at the Department of Computer Science and Engineering, Nalanda Institute of Technology, Bhubaneswar.

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

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: ₹ 505 | 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**


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.

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**Programming with Visual Basic 6.0**

Mohammed Azam

ISBN: 9788125909323  
Price: ₹ 540 | Pages: 480  
Size: 7.25" X 9.5" (Paperback)

**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**


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.

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**Data Structures and Algorithms Using C, 2e**

Amitava Nag & Jyoti Prakash Singh

ISBN: 9788125950875  
Price: ₹ 480 | 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**

**J2EE Made Easy**

Rashmi Kanta Das

ISBN: 9789325976207

Price: ₹ 390 | 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.

**Benefits**

Covers servlet and JSP, which are useful for programmers.

**Contents**


Rashmi Kanta Das holds a Master’s degree in Business Administration from Utkal University, Bhubaneswar. 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 Systems and has more than 10 years of teaching experience at B Tech & M Tech levels.

**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**


**About Dr. Siddhartha Bhattacharyya**

Dr. Siddhartha Bhattacharyya is B. Sc. (Physics), B. Tech. & M. Tech. (Optics and Optoelectronics) from University of Calcutta and PhD (Engg.) from Jadavpur University. He 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.

**About Dr. Paramartha Dutta**

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, Sانتiniketan, India for more than eight years.
Introduction to Computer Graphics and Multimedia, 2e
Anirban Mukhopadhyay & Arup Chattopadhyay

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 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

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

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

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

About the Book
This book covers the basics of Data Structures, including Tips and Tricks, application of Data structures, questions of Campus Interview and programming assignments. This book will be a great resource for the beginner for semester preparation with a practical approach using C program, to anybody preparing for campus interviews and also help to experts to rediscover and recapitulate on data structures.

Key Features
• 100 Tricky Objective type questions and answers for Campus interview • 50 selective multiple choice questions • Indepth coverage of different programs using C on Array, Link list, stack, queue, graph, tree, searching and sorting

Salient Features
Even after studying data structures in detail in the academic semester, there remains a gap for fortification of its concepts and applications, which this book addresses. It covers the basics of data structures, including tips and tricks, application of data structures, questions of campus interview and programming assignments.

Contents
• Multiple Choice Questions • Short Answer Type Questions • Programming Assignments
About the Book

Android
Prasanna Kumar Dixit

Android is a movement that has transferred data from laptop to hand-held devices like mobiles. Though there are alternate technologies that compete with Android, but it is the front runner in mobile technology by a long distance. Good knowledge in basic Java will help you to understand and develop Android technology and apps. Many universities in India and across the world are now teaching Android in their syllabus, which shows the importance of this subject. This book can be read by anyone who knows Java and XML concepts. It includes a lot of diagrams along with explanations to facilitate better understanding by students. This book aptly concludes with a project that uses Android, which will greatly benefit students in learning the practical aspects of Android.

Key Features

• Instructions in designing different Android user interfaces
• Thorough explanations of all activities
• JSON
• Android-based project to aid practical understanding

Contents


Prasanna Kumar Dixit, Director of Interface Software, Bhubaneswar.

Computer Graphics
Neeta Nain

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.

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

• 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

About the Book

The book Operating System by Rohit Khurana is an insightful work that elaborates on fundamentals as well as advanced topics of the discipline. It offers an in-depth coverage of concepts, design and functions of an operating system irrespective of the hardware used. With illustrations and examples the aim is to make the subject crystal clear and the book extremely student-friendly. The book caters to undergraduate students of most Indian universities, who would find subject matter highly informative and enriching. Tailored as a guide for self-paced learning, it equips budding system programmers with the right knowledge and expertise. The book has been revised to keep pace with the latest technology and constantly revising syllabuses. Thus, this edition has become more comprehensive with the inclusion of several new topics. In addition, certain sections of the book have been thoroughly revised.

Key Features

• Case studies of Unix, Linux and Windows to put theory concepts into practice
• A crisp summary for recapitulation with each chapter
• A glossary of technical terms
• Insightful questions and model test papers to prepare for the examinations
New in this Edition
- More types of operating system, like PC and mobile; Methods used for communication in client-server systems
- New topics like: Thread library; Thread scheduling; Principles of concurrency, Precedence graph, Concurrency conditions and Sleeping barber problem; Structure of page tables, Demand segmentation and Cache memory organization; STREAMS; Disk attachment, Stable and tertiary storage, Record blocking and File sharing; Goals and principles of protection, Access control matrix, Revocation of access rights, Cryptography, Trusted systems, and Firewalls

Contents

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

Computer Networks: Fundamental and Application
R S Rajesh, K S Easwarakumar & R Balasubramanian

ISBN: 9788125912385
Price: ₹ 450 | Pages: 264
Size: 6.25" X 9.5" (Paperback)

About the Book
This book aims to give its readers a concise yet comprehensive coverage of the subject from all angles which no other Indian book in the market has accomplished so far.

Key Features
- Clear and logical sequence of topics
- Discussing on extended network features like ISDN and Distributed Computing
- Review questions at the end of every chapter
- Introduction of HTTP and Enterprise Java Beans as case studies for client/server application
- Discussion on latest technologies namely Blue Tooth and WAP

Contents

R S Rajesh, Selection Grade Lecturer, Department of Computer Science and Engineering Manonmaniam Sundaranar University, Tirunelveli.
K S Easwarakumar, Assistant Professor, School of Computer Science and Engineering, Anna University, Chennai.
R Balasubramanian is Dean, Basic Sciences, Vellamal Engineering College, Chennai.

Computer 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

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

Computer Organization and Architecture
P N Basu

ISBN: 9788125939917
Price: ₹ 360 | Pages: 304
Size: 6.75" X 9.5" (Paperback)

About the Book
The book covers the syllabi of Computer Organization and Architecture for most of the Indian universities and colleges. The author has carefully arranged the chapters and topics using Education Technology and Courseware Engineering Principles, with proper planning to help self-paced as well as guided learning. Large numbers of examples, solved problems and exercises have been incorporated to help students strengthen their base in the subject. A number of multiple choice questions have been included with answers and explanatory notes. The basic principles have been explained with appropriate lucid descriptions supported by explanatory diagrams and graphics. The advanced principles have been presented with in-depth explanation and relevant examples.

Key Features
- Lucid description of theories and principles arranged from basics to advanced
- Multiple choice questions answered with explanatory notes
- An extensive number of solved problems
Computer Programming and Utilization
Rohit Khurana, Amitava Nag & J P Singh

ISBN: 9788125950905
Price: ₹ 275 | Pages: 384
Size: 6.75” X 9.5” (Paperback)

About the Book
Computer Programming and Utilization aims to providing an in-depth knowledge of the fundamentals of computers and programming. Examples, suitable diagrams and tables make the book extremely student-friendly. The discussion on both, introductory and advanced topics of C and C++ make this a comprehensive study on the subject.

Key Features
• Learning objectives and summary in each chapter
• Concise but sufficient discussion of theory
• Discussion of topics supported with diagrams and tables
• Complete syllabi requirements of GTU fulfilled
• Exhaustive set of questions and programming exercises provided to fully prepare students for examination
• Detailed index for easy access to specific topics
• Totally suited for self-study
• Appendices provided for better understanding of technical terms
• Solved question papers included

Contents

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

Amitava Nag is a strategy consultant and teaches strategic management, strategic marketing and international business strategy in various institutes. A prolific writer, he has contributed many papers and articles in national and international journals and has a number of books on management, marketing and strategy to his credit.

J P Singh is an Assistant Professor, National Institute of Technology, Patna.
Alexis Leon is a software consultant, researcher, and writer. He has more than 20 years of consulting experience in the areas of software development, IT, software engineering, Internet and WWW, workflow automation, groupware, product design, process improvement, project management, configuration management, quality assurance, productivity improvement, etc.

Mathews Leon is the Executive Director of L & L Consultancy Services Pvt. Ltd.

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
• How to Program in C
• How to Handle Arithmetic in Computers
• Efficient Methods of Program Design
• Best Learning Sequence for Programming
• How to Program in C
• Simple and Advanced Programming

Contents

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

Data Communication and Computer Networks
Rajneesh Agrawal & Bharat Bhushan Tiwari

ISBN: 9788125915973
Price: ` 535 | 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.

Contents

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

Introduction to Information Technology
Sanjay Saxena

ISBN: 9788125928577
Price: ` 435 | Pages: 404
Size: 7.25” X 9.5” (Paperback)

About the Book
This book is designed to teach the basics of Information Technology specially to the students of business management. It is based on the syllabuses of undergraduate courses of many Indian universities. It is so organized that one can learn a great deal simply by reading the text carefully and following the step-by-step instructions given with it. One does not need any previous knowledge of computers — all that is needed is access to a computer and willingness to learn.

Contents

Sanjay Saxena is an international consultant with over 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

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.

Key Features
• Step by step approach toward each program
• Tiles, Validator
• Coverage of results, UI Tags, struts-default.xml
• Coverage of OGNL, Internationalization and Value
• Systematic approach and easy-to-understand language

Contents

P K Dixit, Director of Interface Software, Bhubaneswar.
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

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

MATLAB: Demystified

Basic Concepts and Applications

K K Sarma

ISBN: 9788125937128
Price: ₹ 375 | Pages: 352
Size: 6.75" X 9.5" (Paperback)

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

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

Contents

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.

Object Oriented Data Structures Using C++
K S Easwarakumar

ISBN: 9788125909309
Price: ₹ 395 | Pages: 348
Size: 7.25” X 9.5” (Paperback)

About the Book
Comprehensive and well written, this book covers the concepts of various data structures normally encountered in problem solving. A Major highlight of the book is the elucidation of object-oriented techniques in implementing abstract data types.

Salient Features
- Clear elucidation of concepts of Algorithms and analysis
- Essential C++ concepts given for understanding programming
- Generic class concepts used for developing Abstract Data Types (ADT)
- Highlights properties of inheritance used to implement improvements to various data structures
- Numerous diagrams
- Programs tested using VC++
- Presents current topics and new data structures
- Amortised analysis used for ADTs • Exercises at the end of each chapter

Contents

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

Fundamentals of Computing and Programming in C
T Jeyapoovan

ISBN: 9789325981096
Price: ₹ 415 | 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

T Jeyapoovan, Professor, Hindustan Institute of Technology and Science, Chennai
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B D Gupta

About the Book

Mathematics is an essential ingredient in the education of a student of mathematics or physics or a professional physicist, indeed in the education of any professional scientist or engineer. The purpose of Mathematical Physics 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.

The Fourth Edition of the book has been thoroughly revised and updated keeping in mind the requirements of students and the latest UGC syllabus.

