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The Macmillan Higher Education Business and Management catalogue 2012-2013 illustrates our continuing endeavor in keeping you posted about our new titles on management and professional reference by helping you find what you need.



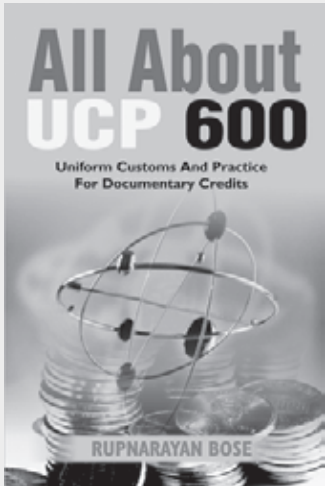


Business & Management 2012-2013

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*All prices are subjected to without prior notice



Author: Rupnarayan Bose
ISBN: 978-0230-63673-6 | HB
Pages: 244 | Price: ₹ 375.00

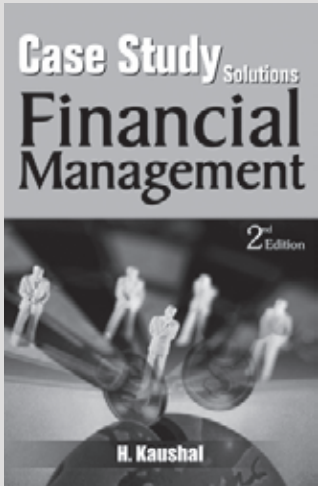
About the Book

All About UCP 600 provides a detailed analysis of the articles of UCP 600. The book meticulously traces the process of the evolution of the UCP from UCP 500 to UCP 600, and faithfully reconstructs the significant stages up to its final transformation. It addresses the major considerations that eventually created the UCP as we know it today. It also highlights the changes introduced by the ICC and underscores their implications for the trade and industry.

This book comments on the key issues that shaped the UCP. It provides a comparative analysis and critical review of every article in UCP 600, supplemented by additional remarks, explanations and clarifications on areas of interest. It also gives an overview of the review process, including debates, discussions, and the problems taken up and resolved by the ICC while revising the UCP. This book, a product of extensive research and an exhaustive study of the UCP and related ICC Rules, is one of its kind published in India. It is indispensable for the proper understanding of the articles of the UCP and their impact on documentary credit operations.

Contents

Part One: The Origin of the Revisions and the Initial Considerations • 1. The Evolution of UCP 600 • 2. Major Issues in UCP 500 • Part Two: Analysis of the Articles of UCP 600 – Articles 1 to 39 • Analysis of Articles of UCP • Bibliography • Index



Author: Gr. Capt. H Kaushal
ISBN: 978-0230-32944-7 | PB
Pages: 288 | Price: ₹ 350.00

About the Book

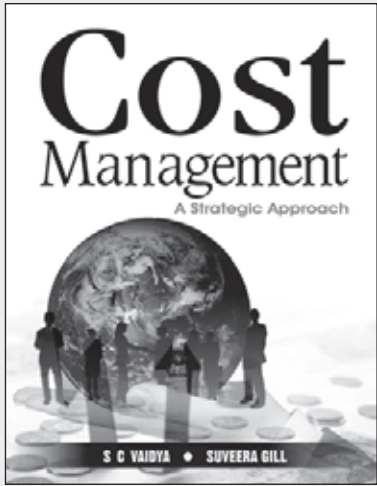
This book blends classroom training with actual practice. It provides case studies for the students of Management, Commerce, Chartered Accountancy, and Cost and Work Accountancy.

It contains case studies pertaining to Indian conditions and their suggested solutions. The book also consists of numerical problems and self study exercises.

In this revised edition, the number of cases has gone up to 68 from 58.16 new cases have been introduced. Flow diagrams have been added.

Contents

Part I: Theory and Technique for Solving Case Studies, General Case Studies and Discussions about the Solution and an Exercise to Understand the Technique • Part II: Case Studies, Discussions about the Solution and Case Studies as Exercise for Self-study • Part III: Case Studies, Hints to the Solution and Case Studies for Exercise/ for Self-study • Part IV: Numerical Problems • Part V: Case Studies for Classroom • Part VI: Case Studies for Syndicates.



Authors: S.C. Vaidya | Suveera Gill
ISBN: 978-0230-63661-3 | PB
Pages: 376 | Price: ₹ 298.00

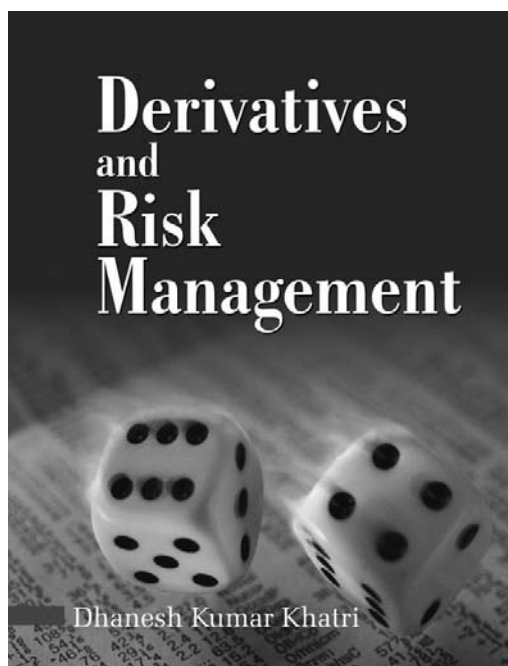
About the Book

The book is intended to fill the long-time requirements of the students for want of a book that is clearly written and contemporary, and provides a concise approach to cost management in the Indian context. It addresses current topics such as activity-based costing (ABC), economic value added (EVA) and balanced scorecard with Indian case studies. Every effort is made in this book to expose the students to the relevance of cost concepts in managerial decision-making.

This book can be of help to not only students but also faculty, professionals and managers engaged in understanding contemporary cost management concepts and techniques.

Contents

Preface • A Strategic Approach to Cost Management • Basic Cost Classifications and Methods • Design of Product and Service Systems: Job Order Costing • Design of Product and Service Systems: Process Costing • Cost Allocation and Activity-based Costing • Cost-Volume-Profit Analysis • Cost Information and Management Decisions • Capital Budgeting Decisions • Budgetary Planning and Control • Standard Costs and Variance Analysis • Customer Profitability and Sales Variance Analysis • Cost Based Decision Making • Responsibility Accounting and Transfer Pricing • Performance Measurement and Compensation • Appendix • Glossary • Index



Derivatives and Risk Management

ISBN: 978-9350-59099-7

Pages: 304 | Price: ₹ 350.00 | PB

Rights : World

Author

DHANESH KUMAR KHATRI



Dr Khatri, MBA, PhD (Finance), PGDFM, has over 22 years of teaching and professional experience. At present, he is the Head, Department of Finance at Institute of Management Studies, B J S Rampuria Jain College, Bikaner. Dr. Khatri started his career with Stock Holding Corporation of India Ltd., Mumbai (SHCIL) in the year 1989 and had a good exposure to practical aspects of financial accounting, money market and capital market operations as well derivatives, with special focus on the functioning of depository systems. He has authored three books Security Analysis and Portfolio Management (SAPM), Investment Management and Security Analysis (IMSA), and Financial Accounting.

About the Book

This book presents a detailed analysis of theoretical concepts and practical approach in derivatives – option, futures, forward, swap. It provides a deeper insight into the conceptual background as well as practical application of derivatives. Apart from discussing stock, index and commodity derivatives, the book discusses currency, energy and weather derivatives that are of recent origin.

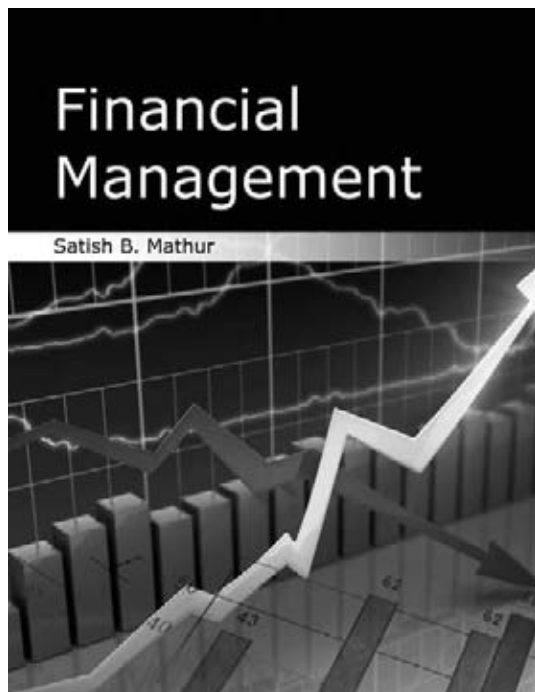
Practical application of derivatives as a strategy for risk management and speculation has been explained using real-life prices of shares, index, commodities, currencies and derivatives based on these underlying assets. The book contains a good number of solved and unsolved questions on valuation of derivatives, risk management and strategic application of derivatives.

Salient Features

- Exhaustive and comprehensive coverage to all topics on derivatives – option, futures, forward, swap and others
- Complete coverage to stock, index, commodity, currency derivatives practices in India
- Solved and unsolved questions, annotations, box items and chapter end highlights
- Step-by-step explanation of valuation aspects of derivatives
- Strategic application of derivatives in risk management using real-life data
- Discussion on weather, energy and credit derivatives
- Glossary of derivatives
- Separate question bank

Contents

Chapter One: Financial Markets And Derivatives
Chapter Two: Derivatives: An Introduction
Chapter Three: Derivatives Trading In India: An Overview
Chapter Four: Risk And Derivatives Based Hedging Strategies
Chapter Five: Strategies Using Derivatives: Combination And Spread
Chapter Six: Valuation Of Option
Chapter Seven: Valuation Of Futures
Chapter Eight: The Greeks Of Option
Chapter Nine: Interest Rate Derivatives: An Overview
Chapter Ten: Currency Derivatives
Chapter Eleven: Commodity Derivatives
Chapter Twelve: Paradigm Shift In Derivatives Market – Weather, Energy And Credit Derivatives
Index



Financial Management

ISBN: T.B.A.

Pages: 648 | Price: T.B.A. | PB

Rights : World

Author

SATISH B MATHUR



Dr Satish B. Mathur (former professor IIM, Lucknow), currently runs his own consultancy firm, conducting Management Development Programs in the areas of Organizational Behavior and Finance. The UNICEF, in its International Management Development Programs, has used some of his published articles and papers.

About the Book

Finance is the life-blood of business organisations. Accordingly, raising the required funds at the minimal cost, and their appropriate applications to ensure optimal return, form its essence. As all the business decisions involve the elements of finance, it is imperative for all the executives—both finance and non-finance at the top and middle levels—to have a fairly good knowledge and understanding of the essentials of financial management, its theory and practice, and the modern tools and techniques, specially so in the present era of stiff competition and globalisation.

Theories and practices are complementary and supplementary to each other. While all the theories are based on some well-tried practices, all the practices, in turn, are based on some sound theories. An attempt has, therefore, been made to state the financial theories and principles, in simple and jargon-free terms, as far as possible, and to show their practical applications in the business world by citing suitable illustrative examples drawn from the Indian context.

Contents

Foreword • Preface • Acknowledgements

PART ONE: INTRODUCTION • Financial Management and Control

PART TWO: FINANCIAL ANALYSIS • Financial Statements • Balance Sheet • Profit and Loss Account • Evaluation of Financial Performance through Ratio Analysis Technique • Evaluation of Financial Performance through Ratio Analysis Technique • Sources and Application (Uses) of Funds Statement

PART THREE: FUND-BASED WORKING CAPITAL MANAGEMENT AND CONTROL • Working Capital Management and Control • Working Capital Policy • Working Capital Management and Control • Cash Management • Credit Management • Inventory Management • Financing of Working Capital Requirements • Working Capital Finance by Banks • Management of Credit Risks by Banks • Disbursement and Follow-up of Working Capital Finance by Banks

PART FOUR: NON-FUND BASED WORKING CAPITAL FINANCING • Letters of Credit • Bank Guarantees

PART FIVE: SOME OTHER SHORT-TERM FINANCING • Export Finance (Short-Term) • Short-Term (Working Capital) Financing of Information Technology (IT) and Software Industries

PART SIX: COST ACCOUNTING AND MANAGEMENT • Cost Concepts and Classification • Activity Based Costing (ABC) • Contribution Analysis and Break-Even Point (BEP) or Cost-Volume-Profit (CVP) Analysis • Relevant Costs for Decision-making • Cost Management and Control – Steps and Strategies

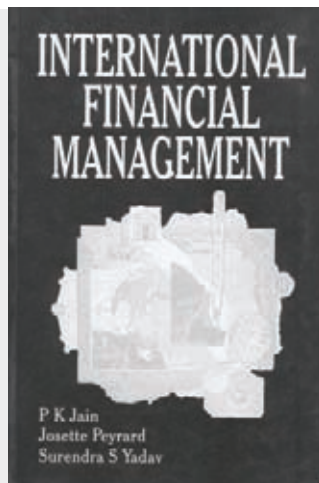
PART SEVEN: PLANNING, BUDGETING AND CONTROL • Corporate Planning, Budgeting and Control

PART EIGHT: INVESTMENT ANALYSIS • Time Value of Money • Capital Budgeting (Capital Investment Decisions) • Leasing, Hire-Purchase, and Project Financing

PART NINE: MERGERS, ACQUISITIONS AND RESTRUCTURING • Mergers, Acquisitions and Restructuring

PART TEN: INTERNATIONAL FINANCIAL MANAGEMENT • International Financial Management

Essence of Chapters • Questions (For Self-Assessment) • Problems with Solutions (For Revision and Reinforcement) • Problems • Bibliography • List of Tables • Tables • Index • Additional Index



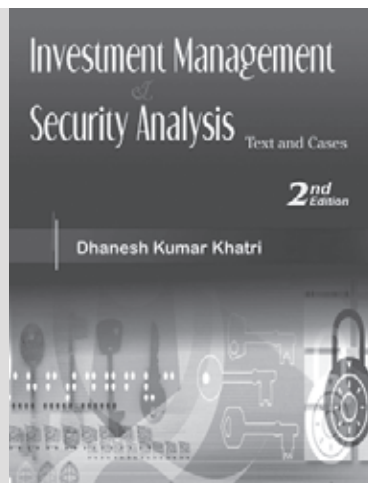
Authors: P.K. Jain | Josette Peyrard
Surendra Singh Yadav
ISBN: 978-0333-93069-4 | PB
Pages: 348 | **Price:** ₹ 325.00

About the Book

Provides a clear and detailed analysis of the concepts, theories and techniques used in international finance management.

Contents

Part I: Background • General Introduction
• **Part II:** International Monetary and Financial Environment • Balance of Payments • International Monetary System • European Monetary System • Foreign Exchange Market • Exchange Rate Theories
• **Part III:** Risks in International Operations • Exchange Rate Risk Assessment and Internal Techniques of Hedging • External Techniques for Covering Exchange Rate Risk • Interest Rate Risk • Political Risk
• **Part IV:** International Investments and Foreign Operations • Foreign Investment: Theories and Operations • Foreign Capital Budgeting Decisions • Cost of Capital and Financial Structure • **Part V:** Financing of Foreign Operations • Different Ways of Settling Foreign Operations • Financing of International Projects and Foreign Subsidiaries • International Capital Markets • Short-term International Financial Management and Consolidation of Accounts • **Part VI:** Organisation, Control and Performance Measurement of Multinational Groups • Financial Organisation of Multinational Groups • Control and Performance Evaluation of Multinational Companies • Appendix • Selected References • Glossary • Index



Author: Dhanesh Kumar Khatri
ISBN: 978-0230-33142-6 | PB
Pages: 488 | **Price:** ₹ 395.00

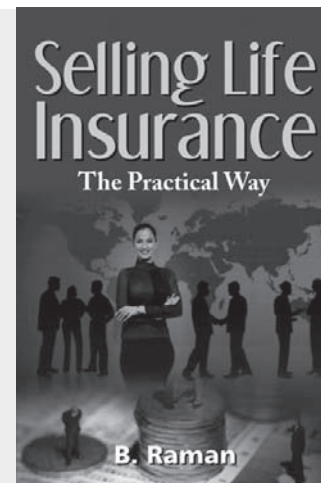
About the Book

Investment Management and Security Analysis: Text and Cases discusses the concepts, models and case studies related to investment management, security analysis and portfolio management in a practical and reader-friendly manner. The textbook provides a deep insight into the subject area of investment management financial markets, investment avenues, new issue market, functioning of stock market and depository system. In this second edition, three new chapters on New Issue Market, Portfolio Management – portfolio management process portfolio notion and analysis, and Portfolio Models Markowitz and Shapre's model, quantitative approach about risk and return calculation for shares and portfolio have been included. Annexure at the end of the book explains about recent global financial crisis and financial engineering, prominent scams in Indian capital market Haridas Mundra scam, Harshad Mehta scam and Ketan Parekh scam and recent developments in the capital market.

Topics like fundamental analysis, technical analysis moving average; MACD; ROC; RSI, random walk hypothesis and mutual fund have been discussed with the help of case studies using real life stock market data.

Contents

Conceptual Background to Investment • Financial Markets • Investment Avenues and Valuation of Securities • New Issue Market (Primary Market) • Stock Market/Secondary Market • Derivatives Introduction • Equity Research – Fundamental Analysis • Technical Analysis • Efficient Market and Efficient Market Hypothesis • Portfolio Analysis • Portfolio Models • Mutual Fund



Author: B. Raman
ISBN: 978-0230-63897-6 | PB
Pages: 144 | **Price:** ₹ 199.00

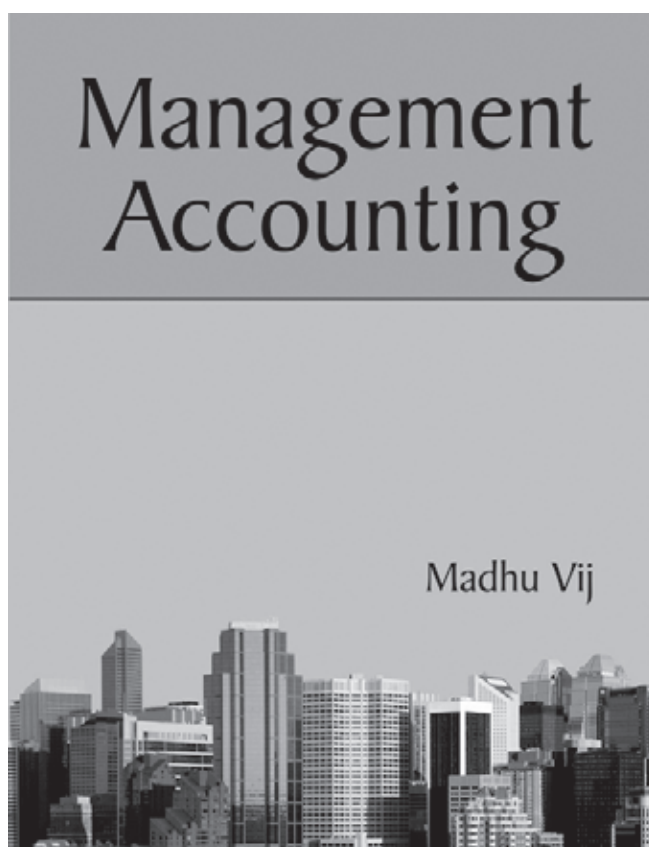
About the Book

Selling Life Insurance: The Practical Way is a compilation of the author's knowledge gathered over five decades of his experience as a Life Insurance Agent. The author shares his experience in this field to assist agents who seriously engage in the profession of selling Life Insurance.

The book provides guidance on how to begin a successful career and explains what life insurance is and why it is an important part of planning for a family's future. It discusses prospecting, introductions, cold canvassing and sales talks. The book addresses how to handle objections and how to face rebating. Servicing the policy is expected from an agent, but servicing the policyholder with sound advice will retain a client as a permanent source for new business. A list of qualities that make a top insurance agent and how to remain on the top by organizing and maintaining records is also explained.

Contents

Welcome to This Wonderful Profession • A Full-Time Professional Job • What is Life Insurance? • Prospecting • The Approach to Prospects – Some Tips • Introduction and Influence • Cold Canvassing – Is it really Cold? • Sales Talk • Objections! • Closing • Income Persists and Sticks but Capital Melts and Sinks • Professional Hazards and Right Attitudes • Rebating - How I face this Demon • Servicing – What is it? • What Makes a Top Life Insurance Salesman? • Agent's own office and Importance of Maintenance of Records • Insurance and Investment • Inflation Vs Life Insurance • We Alone are Real Crorepatis! • Human Life Value and Life Insurance • Recognitions and Awards • Tit-Bits



Management Accounting

ISBN: 978-0230-63638-5

Pages: 596 | Price: ₹ 390.00 | PB

Rights : World

Author

MADHU VIJ

Coordinator, Foundations of Banking Courses in collaboration with ICICI bank to organize career oriented short term courses in banking, 2007, 2008, 2009. Also course coordinator for courses in Commerce, Institute of Life Long Learning, University of Delhi. He Chaired the session of, International Conference on Business, Economics and Finance (ICBEF) held in Paris, France during June 28-30, 2010. He is also member of Task Force, Department of Public Enterprises, 2006, Ministry of Heavy Industries and Public Enterprises, Government of India. Also a member, Editorial Board of Finance India, Journal of Indian Institute of Finance, published since 1987.