Key Features

• Exhaustive treatment of the subject
• Systematic and logical arrangement of topics
• Rigorous explanation of each theorem to facilitate comprehension
• Worked out examples to clarify concepts
• Additional problems from university papers for more practice

New in this Edition

• Additions in the chapters on Vectors, Matrices, Tensors, Complex Analysis, Differential Equations, Harmonics, Beta, Gamma and Error Functions
• Extra problems in every chapter
• Updated and enhanced appendix


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

He retired as Associate Professor and Head of Mathematics Department, Vardhaman College, Bijnor (Rohilkhand University). A prolific writer on mathematics and applied mathematics, he has written many books such as Classical Mechanics, Mathematical Statistics, Topology, Numerical Analysis, Mathematical Methods with Statistical Functions and Trigonometry. Dr Gupta has taught and guided students for more than forty years.
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.


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 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


Contents

Unit-I: Structure and Bonding
Unit-II: Reactions Mechanism
Unit-III: Stereochemistry of Organic Compounds
Unit-IV: Alkanes and Cycloalkanes
Unit-V: Alkenes, Dienes, Cycloalkenes and Alkynes
Unit-VI: Arenes and Aromaticity
Unit-VII: Alkyl and Aryl Halides
Unit-VIII: Electromagnetic Spectra
Unit-IX: Alcohols
Unit-X: Phenols,
Unit-XI: Ethers and Epoxides
Unit-XII: Aldehydes and Ketones
Unit-XIII: Carboxylic Acids & Their Derivatives
Unit-XIV: Organic Compounds of Nitrogen
Unit-XV: Polynuclear Hydrocarbons
Unit-XVI: Spectroscopy
Unit-XVII: Organometallic Compounds
Unit-XVIII: Organosulphur Compounds
Unit-XIX: Heterocyclic Compounds
Unit-XX: Organic Sysnthesis Via Enolates
Unit-XXI: Carbohydrates
Unit-XXII: Amino Acids and Nucleic Acids
Unit-XXIII: Oils, Fats and Detergents
Unit-XXIV: Synthetic Polymers
Unit-XXV: Synthetic Dyes
Unit-XXVI: Miscellaneous Topics
Appendices-I-III
Index

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).
About the Book
For the last 40 years, the book has stood the test of time due to the authors’ zeal to update it regularly with inputs from latest developments in the field.

Since the last revision of the book, the methods used to study plant embryology have changed radically. Powerful modern biological techniques are now being applied to understand the developmental aspects and genetic and molecular bases of embryological processes. It has become possible to generate tissue specific mutants by T-DNA insertional mutagenesis, use of green fluorescent protein probes for live imaging of growing cells and tissues and to analyze gene expression in few-celled structures, such as early stages of embryo, and constituent cells of the male and female gametophytes. These techniques, combined with the development of high resolution confocal laser scanning microscopy, have provided non-invasive methods to view live processes, such as pollen tube growth in the pistil and double fertilization under in situ conditions.

The book serves the students of Botany, Agriculture and Forestry for their regular courses like BSc (General and Hons) and MSc, as well as competitive examinations.

The book has been translated into Japanese and Korean languages.

Key Features
• Covers important topics like development and structure of male and female gametophytes, pollination, fertilization, sexual incompatibility, development of endosperm and embryo, polyembryony, apomixis and seed development
• Describes embryology in relation to taxonomy and experimental and applied embryology. Judicious use of tables and figures to depict important data and information
• Updated as per the new developments in the study of plant embryology in the post-genomic era. This edition includes discussion of genetic and molecular bases of embryological processes.

Market: Primarily for MSc. Also useful for BSc.


Contents

|---------------|----------|------------------|----------------------------------|-----------------------------|----------------|---------------------|-------------|--------------|-----------------|-------------|-------------|-----------------|-------------|-------|------------------|-----------------|

S S Bhojwani has 50 years of teaching and research experience. Apart from universities in India, he worked in or had affiliations from the UK, Canada, New Zealand and Japan.

S P Bhatnagar retired as Professor of Botany, University of Delhi. As a CAS Senior Visitor of the British Council he worked at the Botany School, Cambridge University.

P K Dantu is Professor of Botany at Dayalbagh Educational Institute, Agra. He has 30 years of teaching and research experience in the field of plant biotechnology and reproductive biology of angiosperms.
A Textbook of Botany Volume - I, 12e
S N Pandey & P S Trivedi

New in This Edition
- Improved categorization of bacteria, cyanobacteria, archaebacteria, fungi, viruses and algae.
- Modern classification of fungi and algae.
- Study of fungal diversity based on the development of molecular methods.
- Life cycle and genetics of Neurospora.
- Molecular methods in which algae and fungi are exploited by man

Salient Features
- Detailed coverage of bacteria, viruses, fungi, algae and lichens
- Dedicated chapter on plant pathology
- Includes topics from latest international research
- Profusely illustrated with diagrams, appropriately labelled
- Exercises at the end of the chapters


Contents

S N Pandey, formerly, Senior Reader, Department of Botany, Christ Church College, University of Kanpur, has 38 years of experience of teaching botany to undergraduate and postgraduate students.

P S Trivedi, formerly, Head, Department of Botany, BND College, Kanpur, distinguished himself as a teacher. In his 40-year career, he taught varied topics of botany, including pteridophyta, to undergraduate and postgraduate students.

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: ₹ 690  |  Pages: 742  |  Size: 6.75" X 9.5" (Paperback)
Contents


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.
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.


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 Solute
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.
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: ₹ 325 | 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

Plant Anatomy and Embryology
S N Pandey & A Chadha

ISBN: 9788125902409
Price: ₹ 560 | 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:

Part Two: Embryology and Palynology:

S N Pandey, formerly Senior Reader, Department of Botany, Christ Church College, University of Kanpur, has 38 years of experience of teaching botany to undergraduate and postgraduate students.

A Chadha has been teaching at the S.N. Sen P.G. College, Kanpur.
Modern Plant Taxonomy
N S Subrahmanyam

Contents

N S Subrahmanyam, Reader in the Department of Botany, Sri Venkateswara College, University of Delhi.

Molecular Biology, 2e
H D Kumar

About the Book
The book is a choice selection of exciting topics in molecular biology organized in a logical sequence starting with a historical and biochemical background, progressing through the structure and functions of nucleic acids, the role of nucleic acids in protein synthesis (including transcription and translation of genetic information) and culminating in a concise account of our current knowledge about genes and genomes.

Key Features
• The book has a glossary of useful terms and a list of books and papers for supplementary reading and reference
• A short summary of some important points and rules of molecular biology is given at the end of each chapter for quick reference

Contents

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

Modern Concepts of Microbiology, 2e
H D Kumar & Swati Kumar

About the Book
This well-organised text gives a concise account of various groups of microorganisms and a detailed account of several exciting aspects of Modern Microbiology with special reference to bacteria and the extremophilic microorganisms. The structure, reproduction, classification, metabolism, genetics and ecology of viruses, bacteria, yeasts, microalgae and protozoa are covered and profusely illustrated to meet the needs of senior undergraduates in colleges of Science and Agriculture and in the departments of Microbiology and Life Sciences. Special emphasis is given to Applied Microbiology and to pathogenic microbes that cause disease in plants, animals and humans. The role of microorganisms in health and disease, in crop fields and in the environment at large, is highlighted with appropriate examples. The book should also serve as a welcome text for M.B.B.S. students in medical colleges. In its second edition, the text has been thoroughly revised and updated to reflect the many new and interesting breakthroughs in diverse aspects of Microbiology such as boffins, quiescence, virology, genetics, metabolism and medical microbiology.

Contents

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: ₹ 340 | Pages: 318
Size: 6.75" X 9.5" (Paperback)

About the Book
This is an innovative textbook for undergraduates as well as postgraduates offering basic knowledge of biology. Its aim is to provide state-of-the-art information about this developing science that has the potential to replace existing biological approaches to study genes and proteins. The chapters are explained in a concise yet detailed manner, including ample cross-references, references to literature and databases, tables and illustrations.

The book's sound approach to this intricately complex field makes it an exceptional resource for further exploration into biochemistry, molecular biology, genomics and drug designing fields. Abundant learning features make this book the ideal teaching and learning tool.

This is an in-depth textbook written for the biologist who wants a thorough understanding of the popular bioinformatics programs and molecular databases currently in use. It provides a broad, application-oriented overview of this technology.

Key Features
• Illustrations to bolster understanding of complex biochemical relations
• Tables for quick access to precise data
• Extensive end-of-chapter exercises and references
• The most basic details furnished for those who are new to biology
• User-friendly, Internet-based bioinformatics tools that allow researchers to extract information from databases and analyze it
• Analysis of one software tool discussed in each chapter step-by-step from entering the input till interpretation of the results

Contents

Ruchi Singh is alumni of Advanced centre of Botany, Banaras Hindu University, Varanasi, (U.P.). She worked as a lecturer in Department of Bioinformatics, SRM University and also as a scientist at SIBB R&D, Kochi. Presently she is a visiting faculty member at Chowgule College, Goa and conducts bioinformatics workshops and guest lectures at various other institutes in Goa.

Modern Concepts of Biotechnology
H D Kumar

ISBN: 9788125905820
Price: ₹ 525 | Pages: 434
Size: 6.25" X 9.5" (Paperback)

About the Book
This text caters to the needs of undergraduate students of science, agriculture, technology and medicine. It covers virtually all aspects of biotechnology – traditional and modern – in a concise and well-illustrated manner. Most aspects of plant, animal, and microbial biotechnology have been dealt with adequately. Recent developments in the field have also been included in the book. Chapters on developing countries and regulatory issues have been added to the book to reflect the growing interest and concern of the general public as well as enforcement agencies with intellectual property rights, patenting, and trade-related matters. Special treatment is given to agricultural biotechnology, e.g., transgenic plants and animals and their use for human welfare. The book includes a glossary of useful terms, some sample questions and answers, and a short list of recent literature for supplementary reading.

Key Features
• Special treatment is given to agricultural biotechnology
• The book includes a glossary of useful terms
• Some sample questions and answers are given
• A short list of recent literature for supplementary reading is also given

Contents

H D Kumar, Taught microbial biotechnology and modern life sciences at several universities in India as well as abroad.
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 given 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: ₹ 530  |  Pages: 648  |  Size: 5.5” X 8.5” (Paperback)

Contents

R P Rastogi was Vice-Chancellor, Banaras Hindu University, Varanasi, and also Fellow of Indian National Science Academy.
R R Misra has been a senior lecturer, Department of Chemistry, Hindu College, University of Delhi.