About the Book

This fully updated text provides students with a clear and well-structured introduction to financial and management accounting. It focuses on presenting, with great clarity, how to use accounting information to make business decisions in order to help students interpret, analyse, and evaluate actual corporate financial statements.

The book is suitable for students taking a first course in accounting. Focusing squarely on the needs of business and management students, the book offers an innovative and practical approach to the subject. Without being burdened with unnecessary details, the students get a complete overview of the subject supplemented with practical exercises to test their skill at the end of each chapter. Most of the exercises and case studies presented in the book have been discussed in the classrooms and the student feedback has been incorporated in the final analysis.

The book can be used as an introductory course at both the undergraduate and post graduate programmes. It will be of immense value to students pursuing the MBA, M.Com, MBE, and other postgraduate courses at various universities and other professional institutes.

Contents

Preface • Acknowledgements

PART I – ACCOUNTING IN BUSINESS

Account for Decision-making: A Managerial Perspective • Analysing and Recording Business Transactions • Preparation of Financial Statements • Depreciation Methods • Inventory Valuation

PART II – ANALYSIS OF FINANCIAL STATEMENTS

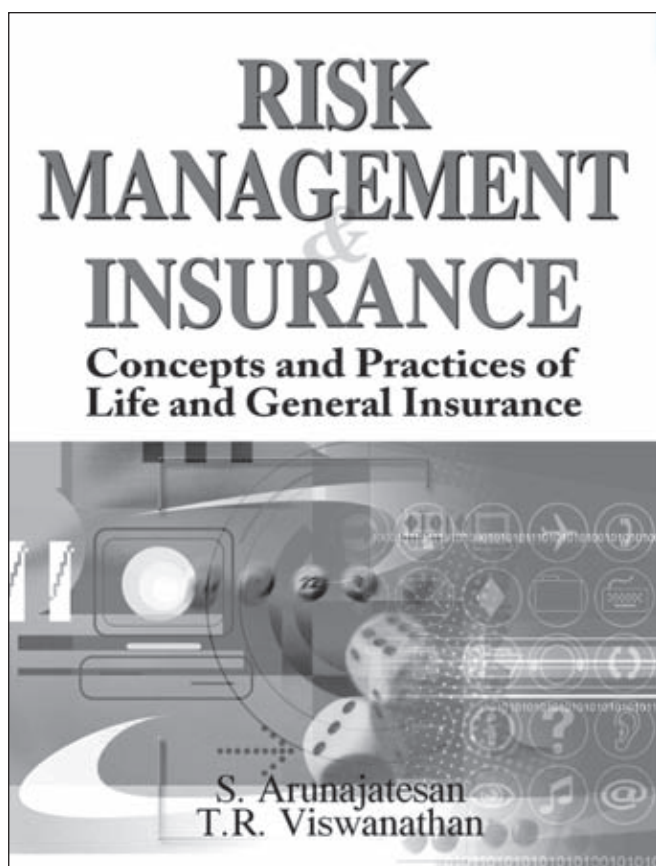
Funds Flow Statement • Statement of Cash Flows • Financial Statement Analysis

PART III – COST BEHAVIOUR, PLANNING AND DECISION-MAKING

Cost Concepts for Planning and Control • Cost Ledger and Control Accounts • Reconciliation and Integration of Financial and Cost Accounts • Cost-Volume-Profit and Break-Even Analysis • Relevant Costing in Managerial Decisions • The Budgeting Process • Standard Costing and Variance Analysis

PART IV – COST CONTROL AND PERFORMANCE EVALUATION

Responsibility Accounting and Divisional Performance Measurement • Transfer Pricing • Job Order Costing and Batch Costing • Process Costing and Joint Product Costing • Variable Costing and Absorption Costing • Human Resources Accounting and Inflation Accounting • Life-Cycle Costing • Index



Risk Management & Insurance

Concepts and Practices of Life and General Insurance

ISBN: 978-0230-63898-3

Pages: 488 | Price: ₹ 375.00 | PB

Rights : World

Authors

S. ARUNAJATESAN | T.R. VISWANATHAN



Online Resource

S. Arunajatesan, former Deputy General Manager, State Bank of India and former Dean, Integrated Business School, Chennai, has profound experience in Banking and Finance. He has been a trainer and teacher for a considerable period of time.

T.R. Viswanathan is a retired senior executive of Life Insurance Corporation of India and has held several important assignments in marketing life insurance and general administration. He is involved in training and teaching insurance professionals and students of well-established institutes and colleges.

About the Book

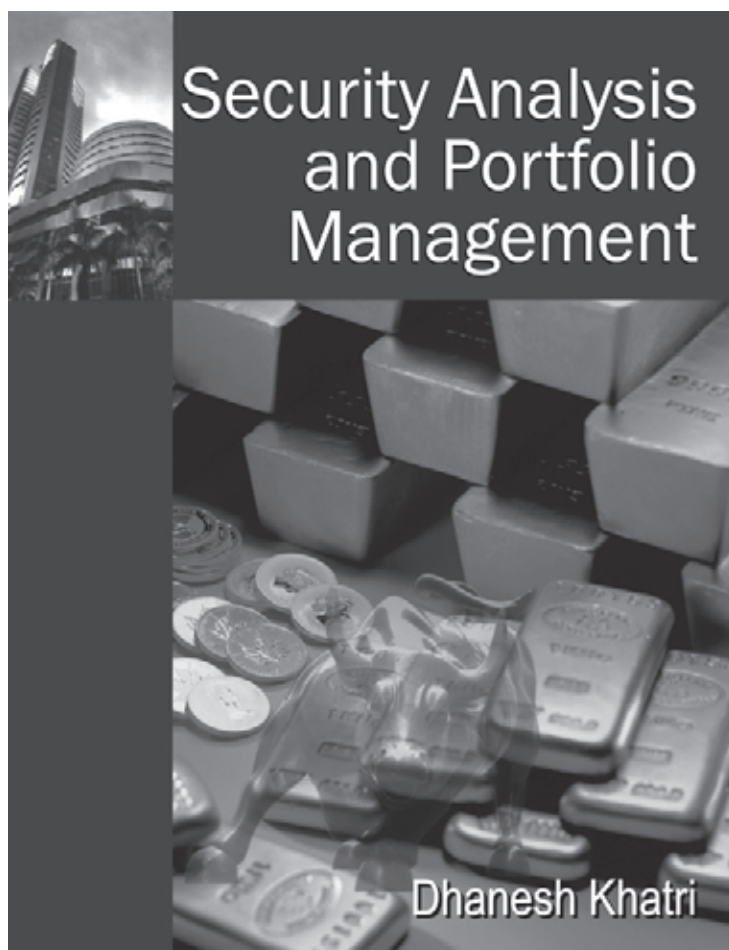
A comprehensive textbook on insurance covering basic concepts and market practices supplemented with latest information and developments in the insurance sector.

The book is intended to satisfy the long felt need of the university students, who were in search of a good book written in the Indian context based on Indian laws and regulations. A cogent and lucid presentation will imbibe interest in students and facilitate easy reading and appreciation of the intricacies and nuances of insurance. References to laws and regulations at appropriate places, inclusion of case studies, exercises, specimen forms of policies and proposals, will be an added advantage to the learners and will facilitate in better understanding of the practical aspects of insurance business.

The book will be of great help to the students. The teachers and insurance professionals will find it handy as a source of ready reference.

Contents

History and Development of Insurance • Risk Management and The Role of Insurance • The Legal Aspect • Life Insurance Products: Traditional Products • Life Insurance Products: Market Related Plans • Life Insurance Products: Annuities-Pension Plans Riders-Business Insurance • Group Insurance: Reaching Out to the Masses • Underwriting: Selection of Lives • Pricing in Life Insurance: Premium Setting • Privileges and Conditions: Legal and Contractual Provisions • Life Insurance Policy – a Privileged Property: Assignment Nomination MWVP Act • Claims Settlement: Fulfilling The Promise • Customer Serviced: Grievance Handling • Marketing Life Insurance: The Three Dimensions • Distribution Channel: Marketing Intermediaries • Regulation and Supervision: Twin Objectives • Principle and Practices of General Insurance • Marine Insurance • Fire Insurance • Motor Insurance • Engineering Insurance • Health Insurance and Accident Insurance • Miscellaneous Insurance • Workmen Compensation Insurance • rural and Social Sector Insurance • Aviation Insurance • Reinsurance • Credit Insurance • Insurance Marketing: a Journey From Tariff Regime to Free Market • Annexures • Source and References • Glossary • Index



Security Analysis and Portfolio Management

ISBN: 978-0230-32878-5

Pages: 604 | Price: ₹ 510.00 | PB

Rights : World



Online Resource

Author

DHANESH KHATRI

Dr Khatri, MBA, PhD (Finance), PGDFM, has over 22 years of teaching and professional experience. At present, he is the Head, Department of Finance at Institute of Management Studies, B J S Rampuria Jain College, Bikaner. Dr. Khatri started his career with Stock Holding Corporation of India Ltd., Mumbai (SHCIL) in the year 1989 and had a good exposure to practical aspects of financial accounting, money market and capital market operations as well derivatives, with special focus on the functioning of depository systems. He has authored three books Security Analysis and Portfolio Management (SAPM), Investment Management and Security Analysis (IMSA), and Financial Accounting.

About the Book

Security Analysis and Portfolio Management discusses the concepts, models and case studies on investment management, security analysis and portfolio management in a practical and reader-friendly manner. The text book provides deep insight into the subject matter of investment management financial markets, investment avenues, functioning of stock market and depository system and valuation of securities and others. Topics such as fundamental analysis, technical analysis and random walk hypothesis have been discussed with the help of case studies, using real-life share prices and index values. The book talks in detail about derivatives (options, futures, forward, swap and others), Modern Portfolio Theory, Markowitz Portfolio Theory, Sharpe's Single Index Model, CAPM, APT, Mutual Funds and performance evaluation of managed portfolios by using the approach given by Sharpe Treynor and Jensen.

Contents

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PART I: INVESTMENT ANALYSIS

Conceptual Background to Investment • Financial Markets • Investment Avenues & Valuation of Securities • Stock Market/Secondary Market • New Issue Market (Primary Market) • Regulation of Stock Market • Financial Engineering and Global Financial Crisis 2008 • Debentures and Bonds • Derivatives Introduction • Derivatives Trading in India • Valuation of Option and Futures

PART 2: SECURITY ANALYSIS

Equity Research • Fundamental Analysis • Technical Analysis • Efficient Market and Efficient Market Hypothesis

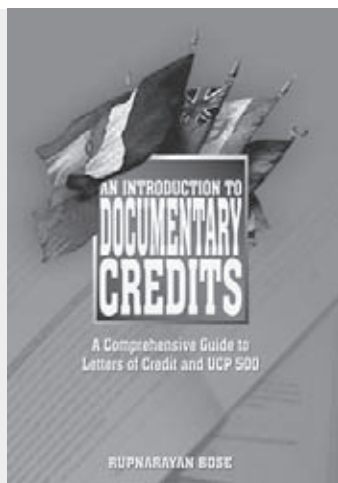
PART 3: PORTFOLIO ANALYSIS

Portfolio Analysis • Markowitz Portfolio Optimization • Single Index Model of Sharpe • Capital Asset Pricing Model • Factor Model and Arbitrage Pricing Theory • Mutual Fund

Appendix 1: Stock Market Scams in India – A Case Study Approach

Appendix 2

Glossary • Index



Author: Rupnarayan Bose

ISBN: 978-1403-92870-2 | PB
Pages: 328 | Price: ₹ 295.00

About the Book

An Introduction to Documentary Credits is a complete treatise on Letters of Credit (LC) and ICC Uniform Customs and Practice for Documentary Credits (UCP 500). The articles of UCP 500 have been analysed in-depth in this book. All related issues have been discussed in a very lucid manner, primarily from their practical standpoint. Complex issues regarding LC operations have been explained in a very simple language. Certain topics – rarely discussed in detail earlier – have now been presented from a unique perspective that would be of great interest to the reader.

Contents

Preface • Acknowledgements • Risks in International Trade • Terms of Settlement • Documentary Credits in International Trade • Documentary Credit Life Cycle • Types of Documentary Credits • Transferable Credits: Documentary Credits in Transit Trade • Back-to-Back Credit • Other Variations of Documentary Credits • Implications of Confirmed Credits • Payment, Negotiation and Confusion • Unique Features of Documentary Credits • Approach to Documentation • More about Documents • Transport Documents • Shipment-Related Terms • Costs and Charges • Uniform Customs and Practice for Documentary Credits • Amending a Documentary Credit • Reimbursement Procedure • Reimbursement Clauses: A Review • Scrutiny of Documents • Dealing with Discrepant Documents • Guide to Examination of Letters of Credit • Scrutiny of Export Documents: A Checklist • Transit Insurance • Financing International Trade • Banker's Acceptance as a Financing Device • INCOTERMS (ICC 560) • Annexures • Bibliography • Index



Author: V.G. Mankar

ISBN: 978-0230-32878-5 | PB
Pages: 592 | Price: ₹ 510.00

About the Book

This book covers the entire course on Business Economics and provides a thorough understanding of the basic principles of the subject. The text is structured logically and unravels concepts in an easy-to-understand style.

Contents

Introduction • Goals of Firms • Demand Analysis • Elasticity of Demand • Empirical Demand Estimation and Demand Forecasting • Economic and Business Forecasting • Appendix – Index Numbers • Production Function • Laws of Returns • Types of Costs of Production • Costs in the Short-Run • Long-Run Cost Curves • Break-Even Analysis • Pricing Theory – Perfect Competition • Pricing Theory and Monopoly • Pricing Under Monopolistic Competition • Pricing Theory – Oligopoly • Pricing Practices • Capital Budgeting and Investment Decisions • Cost-Benefit Analysis • Government Intervention in Market • Prevention and Control of Monopoly and Restrictive Trade Practices • Institutional Finance – I • Institutional Finance – II • Protection of Consumers' Interest • Approach to Competition and Efficiency (New Economic Policy of India) • Planning in India (A Guide to Business) • Index



Author: M. Gopalsamy

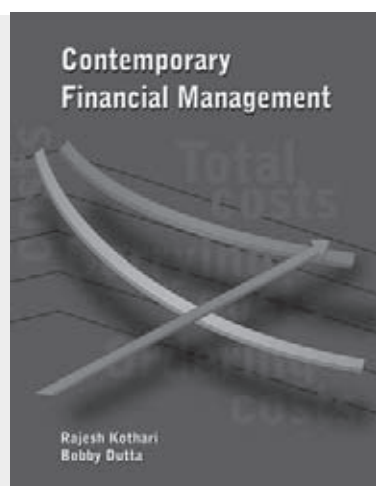
ISBN: 978-1403-92645-6 | HB
Pages: 760 | Price: ₹ 495.00

About the Book

This book describes the various developments of capital market, both at the national and international levels. The book is divided into four parts.

Contents

Part I: Learning and Working in a Global Environment • Introduction • Global Economy and Globalisation • Globalisation • Introduction • Foreign Collaborations • Joint Ventures • Foreign Exchange Management • Global Finance: An Overview • Appendices • Part 2: Banking and Project Finance • Introduction • Project Management: An Overview • Project Financing: An Overview • Indian Banking System: An Overview • Non-Banking Financial Companies (NBFCs) – An Overview • Lease Financing • Venture Capital • International Finance • Appendices • Part 3: Securities and Exchange Board of India • Introduction • Capital Market Overview • SEBI and the Capital Market • Stock Exchange • BSE and Other Stock Exchange • SEBI Regulations • Capital Market Committees • Capital Market Update • Takeover Regulations • Mutual Funds • Depositories • Credit Rating • Investors • Appendices • Part 4: Merchant Banking • Introduction • Merchant Banking: An Overview • Capital Issue: An Overview • Management of Public Issues • Portfolio and Investment Management • Corporate Restructuring • Appendices • Appendices: Latest Additions • Appendices • Consolidated Appendices • Part One: Policies and Programmes • Part Two: Review of Trends and Operations • Part Three: Regulation of Securities Market • Part Four: Regulatory Changes • Index



Authors: Rajesh Kothari | Bobby Dutta

ISBN: 978-1403-92812-2 | PB
Pages: 480 | **Price:** ₹ 365.00

About the Book

The book presents an entirely new approach to the study of financial management. Apart from being hugely comprehensive by nature, it also covers analytical discussion on Asset Based Financing, Value Management, Venture Capital Financing and Corporate Distress and Restructuring which is not discussed in any other contemporary textbook. The book aims at providing a conceptual as well as practical understanding of the subject to the students of financial management.

Contents

Preface • Part I: An Overview of Financial Management • Introduction to Contemporary Financial Management • Contemporary Financial Environment • Financial Statement Analysis • Part II: Foundations of Financial Management • Concept of Time • Concept of Return and Risk • Concept of Value • Part III: Strategic Financial Decisions • Cost of Capital • Capital Budgeting • Estimating Cash Flows • Analysis in Capital Budgeting • Leverage • Capital Structure Decisions • Dividend Decisions • Part IV: Operating Financial Decisions • An Overview of Working Capital Decisions • Inventory Management • Receivables Management • Cash Management • Financing Current Assets • Part V: Financial Management in India • New Dimensions in Indian Corporate Finance • Recent Trends in Indian Corporate Finance • Case Studies • Some More Problems with Solutions in Financial Management • Finance Calculation: Ready Reckoner • Appendix • Glossary • Index



Authors: Surendra S Yadav | P.K. Jain
 Max Peyrard

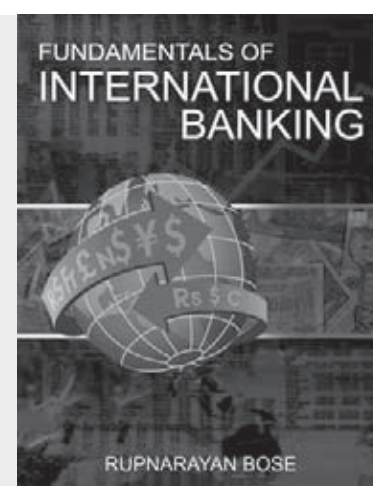
ISBN: 978-0333-93576-7 | PB
Pages: 264 | **Price:** ₹ 250.00

About the Book

Written in simple language, this book provides a comprehensive coverage of various financial instruments, which are required by business executives and finance professionals dealing with international operations.

Contents

Part One: Background • Foreign Exchange Markets • Foreign Exchange Risk • Exchange Rate Theories • Part Two: Exchange Markets • Spot Exchange Market • Forward Exchange Market • Part Three: Derivatives and Other Instruments • Currency Futures • Currency Options • Currency Swaps • Financing Instruments • Part Four: Control Aspects of Foreign Exchange Trading • Facilities/Restrictions Relating to Foreign Exchange Transactions • Select References • Glossary • Index



Author: Rupnarayan Bose

ISBN: 978-1403-93113-9 | PB
Pages: 480 | **Price:** ₹ 395.00

About the Book

The book introduces the reader to the exciting and challenging world of international banking – from the basics to the more advanced concepts in foreign exchange business. Each concept has been introduced in a lucid manner supplemented by illustrations and easy-to-understand examples. The book provides a distinctive blend of theory and practice, the theoretical aspects being supplemented by and illustrated through their practical applications.

Contents

Preface • Acknowledgements • Evolution of the Foreign Exchange Market • Methods of Payment • International Remittances: Concepts • International Remittance Techniques • Remittances in Practice • Correspondent Banking • Processing Clean Instruments • Reconciliation of Nostro Accounts • Transaction Pricing – The Untold Story • Opportunities in Correspondent Banking • Mirror Accounts • Estimating Exchange Profits • International Banking Department: Job Descriptions • Dealing Room and Treasury Operations • Basics of Exchange Rates • Forward Transactions • Basics of Merchant Rates • Exchange Rate Arithmetic • Forward Contracts and Swaps • Financial Futures and Options – I • Financial Futures and Options – II (Options Contracts) • Risk Management in Foreign Exchange • UCP 500, LC and International Trade • Financing International Trade • The Knowledge Bank • Bibliography Acknowledgements • Glossary • Appendices • Index



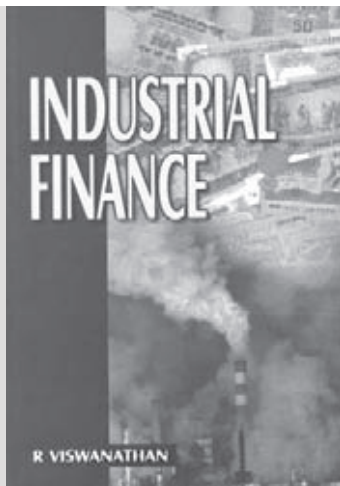
Author: Priya Basu
ISBN: 978-1403-9237-8 | HB
Pages: 312 | Price: ₹ 365.00

About the Book

India has introduced wide-ranging and impressive reforms in the financial sector since the early 1990s. These reforms have helped improve financial sector soundness and depth, and led to an impressive growth in financial resources. However, much more needs to be done to improve the efficiency with which financial resources are allocated to finance the higher levels of investment necessary for sustained growth and poverty reduction. Also, with increased liberalization, and as risks become more difficult to monitor and manage, maintaining financial stability will become ever more challenging. The papers in this volume assess progress with financial sector reforms over the past decade or so, and analyse the new challenges that confront India's policymakers and financial regulators.