A Textbook of Physical Chemistry, 6e
K K Sharma & L K Sharma

About the Book
The book emphasizes on fundamental rather than excessive details and develops the topics from the first principles. It contains a lot of worked-out examples exposing the students to practical applications of equations and helping them comprehend the magnitude of many different physiochemical quantities. Both the traditional cgs/esu and the newer SI systems of units have been used. This is because in spite of wider acceptance of the SI units, the cgs system of units continues to be used in most chemical literature. This book has been successfully guiding undergraduate students of science, engineering and pharmacy of the Indian universities since 40 years due to its approach of teaching the subject in the simplest possible way.

Salient Features
• ‘Quick Recap’ section with every chapter to bring the concepts on fingertips
• 262 MCQs for complete comprehension
• 631 Problems for practising the concepts learned
• Over 200 diagrams
• Covers the requirements of chemistry students as well as aspiring engineering and medical students.


Contents

K K Sharma was a Reader in the Department of Chemistry, Zakir Husain College, University of Delhi.
L K Sharma is retired Associated Professor from ARSD College, University of Delhi where he was associated for over 40 years.
Advanced Practical Organic Chemistry, 3e
N K Vishnoi

ISBN: 9788125931287
Price: ₹ 560 | Pages: 552
Size: 5.5” X 8.5” (Paperback)

About the Book
For BSc. and MSc. as per UGC syllabuses. Develops manipulative practical skill. Starting from simple preparations goes on to compounds involving two, three or more steps based on several types of reactions. Help understand intricacies, theoretical aspects and practical limitations of a known reaction leading to mastery of the art of organic synthesis.

Contents
Part One: Separation, Purification and Identification of Organic Compounds:

Part Two: Organic Preparations:

Part Three: Organic Quantitative Analysis:

N K Vishnoi, retired as Reader from Department of Chemistry, Christ Church College, Kanpur after teaching organic chemistry to undergraduate and postgraduate students for more than three decades. He has been guiding research work in the field of synthetic chemistry and has published several research papers in the subject. After superannuation from the college he migrated to England for a year under the HSMP programme of the UK government. He has been associated as a content provider for chemistry with institutes like Egurucool (now a part of NIIT, New Delhi) and Career Launcher, New Delhi along with various other organizations. He is also the co-author of A Textbook of Organic Chemistry published by Vikas.

Concise Coordination Chemistry
R Gopalan & V Ramalingam

ISBN: 9788125909347
Price: ₹ 560 | Pages: 424
Size: 6.25” X 9.5” (Paperback)

About the Book
Industrial applications of Metal complexes have gained significant importance especially in the area of Catalysis in the last three decades. Scope for further development of such applications is extensive as several biological processes in living cells involve metal complexes. Coordination Chemistry is a subject uniquely involving application of Quantum Mechanics, Spectroscopy, Kinetics, Catalysis, Biology and Industrial Chemistry. This book has been written keeping these important aspects of the subject in mind.

Salient Features
The Industrial applications of metal complexes are extensive as several biological processes in living cells involve metal complexes. Coordination Chemistry is a subject uniquely involving application of various branches of science. The book conforms to prescribed syllabuses of BSc (Hons) and MSc. It carries a virtual question bank with more than 300 problems, about 100 MCQs, and another 100 that require reasons for given statements or facts, apart from a dedicated chapter on solved problems.

Contents

R Gopalan is Professor and Head, Department of Chemistry, Madras Christian College, Tambaram. A prolific writer, he has authored several books on Chemistry.

V Ramalingam is Senior Faculty, Department of Chemistry, Madras Christian College, Tambaram. He has thirty-seven years of teaching experience and has authored/co-authored books on Chemistry at the School and College levels.
Introduction to Quantum Mechanics
Nikhil Ranjan Roy

About the Book
The subject of quantum mechanics has grown tremendously during the last century and revealed many hidden secrets of nature. It has enabled mankind move towards understanding the nature of matter and radiation. However, for the students its concepts have remained a problem to understand. Having deeply observed this situation and having himself experienced it, the author has presented the subject in the style of classroom teaching that reveals its marvels and the wide scope it offers.

The book focuses on the evolution of the subject, the underlying ideas, the concepts, the laws and the mathematical apparatus for the formulation of the subject in a systematic and comprehensible manner. Each chapter is followed by a number of solved examples and problems, which are chosen so as to serve as guidelines in the application of the basic principles of quantum mechanics and to assist in solving more complex problems.

Key Features
• Develops passion for quantum mechanics; thus makes this tough subject look simple
• Showcases the marvels and scope of quantum mechanics
• Meets the syllabi requirements of all undergraduate courses


Contents

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

Introduction to Classical Mechanics
Nikhil Ranjan Roy

About the Book
The book deals with the mechanics of particles and rigid bodies. It is written for the undergraduate students of physics and meets the syllabus requirements of most Indian universities. It also covers the entire syllabus on classical/analytical mechanics for various national and state level examinations like NET, GATE and SLET. Some of the topics in the book are included in the curricula of applied mathematics in several institutions as well.

Key Features
• Main emphasis is on the evolution of the subject, the underlying ideas, the concepts, the laws and the mathematical methods
• Written in the style of classroom teaching so that the students may benefit from it by way of self-study
• Step-by-step derivation of concepts, with each step clearly numbered
• Concepts explained with the help of relevant examples to aid understanding


Contents

Nikhil Ranjan Roy retired as Professor and Head of the Department of Physics, Ranchi University, Ranchi.
Waves and Oscillations, 2e
N Subrahmanyam & Brij Lal

About the Book
The subject matter is divided into twelve chapters. Each chapter is self-contained and is treated in a comprehensive way, using the S.I. system of units. Harmonic Oscillators, Linearity and Superposition Principle, Oscillations with One Degree of Freedom, Resonance and Sharpness of Resonance, Quality Factor, Doppler Effect in Sound and Light, Medical Applications of Ultrasonics, Acoustic Intensity, Acoustic Measurements, Wave Velocity and Group Velocity, Maxwell’s Equations, Propagation of Electromagnetic Waves in Isotropic Media, De Broglie Waves, Heisenberg’s Uncertainty Principle and Special Theory of Relativity are some of the important topics which have been given special attention. Solved numerical problems, wherever necessary, are given in the text and in the exercises at the end of each chapter. The book is intended to be a textbook for the undergraduate students of Indian universities.

Salient Features
• A new chapter on Fourier Analysis has been introduced.
• New topics like free oscillations with two degrees of freedom, properties of a mode, two-coupled LC circuits, damped SHM in an electrical circuit, what propagates wave motion?, theory of resonator, vibrations in rods and plates have been, speech, human voice and human ear, limits of audibility and tracking of artificial satellites.

Benefits
Covers the topics included in the syllabi of most Indian universities.

ISBN: 9780706985436 | Price: ₹ 475 | Pages: 452 | Size: 5.5” X 8.5” (Paperback)

Contents

N Subrahmanyam was Reader in the Department of Physics, Kirori Mal College, University of Delhi.
Brij Lal was Reader in the Department of Physics, Hindu College, University of Delhi.

A Textbook of Sound, 2e
N Subrahmanyam & Brij Lal

About the Book
This book sets out to elaborate on the principles of sound in a most scholarly and comprehensive manner. Harmonic oscillators, linearity and superposition principle, oscillations with one degree of freedom, resonance and sharpness of resonance, quality factor, Doppler effect in sound and light, tape recording, cathode-ray oscillograph, medical applications of ultrasonics, acoustic intensity and acoustic measurements are some of the important topics which have been given special attention.

Although the book is for BSc students, some of the elementary discussions are included to initiate an advanced treatment of the subject.

Salient Features
• Additional matter on ‘What propagates wave motion?’ and ‘velocity of sound’ is provided.
• New topics like silence zones, theory of resonator and dependence of the frequency of resonator on the size and shape of the mouth of resonator have been added.
• Previous years’ questions included in Exercises.

Benefits
• Covers the topics included in the syllabi of most Indian universities.
• Apart from B.Sc. and engineering students, also useful for UPSC aspirants.

ISBN: 9780706998177 | Price: ₹ 450 | Pages: 300 | Size: 5.5” X 8.5” (Paperback)

Contents
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.


Contents

K M Sahay had been a Senior Scientist at the Central Institute of Agricultural Engineering, Bhopal. He served as an Assistant Engineer (Research) at Govind Ballabh Pant University and Technology, Pantnagar and later joined the ICAR as Scientist in the discipline of Agricultural Structures and Process Engineering.

K K Singh served as a Research Fellow at PAU, Ludhiana and thereafter, joined RAU, Pusa (Bihar) in the capacity of Assistant Professor.

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 a 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


Contents

A M Michael an internationally reputed authority on water resources development and management. He held senior faculty positions in Rajasthan Agricultural University, Punjab Agricultural University and Indian Agricultural Research Institute (IARI).
Modern Algebra, 9e
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: ₹ 530  |  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 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.

ISBN: 9789352710829  |  Price: ₹ 360  |  Pages: 368  |  Size: 6.75” X 9.5” (Paperback)

Contents

Sudesh K Shah is a PhD in Mathematics from IIT-Delhi. She retired from Sri Venkateswara College, University of Delhi, Delhi, recently as Associate Professor after a long and successful career spanning 35 years, during which she taught mathematics to undergraduate and postgraduate students.

Subhash Chand Garg is an MPhil in Mathematics presently teaching at Sri Venkateswara College, University of Delhi, Delhi.

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: ₹ 345  |  Pages: 228  |  Size: 5.5” X 8.5” (Paperback)

Contents

S B Malik is currently associated with Ambedkar University. Earlier she taught in the Department of Mathematics, Hindu College, University of Delhi, for over thirty years. During all those years, she taught Algebra to undergraduates and postgraduates at the college and also at both campuses of the University of Delhi. She has been teaching Number Theory for many years now. Her main interests are in fields of Algebra, Number Theory and Analysis.
Fundamental Real Analysis, 4e
S L Gupta & Nisha Rani

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

S L Gupta, Reader in Mathematics, Shivaji College, University of Delhi.
Nisha Rani, Reader in Mathematics, Lakshmibai College, University of Delhi.

Linear Algebra
Surjeet Singh

ISBN: 9788125904823
Price: ₹ 495 | Pages: 452
Size: 6.25" X 9.5" (Paperback)

About the Book
The book is intended to be a bridge between introductory and advanced textbooks on linear algebra. It is intended for the advanced level undergraduate and postgraduate students, in mathematics and other disciplines, who need a comprehensive knowledge of linear algebra. The book contains detailed proofs of various results; these proofs may or may not be discussed by a teacher, depending upon the course being offered. It also contains large number of examples and remarks.

Contents

Surjeet Singh, Started his teaching career as an assistant lecturer in Mathematics at Kirori Mal College, Delhi in 1963. Thereafter, he taught at several places in India and abroad, including Kuwait, Saudi Arabia and the US.

Lattices and Boolean Algebras: First Concepts, 2e
Vijay K Khanna

ISBN: 9788125916536
Price: ₹ 285 | Pages: 168
Size: 5.5" X 8.5" (Paperback)

About the Book
This book is primarily designed for senior UG students wishing to pursue a course in Lattices/Boolean Algebra, and those desirous of using lattice-theoretic concepts in their higher studies. Theoretical discussions amply illustrated by numerous examples and worked-out problems. Hints and solutions to select exercises added to the text as further help.

Contents

Vijay K Khanna is Reader in Deptt. of Mathematics, Kirori Mal College, University of Delhi and has been teaching undergraduate and postgraduate students for over 35 years. His other publications include Lattices and Boolean Algebras, Solid Geometry, and Business Mathematics published by Vikas.

Numerical Methods
V N Vedamurthy & N Ch S N Iyengar

ISBN: 9788125906308
Price: ₹ 495 | Pages: 456
Size: 6.25" X 9.5" (Paperback)

About the Book
• Especially designed book to achieve the objective of bringing clarity and utility of purpose in the student's mind.
• An indispensable book for the students of Mathematics, Science and Engineering that carries a vast number of solved problems.

Contents

V N Vedamurthy recently retired as Principal of Vellore Engineering College, Vellore.
N Ch S N Iyengar is Assistant Professor, Department of Mathematics, Vellore Engineering College, Vellore.
Anatomy and Physiology for Nursing Students
Jagannath Prasad

About the Book
This book has been written by one of the most experienced and senior Professor of Anatomy who has been working continuously as Professor and HOD of Anatomy in India and abroad for 37 years (1970-1982 in India and 1982-2007 in various foreign countries). Through his vast experience, the author has written this comprehensive and clinically-oriented textbook of Anatomy and Physiology.

Key Features
- RELAX boxes, which contain the summary of each part/organ to revise all the facts in a nut-shell and easy language.
- Clinical Anatomy and Physiology: After description of a part/organ, Clinical Anatomy and Physiology has been added to give a clear idea of the body in health and illness.
- Appendix, which includes review of: Vascular supply, Cranial nerves and their testing, Clinical procedures, Histological and Radiological techniques.
- Easy to understand, straight forward language complimented by more than 700 clear, colour illustrations and 200 tables.


Contents

Jagannath Prasad, B.Sc., M.B.B.S. (Pat), M.Sc. (Anatomy) and M.S. (Anatomy) is former Professor and Head of the Department of Anatomy, Patna Medical College, Patna University, India.

Manual of Nursing Arts and Procedures, 4e
Lily Pritam & Telu Ram

ISBN: 9788125918769
Price: ₹ 395 | 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. As per the new syllabus of Indian Nursing Council.

Contents

Lily Pritam Telu Ram took her BSc (Nursing Degree from Hanover College, Indiana (USA) and Master’s Degree in Nursing Education from Columbia University, New York (USA). She retired as Nursing Director of Philadelphia Hospital, Ambala.
Fundamentals of Nursing
Volume 1
Alphonsa Jacob

ISBN: 9788125901983
Price: ₹ 325 | Pages: 260
Size: 5.5" X 8.5" (Paperback)

About the Book
This book has been prepared according to the standards of the Indian Nursing Council. It will be of immense benefit to the students of nursing all over the country. It has been specially written for the use of General Nursing students. The book covers all the areas of nursing in a simple and concise language, coping with the needs of the changing society.

Contents

Fundamentals of Nursing
Volume 2
Alphonsa Jacob

ISBN: 9788125901952
Price: ₹ 350 | Pages: 240
Size: 5.5" X 8.5" (Paperback)

About the Book
This book has been prepared according to the standard of the Indian Nursing Council. It will be of immense benefit to the students of nursing all over the country. It has been specially written for the use of General Nursing students. The book covers all the areas of nursing in a simple and concise language, coping with the needs of the changing society.

Contents

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: ₹ 425 | 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 fulfil the requirements of the syllabus as prescribed by the Indian Nursing Council.

Contents

Alphonsa Jacob has more than 28 years' experience in teaching the subject of nursing, including psychiatric nursing. She is currently the Principal of Rajiv Gandhi School of Nursing, Co-operative Hospital, Koothathukulam, Ernakulam.
Hospital and Clinical Pharmacy: Theory and Practical, 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 LVP Manufacture,
12. Building Plan for SVP 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 Don’ts 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: ₹ 450 | 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.
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, 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.

About the Book
This book is basically meant as a practical guide to the students of Veterinary Surgery and as a reference book for practicing Veterinary Surgeons. It comprises 18 chapters dealing with surgical restraint; fluid and electrolyte balance before, during and after surgery; use of ideal analgesic and anesthetic agents and techniques; pre-operative, operative and post-operative considerations; suture and suture materials; various surgical instruments used in surgery; techniques of various operations; use of chemotherapeutic agents to combat infection; fracture repair and management of wounds and injuries. Detailed discussion on these topics of clinical importance has been included in the book. Surgery of various organs has been given in the form of exercises, which comprises indications, sites of operation, control and anesthesia, surgical anatomy and techniques of operation. The book contains 407 pages and more than 150 illustrations. Appropriate illustrations have been included to supplement the text, which mostly pertain to instruments, restraint procedures, suture and knots, and surgical techniques of various organs in a step by step sequence. The book will be of use to veterinary students for their education and to practitioners as a guide for their day to day practice.

Contents

Amresh Kumar, Professor and Head, Department of Surgery and Radiology, G B Pant University of Agriculture and Technology, Pantnagar.
Disaster Management
R Subramanian

ISBN: 9789352718702
Price: ₹ 395 | 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
- Appendix-1: Suggested Practical Tasks
- Appendix-2: Vulnerability Maps of India

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: ₹ 505 | 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

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

Modern Concepts of Ecology, 8e
H D Kumar

ISBN: 978076986761
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 homeoeostasis, resilience, stability and diversity of ecosystems, their management and optimization, predator-prey relations, inter- and intra-specific competition and significance of parasitic systems highlight trends in the subject. Caters to BSc students of biology, geography, ecology, agriculture and public health.

Contents

H D Kumar (Ph.D., London, 1963) has taught courses in 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 Phillips 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 ed), all published by ‘Vikas’.

He is a member of the International Editorial Board of the Journal of Microbiology and Biotechnology (Springer Verlag).
### LOW PRICED STUDENTS' PAPERBACK EDITION

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### BOTANY

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### CHEMISTRY

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### AGRICULTURE

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**अंतर्द्रष्ट्रीय संबंध, छठवां संस्करण**

ची एन खन्ना एवं लेसली के कुमार

**पुस्तक के विषय में**

इस पुस्तक में अंतर्द्रष्ट्रीय संबंध के विषय को एंटितालिक परिशद में प्रतिष्ठित किया गया है - तय विवरणावर्ती की पूर्ण संख्या से शीत युद्ध की समाप्ति और उसके अंत्तर्गत पुस्तक को दो खेड़ों में बांटा गया है: खेड़-I में एंटितालिक परिशद, जबकि खेड़-II में एंटितालिक अपरिशद प्रतिष्ठित किया गया है।

यह पुस्तक इतिहास और राजनीतिक विज्ञान के विवरणों और शिक्षकों के लिए उपयोगी मिठा होगी।

**पुस्तक विवेचनाएं**

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- छोटे नये अर्थ हैं।
- एंटितालिक पहलू - विश्वार्थवाद, नव-विश्वार्थवाद, उदारवाद, नव-उदारवाद,
- विवरण व्यक्ति और भिन्नता तथा नारायण उपयोग - संभवतः किया गया है।
- कुछ एंटितालिक पत्ताएं - जैसे चाहिए युद्ध - भी संभवतः की गई हैं।

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**अंतर्द्रष्ट्रीय संबंध, छठवां संस्करण**

ची एन खन्ना एवं लेसली के कुमार

भारत के राजनीति विज्ञान संस्करण के आंतरिक संस्करण तथा अंतर्द्रष्ट्रीय राजनीति विज्ञान संस्करण के संबंध हैं। अंतर्द्रष्ट्रीय संस्करण से उनके संबंध हैं तथा उनकी संस्कृतिय बांधक होती है। उनकी मुख्य शब्द तुरलालक राजनीति तथा अंतर्द्रष्ट्रीय संबंध में है। उनको अंतर्द्रष्ट्रीय पुस्तक की रचना की है।

लेसली के कुमार लेश्वर श्री एन केलेज, रिलॉक विश्वविद्यालय में सहायक प्रोफेसर हैं। उनके 2011 से कई पाठ्यक्रम जैसे भारत की विधि नीति, दलित एशिया के राजनीति, अंतर्द्रष्ट्रीय संबंध, भू-जागतिक, राजनीतिक विचार, परारूढ़ कारण आधुनिक राजनीतिक दर्शनमय पत्रकार हैं। उनकी मुख्य रूप से अंतर्द्रष्ट्रीय संबंधों में खिचाड़, दलित एशिया, विश्व भूतपूर्व, शक्ति एवं राजनीति, वृद्धि व्यापार की नीति में है। लेसली ने भारत एवं विदेश में विशेष व्याख्यान रचियाँ। लेसली केलेज, चेन्नई और जयपुर में जयपुर विश्वविद्यालय ने इस पुस्तक के द्वारा उनके लेखों के लाभ है।
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

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1. Foreign Policy and National Interest
2. India and the Politics of Climate Change
3. Factors Shaping India's Foreign Policy
4. Principles and Objectives of India's Foreign Policy
5. The Policy of Non-Alignment
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15. India and Israel Relations: Trends and Prospects
16. India’s Foreign Policy in the 21st Century
• An Overview

V N Khanna retired as Reader in Political Science at Deshbandhu College, University of Delhi. In his long career spanning more than four decades, he has been involved with student development activities and was, for some time, the Principal of his college.

Leslie K Kumar is Assistant Professor at Lady Shri Ram College, University of Delhi. Since 2011 he has taught a large number of courses like India’s Foreign Policy, Politics of South Asia, International Relations, Global Politics, Political Theory, Classical and Modern Political Philosophy.
International Relations, 6e
V N Khanna & Leslie K Kumar

About the Book

International Relations covers the subject from the historical perspective—from the eve of the First World War to the end of the Cold War and beyond. This book is divided into two sections — the first deals with the theoretical perspectives, while the second provides an historical overview of events. These include the two World Wars, problems faced in peace-making, system of alliances, search for security, Nazism and Fascism, rise of communism, the arms race and disarmament, the Cold War and its end, Non-Aligned Movement, and the emergence of regional organizations.

The book is a useful resource for teachers and students of history and political science, those appearing for civil services examinations, as well as those interested in international relations.