Contents

Part I – Background • Introduction • An Overview of Experiences in Asia and the Pacific • Improving Management through Training • Part II – Planning and Organising Training • Designing a Training Strategy • Identifying Training Needs • Developing a Curriculum • Selecting Training Modalities and Methods • Organising Training • Evaluating Training • Training Modalities and Methods • Self-Instructional Material • Simulation Exercises and Games • In-Basket Exercises • Case Method • Role Playing • Field Training • Self-Study and Small Group Work • Instrumented Training: Educational Supervision • Distance Training



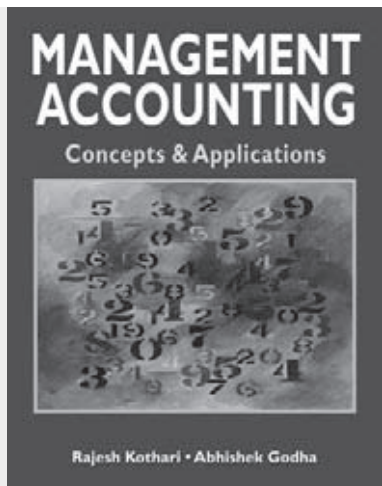
Author: R. Viswanathan
ISBN: 978-0333-93807-2 | PB
Pages: 488 | Price: ₹ 295.00

About the Book

This book offers a comprehensive coverage of the various loan facilities – fund based and non-fund based, as credit offered by banks to industries in India. This book identifies the various perils faced by banks and measures to combat them. A useful book for management accountants, trainers and students of industrial finance.

Contents

Historical Perspective • Financial Statement Analysis • Interpretation of Financial Statements: Ratio Analysis • Funds Flow and Cash Flow • Limitations of Financial Statements • Assessment of Working Capital: Level of Current Assets • Assessment of Working Capital: Quantum of Limits • Forms of Credit Facilities • Supervision and Follow-up: Physical • Supervision and Follow-up: Financial • Quasi Credit Facilities • Working Capital: Selected Businesses and Industries • Commercial Paper • Project Finance • Sick Units • Ancillary Issues and Facilities • Current Developments in India • Risk Management • Industrial Finance: Emerging Scenario • Index



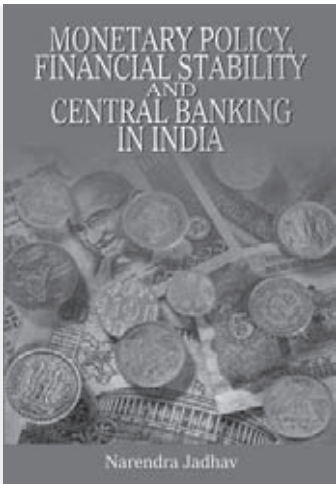
Authors: Rajesh Kothari | Abhishek Godha
ISBN: 978-0230-63015-4 | HB
Pages: 382 | Price: ₹ 345.00

About the Book

Management accounting has regained its importance due to changes in economic and business environment. The basic nature of the subject has changed from 'complacent, descriptive and lengthy' to 'competitive, analytical and brief'. Gone are the days when readers were expected to go through lengthy and irrelevant, boring and stuffing pieces of information on the subject. Today, because of the time and resource constraints together with increased work pressure, readers expect precise, to the point and relevant information. Keeping these points in mind, the book has been written in a most reader-friendly manner and is supplemented with adequate number of numericals and solved examples.

Contents

Management Accounting: An Introduction • Using Financial Information for Management Accounting • Cost Concepts • Ratio Analysis • Funds Flow Analysis • Cash Flow Analysis • Cost Concepts for Management Accounting: An Overview • Job Order Costing (Cost Techniques-I) • Job Order Costing (Cost Techniques-II) • Contemporary Issues in Cost Reduction Systems • Marginal Costing and Absorption Costing • Cost Volume Profit Analysis • Budgetary Control • Standard Costing and Variance Analysis • Emerging Issues in Management Accounting



Author: Narendra Jadhav
ISBN: 978-1403-92902-0 | **HB**
Pages: 464 | **Price:** ₹ 595.00

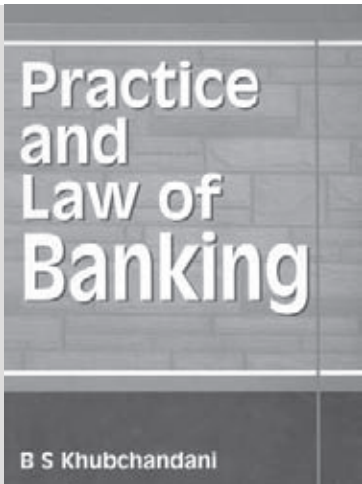
About the Book

The book covers an extensive canvas of macroeconomic thinking, monetary matters and the changing face of central banking the world over, with special reference to India. Interestingly, it also deals with fundamentals of finance in some detail which is crucial for understanding the operational complexities of financial markets in India. While examining the issues on monetary policy formulation in India, the book effectively traverses various financial sector issues that have posed challenges before the monetary policymakers in India and abroad.

A distinctive feature of the book is its attempt to place the Indian financial sector in the global context with due emphasis on the domestic and global financial markets while focusing on the latest trends in monetary and financial economics.

Contents

Preface • Macroeconomic Thinking • Money Matters • Finance Fundamentals • Monetary Theory: Evolution and Contemporary Paradigms • Financial Globalisation and the Impossible Trinity • Leading Issues in Monetary Policy Formulation • Framework for Financial Stability • Leading Issues in Central Banking • Conduct of Monetary Policy in India • Financial Stability in India • Central Banking in India • Liberalising India's Financial Sector: Constraints, Challenges and Prospects • Evolution of Financial Markets in India • Macroeconometric Modeling for Policymaking: Retrospect and Prospect • References • Index



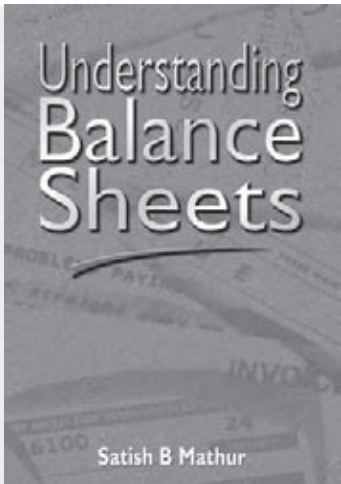
Author: B S Khubchandani
ISBN: 978-0333-93338-1 | **PB**
Pages: 324 | **Price:** ₹ 195.00

About the Book

An ideal text for general students as well as those taking the CAIIB exams, this book explains in a systematic and thorough manner, various aspects of the business of banking. It also summarises the recommendations of various committees on banking, which will help readers understand the latest developments in this sector.

Contents

Origin of Banks in India and Their Functions • Banking System in India • Promotional Role of Reserve Bank of India • Relationship Between Banker and Customer • Banking Operations • Bills of Exchange • Different Types of Customers • Closing of Accounts • Service to Customers • Advances (Part I) Principles of Lending and Types of Charges • Advances (Part 2) Balance Sheet Analysis, Tandon, and Chore Committee Recommendations and Documentation • Advances (Part 3) Study of Borrowers and Priority Sector Lending • Marketing of Bank Services • Concepts of Non-performing Assets, Income Recognition Asset Classification and Capital Adequacy Ratio • Financial Institutions • References • Index



Author: Satish B Mathur
ISBN: 978-1403-92811-5 | **PB**
Pages: 244 | **Price:** ₹ 195.00

About the Book

Written in an easy conversational style, this text provides a well written exposition of financial statements and financial statements analysis and enables the readers (non-finance executives and MBA level students and faculty) to evaluate the financial performance of a company through the ratio analysis technique.

Contents

Preface • Acknowledgements • Introduction • Financial statements • Balance Sheet • Profit and Loss Account • Evaluation of Financial Performance through Ratio Analysis Technique • Evaluation of Financial Performance through Ratio Analysis Technique: A Case Study I • Evaluation of Financial Performance through Ratio Analysis Technique: A Case Study II • Sources and Applications (Uses) of Funds Statement • Contribution Analysis and Break-Even Point (BEP) or Cost-Volume-Profit (CVP) Analysis • Index



Author: T S N Chary
ISBN: 978-1403-92679-1 | HB
Pages: 216 | Price: ₹ 270.00

About the Book

This book discusses comprehensively the concept of venture capital and the Indian scenario including legal environment. A well-structured text, this book is divided into six segments, such as concept of venture capital, international experience of venture capital, venture capital in India, policy environment of venture capital industry in India, Profile of venture capital economy and case studies on venture capital finance.

Contents

Preface • Venture Capital: An Overview • International Experience of Venture Capital • Venture Capital in India • Policy Environment of Venture Capital in India • Profile of a Venture Capital Company • Case Studies on Venture Capital • Glossary • Bibliography • Index

Emerging Trends in the Banking Sector

Edited by: Narendra Jadhav
ISBN: 978-0230-63605-7 | HB
Pages: 492 | Price: ₹ 625.00

Infrastructure Policy and Microfinance

Author: Rudra P Pradhan
ISBN: 978-0230-33217-4 | HB
Pages: 604 | Price: ₹ 2100.00

Financial Accounting for Management: Text & Cases

Authors: Subhash Sharma
M Panduranga Vithal
ISBN: 978-0333-90968-3 | PB
Pages: 336 | Price: ₹ 198.00

Infrastructure the Key to Development

Author: Rudra P Pradhan
ISBN: 978-0230-33214-0 | HB
Pages: 782 | Price: ₹ 2100.00

Challenges to Indian Banking (2/e)

Edited by: Narendra Jadhav
ISBN: 978-0333-93001-4 | HB
Pages: 460 | Price: ₹ 695.00

Marketing of Banking Services

Author: Rajeev K Seth
ISBN: 978-0333-92393-1 | HB
Pages: 264 | Price: ₹ 465.00

Inclusive Growth and Microfinance Access

Author: H P Mathur
ISBN: 978-0230-33251-5 | HB
Pages: 464 | Price: ₹ 900.00

Strategy of Infrastructure Finance

Author: Rudra P Pradhan
ISBN: 978-0230-33216-4 | HB
Pages: 662 | Price: ₹ 2100.00

Challenges to Indian Banking (2/e)

Edited by: Narendra Jadhav
ISBN: 978-0333-93001-4 | HB
Pages: 460 | Price: ₹ 695.00

Infrastructure Finance Issues and Challenges

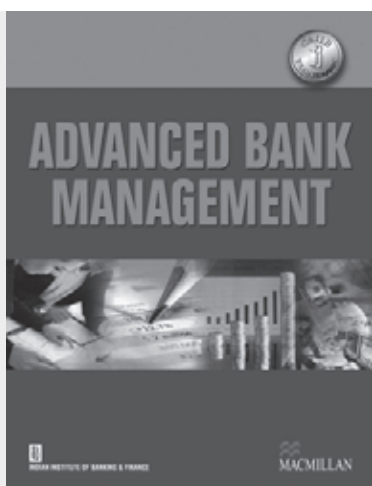
Author: Rudra P Pradhan
ISBN: 978-0230-33215-7 | HB
Pages: 618 | Price: ₹ 2100.00

Watch Your Figures

Authors: C Northcote Parkinson
M K Rustomji
ISBN: 978-0333-90050-5 | PB
Pages: 180 | Price: ₹ 199.00

Books for CAIIB Examinations (Syllabus – 2010)

Compulsory Papers



Author: IIBF

ISBN: 978-0230-33047-4 | PB

Pages: 488 | Price: ₹ 450.00

About the Book

Advance Bank Management comprises four modules. The first module on economic analysis explains the micro and macro economics, markets and interest rates, role of money and banking in the economy, inter relationship between fiscal and monetary measures, opportunities and challenges due to integrating our economy with global markets and the latest developments in the banking industry in our country. The second module on business mathematics imparts knowledge on various concepts related to time value of money, sampling methods, bond investments, and basic statistical and probability techniques. The module on human resource management as practiced in banking industry covers all facets of HRM including recruitment, training, rewarding and measuring performance for the overall growth of the individual and the institution. The last module on credit management deals with various financial statements and ratios that a banker must know while appraising any credit request – be it a project loan or a working capital facility. It further covers the rules and regulations covering the consortium financing, the methods of credit- monitoring and ways of tackling the stressed loans including rehabilitation through CDR and eventual recovery of problem assets through DRT & SARFAESI.

Contents

MODULE A: Economic Analysis • Fundamentals of Economics, Microeconomics and Macroeconomics and Types of Economies • Supply and Demand • Money Supply and Inflation • Theories of Interest • Business Cycles • Indian Economy and Various Sectors of the Economy • Economic Reforms • Monetary Policy and Fiscal Policy • GDP Concepts • Union Budget • Challenges Facing Indian Economy • MODULE B: Business Mathematics • Time Value of Money • Sampling Methods • Correlation and Regression • Time Series • Estimation • Bond Investment • Linear Programming • Simulation • MODULE C: Human Resource Management • Fundamentals of Human Resources Management • Development of Human Resources • Human Implications of Organisations • Employees' Feedback and Reward System • Performance Management • HRM and Information Technology • MODULE D: Credit Management • Overview of Credit Management • Analysis of Financial Statements • Working Capital Finance • Term Loans • Credit Delivery • Credit Control and Monitoring • Risk Management and Credit Rating • Rehabilitation and Recovery



Author: IIBF

ISBN: 978-0230-33046-7 | PB

Pages: 500 | Price: ₹ 450.00

About the Book

Bank Financial Management has been written keeping in view specific knowledge and skill needs of banking professionals desirous of gaining advanced knowledge of banking.

The book deals with four important areas of banking, viz., International Banking, Risk Management, Treasury Management and Balance Sheet Management. All the necessary concepts of foreign exchange, international trade, applicability of UCPDC, RBI and FEDAI guidelines, FEMA, role of ECGC and EXIM bank have been explained in the book. Similarly, the concept of risks in banks, measurement and management of various risks, the organizational structure of risk management department as also the current guidelines of RBI on risk management have been covered. Further, the concepts and functions of treasury management, various instruments available to the treasury have also been explained. Asset Liability Management (ALM), which has now assumed a priority area for banks, has also been dealt with appropriately. It contains various aspects of balance sheet management, RBI guidelines on ALM, asset classification, provisioning, and the disclosures.

Contents

MODULE A: International Banking • Exchange Rates and Forex Business • Basics of Forex Derivatives • Correspondent Banking and NRI Accounts • Documentary Letters of Credit • Facilities for Exporters and Importers • Risks in Foreign Trade – Role of ECGC • Role of Exim Bank, Reserve Bank of India, Exchange Control in India – FEMA and FEDAI and Others • MODULE B: Risk Management • Risk and Basic Risk Management Framework • Risks in Banking Business • Risk Regulations in Banking Industry • Market Risk • Credit Risk • Operational Risk and Integrated Risk Management • MODULE C: Treasury Management • Introduction to Treasury Management • Treasury Products • Funding and Regulatory Aspects • Treasury Risk Management • Derivative Products • Treasury and Asset-Liability Management • MODULE D: Balance Sheet Management • Components of Assets and Liabilities in Bank's Balance Sheet and their Management • Banking Regulation and Capital • Capital Adequacy – The Basel-II Overview • Supervisory Review • Pillar 3 – Market Discipline • Asset Classification and Provisioning Norms • Liquidity Management • Interest Rate Risk Management • RAROC and Profit Planning

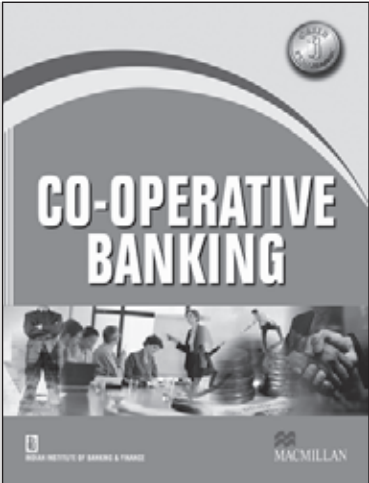
CALIB Optionals



Author: IIBF
ISBN: 978-0230-32444-2 | PB
Pages: 336 | Price: ₹ 300.00

About the Book

The book on 'Central Banking' is the result of continuous efforts made by the Institute to complete the set of electives that represent developing areas of interest to the practicing Bankers. Authored by former executives of Reserve Bank of India, the book carries their stamp of authority and clarity on the subject. The book covers the functions of central banks, evolution of central banking in India, monetary policy and credit policy, the nexus between fiscal and monetary policy and finally the evolution of regulation and supervision culminating in a discussion on financial stability. Reading through this book on central banking, we hope, should become an exercise in intellectual pleasure to the reader. The book has been edited by Dr. R Bhaskaran, CEO of IIBF.



Author: IIBF
ISBN: 978-0230-33052-8 | PB
Pages: 436 | Price: ₹ 425.00

About the Book

Co-operative Banking is a dominant segment of banking in semi-urban and rural areas of India and plays a significant role in spreading banking facilities to the underprivileged sections of the society. Since this segment is huge and has diverse requirements, this book attempts to encompass all aspects of co-operative banking and would be highly useful to all those who wish to gain insights into co-operative banking in the country.

Contents

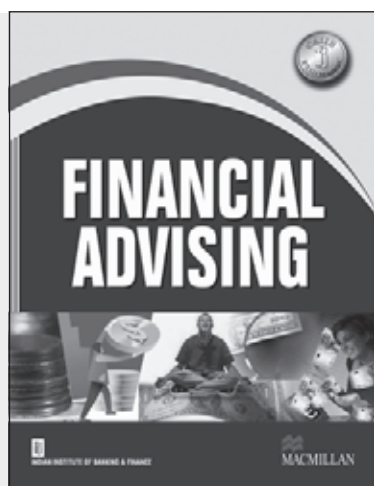
MODULE A: Principles and Laws of Co-operative Banking: Law and Rules relating to Co-operative Banks • MODULE B: Co-operative Banking Operations: Deposits, Credit and Investment Management • MODULE C: Technology and Risk Management • MODULE D: Supervisory and Regulatory Aspects



Author: IIBF
ISBN: 978-0230-32194-6 | PB
Pages: 320 | Price: ₹ 300.00

About the Book

Due to the increased activity of the corporates in mobilizing the needed resources directly from the markets, both domestic and international, there is an increased scope for offering varied services by banks. Some banks are offering these services in-house whilst some are offering through a subsidiary or in alliance with others. The increased importance being given to infrastructure development is resulting in financing of such projects by banks and financial institutions. Investment Banking, Merchant Banking and Project Management activities are covered in detail in this book. The techniques of appraisal and monitoring of the disbursed credit of this highly diversified segment are quite different from those of general credit. These special features have also been dealt within this book.



Author: IIBF

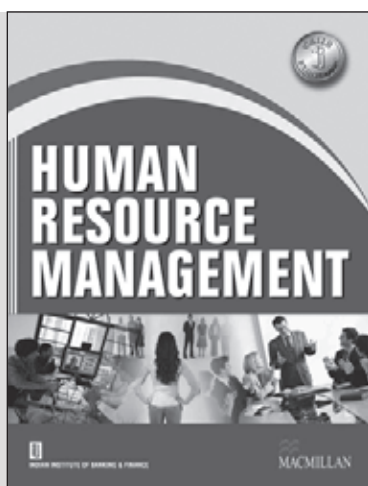
ISBN: 978-0230-33059-7 | PB
Pages: 332 | Price: ₹ 325.00

About the Book

The concept of Financial Advising and the role of financial advisors and their desired attributes have been elaborately covered in this book. This book aims at providing an insight into the Indian economic scenario, the various players in the Indian financial system, the regulators and the various investment opportunities available for the individuals from the viewpoint of generating wealth, planning for their children's education/marriage, availing of the benefits under various tax saving provisions of the Income Tax Act, planning for a peaceful, financially worry-free retired life, and also estate planning. In their busy day-to-day schedules, the individuals do not get enough time to study the various investment avenues and to plan a proper allocation of their surplus funds to meet their financial goals. It is in this context, that the guidance and advice of a financial advisor is needed. The days of just living within one's means have gone by and there are enough opportunities at present to build up healthy and wealthy investment portfolios by the individuals as well as corporate. Those who would like to take up Financial Advising as their career will find this book very useful.

Contents

Introduction • Financial Planning • Financial Advising • Investment Planning • Insurance Planning • Tax Planning • Children's Education Planning • Real Estate Investment and Estate Planning • Retirement Planning • Fundamental Investment Concepts • The Economic Environment • Towards a Financial Plan



Author: IIBF

ISBN: 978-0230-33049-8 | PB
Pages: 332 | Price: ₹ 300.00

About the Book

This book covers the topics prescribed under the optional paper for the CAIIB curriculum. Human Resources play a crucial role in services industry like banking, as harnessing these resources the right way will lead to best results for all concerned in the industry. Human Resource Management, the management of work and people towards desired ends, is a fundamental activity in any organization in which human beings are employed. A dynamic HRM will help to foster the kind of culture in which clever strategies are conceived and reworked over. In this book, care has been taken to include topics of interest for the younger generation who form the bulk of the employee strength in all progressive banks in the country. An attempt has been made further to define the expectations that an employee as well as the bank have from each other.