Key Features

- Thoroughly revised and updated to cover the latest developments
- Covers theoretical aspects realism, neo-realism, liberalism and neo-liberalism, dependency, and feminist approaches
- Covers six new chapters
  - 2008 Financial Crisis and the Future of Global Economic Order
  - Europe on the Edge: Brexit and Beyond
  - International Climate Politics

Market: BA (History), BA (Political Science) Also useful for UPSC.


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2. Realism
3. Neo-Realism
4. Liberalism and Neo-liberalism
5. World System and Dependency
6. Feminist Approaches
7. Social Constructivist Theory of International Relations

Section II—Historical Overview
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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.
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: ₹ 550 | Pages: 484 | Size: 5.5” X 8.5” (Paperback)

Contents


S P Varma, formerly Chairman, Department of Political Science and Director, South Asia Studies Centre, University of Rajasthan, and a National Fellow, ICCSR, has been teaching and doing research work on national and international politics for the last 45 years.
About the Book

The Constitution, Government and Politics in India covers the evolution of the Constitution of India, government and politics from Independence to the present day. It describes the new political forces, such as movements for the extension and expansion of reservation for the weaker sections; politics of awakened linguistic and religious minorities; emergence of elite women in politics; rise of regionalism, communalism and secularism; increasing role of mass media in the political process; changing foreign policy of India; the roles of lokayuktas and the lok pal; widening role of the Election Commission; judicial activism; expanding meanings of the fundamental rights and human rights, and so on.

Salient Features

- Comprehensive text on the Constitution of India, with a holistic approach
- Covers the evolution of the Indian constitution, government and politics from Independence to the present day
- An appendix at the end of every chapter providing the latest information
- Useful for the students and teachers of political science and law, and candidates appearing for the competitive examinations conducted by the Union Public Service Commission and the state public service commissions

Contents


S H Patil is a Professor of Political Science (Retd.), Karmakar University, Dharwad, and earlier he has been ICSSR Senior Fellow and UGC Emeritus Fellow.

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


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,
लिपक्षि अरोड़ा एवं लैली कुमार

ISBN: 9789353381707
Price: ₹425 | Pages: 384
Size: 6.75” X 9.5” (Paperback)

पुस्तक के विषय में
विदेश नीति के साधन से प्रथम देश अन्य राष्ट्रीय हितों की सुधार तथा अधिकृत गुणवत्ता सुधार करना है। भारत भी अपनी विदेश नीति को अपने राष्ट्रीय हितों की सुधार के संबंध में निर्धारित और लागू करना है। भारत ने प्राथमिकता से ही सवारी को गुणों की राजनीति से पुकार रखा। यह नीति सवारी की बनाई पर खड़ी उठती। राजनीति के परीक्षण निर्देशक के उद्घाटन में भारत स्वयं देशों के साथ यह अभिव्यक्ति के आयनर को संलग्न करने वाली विदेश नीति पर चर्चा आया है। विभिन्न अंतरराष्ट्रीय एवं क्षेत्रीय संगठनों में भी भारत महत्वपूर्ण भूमिका निभाता रहा है।

साथ भाषा में विकसित इस पुस्तक में पहली देशों के साथ भाषा के संबंध पर जवाब देने हुए, दो महाकाव्यों के वर्णन में स्थानिक विचार निर्माण किया गया है। इस रचना में भारत की सुधार एवं राष्ट्रीय नीतियों तथा संस्कृत रूप से विभिन्न में भारत की भूमिका का विकसितण्ण भी किया गया है। भारतीय संघर्ष में हो रहे सूचना, एवं विकास्तात्त्विक भारत-अंतरराष्ट्रीय परंपरा संबंधी की समीक्षा।

तांत्रिक, संस्कृतिक एवं दर्शनीय संबंध अध्ययन को परिलक्षित के लिए एक प्रारंभिक पुस्तक।

प्रमुख विषय सूची
1. विदेश नीति और राष्ट्रीय हित
2. भारत और विदेशी नरसंहार की राजनीति
3. भारत की विदेशी नीति के निर्देशक चरित
4. भारत की विदेशी नीति के व्यवस्थापन और संवेदन
5. भारत-अमेरिका निर्देशक की नीति
6. भारत और उसके पहला देश: पाकिस्तान
7. भारत और उसके पहला देश: चीन
8. भारत और उसके पहला देश: नेपाल, बांग्लादेश और ओरंगाबाद
9. निर्देशक दर्शन, भारत की सुधार और प्राप्ति अवधारण, 10. भारत और संवेदन राष्ट्र, 11. भारत और अंतरराष्ट्रीय नरसंहार संघर्ष (साबक), 12. भारत और संवेदन राष्ट्र आधरण, 13. भारत-अंतरराष्ट्रीय संबंध, 14. भारत-अंतरराष्ट्रीय संबंध से प्राप्त भारत रतन, 15. भारत और भारत संवेदन संबंध

सूत्र, उल्लेख
1. विदेश नीति और राष्ट्रीय हित
2. भारत और विदेशी नरसंहार की राजनीति
3. भारत की विदेशी नीति के निर्देशक चरित
4. भारत की विदेशी नीति के व्यवस्थापन और संवेदन
5. भारत-अमेरिका निर्देशक की नीति
6. भारत और उसके पहला देश: पाकिस्तान
7. भारत और उसके पहला देश: चीन
8. भारत और उसके पहला देश: नेपाल, बांग्लादेश और ओरंगाबाद
9. निर्देशक दर्शन, भारत की सुधार और प्राप्ति अवधारण,

About the Book
This edition of Indian Government and Politics has been very thoroughly revised and recast. The politics of the country has moved so fast that such an exercise becomes absolutely essential. Most of the chapters have been done up afresh: new material has been added and old arrangement has been recast. The author has attempted to bring the book fully up to date, so that it could be used by teachers and students with great profit.

Contents

ISBN: 9780706987782
Price: ₹615 | Pages: 816
Size: 5.5” X 8.5” (Paperback)

Political Science

Tulnaatmak Rajniti
Sri Bi Gana

ISBN: 9780706982275
Price: ₹499 | Pages: 496
Size: 5.5” X 8.5” (Paperback)
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.

Prakash Chandra


Prakash Chandra

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


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.

Index
The Culture and Civilisation of Ancient India in Historical Outline

D D Kosambti

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.

Contents
1. The Historical Perspective: • The Indian Scene • The Modern Ruling Class • 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 updates. Therefore, the latest available material has been used to update this edition. Guidance of learned college and university teachers has enabled the author to present the subject-matter clearly and accurately. It is hoped that in addition to developing a keen interest for practical geography, it will form the basis for a more advanced study of the subject among the students.

Contents

Gopal Singh, former Head of the Department of Geography, A.I. Jat H.M. College, Rohtak.
**An Introduction to Anthropological Thought, 2e**

**Makhan Jha**

**About the Book**
This book covers the thought, theories, meaning and views on the origin, history, of anthropological thought. It analyses and interprets the diffusion, structure, function and personality of culture. It also discusses the theoretical contributions of Indian anthropologies and the pioneering works of some independent sociologists and anthropologists of the world. It is useful for students of Anthropology, Sociology and those appearing for Central Services examinations (UPSC and state service commissions).

**Salient Features**
- Interpretation of Culture given at the outset
- Accounts of all the schools of thought on anthropology
- Contributions of Indian anthropologists and sociologists
- Brief bio sketch and works of some foreign anthropologists and sociologists

**Benefits**
An excellent book for IAS aspirants

ISBN: 9780706986891  |  Price: ₹ 375  |  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.

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**An Introduction to Social Anthropology, 2e**

**Makhan Jha**

**About the Book**
Social Anthropology is a compulsory paper not only for the students of Central Services, but also for the students of anthropology and sociology. The book covers all aspects of social anthropology, keeping in view the requirements of students. Field methods in anthropology, definition of hypothesis and methodology, etc., have also been explained. This is also a highly useful book for civil services aspirants.

**Salient Features**
- Social and culture anthropology defined
- Concepts of community, society, culture, marriage and kinship system explained
- Anthropology of all types, namely, economic, political, religious, medical, developmental described.
- Role of anthropology in understanding international relations, management of food, water, environment, economic system and population dynamics elicited

**Benefits**
An excellent book for IAS aspirants

ISBN: 9780706991017  |  Price: ₹ 399  |  Pages: 228  |  Size: 5.5” X 8.5” (Paperback)

**Contents**
1. Meaning and Scope of Anthropology and its Main Branches,
2. Emergence of Man - Biological Evolution,
3. Cultural Evolution: Broad Outlines of Prehistoric Cultures,
4. Concepts of Community, Society and Culture,
5. Marriage and Family in Primitive Societies,
6. Kinship System,
7. Economic Anthropology,
8. Political Anthropology,
9. Anthropology of Religion,
10. Medical Anthropology,
11. Development Anthropology,
12. Anthropology and the Contemporary Societies,
13. Field Work and Field Work Traditions in Anthropology

**Makhan Jha** has been University Professor of Anthropology, U.G.C. Centre of Advanced Study, Department of Anthropology, Ranchi University, Ranchi (India). He has been a well traveled scholar of international fame.
Professional Journalism
M V Kamath

About the Book
There are not many books in India that can serve as a useful textbook to the students and guides to the practising journalist. It is this lacuna that M.V. Kamath, one of the most prominent Indian Journalists, has tried to fill. This is a book on Indian journalism for Indian journalists, citing examples of Indian writers, Kamath quotes profusely from the writings of Indian editors to illustrate his ideas which considerably adds to the relevance of his work.

Salient Features
• A detailed exposition of news organization and an analysis of what comprises news
• A dedicated chapter on English grammar
• Profusely illustrated with real-world incidents and reports of various kinds
• A useful appendix on proofreading marks

Benefits
Helps students strengthen the underpinnings of journalistic knowledge in the Indian context.

ISBN: 9780706990287 | Price: ₹ 450 | Pages: 292 | Size: 5.5” X 8.5” (Paperback)

Contents

M V Kamath has been one of the most prominent journalists in the country. He has worked as a reporter, sub-editor, columnist, editorial writer and special correspondent in several international capitals including Bonn, Paris, Washington and the United Nations.
A Compendious History of English Literature

R D Trivedi

About the Book
This book, designed to be a text for Indian students, traces lucidly the history of English literature from the Anglo-Saxon period to the present day. Thus, the book is an essence of English literature spanning 1500 years. Abstractions have been avoided to the extent possible and wherever generalisations have been made they have been substantiated with samples of evidence. This will lure encourage readers to read classics, understand the style of the writer, and whet their intellectual spirits. With its coverage and approach the book will not only be useful for students in India but also for those of other countries where English is taught as a foreign language.

Key Features
• A brief yet comprehensive political and social history of each literary period.
• An adequate biographical account of every major author.
• A detailed study of every major author with copious examples from his works, to the extent of making it an independent and self-contained critique.
• Illustrative specimens from authors of middle and minor ranks.
• Summaries or outlines of famous poems, plays, and novels.
• Notes on important figures of European history and literature.
• Brief notices of American and Commonwealth novelties.
• A glossary of technical terms of literature.

Market: Primarily for BA (English). Also useful for MA (English).

Contents

Book-1: The Anglo-Saxon Period
1. The Making of the English Nation
2. Anglo-Saxon Literature

Book-2: Middle English Period 1066-1485
3. Literature: First Period (1006-1350)
4. Literature: Second Period (1350-1400)
5. Chaucer

Book-3: Between Chaucer and Spenser
6. Fifteenth Century: Poetry and Prose
7. The Renaissance and the Reformation
8. Early Tudor or Pre-Elizabethan Literature

Book-4: The Elizabethan Age
9. Elizabethan Prose and Poetry: Spenser and his Contemporaries
10. The Drama Before Shakespeare
11. Shakespeare
12. Other Elizabethan Dramatists

Book-5: The Puritan Period 1603-1660
13. The Puritan Age: Poetry and Prose

Book-6: The Augustan Age 1660-1800
14. Restoration Period or The Age of Dryden: Poetry, Drama and Prose
15. The Eighteenth Century
16. Queen Anne Prose
17. The Age of Pope: Poetry
18. The Age of Johnson: Poetry and Prose
19. The Heralds of the Romantic Revival
20. The Eighteenth Century Novel
21. Eighteenth Century Letter Writers
22. Eighteenth Century Drama

Book-7: Nineteenth Century

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.
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

About the Book

Vocabulary at Your Fingertips
M C Sreevalsan

ISBN: 9788125919056
Price: ₹ 150 | Pages: 208
Size: 5.5” X 8.5” (Paperback)

Spoken English, 4e
M C Sreevalsan

ISBN: 9789352718474
Price: ₹ 300 | 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
Better Spoken English
Shreesh Chaudhary

ISBN: 9788125915331
Price: ₹ 365 | Pages: 252
Size: 5.5" X 8.5" (Paperback)

About the Book
This book focuses on effective communication and is designed to help the reader achieve greater fluency in English. Adopting a practical approach, it makes the important distinction between what is essential (‘core’) for intelligibility and what is relatively unimportant (‘peripheral’).

Salient Features
- Numerous drills to enable better understanding
- Avoids phonetics
- End of chapter exercises with answers
- Concentrates on features of connected speech: stress, intonation, phrasing and pauses

Benefits
The book makes a very important distinction between what is essential for intelligibility and what is unimportant. Courses in the past have dwelt on an unachievable and illusory ‘native speaker’ pronunciation, which wasted time and effort on inessentials and gave the feeling of inferiority to the learner. English language has many accents and dialects which is no more than an ‘idea’. Important to concentrate on are the key features and to avoid speech habits which impede understanding. The emphasis of Better Spoken English is effective communication. This book is designed to help you achieve greater fluency in English.

Contents

Shreesh Chaudhary has a PhD in English Phonology from Central Institute of English and Foreign Languages, Hyderabad. He has taught English in many parts of India. He is a professor at Indian Institute of Technology, Chennai.

Revised by Aysha Viswamohan

Aysha Viswamohan has a Ph.D. in American Literature. She has a diploma in teaching English from Central Institute of English and Foreign Languages, Hyderabad. She is a Visiting Faculty at Indian Institute of Technology, Chennai.
About the Book
The book has been written primarily to meet the requirements of students preparing for library science/library and information science/documentation diplomas and degrees (Diploma in library science/and Bachelor of Library Science).

Contents

Library Administration and Management
Krishan Kumar

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

K Kumar, former Professor and Head of the Department of Library Science, and Dean of Arts Faculty, University of Delhi.

Library Organization
Krishan Kumar

About the Book
This 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

Library Manual, 4e
Krishan Kumar

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

An Introduction to Cataloguing Practice
Krishan Kumar

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
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, POPS, 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 (1976 and 1978 editions) and Ranganathan’s Classified Catalogue code (1964).

Contents


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

Freedom at Midnight
Dominique Lapierre & Larry Collins

ISBN: 9788125931867
Price: ₹ 825 | 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

O Jerusalem!, 2e
Dominique Lapierre & Larry Collins

Price: ₹ 615
Pages: 784
Size: 6.75” X 9.5”
ISBN: 9788125925927

About the Book
First published in 1978, this 2009 edition brings to the limelight again the turmoil of May 1948, when the British left Palestine, and blood and fire engulfed Jerusalem. The Israeli-Arab conflict had begun and continues to bound the world today, impacting other nations and worldwide politics.

What’s New about This Edition...
• As relevant today as it was in 1948 when the conflict began, the books ‘newness’ lies in the intimate, heart-wrenching Preface by Dominique Lapierre, the surviving author of the best-selling duo. Hailed as an apolitical, unbiased account of living history, O Jerusalem! Traverses the Partition of Palestine into two distinct States, the departure of the British, the birth of Israel, and the state of a conflict between Arabs and Jews that has since, never ceased to rage.

- A 16-page photo layout showcases the authors’ meeting with David Ben-Gurion, the founder of Israel and Golda Meir, as also scenes from the French film O Jerusalem!
- For a whole new generation of readers, this revised and enlarged format unfolds a topical subject that continues to impact the world.

Contents

Dominique Lapierre & Larry Collins enjoy worldwide fame as the authors of several best-selling books on modern history, including Freedom at Midnight, and Is Paris Burning? Dominique began life as a journalist, working with Paris Match, a magazine that brought out well-researched, in-depth articles. He met Larry Collins, an American journalist, in Paris and in tandem they jointly authored books for over twenty years.

A Thousand Suns, a collection of stories written by Dominique Lapierre, bears the stamp of the essence of their writings: the quality of not making judgments but bearing witness to events. A large portion of their acclaim is undoubtedly due to the unprejudiced stance adopted in their works.

Having christened 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: 9788125942610

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 from trainees to directors. Common problems and their solutions have been described in his characteristic style which is delightfully complemented by R K Laxman’s inimitable cartoons.

Salient Features
Writings of Sharu Rangnekar are a collectors’ pride. They are for managers at all levels-from trainees to directors. This one is a brilliant analysis of the Indian management scene. The author spots the inbuilt idiocies and idiosyncrasies of our managerial systems and traditions, and blasts them sardonically. Common problems and their solutions have been described in his characteristic style, which is delightfully complemented by the legendary RK Laxman’s inimitable cartoons.

Contents

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 access is blocked (like FB, YouTube, Chat).

Contents
**E-Mail Hacking**

**Ankit Fadia**

**Contents**


Ankit Fadia developed an interest in computer hacking from the age of 12. At 14 years of age, he published his first book entitled The Unofficial Guide to Computer Hacking. It sold 3 million copies worldwide and was translated into 11 languages. After the September 11 attacks, he cracked an encrypted email sent by the Al-Qaeda terrorist network for a classified intelligence agency. Author of 14 bestselling books on computer security and ethical hacking, he has delivered over 1000 talks in 25 countries, received 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.

**About the Book**

Hacking e-mail accounts, stealing sensitive data, copying the address book, intercepting data, viruses infections, password attacks, spoofed messages, abusive e-mails, Trojan attacks and espionage are some of the many concerns that have started affecting e-mail users worldwide. E-mails are also commonly being exploited by computer criminals to execute privacy and identity attacks on unsuspecting victims.

What would you do if somebody broke into your e-mail account and stole all your sensitive data? What would you do if somebody spoofed your identity and sent e-mails from your account? What would you do if you received abusive e-mails on your account? What would you do if someone broke into your e-mail account and used it to transfer funds out of your bank account?

Your e-mail account has become more dangerous than anyone ever imagined! Deriving data from actual research experiments, code analysis, case studies and consumer study, this book will open the reader’s eyes to security threats, secrets and loopholes that until now were unnoticed.

E-mail Hacking can help you have harmless fun with friends and family. It will also help you guard against malicious ‘crackers’. Handle with care and happy hacking!

**Salient Features**

A book to empower you against Internet frauds. Learn about e-mail forging, Mail transfer protocol, Post-office protocol, Spamming, and How to trace and secure e-mails. Written by international security expert.

**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**


**The Lost Hero**

**Mihir Bose**

**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 4: The Embattled Leader, Part 5: Chalo Delhi, Part 6: The Myth and The Legend

Creative Society: Prospects for India
Pradip N. Khandwalla

About the Book
Creativity is one of mankind’s principal resources. Can this resource be harnessed to accelerate India’s transition from traditionalism to modernity and widespread poverty to decent living standards for all? Can India’s creative efflorescence be directed towards designing a society that facilitates well-being, boosts cultural evolution and raises the bar for exhilaration through creative achievement? Is it possible to socially engineer a society that 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
Windows Hacking 2.0

Ankit Fadia

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

Intrusion Alert: An Ethical Hacking Guide to Intrusion Detection

Ankit Fadia

About the Book
This book is for those who wish to fight ‘crackers’–those who break encryption and copy protection schemes. It provides 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

Software Hacking

Ankit Fadia & Nishant Das Patnaik

About the Book
Software Hacking, authored by two computer security experts, is the answer to the ongoing war against piracy that threatens individual users, corporate and government organizations. Protection of intellectual property rights is a key issue in today’s technology-oriented world.

This book is for those who wish to fight ‘crackers’–those who break encryption and copy protection schemes. It helps software developers to further strengthen their programs against being broken into by exposing them to various tools and techniques that ill-intentioned people use to tear even a highly protected program into bits. It provides insight into the off-the-shelf programs available in the market and assists them to the best.

While maintaining that it does not make practical sense to ‘hide’ such books from the lay reader, the authors nevertheless advise all their readers not to misuse the knowledge gained from the book.

Contents
Vocabulary at Your Fingertips
M C Sreevalsan

About the Book
The more words you know, the better you are able to communicate. So that others are able to understand exactly what you mean, you need to pick up your words precisely. This develops others’ trust and confidence in you, as also strengthens your own confidence in 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.