Contents

Module A: Human Resource Management • Fundamentals of HRM 3 • Organisational Behaviour • Organisational Changes • HRM in Indian Banks • Knowledge Management • **Module B:** Building an HR Strategy • HR as a Strategic Player • CEO and His Team • Communication • HR Functions • Performance Management • **Module C:** Motivation, Training and Skill Development • The Learning Process • Employee Motivation • Employee Development • Training Methodology • **Module D:** Personnel Management and Industrial Relations • Industrial Relations (Part A) • Industrial Relations (Part B) • Employee Discipline (Grievance Redressal and Discipline) • Worker's Participation in Management • Employee Discipline (Discipline Management)



Author: IIBF

ISBN: 978-0230-33048-1 | PB
Pages: 320 | Price: ₹ 300.00

About the Book

Today, banks face the enormous task of re-orienting their technology infrastructure towards interactive decision support and information gathering tools and away from anonymous account-keeping sentinels. Financial institutions are facing daunting challenge of selecting and exploiting new forms of technology to allow them to compete successfully. Technology is a vital element in the competitive landscape of financial service industry and is changing the very nature of selling and delivering financial products. It has moved from being merely a means of automating existing functions to being a key determinant in the organization of banks. The contents of the book are appropriately organized into four modules to cover all the essentials.

Contents

Module A: Introduction to Information Technology • Information Technology and its Implications • Introduction to Computing • Introduction to Software • Networking Systems • **Module B:** Information Systems and Technology • Introduction to Information Systems • Database Management Systems • Data Warehousing and Data Mining • **Module C:** Banking Technology Applications and Management • E-Learning Environment • Banking Software • Electronic Clearing and Settlement Systems • Plastic Money • Electronic Commerce and Banking • RBI Reports on Technology • **Module D:** Information System Security Controls and Audit • Computer Security • Communication Security • Disaster Management • Information System Audit • Competitive Bid Process – RFP and SLA



Authors: IIBF

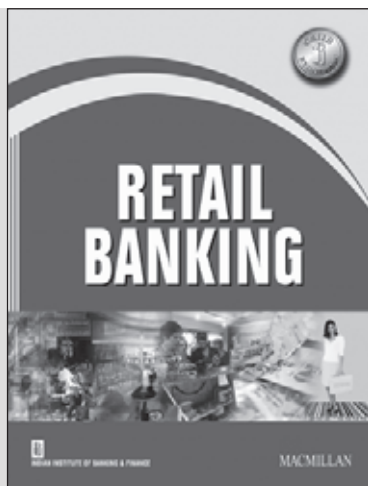
ISBN: 978-0230-33058-0 | PB
Pages: 284 | Price: ₹ 275.00

About the Book

The book is divided into four modules. The first module covers extensively various aspects of International Banking – focusing on the recent changes in the functioning of these banks along with the gradual evolving of the global monetary system during the last six decades. The second module deals with the dynamic global foreign exchange and money markets with particular reference to the Indian markets. The third module covers, inter alia, the various methods through which export and import transactions can be financed, and elaborates on the institutions which are involved in such financing and in providing insurance cover. The last module dwells with the derivative transactions for hedging risks from currency exposures.

Contents

MODULE A: International Banking and Finance • MODULE B: Foreign Exchange Business • MODULE C: International Trade • MODULE D: Derivatives



Author: IIBF

ISBN: 978-0230-33051-1 | PB
Pages: 328 | Price: ₹ 300.00

About the Book

Retail Banking has become a very important component in the business mix of banks. Retail Banking offers multiple comfort factors for banks to do business. Large and divergent customer base across income segments offers huge scope for banks to develop and offer multiple products and services. In addition to traditional products and services offered by banks over the years, the retail model has undergone rapid innovation in the past decade with regard to products, processes, people and technology.

Contents

MODULE A: RETAIL BANKING • Retail Banking – Introduction • Retail Banking – Role within the Bank Operations • Applicability of Retail Banking Concepts and Distinction Between Retail and Corporate/Wholesale Banking • MODULE B: RETAIL PRODUCTS • Customer Requirements • Product Development Process • Credit Scoring • Important Retail Asset Products • Credit and Debit Cards • Remittance Products • MODULE C: MARKETING IN RETAIL BANKING • Marketing in Retail Banking • Delivery Channels in Retail Banking • Delivery Models • Customer Relationship Management in Retail Banking • Service Standards for Retail Banking • Technology in Retail Banking • MODULE D: OTHER ISSUES RELATED TO RETAIL BANKING • Recovery of Retail Loans • Securitisation • Other Issues in Retail Banking • MODULE E: ADDITIONAL READING MATERIAL ON HOME LOANS • Lender's Appraisal Procedure • Securitisation – Mortgage Backed Securities • Housing Finance and Tax Planning • Mortgage Advice • Valuation of Real Property



Author: IIBF

ISBN: 978-0230-33198-3 | PB
Pages: 508 | Price: ₹ 450.00

About the Book

The book on Risk Management is a systematic attempt to capture the latest development in risk management, especially with reference to Indian markets. Risk Management in banks has assumed an increasing importance with the globalization of Indian financial markets. Therefore, officers working in risk management departments of banks need to retool,

re-equip, and fully update themselves to meet the latest developments, especially in the field of risk management and derivative instruments.

The book gives a slightly advanced treatment of the subject as it is meant to be one of the electives for CAIIB candidates. The book is based on rich experience of the team of authors who are well-known both in the banking and the academic world.

Contents

Module A: Asset Liability Management • Components of Assets and Liability in Banks' Balance Sheet • Liquidity Management • Interest Rate Risk Management • Management of Exchange Risk • RBI Guidelines • Module B: Risk Management • Risk and Banking Business • Risk Regulations in Banking Industry • Market Risk • Credit Risk • Operation Risk • Module C • Treasury Management • Treasury Product • Funding and Regulatory • Treasury Risk Management • Treasury and asset Liability • Module D • Capital Adequacy • Pillar 1 – Capital charge for credit risk • Pillar 1 – Capital charge for Market Risk • Pillars 2 & 3 – Supervisory Review and Market Discipline • Asset classification and Provisioning Norms • Profit planning



Author: IIBF

ISBN: 978-0230-33050-4 | PB

Pages: 344 | Price: ₹ 340.00

About the Book

Rural Banking engages the attention of the bankers to a great extent. A large number of bankers are involved directly or indirectly in transformation of the rural sector. Hence the importance of rural banking to banks. The book presents different dimensions of rural banking in the country. It traces various schemes and programmes introduced for rural development, where banking system has to play an active role. The rules and regulations introduced from time to time by the controlling authorities in rural banking and the roles of all financial institutions working in rural areas are covered in detail. The book follows the syllabus prescribed for one of the optional papers of CAIIB. It is divided into four Modules dealing with basic features of rural economy; financial services in the rural areas: priority sector lending, poverty alleviation programme; provision for housing and education loans, problems and prospects of rural banking including micro-credit and self-help groups.

The book aims to introduce the subject of rural banking to the students and lay man alike to familiarize with the problems, issues, challenges and opportunities present in the rural banking front to enable them to effectively participate in the development of the rural sector.

Contents

MODULE A: RURAL INDIA • Demographic Features 3 • Characteristics of Rural Society • Economic Features • Infrastructure • Agriculture Economy • Rural Development Policies • Rural Issues • MODULE B: FINANCING RURAL DEVELOPMENT • Regulation of Rural Financial Services • Rural Credit Institutions • Financing Agriculture/Allied Activities • Financing Rural Non-Farm Sector (RNFS) • SME Finance • MODULE C: PRIORITY SECTOR FINANCING AND GOVT. INITIATIVES • Priority Sector Lending • Poverty Alleviation Programmes • Rural Housing and Education Loans • MODULE D: PROBLEMS AND PROSPECTS IN RURAL BANKING • Role of Rural Banking – Emerging Trends in Rural Banking • Transaction Cost and Risk Cost • Financing Poor as Bankable Opportunities Micro Credit and Self-help Groups



Author: IIBF

ISBN: 978-0230-33197-6 | PB

Pages: 400 | Price: ₹ 385.00

About the Book

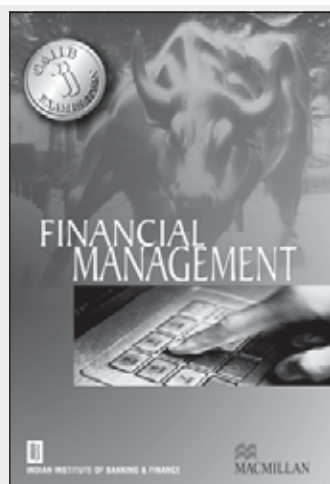
The book attempts to make Treasury Management an enjoyable work and a practitioner's delight. It provides valuable insights and inputs into the exciting world of Treasury and forms courseware for one of the electives under the new examination system of the Institute.

The book covers the whole gamut of essential subjects like treasury organization, functions, products, management and interest rate quotations and market terminology along with capital market instruments. An overview of derivatives is also provided along with basic concepts of risk management. Ethics, morals and code of conduct is a new chapter that gives a new dimension to modern treasury business. The courseware is prepared with great care and detail to handle micro-issues and should definitely be of interest to candidates preparing for the examination, ardent learners of banking and finance, and other professionals.

Contents

MODULE – A • Financial Markets • Treasury • Scope and Functions of Treasury Management • MODULE – B • Liquidity Management • Integrated Treasury – Cost Centre and Profit Centre • Treasury Instruments • Interest Rate Quotations and Market Terminology • Fixed Income Securities • Other Capital Market Instruments • Foreign Exchange (FX) Markets • Derivatives – An Overview • SWAP • Options • Fixed Income Securities, Duration and Convexity • Bond Portfolio Management • MODULE – C • Treasury Operations – The Global Scenario • Exchange Rate Mechanism • Risk Analysis and Control • Forex Valuation • Ethics, Morals and Code of Conduct for the Dealing Room • Components of Multi-Currency Balance Sheets • MODULE – D • Accounting/Valuation • Exposure Norms • Internal and External Audit • Role of Information Technology in Treasury Management • Regulations, Supervision and Compliance of Treasury Operations • APPENDICES • Appendix A—Master Circular on 'Prudential Norms on Capital Adequacy' • Appendix B—Examples/Problems • Appendix C—Undertakings of FEDAI • Appendix D—Glossary and Debit Market Terms

BOOKS FOR CAIIB EXAMINATIONS (OLD SYLLABUS)



Author: IIBF

ISBN: 978-1403-92667-8 | PB
Pages: 464 | Price: ₹ 265.00

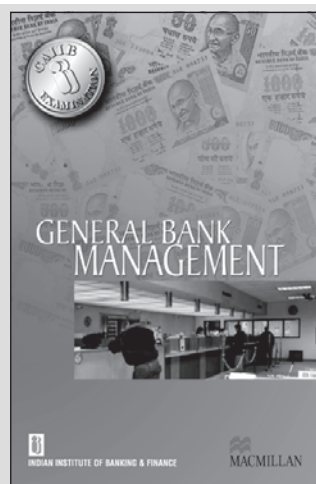
About the Book

This book provides an overview of financial management and details of accounting, cash flows, ratio analysis, study of the financial environment, analysis and interpretation of financial statements, as well as capital budgeting, strategic asset allocation, capital structure, managing the short-term and long-term financing and working capital management. This book also explains assessment of working capital and appraisal of term loans from a practitioner's point of view.

Though tailored for banking professionals and those taking CAIIB examination, this book will be useful to the students of financial management.

Contents

Module A – Quantitative Techniques and Financial Mathematics • Concept of Time Value of Money Present Value • Sampling Methods – Presentation of Data Analysis and Interpretation of Sample Data – Hypothesis Testing • Regression – Correlation – Time Series • Time Series • Probability Distribution – Confidence Interval Analysis – Estimating Parameters of Distribution • Bond Valuation • Linear Programming – Decision-Making • Simulation • Statistical Analysis Using Spreadsheets • **Module B – Study of Financial Statements** • Scope, Functions and Objectives • Capital Expenditure Decisions and Profitability Study • Sources of Finance and Cost of Capital – Long-Term and Short-Term • Study of Financial Statements • **Module C – Ratio analysis** • Ratio Analysis • Statement of Sources and Application of Funds • **Module D – Working Capital and Term Lending** • Working Capital • Marginal Costing • Capital Budgeting • Cash Budget



Author: IIBF

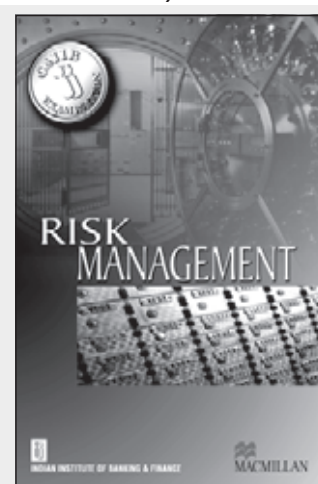
ISBN: 978-1403-92668-5 | PB
Pages: 752 | Price: ₹ 385.00

About the Book

This book on General Bank Management provides a systematic and comprehensive overview of modern management practices in banks with emphasis on international banking, human resources management, technology management and marketing management. It is an encyclopaedia of management practices from the point of view of practitioners of banking.

Contents

Module A – International Banking • Exchange Rates • Risk Management and Basics of Derivatives • Documentary Letters of Credit • Facilities for Exporters and Importers • Correspondent Banking and NRI Accounts • Reserve Bank of India and Exchange Control in India Exim Bank, ECGC, etc. • **Module B – Human Resources Management** • Fundamentals of Human Resources Management • HRM and Information Technology • Development of Human Resources • Human Implications of Organisations • Employees' Feedback and Reward System • Performance Management • **Module C – Technology Management** • Information Systems and Technology • IT Applications and Banking • Networking Systems • Information System Security and Audit • **Module D – Marketing Management** • Introduction to Marketing and Key Concepts • Marketing Planning • Consumer Behaviour • The Art of Customer Service – As Applied to Banking • Consumer and Market Segmentation • Marketing Research • Marketing Mix • Competitor Analysis • Product Strategy • The Concept of Product/Service Delivery • Pricing Strategy and Its Application in Banking • Bank Distribution Strategy • Promotion Strategy • Sales Training and HRD in Marketing



Author: IIBF

ISBN: 978-1403-92666-1 | PB
Pages: 384 | Price: ₹ 240.00

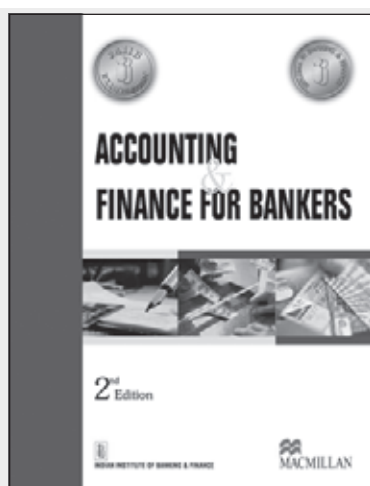
About the Book

Risk management has assumed paramount importance amongst banks in order to protect them against the adverse effects of uncertainty caused by fluctuations in interest rates, exchange rates, etc. The advent of new financial instruments in the Indian banking market has added a new dimension to the identification, measurement, management and mitigation of risks. This book explains the fundamental concepts that underpin financial risk management and asset liability management. It provides an in-depth look at many aspects of financial risks including market, credit, liquidity and operational risks. The book also has modules on capital management.

Contents

Module A – Asset Liability Management • Components of Assets and Liabilities in Bank's Balance Sheet and their Management • Liquidity Management • Interest Rate Risk Management • Management of Exchange Risk • RBI Guidelines • **Module B – Risk Management** • Risk and Banking Business • Risk Regulations in Banking Industry • Market Risk • Credit Risk • Operational Risk • **Module C – Treasury Management** • Introduction to Treasury Management • Treasury Products • Funding and Regulatory Aspects • Treasury Risk Management • Derivative Products • Treasury and Asset-Liability Management • **Module D – Capital Management and Profit Planning** • Capital Adequacy – The Basel II Overview • Pillar I – Capital Charge for Credit Risk • Pillar I – Capital Charge for Market Risk and Operational Risk • Pillars 2 & 3 – Supervisory Review and Market Discipline • Asset Classification and Provisioning Norms • Profit Planning

BOOKS FOR JAIIB EXAMINATIONS



Author: IIBF

ISBN: 978-0230-63612-5 | PB
Pages: 560 | Price: ₹ 365.00

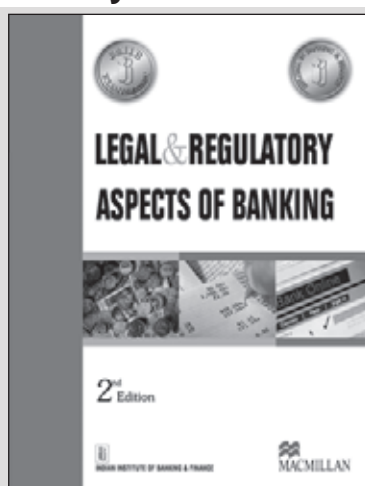
About the Book

Indian Institute of Banking & Finance (formerly The Indian Institute of Bankers) was established in 1928. With membership of over 750 institutional members and over 2.5 lac individual members, it is the largest institute of its kind in the world and is working with a mission 'to develop professionally qualified and competent bankers and finance professionals primarily through a process of education, training, examination, consultancy/counseling and continuing professional development programs'.

This book is a practical handbook that takes the reader through accounting and financial techniques in an easy-to-follow, progressive way.

Contents

Module A – Business Mathematics • Calculation of Simple Interest • Calculation of YTM • Capital Budgeting • Depreciation • **Module B** – Principles of Book-keeping • Definition & Scope, and Accounting Standards • Basic Accountancy Procedures • Maintenance of Cash/Subsidiary Books and Ledger • **Module C** – Special Accounts • Bank Reconciliation Statement • Trial Balance • Capital and Revenue Expenditure • Inventory Valuation • Bills of Exchange • Consignment Account • Joint Venture • Leasing and Hire Purchase • Accounts of Non-Trading Organisations • Depreciation Accounting • **Module D** – Final Accounts • Balance Sheet Equation • Partnership Accounts • Accounting in a Computerised Environment • Final Accounts of Banking Companies • Company Accounts – I • Company Accounts – II



Author: IIBF

ISBN: 978-0230-63610-1 | PB
Pages: 520 | Price: ₹ 245.00

About the book

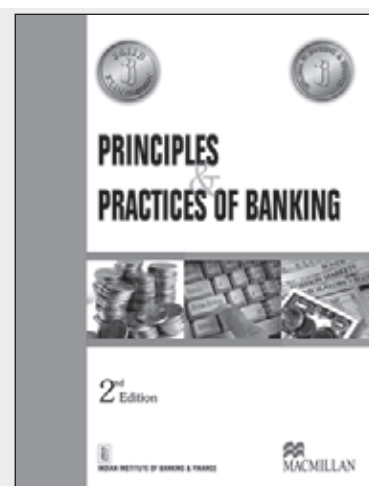
Indian Institute of Banking & Finance (formerly The Indian Institute of Bankers) was established in 1928. With membership of over 750 institutional members and over 2.5 lac individual members, it is the largest institute of its kind in the world and is working with a mission 'to develop professionally qualified and competent bankers and finance professionals primarily through a process of education, training, examination, consultancy/counseling and continuing professional development programs'.

This book offers a comprehensive coverage of laws and practices relating to banking. It begins with a module on the legal framework of regulations and the subsequent module covers a wide spectrum of laws that impacts on banking operations.

Though tailored for banking professionals and those taking JAIIB/Diploma in Banking & Finance examination, the book will also be found useful by those readers eager to learn more about banking laws and legal aspects of banking practices in India.

Contents

Module A – Regulations and Compliance • **Module B** – Legal Aspects of Banking Operations • **Module C** – Banking Related Laws • **Module D** – Commercial Laws with Reference to Banking Operations



Author: IIBF

ISBN: 978-0230-63611-8 | PB
Pages: 492 | Price: ₹ 365.00

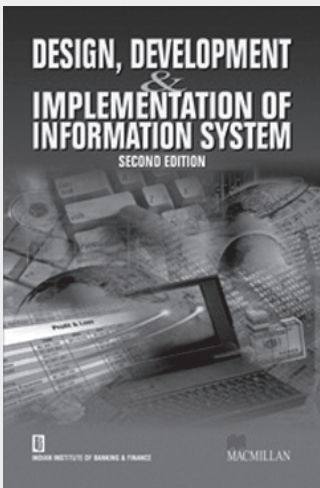
About the Book

Indian Institute of Banking & Finance (formerly The Indian Institute of Bankers) was established in 1928. With membership of over 750 institutional members and over 2.5 lac individual members, it is the largest institute of its kind in the world and is working with a mission 'to develop professionally qualified and competent bankers and finance professionals primarily through a process of education, training, examination, consultancy/counseling and continuing professional development programs'.

Contents

Module A – Regulations • Legal Framework of Regulation of Banks • Control Over Organisation of Banks • Regulations of Business of Banking • Returns, Inspections, Winding Up • **Module b** – Functions of Banks • Banker-Customer Relationship • Banker's Special Relationship • Payment and Collection of Cheques and Other Negotiable Instruments • Opening of Accounts of Various Types of Customers • New Age Banking and Special Services Rendered by Banks to Customers • Development Banking and Priority Sector • Loans and Advances • **Module C** – Banking Technology • Essential of Bank Computerisation • Payment Systems and Electronic Banking • Data Communication Network and Eft Systems • Role of Technology Upgradation and Its Impact on Banks • Security Considerations • **Module D** – Marketing & Banking Services • Introduction to Marketing and Its Importance • Product Planning • Pricing • Distribution • Promotion • Marketing Information System?