Contents

1. Words are an Expression Tool
2. Communicating Effectively is an Art
3. The More Words You Know, the Better
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17. Forget Not the Grammar
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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 He worked as senior teacher and Head, Department of English, Medhane Alem Comprehensive Secondary School in Ethiopia. He also worked as resource person, State Institute of Education, Kerala, to organise and conduct seminars and courses for secondary school teachers of English and as Senior Lecturer of Communication Skills, Department of Technical Education and Vocational Training under the Ministry of Higher Education—Science and Technology, Republic of Zambia. After retirement, he busied himself with conducting Spoken English classes for college students and others in various walks of life. He published articles in the Ethiopian Herald and has also co-authored a book titled Exercises in English for higher secondary school students.
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CATALOGUE
HIGHER EDUCATION 2023

EDUCATION

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EDUCATION

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Gender, School and Society
Sandeep Kumar

About the Book
The book helps conceptualize the idea of gender with critical perspective, while debunking the biased and unipolar perspectives prevailed in gender discourse. The book contests and encounters the discriminated practices in education and society. It enquires many questions for developing a critical perspective about gender, such as Is gender a biological construct or social construct, or social construct based on biological position? Is gender only about women or beyond? Are gender issues universal in nature or contextually embedded? Is patriarchy related to women only or it is about hegemony of power of few over others? Is matriarchy gender biased free or not? Can matriarchy be the solution of prevailed patriarchy? Is gender a social institution or personal construct? What is gender equality perspective? What is the contribution of feminist discourse and women’s movement in conceptualizing gender? What are significant educational policies which incorporate gender concerns? What are school practices which perpetuate the biased gender roles? etc. The focus of the book is to familiarise readers about gender and the associated concerns, issues, challenges and possibilities. The book helps readers to situate ideas, inquire and analyse in authentic context.

KEY FEATURES
The book is a rich source of knowledge and it:
• Explores gender beyond male and female and talk about homosexual, bisexual, eunuchs and others to provide a comprehensive perspective to gender.
• Provides thoughtful context to challenge the prevailed biases, discriminations and hypothesis which hinder the gender equality.
• Provides space in developing a critical perspective to generate newer dimensions for conducting required researches.
• Examines the prevailed understanding about sex, gender and sexuality.
• Elaborates upon the policies and school practices with reference to gender.
• Helps in understanding the social structure and practices of matriarchy and polyandry societies.
• Develops a critical understanding about equality perspective with regard to social and women’s movement.
• Engages with the discourse of LGBT in contemporary time.
• Enables to critically revisit gender discourse with regard to one’s own lived experiences.


Contents

UNIT I UNDERSTANDING GENDER: INDIVIDUAL TO SOCIAL
1. Gender, Sex and Sexuality
2. Matrilineal, Matriarchal and Polyandrous Societies
3. Understanding Patriarchy and Power Relations
4. Gender as Social Institution

UNIT II GENDER: AN EQUALITY

UNIT III EDUCATION: POLICY TO PRACTICE
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UNIT IV ESCALATING POSSIBILITIES: DEVELOPING CRITICALITY
11. School and Gender: Issues, Challenges and Possibilities
12. Socialization and Gender Identity
13. Understanding LGBT
14. Critical Analysis of Gender as ‘Discourse’
15. Way to Move Ahead

Sandeep Kumar is Assistant Professor at Central Institute of Education (CIE), Department of Education, University of Delhi, India. He has worked with NCERT; NCTE; KVS; DOE; The Open University, Milton Keynes. United Kingdom; and many other organisations of repute. He has many books to his credit along with national and international projects. Recently, he has been a member of core committee of NCTE constituted for three-year B.Ed.-M.Ed. integrated programme.
Advanced Educational Psychology, 7e
S S Chauhan

About the Book
Over the years this book has earned a name for itself because of the completeness of coverage and simplicity of presentation. All the topics have been dealt with in great detail and depth. The book has been organized into six parts. Part one gives the broad outline of the area where the teacher can use the knowledge of educational psychology, the systems of psychology and their contribution to education. Part Two deals with two major families of learning theory. Part Three explains the theories of motivation, classroom techniques of motivation, remembering, forgetting and learning concepts. Part Four has been devoted to intelligence, its theories and measurement, aptitude and interest. Part Five discusses psychology of adjustment, mental mechanism, mental hygiene, and psychotherapy. Part six analyses the education of exceptional children, psychodynamics of group behaviour and innovations in teaching-learning of group behaviour.
For the students of B.Ed., M.Ed., M.A. (Education), and M.Phil.

New in this Edition
- Inclusion of the Theory of Multiple Intelligences
- Inclusion of the concept of Emotional Intelligence

Key Features
- Deals with the complete gamut of educational psychology -- childhood and adolescence psychological development, cognition and learning, motivation, personality, intelligence, adjustment, health and therapies, education of exceptional children, and the metrics involved in these.
- Includes new thoughts in the field like Theory of Multiple Intelligences (Howard Gardner) and Emotional Intelligence (Daniel Goleman).
- Gives a detailed exposition of contribution of psychology to education.
- The Assignments at the end of the chapters will help the students in reinforcing their learning.


ISBN: 9788125919070  |  Price: ₹ 530  |  Pages: 544  |  Size: 5.5" X 8.5" (Paperback)

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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.

www.vikaspublishing.com  e-mail: helpline@vikaspublishing.com
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.


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
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Lokesh Koul has worked as a Professor, Head and Dean, Faculty of Education and Dean of Studies and Academic Affairs of Himachal Pradesh Universities. He served as an expert member of various bodies, viz., UGC, IGNOU, NCERT and ICSSR. He has also been associated with editing Encyclopedia of Indian Education, Indian Educational Abstracts and Surveys of Educational Research (NCERT).
Pedagogy of Mathematics
Madhu Sahni

About the Book
The book meets the requirements of BEd students of various Indian universities and hence is useful for all those undergoing teacher training. The book will acquaint these students with mathematics as a school subject and provide them with a solid foundation to build their expertise in the teaching of the subject. For in-service teachers it serves to refresh the methodological knowledge and skills of imparting information.

In addition to pupil-teachers the book will also help trainers in understanding the methodology of teaching mathematics in a systematic and effective manner.

The book is unique and stands out of its peers in the following ways:
1. It provides due space to techniques of teaching mathematics effectively, such as collaborative learning, co-operative learning, inquiry-based learning and activity-based learning.
2. It discusses constructivism approach to teaching mathematics distinctively.
3. It follows innovative and ICT-based pedagogical practices, such as e-learning, blended learning, mobile learning and u-learning.
4. Effectively discusses different techniques of evaluation and setting of questions on different mathematical topics, corresponding to each objective of cognitive domain.
5. Includes mathematical examples of teaching maxims and principles.

Market: Primarily for BA (English). Also useful for MA (English).

Key Features
- Objectives of each chapter defined to give an overview before starting.
- Descriptive questions to test comprehension fully and to focus on the BEd
- Micro lesson plans that include all core skills.
- MCQs to help students in preparing for CTET-type examinations.
- Separate lesson plans for arithmetic, algebra and geometry.

Advance Praise
Provides steps and guidelines about how to execute (methods) in the classroom. Its strength is appropriate examples with detailed steps and formats and good quality of practice questions. Effort has gone in for inculcating interest of future teachers. –Dr Harjot Dhatt, Mumbai University

Writing style is good and … no difficulty in understanding. Nothing more required for undergraduates. Rating is 4 out of 5.
It is written in perfect order.

–Dr M Balamurugan, Pondicherry University
–Dr Sanjeev Sharma, Himachal Pradesh University


Contents
1. Mathematics: An Introduction
2. Understanding Mathematical System and Structure
3. History of Mathematics
4. Aims and Objectives of Teaching Mathematics
5. Mathematics Curriculum
6. Essentials of Teaching Mathematics
7. Methods of Teaching Mathematics
8. Constructivism in Teaching Mathematics
9. Techniques of Teaching Mathematics
10. Microteaching and Teaching Skills
11. Mathematics Teacher
12. Resources for Teaching and Learning Mathematics
13. Teaching Aids in Mathematics
14. Information and Communication Technology in Teaching of Mathematics
15. Evaluation in Mathematics
16. Pedagogical Analysis of Contents in Mathematics
17. Lesson Planning and Unit Planning in Mathematics

Bibliography

Madhu Sahni She is Senior Assistant Professor at Vaish College of Education, Rohtak (Haryana). Earlier she taught at CPSM College of Education, Gurugram (Haryana). She has 15 years of experience in teaching BEd and MEd courses. She has many research articles and papers to her credit and has presented papers at national and international seminars. She has supervised a number of dissertations for Master's and M Phil degrees.
Education of Exceptional Children
K C Panda

About the Book
This is a basic text on the education of exceptional children, covering fundamentals of special education and integrated education for various categories of exceptional children: the mentally retarded, the hearing handicapped, the visually handicapped, the learning disabled, the slow learner, the emotionally disturbed, the speech and language handicapped, the physically handicapped, the gifted, and the socially disadvantaged. It also covers the genesis of the special education movement in our country, policies and programmes, critical issues and innovations, the rights of the disabled, manpower development, avenues and research perspectives in education of exceptional children.

Salient Features
• Definition, causes, characteristics, mainstreaming of all kinds of Exceptional Children (mental, visual, hearing, emotional, learning disability, physical handicap, speech/language handicap, slow learner, socially disadvantaged and gifted).
• Explains concept, innovations, policies, programmes and brings out critical issues on the subject
• Discusses rights of the disabled, manpower development and avenues


Contents

K C Panda has been Professor of Education and Dean of Education as well as Principal of the Regional Institute of Education, Bhubaneswar, NCERT; and worked earlier as Asst. Prof. of Special Education at the Commonwealth University at Virginia, USA.

Theory and Principles of Education, 13e
J C Aggarwal

About the Book
This thoroughly revised edition covers a wide range of issues and themes related to the philosophical and sociological basis of education. All possible efforts have been made to include the latest trends on the theory and principles of education. It provides an exhaustive treatment of the subject in a very lucid and cogent manner, so that even an average student can grasp the subject matter easily. The book is essentially student-centered and examination-oriented. It is primarily written for the students of B.Ed., M.Ed., M.Phil. and MA (Education).

Salient Features
• Discusses the latest trends and current educational thought on the theory and principles of education
• Covers a wide range of issues and themes relating to the philosophical and sociological basis of education.
• Content pedagogy is very useful for students of teacher training courses.
• Review exercises in the form of objective-type tests with answers

Benefits
• Covers a wide range of issues and themes relating to the philosophical and sociological basis of education.
• Content pedagogy is very useful for students of teacher training courses.


Contents

J C Aggarwal retired as the Deputy Director of Education/Executive Director of Delhi Bureau of Textbooks, Delhi Administration. He has authored more than 150 books on Social Science, Education and Current Affairs.
About the Book
Specially designed as a standard text for teacher training colleges, this book is essentially ‘student-centred’ and ‘examination-oriented’. It has stood the test of time as it fully meets the changing needs of the students preparing for BED, LT, BT and BA (Edu) examinations, and provides a comprehensive treatment of all topics on which questions are usually asked. The third edition accounts for the advances in technology during the last seven years (when this book was last revised) as also the changing educational system.