BOOKS FOR DIPLOMA IN BANKING TECHNOLOGY



Author: IIBF
ISBN: 978-0230-63298-1 | PB
Pages: 488 | Price: ₹ 435.00

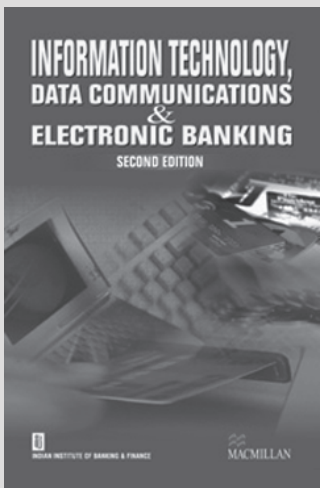
About The Book

This book is a part of the courseware on 'Diploma in Banking Technology' being offered by the Indian Institute of Banking & Finance. This book provides an overview of various design, development and implementation of information systems. The topics in detailed are covered in Four Modules as under: • Module A : An Overview of Electronic MIS • Module B : Data Retrievals/Data Warehousing/Data Mining • Module C : Planning, Designing and Developing Electronic MIS • Module D : Implementation and Control of IT/Payment & Settlement Processes.

This book though aimed at bankers would be of interest to anybody who is keen to learn about Banking Technology as prevalent today.

Contents

Module A – Management Information System • Module B – Database Management System • Module C – Intranet and Data Warehousing Technology • Module D – Implementation and Control of Information Systems • Module E – Information Systems



Author: IIBF
ISBN: 978-0230-63299-8 | PB
Pages: 654 | Price: ₹ 495.00

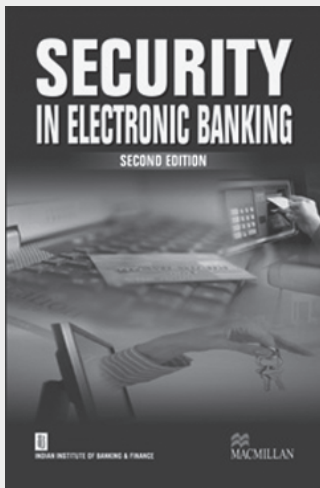
About the Book

This book is a part of the courseware on 'Diploma in Banking Technology' being offered by the Indian Institute of Banking & Finance. This book provides an overview of various information technology, data communications and electronic banking.

This book though aimed at bankers would be of interest to anybody who is keen to learn about Banking Technology as prevalent today.

Contents

Module A – Information Technology • Computer Technology • Peripherals Technology • Software Technology • Communication Technology • Module B – Data Communications • Office Automation • Spread and Impact of Technology • Data Communication • Computer Networks • Network Components • Communication Products • WAN Communication Environment • Local/Global Networks • Module C –Management Information Systems (MIS)–Planning and Implementation • Information System Planning • Information System Analysis and Design • Information System Selection and Procurement • Information System Implementation and Management • Communication Networks Implementation and Management • Module D – Laws/Technology Reports/Policy Guidelines in India • Laws/Technology Reports/Policy Guidelines in India • Module E – Trends in Banking Technology/Modern Banking Technology • Plastic/Laser Wallet Technology /e-Money/e-Purse • Wireless Networked Communication • Internet and Electronic Commerce • Integrated Service Digital Network (ISDN) • Touch Screen Technology • Information Super Highway



Author: IIBF
ISBN: 978-0230-63300-1 | PB
Pages: 328 | Price: ₹ 280.00

About the Book

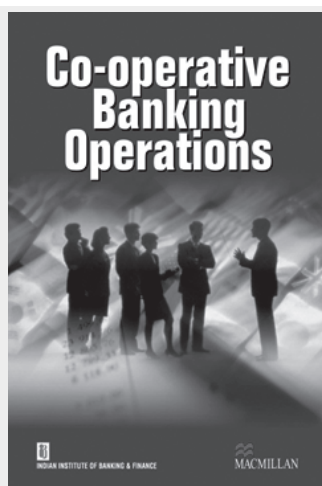
This book is a part of the courseware on 'Diploma in Banking Technology' being offered by the Indian Institute of Banking & Finance. This book provides an overview of various security in electronic banking.

This book though aimed at bankers would be of interest to anybody who is keen to learn about Banking Technology as prevalent today.

Contents

Module A: An Overview of Computer and Communications Security • Information Security Concerns • Physical Security Environment • Hardware Security Environment • Logical Security Environment • Network Security Environment • Module B: Troubleshooting Techniques • Enterprise Security • Disaster Recovery • Fault Tolerant Systems • Module C: Viruses–Where Do They Come From? • LAN Troubleshooting • Overview of Computer Viruses • Detection and Prevention of Computer Viruses • Module D: System Audit and Computer Crimes • Anti-Virus Policies • Information Systems Audit Framework • Audit Considerations of System Controls • Administration of Systems Audit • Computer Crime: Concept and Techniques • Computer Crime Management

BOOKS FOR DIPLOMA IN COOPERATIVE BANKING



Author: IIBF

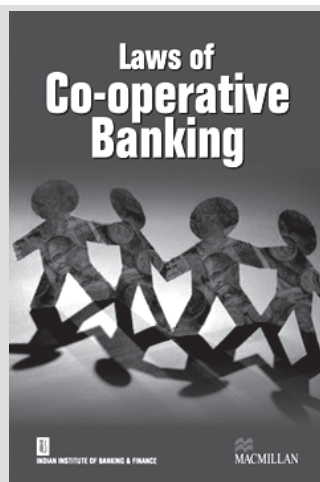
ISBN: 978-0230-63261-5 | PB
Pages: 364 | Price: ₹ 345.00

About the Book

This book is a part of the three-paper course of the Institute for employees of the Urban Co-operative Banks. This book covers the operational aspects of co-operative banking including the various types of products that co-operative banks can and do offer, bank-customer relationship, the know your customer norms that banks have to follow with respect to their customers. It also talks about credit management from the perspective of the UCBs in that it describes the various loans and strategies for loans that banks have to adopt for effective lending.

Contents

Module A • Different Deposit Products • Different Deposit Accounts – I • Different Deposit Accounts – II • Banker – Customer Relations • Negotiable Instruments: Paying Banker & Collecting Banker • Relationship with Customers • Customer and Deposit Policy • Customer Deposit Policy • **Module B** • Loans and Advances • Negotiation Skills and Strategies for Lending • Priority Sector Lending • Financing of SSI • Financing of Small Business, Retail Trade, Professional & Self-Employed and Transport Operators • Housing Loans • Loans for Consumer Durables and Personal Finance • Urban Poverty & Financing of Subsidy Linked Programmes • Due Diligence in Credit Management • Documentation & Charging of Securities • Credit Monitoring • Rehabilitation of Sick SSI units • Loan Compromise System • Recovery Measures • Securitization & Reconstruction of Financial Assets and Enforcement Act, 2002 • Loan Policy • **Module C** • Basics of Book Keeping and Accountancy • Interest and Annuities



Author: IIBF

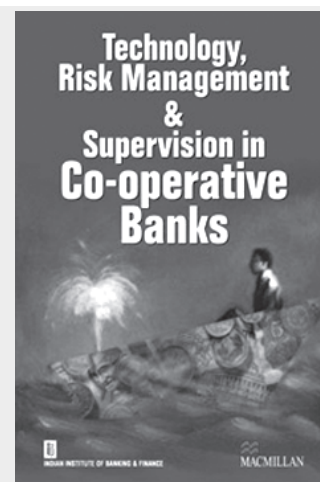
ISBN: 978-0230-63260-8 | PB
Pages: 320 | Price: ₹ 298.00

About the Book

This book is a part of the course for Urban Co-operative Banks (UCBs) and covers all laws pertaining to UCBs. The book has an added advantage in that it covers all laws that generally apply to banks in India and in addition it covers those laws that are specific to UCBs. Other than laws, the book's coverage includes the principles governing co-operative banking and then looks at the various laws that govern co-operative banking in India.

Contents

Module A • Laws and Rules relating to Co-operative Banks • Brief Overview of the Structure of Co-operative Credit Institutions • Salient features of Multi-State Co-operative Societies Act, 1984 • **Module B** • Cases Laws on Responsibility of Paying/Collecting Banker • Cases Laws on Responsibility of Collecting Bank • Indemnities • Bank Guarantees • Laws Relating to Bill Finance • Deferred Payment Guarantees • Letters of Credit • Various types of Securities • Law relating to Securities and Modes of Charging – I • Law relating to Securities and Modes of Charging – II • Registration of Firms and Incorporation of Company • Registration and Satisfaction of Charges • Provisions relating to Securities • **Module C** • Provisions of Bankers' Book Evidence Act, 1891 • Special Provisions of Recovery of Debts Due to Banks and Financial Institutions Act, 1993 • Tribunals and Appellate Tribunals • Securitization & Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 • The Consumer Protection Act, 1986 • Banking Ombudsman



Author: IIBF

ISBN: 978-0230-63259-2 | PB
Pages: 428 | Price: ₹ 345.00

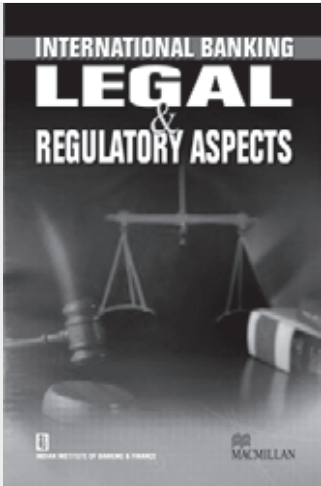
About the Book

This is the third book (corresponding with the third paper) of the three-paper course on Urban Co-operative Banks (UCBs) offered by the Institute. Like with the rest of the banking system technology has changed the way UCBs do their business as well. This book takes the reader through the technology-based banking that is being followed in the UCBs today and how this has changed the face of co-operative banking. Banking, by its nature, can be risky. Risk management and effective risk management is, therefore, the order of the day. This book covers the various risk management techniques currently being adopted and that can be adopted by the UCBs.

Contents

Module A • Financial Markets • Management of Cash Reserve Ratio & Statutory Reserve Ratio • Non-Scheduled PCBs • Non-SLR investment • Securities Trading • Trading of Government Securities & Stock Exchange • Approved Investment Avenues for Co-operative Banks • Valuation of securities • Investment Policy • **Module B** • Prudential Norms on Income Recognition Asset Classification, Provisioning & Other Related Matters • Asset-Liability Management • Exposure Norms & Statutory/other Restrictions • Capital Adequacy • Basel II Accord • Profit & Profitability • **Module C** • Banking Regulation Act (As applicable to Co-operative Societies) • Role of Reserve Bank of India • Supervision and Control • Bank/ Branch Licensing Policy • Inspection and Audit • Statutory Reserve Requirements • Salient Features of Reserve Bank of India Guidelines/Directives • Recommendations of Marathe Committee and K Madhav Rao Committee

BOOKS FOR DIPLOMA IN INTERNATIONAL BANKING



Author: IIBF
ISBN: 978-0230-63256-1 | PB
Pages: 224 | Price: ₹ 245.00

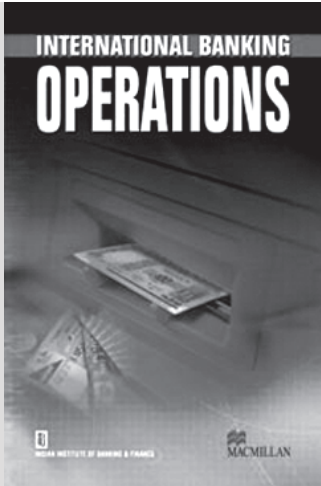
About the Book

This book is a part of the courseware for Diploma in International Banking and Finance offered by Indian Institute of Banking & Finance. Liberalisation of overseas investment norms for Indian corporates has brought with it business opportunities for Indian banks. But this has also brought with itself the need for banks to comply with international laws and regulations. This book gives an overview of various regulations existing in international banking. In addition the book also provides information about the various Indian laws that need to be followed by banks engaging in international banking transactions.

This book will be useful to all readers interested in the legal and regulatory aspects of international banking.

Contents

Module A • Regulation of International Banking • Regulation and Process of Deregulation • Basle Concordat • Capital Adequacy Norms and Ratios • Loan Loss Provisioning • Process of Liberalisation: An introduction to Foreign Exchange Management Act (FEMA) 1999 in India • **Module B** • Governing Law and Choice of Laws by Parties • Proper Law and its Importance • Conflict of Laws • Jurisdiction • **Module C** • Developed and Developing Countries and Their Particular Risk Features • Measurement, Reporting, Control and Management Aspects of Country Risk by Banks • Legal and Practical Aspects of Country, Lending, Sovereign Immunity • International Debt Crisis • The Asian Crisis



Author: IIBF
ISBN: 978-0230-63258-5 | PB
Pages: 296 | Price: ₹ 285.00

About the Book

This book, International Banking Operations is a part of the courseware on Diploma in International Banking and Finance being offered by Indian Institute of Banking & Finance. Globalisation has meant rapid growth in cross-border business and trade and it has also meant that banks have to be aware of the contours as well as details of international banking operations. This book seeks to impart knowledge on the various operational aspects of international banking to bankers and those interested in understanding international banking operations.

Contents

Module A • International and Multinational Banking • Structure and Composition of Asset/Liability • Recent Trends in International Banking • Wholesale and Retail Banking • International Inter-Bank Business • International Private Banking • International Financial Centres • **Module B** • Risks in International Banking • Asset/Liability Management • Exposure Management • Forex Risk Management • **Module C** • Euro-Currency Markets • Offshore Financial Centres • International Financial Institutions – The World Bank Group • International Financial Institutions – International Monetary Fund • International Financial Institutions–EBRD, ADB and Others • International Financial Institutions – The Bank for International Settlements • Investment and Merchant Banking • Correspondent Banking • Operations of Foreign Branches of Indian Banks



Author: IIBF
ISBN: 978-0230-63257-8 | PB
Pages: 250 | Price: ₹ 298.00

About the Book

Corporate finance is an important component of any study in banking. Since international banking involves meeting the financing requirements of corporates in foreign currency as well as foreign locations, study of international corporate finance is pertinent to the study of international banking. Many principles of lending that apply to regular/domestic banking also apply to international banking. This book, therefore, covers these general principles. In addition, the book provides information about documentation and law pertaining to international corporates finance, the working of the global capital market, regulatory issues (especially those pertaining to the USA), among others. The book also provides in-depth knowledge about the various instruments of corporate finance, viz., futures, options, swaps, etc.

This book will be useful to anybody interested in corporate finance in general and international corporate finance in particular.

Contents

Module A • General Principles of Lending • Documentation and Law • International Credit Rating Agencies and Rating Criteria • Global Capital Market • Raising Resources by Borrowers in International Markets. • **Module B** • International Bond Market • Regulatory Issues (US Market) • Syndicate Loans • **Module C** • Project Finance • Corporate Treasury Management • Futures • Options

BOOKS FOR OTHER IIBF EXAMINATIONS



Author: IIBF

ISBN: 978-023063632-3 | PB

Pages: 192 | Price: ₹ 165.00

About the Book

Money-laundering has acquired a global character that not only threatens security, but also compromises the stability, transparency and efficiency of financial systems. Money-laundering techniques are becoming more sophisticated and complex with each passing day.

Across the world, banks and financial institutions are required to introduce and implement systems to prevent anti-social elements from using banking channels for money laundering. Adoption of appropriate know-your-customer (KYC) procedures within individual banks is an essential part of risk management in banks, to safeguard the confidence and the integrity of banking systems.

The book provides the theoretical background on the subject and practical steps for banks implementing an AML/KYC regime in accordance with international standards. It explains the basic elements required to build an effective AML/KYC framework and summarizes the role of the employees in fighting money laundering.

Contents

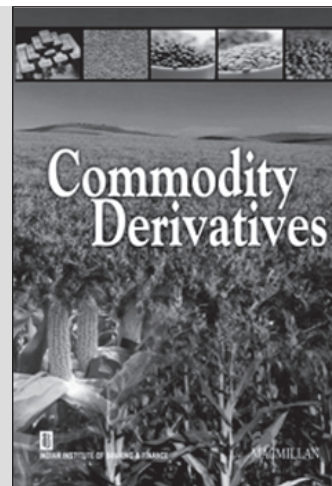
Part I – (A) Anti-Money Laundering (AML): Money Laundering • Money Laundering: Some Methods • Money Laundering: Legislation And International Cooperation • Money Laundering And Correspondent Banking • (B) Know Your Customer (KYC) : KYC – Historical • KYC: Operating Guidelines • Monitoring of Accounts • Case Studies • Annexures • Part II - IBA's Guidance Notes for Banks: Overview and Regulatory Frame Work • Internal Controls And Structure in Banks • Customer Risk Categorization (CRC) • Know Your Customer (KYC) • Reporting Obligation Under PML Act • Transaction Monitoring • Name Screening Process • Wire Transfers – FATF SR VII Compliance • Staff and Customer Awareness • Preservation of Records

Also available in Hindi

Author: IIBF

ISBN: 978-023063632-3 | PB

Pages: 192 | Price: ₹ 225.00



Author: IIBF

ISBN: 978-0230-63415-2 | PB

Pages: 404 | Price: ₹ 365.00

About the book

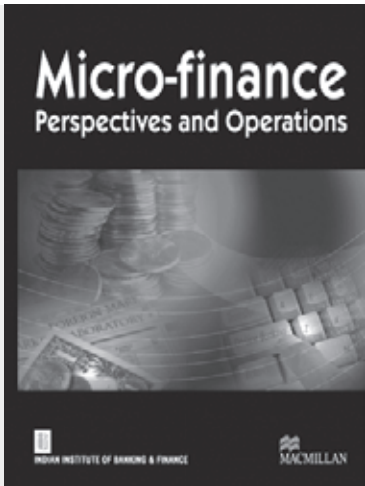
This book covers the entire syllabus of two papers, viz., Commodity Derivatives and Commodity Trading of Diploma in Commodity Derivative Examination, conducted by Indian Institute of Banking and Finance. All ardent learners of finance as also the professionals engaged in commodity trading will find this book useful.

Part I of the book comprises theory of commodity derivatives, futures and options, pricing, and application for hedging/arbitrage. Information on various commodities such as silver, gold, agricultural goods has been added in the book. The regulatory aspects and accounting & taxation issues have also been included.

Part II of the book covers practical aspects of derivatives trading elaborating on option strategies, volatility, and trading on commodity exchange.

Contents

Part I – Commodity Derivatives • Introduction to Derivatives • Commodity Derivatives • Instruments for Trading in Derivatives • Pricing of Derivatives • Hedging Using Futures • Commodity Exchanges • On Commodities: Gold and Silver • Trading in Futures • Settlement, Clearing and Risk Management • Regulatory Framework • Accounting and Taxation Issues • Part II – Commodity Tradings • Volatility–Understanding and Estimation • Option Strategies • Hedging Tools and Techniques–A Real Life Application • Forecasting Methods – Fundamental and Technical Analysis • Probabilistic Price Forecasts • Market Outlook from Options • Exotic Options



Author: IIBF

ISBN: 978-0230-63640-8 | PB
Pages: 348 | Price: ₹ 275.00

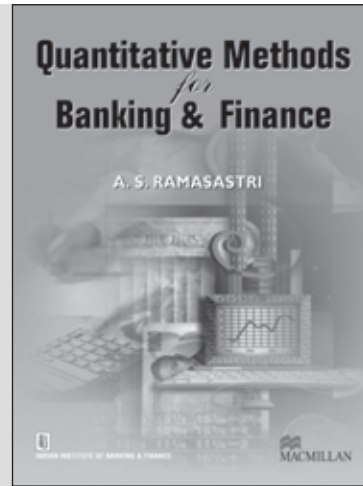
About the book

The authors of this book are drawn from the field of micro-finance so a practitioner's view is an integral part of the book. This book would be useful to anybody who is interested in micro-finance.

Indian Institute of Banking & Finance (formerly The Indian Institute of Bankers) was established in 1928. With membership of over 750 institutional members and over 2.5 lac individual members, it is the largest institute of its kind in the world and is working with a mission 'to develop professionally qualified and competent bankers and finance professionals primarily through a process of education, training, examination, consultancy/counseling and continuing professional development programs'.

This book has been written for the Diploma in Micro-finance course of the Indian Institute of Banking and Finance. As the course is aimed at practising micro-finance professionals as well as those aspiring for a career in micro-finance, the book is comprehensive in both theoretical and practical aspects of micro-finance. The book consists of two parts, viz., Perspectives in Micro-finance and Operational Aspects of Micro-finance. The first part covers basics of micro-finance – definition, scope, etc. It also describes the evolution of micro-finance in India and abroad and assimilates all learning from international experiences. Important aspects of micro-finance – impact assessment and social assessment – are also discussed in this part.

Part two of the book covers the day-to-day operational aspects of micro-finance. It provides details regarding the various financial services and products that are offered to micro-finance clients. It also describes the various credit delivery channels. It provides the basic tools for accounting and finance in micro-finance, and explains how book must be kept in micro-finance institutions. Various financial reporting formats that would be useful to micro-finance professionals have also been discussed in the book.



Author: A S Ramasastry

ISBN: 978-0230-63433-6 | PB
Pages: 140 | Price: ₹ 125.00

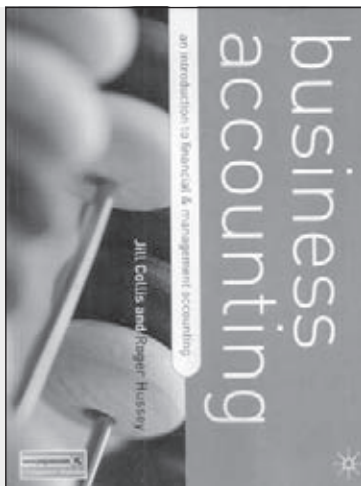
About the book

The study of quantitative methods has become essential for effective functioning of today's bankers and financial analysts; however, many of them have had no formal introduction to the subject. Quantitative Methods for Banking & Finance attempts to bridge the gap by providing useful concepts in mathematics and statistics like time value of money, differential calculus, statistical measures and probability theory. It also demonstrates the application of these concepts in the area of banking and finance with the help of illustrations. In addition, several box items are included in the book to provide a better insight into some of the interesting concepts. Simplicity and lucidity are the key words throughout the book.