Salient Features
Big suite of end-of-chapter exercises includes:
- Essay type questions,
- True/False questions,
- Columns matching questions,
- Short answer questions,
- Fill in the blanks
- MCQs

New in The Third Edition
- Additional chapters on Hardware Technology, Audio Visual Aids and Media in Education; Computer and Computer Assisted Instruction (CAI); Software, Courseware Development and Design Considerations; and Internet and I-learning
- Enlargement and subsequent splitting of the chapter on Mass Media into Mass Media-I and Mass Media-II—the second part to focus on TV
- Augmented question bank at the end of chapters that includes objective-type questions, like MCQs and Fill in the blanks


Contents
1. Educational Technology: Meaning, Scope and Uses,
2. Teaching and Teaching Technology,
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6. Instructional/Teaching Objectives: Taxonomy,
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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,
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22. Software, Courseware Development and Design Considerations,
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24. Technology of Education and Technology in Education,
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26. Internet and I-Learning,
27. Eduusat (Educational Satellite),
28. Institutional Initiatives,
29. Lesson Planning,
30. Language Laboratory,
31. Task Analysis,
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.

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.
Essentials of Educational Psychology, 3e
J C Aggarwal

ISBN: 9789325976146
Price: ₹ 495 | Pages: 624
Size: 6.75" X 9.5" (Paperback)

About the Book

This ‘examination-oriented’ and ‘student-oriented’ book is primarily designed to meet examination needs of the students of BED, BT, LT and BA (Education). Its subject matter is authentic, has an encompassing coverage and is deeply insightful. The text has been supplemented with charts, diagrams, figures and tables to make the subject interesting and more comprehensible. Such a unique combination brings crystal clarity into the concepts and enables students to obtain maximum marks in the examination.

With a view to provide a comprehensive overview of educational psychology, readers are introduced to the lives and works of some fifty great educational psychologists. This enables the students to unlock the doors of a treasure house of information, knowledge and wisdom enshrined in the thought and practices propounded by these masterminds. The third edition adds some new thoughts and approaches.

New in the Third Edition

- Education of children with special needs
- Inclusive education
- Counselling
- Albert Bandura's theory of social learning
- Principles of growth and development
- Detailed discussion on Erickson's theory of 8-stages of development of a child
- Factors that affect learning
- Augmented question bank at the end of chapters that includes objective-type questions, like MCQs and Fill in the blanks
- Improved readability

Contents


Development and Planning of Modern Education, 9e
J C Aggarwal

ISBN: 9788125925316
Price: ₹ 475 | Pages: 612
Size: 5.5" X 8.5" (Paperback)

Salient Features

Covers a wide range of issues and themes relating to development and planning of modern education so as to meet the challenges of the 21st century. It also provides an in-depth analysis of the efforts made to revitalize education.

Contents

About the Book
This book provides a detailed survey and in-depth analysis of crucial issues relating to examinations, evaluation and measurement, including testing at the school and college level. Aspects like smooth conduct of examinations, setting of good question papers, balanced provision of different forms of questions, marking scheme, moderation and scaling of examination results, grades and marks, multiple set of question papers, question banks, open book examination system, internal evaluation, semester system and classroom testing etc., are discussed in detail.

Contents

Teaching of Commerce: A Practical Approach, 2e
J C Aggarwal

ISBN: 97881259297938
Price: ₹ 435 | Pages: 472
Size: 5.5" X 8.5" (Paperback)

Contents

Teaching of History, 4e
J C Aggarwal

ISBN: 9788125922940
Price: ₹ 395 | Pages: 422
Size: 5.5" X 8.5" (Paperback)

About the Book
This book is based on the latest syllabus for B Ed in Indian universities, with an examination-oriented approach. While re-explaining old concepts in the light of new ones, it also includes recommendations of various committees and commissions. It carries topical, objective and group discussion lesson plans, as well as quiz sections to heighten the students’ motivation.

Salient Features
• Based on the latest syllabus for B.Ed
• Old concepts re-explained in the light of new ones
• Examination-oriented as teaching itself is examination-oriented
• Includes recommendations of various committees and commissions
• Carries topical, objective and group discussion lesson plans
• Quiz sections heightens students’ motivation

Contents

Landmarks in the History of Modern Indian Education, 7e
J C Aggarwal

ISBN: 9788125937180
Price: ₹ 560 | 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.

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
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रमेश प्रसाद पाठक

ISBN: 9789325986756
Price: ₹ 199 | Pages: 208
Size: 6.75" X 9.5" (Paperback)

पुस्तक के विषय में
शिक्षा एक सात और विकासशील प्रक्रिया है लेकिन यह विकास उचित शिक्षा में हो इसके लिए
दर्शनी रिठान करता है। रिठान के बीच सिद्धांत का ही विषय नहीं आबंटनुि का विषय है।
शिक्षा समाज सुधार की रिठा में एक महत्वपूण विषय है। इसका स्वयं रिठान से तत्व रूप
समाजशास्त्र से संबंधित है। इतिहास में तत्वें पर विचार किया गया है।
यह पुस्तक बी.ए., ए.ए., शिक्षाशास्त्र, बी.ए., ए.ए. करते लोक विद्याचिनी के लिए
समान रूप से उपयोगी होगी।

रेखा-सूची
1. शिक्षा-रिठान, 2. शिक्षा-रिठान के कारण, 3. आदर्शवाद, 4. दार्शनिक, 5. रिठानलाल विषय, 6. समाजशास्त्र,
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• संदर्भ-पंज-सूची

रेमेश प्रसाद पाठक, श्री लाल बहादुर शास्त्री राष्ट्रीय संस्थान विद्यापीठ (भारत विद्यासंस्थान)
के शिक्षा शास्त्र विभाग में अध्ययन पर पढ़ाते है।

उद्देश्यमान 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 सततीय, सात एवं मानविक प्रक्रिया है। शिक्षा से भाग ने मनुष्य का रिठान करता है
और इसके अर्थ ही संगम में सुधार लाता जा सकता है। इसके लिए शिक्षा की दार्शनिक एवम
सामाजिक प्रक्रिया की समझ करके आवश्यक है। इतिहास में इस पुस्तक में खोजने का प्रयास
किया गया है। यह पुस्तक शिक्षा शास्त्र के प्रकटृकक के अंतर्नयम प्रक्रिया के प्रमुख अभावों को
सम्बन्धित किया गया है। प्रत्येक पुस्तक बी.ए., ए.ए. शिक्षा शास्त्र, बी.ए., ए.ए. के विद्यालयों
के लिए उपयोगी होगी।

विषय-सूची
1. शिक्षा की प्रकृति, 2. शिक्षा की दार्शनिक प्रकृति, 3. शिक्षा की समाजशास्त्रीय प्रकृति, 4. मूल्य
शिक्षा, 5. नैतिक शिक्षा, 6. अनुभव शिक्षा, 7. जनानीतिक शिक्षा, 8. राष्ट्रीय शिक्षा और शिक्षा,
9. मानवसाहित्य के लिए रिठा, 10. कौशल निर्माण के लिए रिठा, 11. रिठा और समाज,
12. राष्ट्रीय एकता और रिठा, 13. अन्तरराष्ट्रीय संबंधन, 14. समस्त अर्थ और रिठा, 15.
भविष्यमान निर्धारित शिक्षा • संदर्भ-पंज-सूची

www.vikaspublishing.com
e-mail: helpline@vikaspublishing.com
Comparative Education, 2e
S P Chaube & A Chaube

ISBN: 9788125911302
Price: ₹ 660 | 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 pre-primary 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.

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• National Language • The Dilemma of A Student • Students and The "Gita" • Replies to AStudent'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 • 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

Contents

S P Chaube, retired as Professor of Education and Dean, from the University of Gorakhpur in 1979.
A Chaube is a Senior Reader in Education, Lucknow University.

Principles and Techniques of Guidance, 2e
S S Chauhan

ISBN: 9788125911319
Price: ₹ 405 | Pages: 372
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

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.
teaching of English as a second language.

It has been designed to provide a detailed account of the past and current trends in the teaching of English as a second language.

This book is prepared in accordance with the syllabi of English Language Teaching about the book

This book deals with the issues and trends in primary education in terms of curriculum construction, the agencies of education, the different schools of thought on education, and the role of schools and teachers. Care has been taken to include what education at this level should aim at and the duties of a teacher to achieve these aims. A brief note on great educators, their contribution to education and their educational experiments also form a part of this book.

Contents


S Venkateswaran, Teacher Trainer in the Regional Institute of English, Bangalore.

Principles of Education, 2e
S Venkateswaran

ISBN: 9780706973440
Price: ₹ 299 | 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


S Venkateswaran, Teacher Trainer in the Regional Institute of English, Bangalore.

Principles of Teaching English
S Venkateswaran

ISBN: 9780706987645
Price: ₹ 385 | 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. 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


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 flaws 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.

Contents


S P Chaube, retired as Professor of Education and Dean, from the University of Gorakhpur in 1979.

A Chaube is a Senior Reader in Education, Lucknow University.
Health Education: A New Approach
L Ramachandran & T Dharmalingam

ISBN: 9780706997453
Price: ₹ 365 | Pages: 296
Size: 5.5" X 8.5" (Paperback)

About the Book
This book takes into account the psycho-social factors of individual, groups and community, group process and dynamics while studying the subject. It also deals with the principles and methods of health education, of which communication and community participation are essential components. In the process, it teaches every individual how to maintain positive health, and when, how and where to seek remedial action when afflicted with illness.

Contents

L 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: ₹ 425 | Pages: 268
Size: 5.5" X 8.5" (Paperback)

Contents

Teacher and Education in A Developing Society, 5e
J C Aggarwal

ISBN: 9788125938460
Price: ₹ 510 | Pages: 600
Size: 5.5" X 8.5" (Paperback)

About the Book
Teacher and Education in a Developing Society is an authoritative book that discusses the system of education in developing countries, with special emphasis on India. The role of a teacher in improving education is also dealt with in detail. Essentially a student-centered and examination centered book, Teacher and Education in a Developing Society is designed to fulfill the needs of B.Ed. students of various universities in India. All possible efforts have been made to provide an exhaustive treatment of the topics in a logical, concise and simple manner so that students can grasp the subject matter and are able to answer all questions with full confidence. In the fifth edition of the book, fresh material on the latest developments and initiatives taken in the field of education in India has been added. The book has been thoroughly updated based upon the latest Government of India and UNICEF publications. An authoritative and comprehensive book which discusses the system of education in developing countries, with special focus on the latest developments and initiatives in the field of education in India.

New in this Edition
- 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

Contents

Dr J C Aggarwal, retired as the Deputy Director of Education/Executive Director of Delhi Bureau of Textbooks, Delhi Administration. He has authored more than 150 books on Social Science, Education and Current Affairs.
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