Contents

Preface • List of Boxes • Organisation of this Book • 1. Time Value of Money • 2. Differential Calculus • 3. Statistical Measures • 4. Probability Theory • Appendix • Excel Functions

TITLES ON BANKING AND FINANCE FROM PALGRAVE



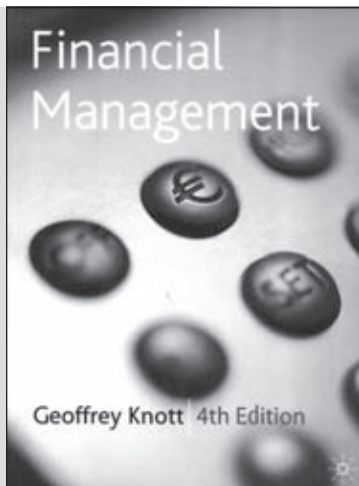
Authors: Jill Collis | Roger Hussey
ISBN: 978-0230-22648-7 | PB
Price: £ 7.99

About the Book

Business Accounting covers financial and management accounting in a non-technical style, particularly suitable for non-specialist undergraduate and postgraduate students. The active-learning approach seeks to convey an understanding of the subjectivity inherent in accounting and the ability to evaluate financial information.

Contents

PART ONE: THE WORLD OF ACCOUNTING AND FINANCE • Nature and Purpose of Accounting • Accounting Principles and Rules • Importance of Cash • PART TWO: FINANCIAL ACCOUNTING • The Accounting System • The Trial Balance • Measuring Financial Performance • Measuring Financial Position • Financial Statements of a Sole Trader • Financial Statements of a Partnership • Financial Statements of a Limited Company • Analysing Financial Statements • PART THREE: MANAGEMENT ACCOUNTING Importance of Cost Information • Costing for Product Direct Costs • Costing for Indirect Costs • Costing for Specific Orders and Continuous operations • Activity-based Costing, Marginal Costing • Budgetary Control • Standard Costing • Capital Investment Appraisal • Discounted Cash Flow • Appendix: Present Value Table • Acronyms • Glossary • Index



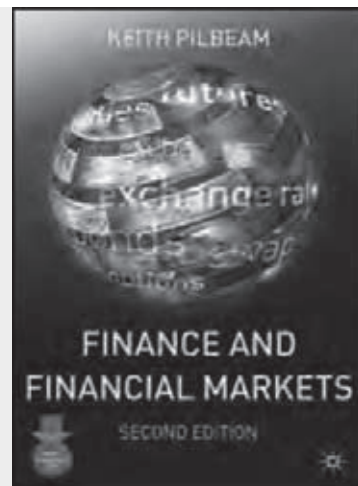
Author: Geoffrey Knott
ISBN: 978-1403-99365-6 | PB
Price: £ 8.99

About the Book

Financial Management is the ideal course text for business and management undergraduates and MBA students taking an introductory module in Financial Management. The concise yet thorough style of the book makes it highly accessible for students coming to the subject for the first time.

Contents

The Business Objective and Financial Management • Financial Analysis • Investment Appraisal – Non Discounting • Investment Appraisal – Discounting • Investment Appraisal – Cash Flow • Dealing with Risk in Investment Decisions • Capital Budgeting Administration • Establishing the Need for Finance • Financial Markets and the Business Organisation • Short and Medium-term Finance • Finance for Small and Developing Businesses • 'Going Public' and the Securities Market • Long-term Finance for Expansion • The Financing Decision • Cost of Capital • The Investor and Share Valuation • Dividend Policy and Share Valuation • Business Mergers, Financing Working Capital • Controlling Liquidity • Controlling Stocks • Controlling Debtors • Managing International Trade and Investment



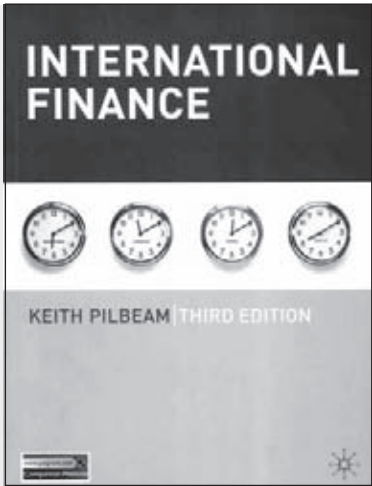
Author: Keith Pilbeam
ISBN: 978-0230-53666-1 | PB
Price: £ 11.99

About the Book

The author's excellent reputation in the field and clear style of writing makes the text accessible for novices/non-specialists in finance. The text introduces enhanced pedagogy with end of chapter questions and is extensively revised to assimilate recent developments in theory and practice.

Contents

The World of Finance • Financial Intermediation and Financial Markets • Financial Institutions • Monetary Policy and Interest Rate Determination • The Domestic and International Money Markets • The Domestic and International Bond Market • Portfolio Analysis • Risk and Return in Financial Markets • The Capital Asset Pricing Model • Stockmarkets and Equities • The Efficiency of Financial Markets • The Foreign Exchange Market • Theories of Exchange Rate Determination • Financial Futures • Options • The Pricing of Options • Swap Markets • The Regulation of Financial Services



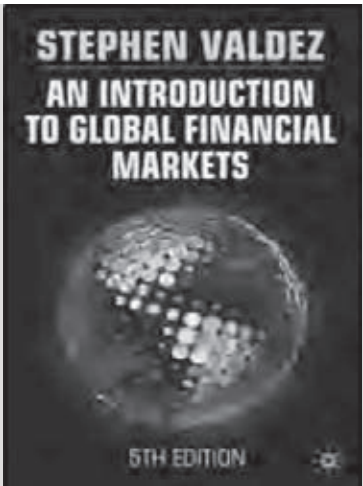
Author: Keith Pilbeam
ISBN: 978-0230-53686-9 | PB
Price: £ 12.99

About the Book

International Finance is a well-established and internationally renowned introduction to the subject for both undergraduate and postgraduate students. It provides comprehensive coverage of both traditional and modern theories relating to the balance of payments, exchange rate.

Contents

Introduction • PART ONE: BALANCE OF PAYMENTS THEORY AND PRACTICE – The Foreign Exchange Market • The Balance of Payments • Elasticity and Absorption Approaches to the Balance of Payments • Macroeconomic Policy in an Open Economy • The Monetary Approach to the Balance of Payments • PART TWO: EXCHANGE RATE DETERMINATION • THEORY, EVIDENCE AND POLICY – Purchasing Power Parity and Floating Exchange Rate Experience • Modern Models of Exchange Rate Determination • The Portfolio Balance Model • Empirical Evidence on Exchange Rates • Fixed • Flexible and Managed Exchange Rates • PART THREE: THE INTERNATIONAL MONETARY SYSTEM • The International Monetary System • The Eurocurrency and Eurobond Markets • Currency Derivatives: Futures • Options and Swaps • International Policy Coordination • International Debt Crises • The European Monetary System and European Monetary Union Currency Crises and the East Asian Financial Crisis



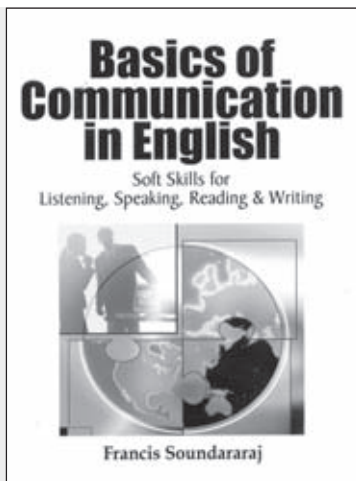
Author: Stephen Valdez
ISBN: 978-0230-54225-9 | PB
Price: £ 11.99

About the Book

An Introduction to Global Financial Markets describes the various financial sectors in clear, easy to understand terms. It provides a broad and balanced introduction to financial markets across the world and comprehensive coverage of commercial and investment banking, foreign exchange, trade finance and other derivatives products.

Contents

PART ONE: Introduction • The Debt Merry-go-round • PART TWO: Banking/Banking Background • The Role of the Central Bank • Commercial Banking • Investment Banking • PART THREE: Securities Markets • The Money and Bond Markets • Stock Exchanges • Hedge Funds and Private Equity • PART FOUR: Foreign Exchange and International Trade • Foreign Exchange • Trade Finance • European Economic and Monetary Union • Traded Options • Financial Futures • Other Derivative Products • PART FIVE: Insurance • Insurance • The New Tiger Economies – China and India • Key Trends



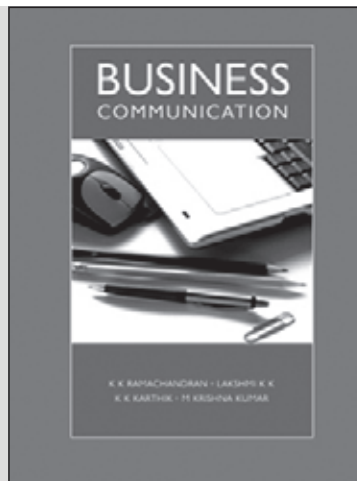
Author: Francis Soundaraj
ISBN: 978-0230-32422-8 | PB
Pages: 308 | Price: ₹ 295.00

new

About the Book

Acquiring mastery of English is desired by almost all sections of the educated across the world. Whether business professionals, technologists, researchers or students, all want to be proficient in 'performing' the cardinal functions of language, namely, listening, speaking, reading and writing. The assumption held until recently, that such mastery can be acquired with grammar teaching alone, has been belied. Theorists, pedagogues and practitioners have come to realize that aspirants should go beyond the notion of rules, soft skills of critical thinking and creativity should be pressed into service in order to make inter-personal interaction more effective.

Basics of Communication in English attempts to help the reader/learner master these soft skills by navigating through the discussions, presentations and self-learning practice materials provided. At the end of it all, the listener will become optimally speaker-oriented; the speaker, more intelligible globally; the reader, more sensitive to nuances of the written world in mundane and special documents; and the writer, more confident in composing according to varied needs. Those who seek mastery of English, therefore, have much to gain from this learner/reader-motivating book based on insights from more recent linguistic and pedagogic studies. Indian students, in particular, will find the book useful to shed difficulties caused by extreme regionalisms and other impediments incidental to second language learning. The chapter on grammar attempts to respond to this need.



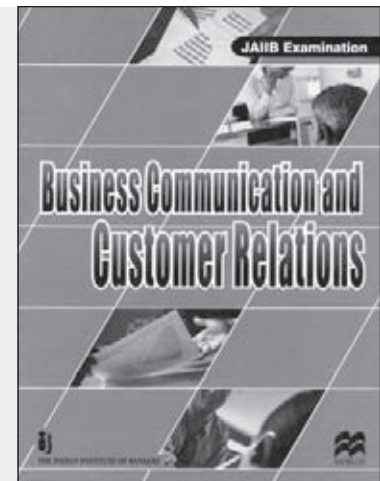
Authors: KK Ramachandran | Lakshmi KK
KK Karthick | M Krishna Kumar
ISBN: 978-0230-63297-4 | PB
Pages: 240 | Price: ₹ 215.00

About the Book

This book 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. It deals not only with written communication but also with spoken communication including telephone etiquette and speeches within an organisation. It is a comprehensive guide to communication skills for corporate executives and business professionals as well as students of commerce, management, international business and sciences.

Contents

Preface • What is Communication? • The Need for Business Correspondence and its Importance • The Characteristics of a Business Letter • The Organisation, Structure and Layout of a Letter • Enquiries and Replies, Offers and Quotations • Orders and Despatch • Credit and Status Enquiries • Complaints, Claims and Adjustments • Collection Letters • Sales Letters • Circulars (Circular Letters), Notices and Memos • Banking Correspondence • Life Insurance (Assurance) • Correspondence • General Insurance (Fire Insurance) • General Insurance (Marine Insurance) • Agency Correspondence • Correspondence of a Company Secretary (Letters to Directors, Shareholders, Registrar, Public, Meeting Notices, Agenda and Minutes) • Report Writing • Miscellaneous Correspondence and Communication (Writing Applications, Letters to the Editor and Essays) • Personality, Public Speaking, Use of Audio-Visual Aids and Telephone Etiquette • MIS (Management Information System)



Author: IIB
ISBN: 978-1403-90968-8 | PB
Pages: 428 | Price: ₹ 195.00

About the Book

This book offers a comprehensive coverage of the course on Business Communication. It begins with a module, which introduces readers to the essentials of communication. The next modules focus on written skills necessary for banking professionals. It offers guidelines to the reader for writing business letters and reports. The next module discusses the skills necessary for good customer and public relations. The book concludes with a module which elucidates key ingredients of bank marketing.

Though tailored for banking professionals and those taking banking service examinations, this book will provide a firm grounding to all students and readers eager to understand Business Communication and Customer Relations.



Author: Group Captain H Kaushal
ISBN: 978-935-059040-9 | PB
Pages: 320 | Price: ₹ 350.00

About the Book

Case Studies are for Management what lab work is for Sciences like Physics, Chemistry, etc. Solving case studies teaches managers to handle corporate world problems at a manageable speed with zero risk. This knowledge can be easily extended to problems faced in everyday life. The aim of this series of books, including the present one, is to make managers proficient in solving case studies. A step-by-step technique has been developed for this task and students can acquire necessary skill for using this technique independently through self-study. First, the technique is described in detail, then a case study is narrated and, thereafter, students are made to solve it. The case studies included in Corporate/Strategic Planning are chosen to cover the entire syllabus of MBA. Syllabi of 20 universities/institutes were examined to ensure adequate coverage. The need to understand Strategic/Corporate Planning has been growing in India ever since the country launched economic reforms. However, the pace of reforms may have slowed down. This book will, therefore, be of great help to the budding managers in preparing them for tomorrow. The book is student-friendly and will prove useful to the teachers, examiners and practising managers.

Contents

Part I: Theory and Technique for Solving Case Studies and Simple Case Studies for Understanding the Technique of Solving Case Studies • Part II: Case Studies, Discussions about the Solution and Case Study for Exercise • Part III: Case Studies, Hints to the Solution and Case Studies for Exercise • Part IV: Case Studies for Classroom Use • Part V: Case Studies for Syndicate



Author: Akhileshwar Pathak
ISBN: 978-0230-63550-0 | HB
Pages: 334 | Price: ₹ 495.00

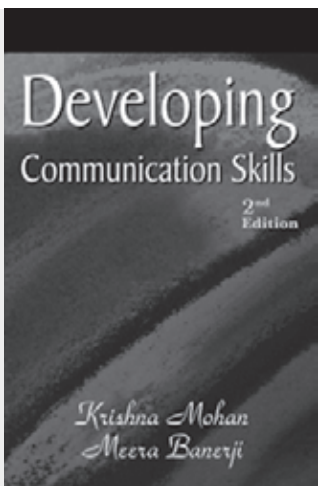
About the Book

Liberalisation and globalisation of the Indian economy, and consequent outsourcing, in the past decade have led to rapid proliferation in contractual relationships. As a result, managing contracts for supply of goods and services has become a dominant activity for the managers in both, public and private sectors – making it imperative for them to understand the subject to optimally manage contracts.

This book facilitates understanding of contract business practices and contractual relations, which otherwise appear technical and inaccessible to private and public sector executives.

Contents

Preface • List of Legal Cases • List of Advertisements • Introduction • Part I: Formation of Contracts • Contract Law: An Overview • Offer, Acceptance and Agreements • Acceptance of Offer • Rejection of Offer • Acceptance and Counter-Offer: Court Judgements • Offer and Tender • Depositing Security and Signing of Contract Document: Court Judgements • Government Department and Written Contracts: Court Judgements • Letter of Intent: Court Judgements • Consideration • Place of Formation of Contract • Privity of Contract • Contracting with Government Bodies • Organisation of a Modern Business Contract • Part II: Terms in General Conditions of Contract • Sale of Goods: Ownership and Quality • Sale of Goods: Transfer of Property • Bank Guarantee • Letter of Credit • Impossibility and Frustration • Compensation and Damages • Domestic Arbitration • Arbitration Procedures • Foreign Awards • Other Terms in Contracts • Standard Form Contract • Index



Authors: Krishna Mohan | Meera Banerji
ISBN: 978-0230-63843-3 | PB
Pages: 400 | Price: ₹ 225.00

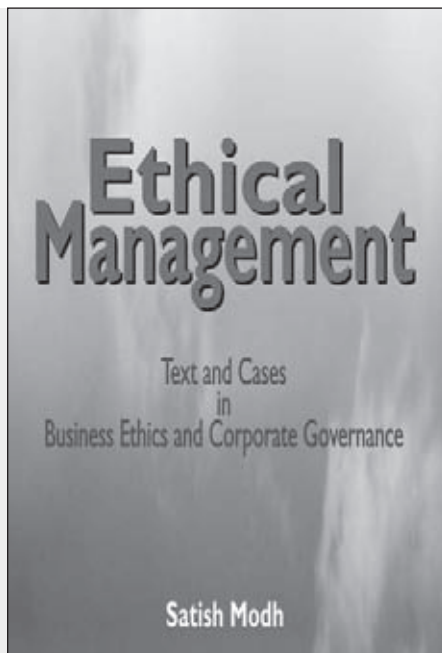
About the Book

Developing Communication Skills is primarily designed as a text for advanced level courses in communication skills. However, it would prove equally useful as an effective aid to professionals in performing their day-to-day communicative tasks.

Keeping in view the ever-increasing demand for functional communicative competence in the corporate world, the scope of the book has been widened to include almost all commonly used major forms of verbal and written communication.

Contents

Part One: Aspects of Communication • Communication Through Words • Communication Through Body Language • Communication Through Technology • Part Two: Oral Communication • Dyadic Communication • Public Speaking Assignments and Oral Presentation • Active Listening • Meetings • Seminars and Conferences • Group Discussion • Audio-visual Aids • Part Three: Written Communication • Reading Comprehension • Precis Writing • Business and Technical Reports • Style • Technical Proposals • Business Correspondence • Memorandum Writing • Notices, Agenda and Minutes • Handbooks and Manuals • Research Papers and Articles • Advertising and Job Description • Graphic Aids • Part Four: Mechanics of Manuscript Preparation • Editing and Proofreading • Copy Editing • Words Often Confused • Common Errors • Words Commonly Misspelled • Punctuation and Capitalisation • Abbreviations and Numerals • Appendices • A. Fundamentals of Speech • B. Basics of Grammar • Index



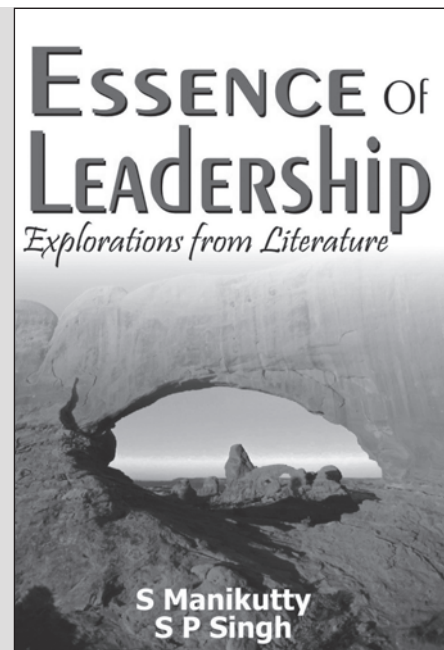
Author: Satish Modh
ISBN: 978-1403-92678-4 | PB
Pages: 236 | Price: ₹ 245.00

About the Books

This book is designed to meet the syllabus requirement of the Ethical Management taught at the BBA and MBA level. The book is highly structured, where the text is clearly divided into three sections – Ethical Value, Value-based Management and Ethical Business. The book discusses individual ethics followed by managerial and organizational ethics.

Contents

Section I: Ethical Values • The Theory of Values • Ethical Action • Ethical Mind • Socio-Economic Values • Cultural Values • Section II: Value Based Management • Ethical Management • Ethical Decision-Making • Ethical Organisations • Section III: Ethical Business • Business Ethics • Corporate Governance in India • Social Responsibility of Business • Section IV: Making a Value Judgement – Case Studies • Bibliography



Authors: S Manikutty | S P Singh
ISBN: 978-0230-32812-9 | PB
Pages: 222 | Price: ₹ 325.00

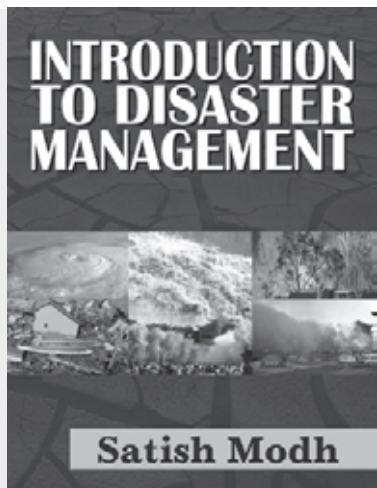
About the Book

This book seeks to explore leadership through study and interpretation of literature. It starts by stressing on the distinction between managerial roles, which are based on knowledge, techniques, skills and emphasis on results, and leadership roles that focuses on imagination, passion, commitment and fulfillment of dreams. Traditional management approaches, based on 'scientific' analysis, do not contribute much towards understanding leadership. This book shows how leadership can be better understood by reading and interpreting masterpieces of world literature and relating them to leadership issues.

The book argues that understanding leadership is really about understanding life, and this starts with gaining an understanding of the self.

Contents

The Essence Of Leadership: Awakening The Human Spirit • From A Manager To A Leader • **Part 1:** Becoming A Leader • Don Quixote: The Power Of Dreams, Passion And Human Spirit • Things Fall Apart: Dreams, Ambitions And Purpose • The Wild Duck: Dreams, Illusions And Reality • **Part 2:** Leaders And Followers • Saint Joan: Awakening The Human Spirit — And The Price • Tughlaq And Mudrarakshasa : Masks And Faces • **Part 3:** Leaders And Society • All My Sons: Public And Private Responsibilities • The Life Of Galileo: Faith Vs. Reason • **Part 4:** On Becoming Yourself • A Doll's House: Taking A Stand • Mahabharata: Principles, Compromises, Ideals And Reality • Conclusion: Understanding Leadership Is Understanding Life



Authors: Satish Modh
ISBN: 978-0230-63979-9 | PB
Pages: 380 | Price: ₹ 385.00

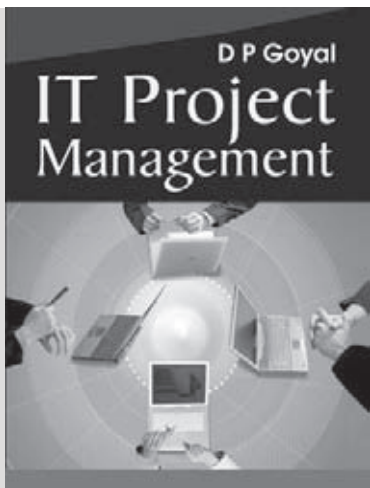
About the Book

Disaster Management as a subject essentially deals with management of resources and information as far as a disastrous event is concerned and also how effectively and seamlessly one coordinates these resources. Disaster management, at the individual and organisational level, deals with issues of planning, coordinating, communication and risk management.

A book to teach disaster management would accomplish very little unless a broad spectrum of knowledge is imparted regarding effects of various types of disasters, their dimensions and characteristics, the role of United Nations in complex emergencies and the role of Indian government in prevention and control of disasters.

Contents

Section I: Disaster and Development • Nature, Humanity and Development • Hazards and Disasters • Dimensions and Typology of Disasters • Public Health and Disasters • Case Studies on Disaster and Development • Section II: Disaster Prevention and Control • The Role of the UN in Complex Emergencies • The Coordination and Leadership Context of the UNDMT • International Agencies for Disaster Response • National Disaster Management: India • Case Studies on Disaster Prevention and Control • Section III: Disaster Risk Analysis and Management • Disaster Mitigation • Coordination • Disaster Preparedness and Planning • Disaster Risk Assessment • Information Management and Dissemination • Disaster Rehabilitation • Futuristic Sustainable Measures in Disaster Management • Case Studies on Disaster Risk Analysis and Management • Bibliography • Index



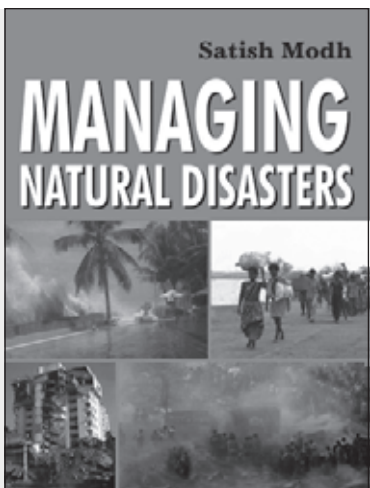
Author: D P Goyal
ISBN: 978-935-05910-7 | PB
Pages: 288 | Price: ₹ 325.00

About the Book

IT Project Management aims at developing IT systems that are completed within time, are cost-effective and are of quality as per the users' needs and expectations. To achieve project goals and to avoid failures in developing these projects, IT project management needs to be understood, planned, executed, implemented and evaluated. Responding to this need, the book explains the concepts, tools, techniques and a generic framework for managing IT projects. The book would be useful both for the undergraduate and postgraduate students of Management, Engineering, Information Technology, Computer Applications, and Business & Commerce.

Contents

Part I: IT Project Conceptual Framework • Chapter 1: IT Project Management: An Introduction • Chapter 2: IT Project Life Cycle • Part II: IT Project Initiation & Planning • Chapter 3: IT Project Initiation • Chapter 4: IT Project Planning • Chapter 5: Project Scope • Chapter 6: IT Project Estimation • Chapter 7: IT Project Scheduling • Chapter 8: Risk Management • Chapter 9: IT Project Quality Management • Part III: IT Project Execution & Post-Execution • Chapter 10: Project Monitoring, Tracking and Software Configuration Management • Chapter 11: Implementation, Closure and evaluation of IT Project • Chapter 12: Organizational Change Management • Glossary • Index



Author: Satish Modh
ISBN: 978-0230-33078-8 | PB
Pages: 628 | Price: ₹ 265.00

About the Book

This book deals with managing different types of natural disasters. These are covered under four different sections. The first section deals with hydrological disasters (Flood, Dam Bursts, Tsunami, El Nino and Ground Water Pollution). The second section covers coastal and marine disasters (Sea Level Rise, Coastal Zone Management and Marine Pollution). All wind and water related disasters (Cyclones, Storms, Lightning and Frost) have been covered in the third section. The last section deals with all kinds of geological disasters (Earthquake, Volcano, Landslides, Glaciers, Land Degradation, Wildfires, Droughts, Famine, and Desertification).

Land use planning has become a burning issue in India. As more information is now available about the nature of natural hazards.

Contents

Section I: Hydrological Disasters • Flood Hazards and Flood Control • Flood Forecasting and Management • Dams and Dam Bursts • Tsunami and El Niño • Water and Groundwater Hazards • Section II: Coastal and Marine Disasters • Coastal Erosion and Sea Level Rise • Sustainable Development in Coastal Zones • Marine Pollution • Conventions to Prevent Marine Pollution • Techniques of Marine Pollution Control • Section III: Wind and Water Driven Disaster • Tropical Cyclones • Storms, Hurricanes, Lightning and Frost Disasters • Section IV: Geological Disasters • Earthquake • Volcanism • Landslides and Glacier Hazards • Land Degradation, Land Use and Wildfire • Droughts and Famines • Deserts and Desertification



Knowledge Management

ISBN: 978-935-059097-3 | PB
Pages: 280 | Price: ₹ 235.00

Author
Sanjay Mohapatra



About Author(s)

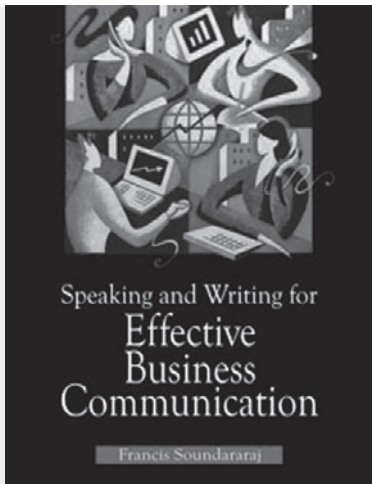
Sanjay Mohapatra obtained his BE from NIT Rourkela, MTech from IIT Madras and his PhD from Utkal University, India under management department. At present, he is an Associate Professor in Information Systems in XIMB, India. Professor Mohapatra has more than 21 years of industry experience. He has worked in various capacities in organizations including Hindustan Aeronautics Limited, Larsen & Toubro, Pricewater House, Infosys, Polaris & J&B Software. His teaching interests are in IT Strategy and Management Information Systems while his research interests are in the area of IT-enabled processes. He has authored/co-authored nine books and has published more than twenty papers in peer-reviewed international journals.

About the Book

Knowledge Management (KM) is slowly but surely becoming a desired course in management education. This book provides a practical approach to designing and implementation of KM Strategy; explaining how to design KM strategy to align business goals with KM objectives and elucidates an approach for implementing KM strategy to make it sustainable. The book covers basic KM concepts, components of KM and the steps that are required for designing KM strategy. The book, therefore, can be used by beginners as well as by practitioners.

Contents

Introduction • KM Cycles • Communities of Practice for Effective KM Strategy • Issues and Challenges in Knowledge Management • Designing KM Strategy • KM Metrics and KM Audit • KM Metrics and KM Audit • KM and Web 2.0 • KM and Cloud Computing • KM in Development Sector
KM in Development Sector • Automation in KM System • Case Studies • Index



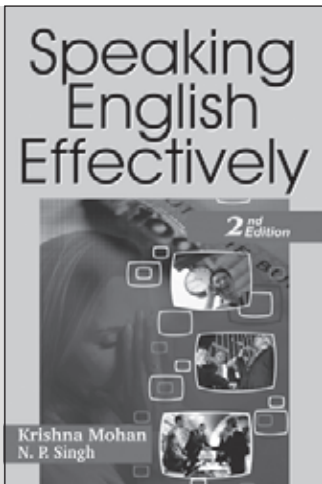
Author: Rev. Francis Soundararaj
ISBN: 978-0230-63012-3 | PB
Pages: 226 | Price: ₹ 225.00

About the Book

This text has been designed as both a text for study as well as a guide with tips for professional practice. It is comprehensive in its coverage and deals with most theoretical and practical aspects of business communication. Against the backdrop of lucidly explained concepts real life examples, the reader is led to practise and master skills of speaking, listening, oral presentation and reading business documents. The book is highly readable and an excellent material for teaching effective business communication.

Contents

Foreword • Acknowledgements • Vowels and Consonants • Introduction • Part I – Concepts, Illustrations and Learner Tasks • Communication: meaning, Significance and Process • Information flow: Directions of Communication • Channel, Media and Types of Communication • Oral and Aural Communication • Oral Communication: Paralinguistics • Non-verbal Communication: Paralanguage • Formal and Informal Communication • Reading Skills for Business Communication • Verbal Communication: The Written Channel • Parts and Layouts of Business Letters • Reports and Proposals • Written Communication: Condensed Writing and its use in Business Transactions • Working in Groups • Barriers to Communication • Part II – Business Correspondence and Oral Communication (Writing and Speaking Skills: More Tips and Models) • Business Correspondence • Oral Communication • Appendix • Grammar and Usage • Cover Note A. Grammatical Tips For The Use Of Some Words (Nouns) • B. Sentence Correction Suggested Readings



Authors: Krishna Mohan | N P Singh
ISBN: 978-0230-63905-8 | PB
Pages: 248 | Price: ₹ 175.00

About the Book

The book covers the entire spectrum of spoken English from pronunciation to conversation and from recitation to public speaking. It is designed to serve as a practical guide to help speak English effectively and to improve verbal communication skills.

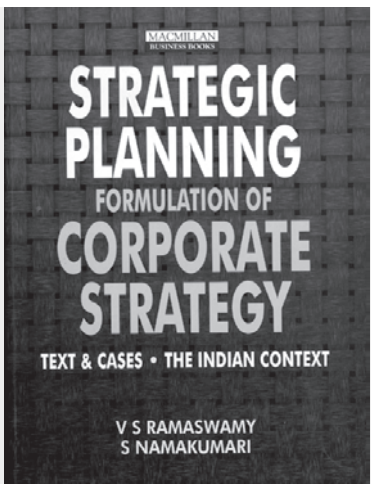
Major salient features include:

- covers all aspects of pronunciation and public speaking,
- caters to specific needs and requirements of learners of English as a second language,
- easy-to-understand style,
- plenty of learner-tested practice material,
- numerous specimens, examples and illustrations.

The book is suitable for both classroom use and individual self-improvement.

Contents

Preface to the First Edition • Preface to the Second Edition • Part One: Theoretical Aspects • Production of Speech • Process of Listening • Characteristics of Voice • Body Language • Organization of Speech • Preparatory Steps • Modes of Delivery • Speeches for Special Occasions • Motivation and Personality Development • Part Two: Practice Material • Pronouncing Individual Sounds • Acquiring the Right Intonation • Using Contracted Forms • Developing Conversational Ability • Oral Presentation • Group Discussion • Job Interview • Making a Public Speech • Oral Reading of Poetry • Bibliography • Index



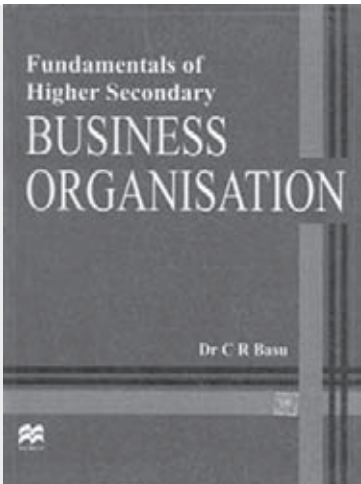
Authors: V S Ramaswamy | S Namakumari
ISBN: 978-0333-93245-2 | PB
Pages: 496 | Price: ₹ 325.00

About the Book

Comprehensive, contextually relevant, and India-specific text on Strategic Planning/Corporate Strategy for the MBA programmes of the business schools of India.

Contents

Part I: Introduction • Introduction to Strategic Planning • The Strategic Planning Process • Part 2: Strategic Planning in India • The Sea Change in Indian Business Environment Consequent to Economic Reforms • Strategic Planning Becomes Imperative with the Business Challenges of the Liberalised Economy • Challenges in Strategic Planning in the Open Regime – The Case of the Public Sector Banks • Part 3: Groundwork of Strategic Planning • Mission and Business Definition • Surveying the Environment • Analysing Industry and Competition • Internal Appraisal of the Firm • Competitive Advantage and Core Competence • Internal Appraisal – The Example of Asian Paints • Part 4: Strategy Formulation • Setting the Corporate Objectives • Formulating the Corporate Strategy • The Generic Strategy Alternatives • Expansion Strategy: Expansion through Intensification • Expansion Strategy: Expansion through Diversification • Intensification Strategy: The Case of Maruti-Suzuki • Divestment Strategy – The Case of the Tatas • Strategy Choice • Strategy Choice – The ITC Case • Routes for Executing Strategy: Start-up, Mergers, Acquisitions, Takeovers, Joint Ventures, Strategic Alliances • Expansion Through JVs – The GE Case • Corporate Strategy – Unilever Group in India • Formulating Business Level Strategy • Strategic Planning Process – The Case of the Tatas • Bibliography • Index



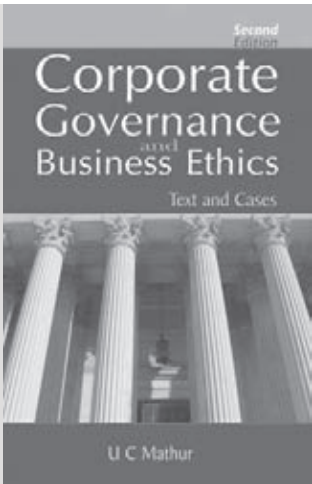
Author: C R Basu
ISBN: 978-0333-93668-9 | PB
Pages: 528 | Price: ₹ 280.00

About the Book

This book is a comprehensive study of 'hows' and 'whats' of a business organisation. To ensure a clear concept, formation tables and block diagrams have been extensively used. Updated information and statistics on all topics have been given.

Contents

Part I • Business: Meaning and Definitions • Business, Economy and Society • Business Activities Classified • Objectives of Business • Business Organisation • Scale and Size of Business • Capital, Profit and Turnover • Purchase and Sale • Functional Classification: Industry • Functional Classification: Trade • Retail Trade • Foreign Trade • Part II • Commerce: Banks • Insurance • Commerce: Transport • Publicity, Advertising and Salesmanship • Commerce: Warehousing • Forms of Business Undertakings: Private Sector • Forms of Business Undertakings: Public Sector • Management • Office Functions and Methods • Handling of Correspondence, Filing and Indexing • Business Letters • Meetings • West Bengal Council of HS Examination – Question Papers (1995-2001)



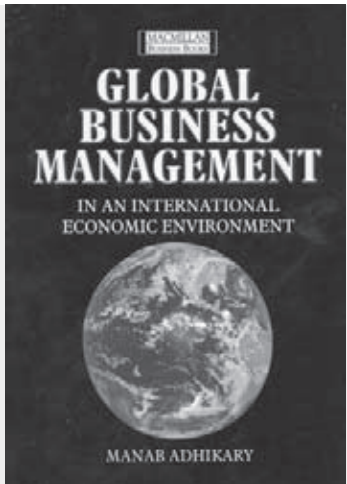
Author: U C Mathur
ISBN: 978-1403-92859-7 | PB
Pages: 320 | Price: ₹ 220.00

About the Book

Business world is, to an extent, a reflection of the country's social and cultural ethos. The unprincipled behaviour among people has become so commonplace that even the corporate world has been affected. It is, therefore, felt that unless companies look after the interests of their stakeholders and apply the ethical code of conduct in their dealings, they can at best gain only temporary benefits. Companies have begun to realise the importance of good Corporate Governance and Business Ethics. Business Schools and their governing bodies too have realised the importance of Corporate Governance and Business Ethics and have included these as subjects to be studied in the postgraduate programmes of Business Management. This book covers the syllabus of some major business schools, which have already introduced the subject. A number of live-wire case studies embellish the book to make it a proper learning medium.

Contents

Preface • Corporate Governance: An Introduction • Corporate Governance In The Twenty-First Century • Risk Management • Role Of The Ceo In Corporate Governance • Corporate Governance And The Stakeholders • Implementing Strategies: Team Members • Corporate Governance Leadership Strategies • Business Ethics • Ethics In Business Functional Areas • Industrial Espionage • Solving Ethical Problems • Governance Mechanism • Index



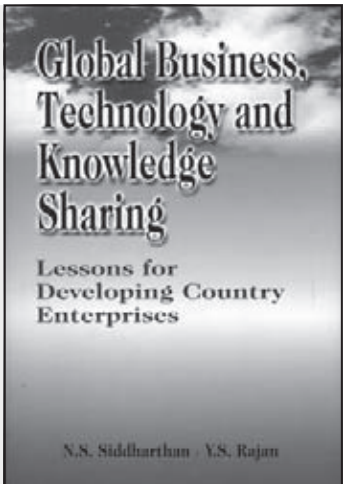
Author: Manab Adhikari
ISBN: 978-0333-93461-6 | PB
Pages: 464 | Price: ₹ 385.00

About the Book

This book traces the relationship between global business management and international economic environment. Supported by detailed analysis, this book qualifies as a textbook as well as a ready reference material.

Contents

An Overview • International Business: Forms and Facets • International Economic Tendencies • International Economy: System Environment • International Economic Trends • International Economic Institutions: Agencies and Agreements • Regional Economic Integration • International Economic Principles • International Economic Policies • International Economic Events • Multinational Corporations: Company Cases • Global Business Management: Functional Operations • Global Business Management: Strategic Options • A Review • Glossary • Bibliography • Index



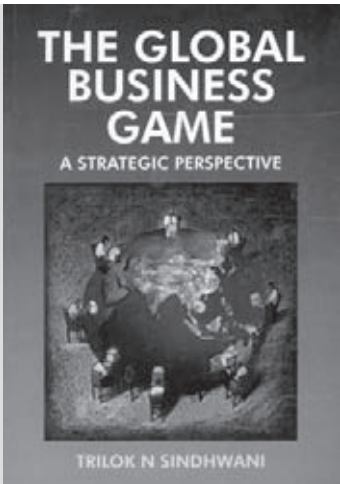
Authors: N S Siddharthan | Y S Rajan
ISBN: 978-0333-93794-5 | HB
Pages 236 | Price: ₹ 315.00

About the Book

This interdisciplinary book written by an economist and a technologist will be useful to all those interested in global business: technologists, scientists, economists, business schools, executives, entrepreneurs, industrialists and policymakers. It also presents several Indian case studies.

Contents

Global Business Environment, Technology and Economic Development • Foreign Direct Investments • Liberalization and FDI Trends in India and China • Technology Imports, Liberalization and In-house R&D • Technology Acquisition and Growth of Firms • Technology and Exports • Technology Intermediation • Case Studies of Indian Firms • Globalization and Technology Intermediation: A Vision • References • Index



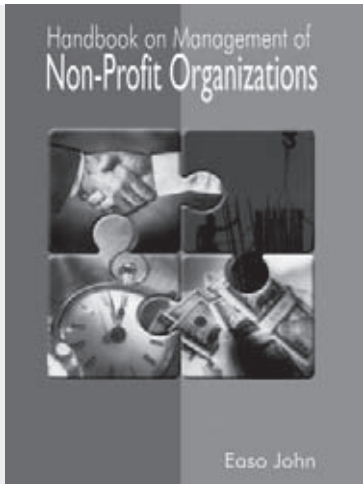
Author: Trilok N Sindhwani
ISBN: 978-0333-93299-5 | PB
Pages: 364 | Price: ₹ 258.00

About the Book

This book offers an insight into the mindset of global players and their market operations, and suggests guidelines to improve products and services in global business environment.

Contents

The World of Business • Varieties and Variations in Global Business
• The Mega Global Players • International Trade and Investment Theories • International Business and Trade Institutions • Globalisation of the National Business Arena • Currencies and Exchange Rates – An Overview • International Finance – An Outline • Selecting International Business Targets • International Marketing • International Business Law • International Business Process • International Business Diplomacy • Formulating International Competitive Advantage • Strategy, Structure and Control • Profile of a Global Player • Looking Ahead • Annexures • Glossary • Index



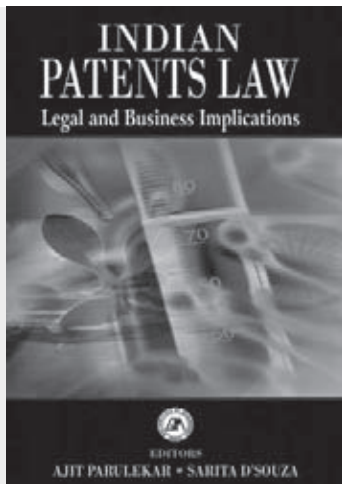
Author: Easo John
ISBN: 978-1403-92249-6 | PB
Pages: 244 | Price: ₹ 299.00

About the Book

This book emphasises that certain management practices adopted by profit-making commercial and business organisations could be implemented by NPOs in order to optimise the utilisation of their resources. Also, it is necessary to devise a new criterion to estimate the value of their assets as the performance of NPOs is not judged by the yardstick of profit.

Contents

Introduction • Measuring Net Economic Contribution • Defining Mission, Objectives and Performance • Defining the Need, the Product and the Beneficiary • Marketing for Welfare Organizations • Market Research • Test Marketing • The Channels and Points of Service • Public Relations/External Communications • Client Feedback and Follow-Up • Basic Measurement Criteria • Quality Standards and Maintenance • Hiring and Retaining Staff • Human Relations Management • Donations, Donor Base and Support Networks • Understanding Finance • Managing Investments • Costing Concepts • Differential Costs • Pricing Principles • Budgets and Budgetary Controls • Performance Control • Appendices



Authors: Ajit Parulekar | Sarita D'Souza

ISBN: 978-1403-93036-1 | PB
Pages: 172 | Price: ₹ 270.00

About the Books

The Patent Law in India is in a stage of transition, given the continuing discussions under the WTO Agreement on Trade Related Intellectual Property Rights (TRIPs). This compilation of the proceedings of the 'GIM Patents Symposium 2005' strives to demystify patent laws and present the legal and business impact of the changed patent regime.

The patent system is emerging into an ongoing race with human ingenuity and investment in innovation. While the system has responded in some respects, the continued technological change and the increasing importance attributed to patents in a knowledge economy are revealing issues including patent quality, dissemination of information through patents, growing transaction costs and inconsistencies in international patent law.

Contents

Foreword • Preface • About the Symposium • Patents – A Civilizational Transition • Part I: Understanding Patents • Part II: The Amended Patents Act 2005: Emerging Legal Issues • Part III: Patent Protected India: An Industry Perspective • Part IV: Emerging Opportunities Post-Patents • Part V: Implications for Research and Development • Part VI: Beyond Patents • TEAM INDIA PHARMA (TIP): Pulsing Dreams to Business Realities • Contributors



Author: D. Kamalavijayan

ISBN: 978-1403-92652-4 | PB
Pages: 240 | Price: ₹ 299.00

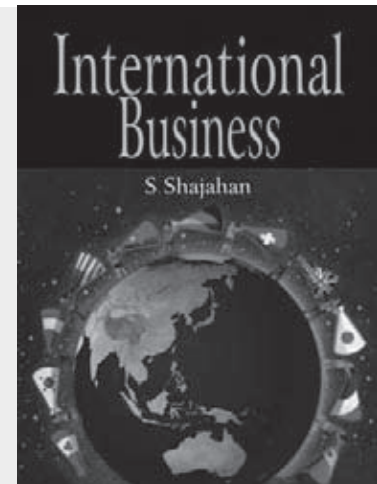
About the Books

Information and Knowledge Management is not just another book on a new and fashionable area. It discusses the subject from a simple and coherent base and develops it into an encyclopaedic compendium of Information and Knowledge Management.

The book is broad enough to be considered an overview, and deep enough to be an insight. The complexity of the subject is made comprehensible with simple and straightforward language, complemented by well-illustrated theses. The case studies cited are aimed at driving home the psychological overtones of knowledge management in the corporate world. The technology support required for information and knowledge management is explained in non-technical language without compromising on facts.

Contents

Foreword • Preface • Part I: Information Scenario • Information: Knowledge Society • Information Industry • Information and Knowledge Measurement • Information Management • Part II: Implementation Techniques • Information Environment • Information Audit • Information Mapping and Mining • Content Management and Value Addition • IT Support to IM • Knowledge Management • Focus on Knowledge Manager • Part III: Case Study • Knowledge Management Implementation: • Case Studies • References • Suggested Readings



Author: S. Shajahan

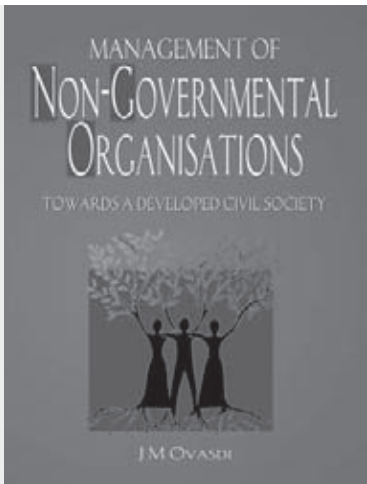
ISBN: 978-1403-92966-2 | PB
Pages: 372 | Price: ₹ 298.00

About the Books

International Business provides the methods, processes, and functioning of international trade, finance, and organisations in the WTO regime along with the latest international business concepts and current practices in international trade and financial markets across the globe. The book provides several useful tools, methodologies, and conceptual approaches for any company which wants to embark upon the global business.

Contents

Preface • Acknowledgements • Part I: International Trade and Finance • Overview of Global Business and Economy in the New Millennium • Principles of International Trade • World Trade and India • Trade Liberalisation Policies and World Trade Organisation • Regional Integration and Trade Liberalisation • Trade Liberalisation and Policy Intervention • Foreign Direct Investment: Theory and Application • Overview of World Trade in Service International • Trade and Monetary Policies • Overview of International Monetary and Financial Market • Part II: International organisation and winning strategies • The Multinational Enterprise and its Spillover Effect • Global Strategic Management and Business Negotiations • Bibliography • Glossary • Index

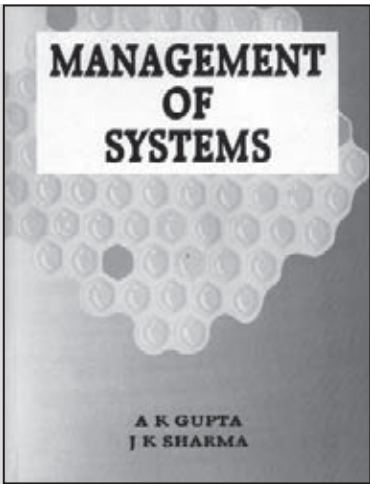


Author: J M Ovasdi
ISBN: 978-1403-92868-9 | PB
Pages: 432 | Price: ₹ 295.00

About the Books

Non-Governmental Organisations (NGOs) are involved in a wide range of services to the society. They normally create their areas of competency depending upon their mission and objectives. They fall in the category of 'not-for-profit' organisations. While the bottom line of commercial organisations is profit plus service to the society, in that order, the bottom line of NGOs is service to the society and wealth creation for their own survival and growth, in that order. The worth of NGOs is judged by the extent of capability acquired by their targeted beneficiaries to look after them. Their objective is not only to provide one-time succour to the needy but also to make the latter capable of taking charge of themselves, and in turn help others when the need arises.

This book is designed to cater to the needs of the persons and organisations that are interested in the concept of civil society and in the role of NGOs in organising groups to help look after the collective needs of the various segments of society and humanity in general.



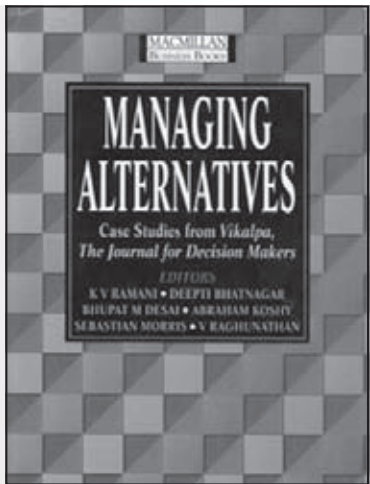
Authors: A K Gupta | J K Sharma
ISBN: 978-0333-92395-5 | PB
Pages: 572 | Price: ₹ 395.00

About the Books

A complete, easy-to-read and clearly explained textbook, requiring no previous management knowledge.

Contents

Management Planning and Control • Human Resource Planning and Management • Organisation Planning, Design and Development • Production Resources, Planning and Control • Product Design and Development • Material Planning and Control • Maintenance and System Reliability • Total Quality Management • Marketing Management • Financial Management • Managerial Economics • Project Management • Management Information System • Appendix: AMIE (Section B) Question Papers and Their Solutions • Selected References • Index



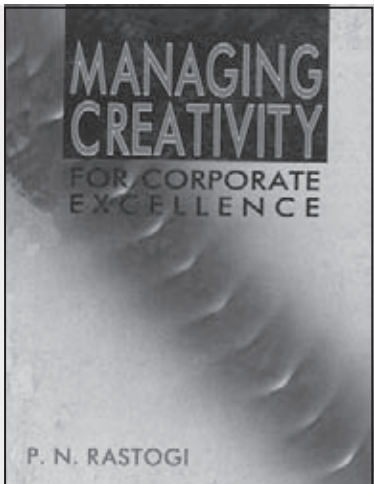
Editors: K V Ramani | Deepti Bhatnagar
Bhupat M Desai | Abraham Koshy
Sebastian Morris | V Raghunathan
ISBN: 978-0333-93293-3 | PB
Pages: 344 | Price: ₹ 515.00

About the Book

Believing in the dictum 'Teach by Example' this book comprises select case studies published in 'Vikalpa, The Journal for Decision Makers', brought out by the Indian Institute of Management, Ahmedabad. The book brings within its scope several fields of management.

Contents

Part I: Agricultural Management • National Dairy Development Board • The Narmada Group Cooperative Fruit and Vegetable Society Limited, Panetha • Agricultural Development under the New Economic Environment: A Case of Zambia • Part II: Organisational Behaviour and Human Resource Management • Who is the Loser? A Case Study of Career Management • Collector's Transfer • Hindustan Chemicals Limited • Rashtriya Seva Samsthan • Part III: Financial Management • Appropriate Return to Equity in Private Power Projects: Case of the Enron Project • Rayalaseema Biscuits Company, Kurnool • Aokam Perdana Berhad • Part IV: Public Systems Management • Pallavan Transport Corporation: A Case Study • The Case of the Sharavathi Tailrace Project • Bharat Seaports Authority • Part V: Strategic Management • Maruti Udyog Limited • Spartek Ceramics India Limited • Rajasthan State Road Transport Corporation • Fujitsu(A) • Part VI: Marketing Management • Gujarat Energy Development Agency: The Case of Solar Cookers • National Publishing Company: Marketing of Children's Fortnightly Magazine • TCI Packaging Division • Kalyan Pharma Ltd. • Spondor Decorative Laminates India Ltd. • About the Editors • Contributors



Author: P N Rastogi
ISBN: 978-0333-92441-9 | HB
Pages: 176 | Price: ₹ 285.00

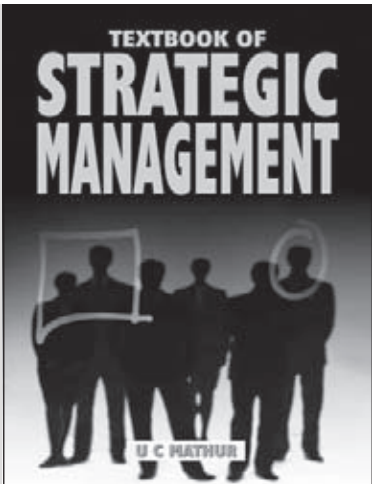
About the Book

This book seeks to enable decision-makers understand, develop, enhance, utilise and sustain the power of creativity for success of organisations.

It presents creativity as a competitive resource providing the cutting edge of corporate excellence.

Contents

Introduction • Creativity as a Competitive Resource • The Cultivation of Creativity • Generating Creative Ideas in Individuals • Generating Creative Ideas in Groups • Diagrammatic Methods for Creative Problem Exploration • Coping with Uncertainty in Technovation • Heuristics for Stimulating Creative Ideas/Insights • Utilizing Creativity of Groups • Fostering Creativity and Innovation in Organisations • Creativity as the Core of Competitive Excellence • Appendices • Creativity Exercises • Review Questions • References and Bibliography • Index



Author: U C Mathur
ISBN: 978-1403-92677-7 | PB
Pages: 400 | Price: ₹ 335.00

About the Book

Textbook designed to explain the business strategy formations in multifarious situations, and the problems faced thereof in a very objective way. It offers a popular practitioner-oriented perspective on all the themes covered. The book has advocated for a sustainable co-existence among globalization, the natural environment and commerce. Will be useful for anyone interested in or associated with, the field of Strategic Management, Strategy Formulations, and Business Policy.

Contents

Preface • Introduction • Strategic Imperatives • Firms Internal Strengths: Core Competencies • External Analysis • Sustainable Competitive Advantage • Competitive Advantage on Web Marketing • Operations Level Strategy • Corporate Level Strategy: Corporate Governance • Global Strategies • Multinational Companies' Competitive Advantage • Corporate Governance Leadership Qualities • Strategic Planning and Implementation • Structure and Culture • HR, Information and Capital Resource System and Control System • Technology and Innovation • Competitive Advantage • Strategies for Small-Scale Industries • Strategic Audit • Corporate Governance • The Stakeholder Corporation • Strategies for Non-Profit Organizations • India's Political Environment • The Business Environment in the Twenty-First Century • Strategic Planning in the Twenty-First Century India • Strategic Action • Role of the CEO in Strategic Action • Implementing Strategy: Team Members • Strategies for the Twenty-First Century in India • Strategic Management Case Studies



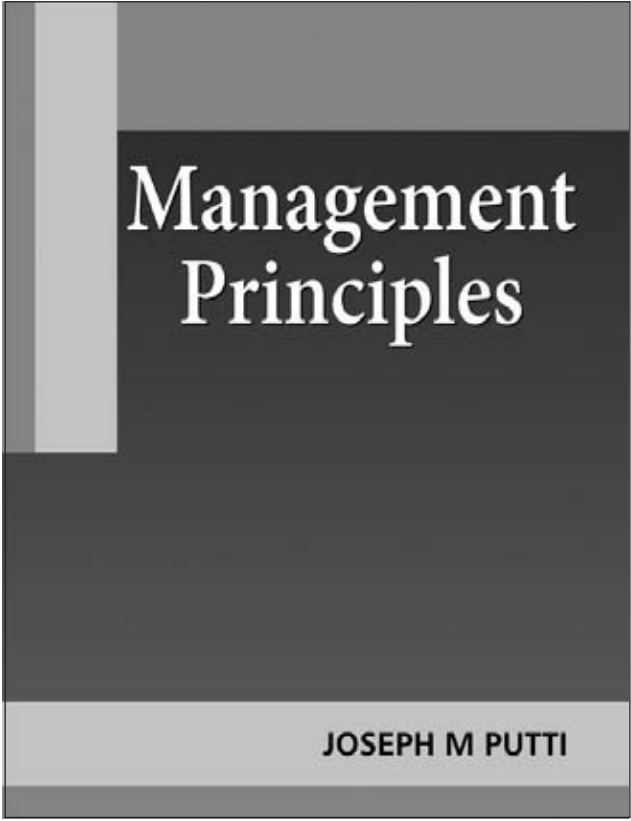
Author: Brian Verghese
ISBN: 978-0333-93261-7 | PB
Pages: 188 | Price: ₹ 198.00

About the Book

This book lays emphasis on the current practices and skills required for efficient service procedures, traditional ethos behind them and actual skills needed in the workplace. Designed as a textbook for the courses offered by Institutes of Hotel Management, Catering Technology and Applied Nutrition, it also covers the curricula of colleges affiliated to the American Hotel and Motel Association and the National Council of Hotel Management.

Contents

Unit 1 • An Introduction to the Hotel and Food Service Industry • Classification of Food and Beverage Service Facilities • Unit 2 • The Food and Beverage Service Department • Supervision and Organisational Hierarchy • Attributes of Food and Beverage Service Personnel • Food and Beverage Service Skills • Service Equipment • Unit 3 • Fundamentals of Menus • Food and Accompaniments • Unit 4 • Know Your Beverages • Wines • Cocktails and Non-alcoholic Beverages • Tobacco • Safety and Sanitation in the Food and Beverage Service Department • Budgeting for the Food and Beverage Service Department • Communication in the Hospitality Industry • The Role of Related Departments in a Hotel • Career Prospects in the Food and Beverage Department • Appendix • References • Index



Management Principles

ISBN: 978-9350-59208-3
Pages: 200 | Price: ₹ 295.00 | PB
Rights : World

Author
JOSEPH M PUTTY

Formerly
Deputy Director
At the Postgraduate School of Management
National University of Singapore

Currently
International Management Consultant
Guest Professor



About the Book

Principles and Practices of Management throws light on the organisation of human resources, financial resources, technological resources, and natural resources. The encompasses management of a person and of people who perform the act(s) of management. This book contains the fundamental and basic information on the subjects of management.

Real-life examples and case studies have been included in the book to provide readers with an understanding of the actual corporate environment.

Apart from engineering students this book caters to the B.Com, M.Com, BBA, MBA students of all Universities in India

The book also contains the following features:

- Additional solved questions/practice problems (shrink-wrapped with the book)
- Additional exercises with solutions
- Solution manual

Contents

- Preface
 - Business Environment
 - The Nature and Meaning of Management
 - Evolution of Management Thought
 - The Planning Function
 - The Decision-Making Process
 - The Organizing Process
 - Authority in Organizations
 - The Control Function
 - The Staffing Function
 - Direction Function
 - Productivity and Operations Management
 - Annexure – Modern Management Concepts and Practices



Author: Group Captain H Kaushal
ISBN: 978-0230-32294-3 | PB
Pages: 272 | Price: ₹ 350.00



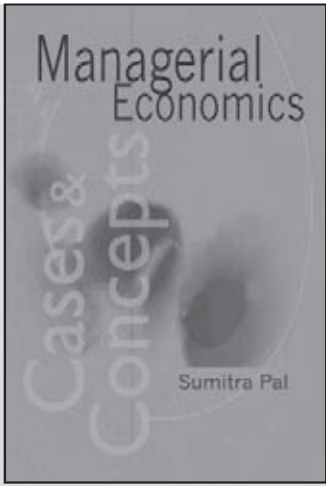
About the Book

The basic aim of the books of the series, 'Case Study Solutions', is to discuss the technique of Step-by-Step Method of solving a case study developed by the author. Each book of the series has over 50 case studies set in familiar Indian environment for the student manager to solve. Assistance is provided in this task by solving some case studies; ultimately this technique should have been so well-imbibed by the reader that it becomes part of his thought process. The case studies used in each book are so written that the entire MBA syllabus of the concerned subject like Marketing, Finance, HRD, and Materials Management/Supply Chain Management is fully covered.

The book covers both micro- and macro-economic subjects. A number of numerical problems have been included in the book and some have been solved to illustrate the approach to such problem-solving.

Contents

Part I: Theory & Technique for Solving Case Studies and Simple Case Studies for Understanding the Technique of Solving Case Studies • Part II: Case Studies: Discussions about the Solution and Caste Studies for Exercise for Self-study • Part III: Case Studies, Hints about the Solutions and Case Studies for Exercise for Self Study • Part IV: Numerical • Part V: Case Studies for Classroom • Part VI: Case Studies for Syndicate Work



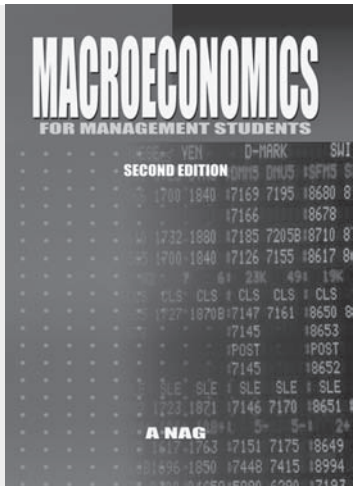
Author: Sumitra Pal
ISBN: 978-1403-92232-8 | PB
Pages: 336 | Price: ₹ 250.00

About the Book

This book gives one the basic concepts of managerial economics with the objective of making readers appreciate the value of economic principles as tools in business decision-making. An ideal book for management students.

Contents

Introduction • Part I • Demand Analysis • Supply Analysis • Market, Market Structure and Marketing Strategies • Modern Managerial and Behavioural Theories • Decision-Making Under Risk and Uncertainty • Macroeconomic Business Environment • Part 2 • How to Perform a Case Analysis • Solved Cases • Part 3 • Unsolved Cases – Demand Analysis • Supply and Production Analysis • Market, Market Structure and Marketing Strategies • Modern Managerial and Behavioural Theories • Risk, Game Theory and Uncertainty • Macroeconomic Business Environment • Index



Author: A Nag
ISBN: 978-1403-92509-1 | PB
Pages: 468 | Price: ₹ 295.00

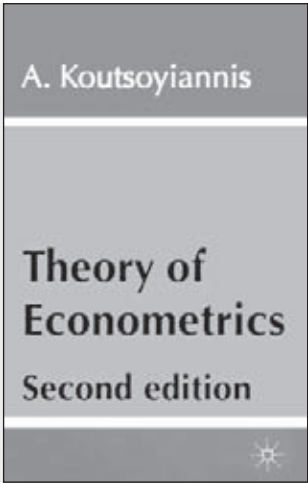
About the Books

Acquaints management students with the macroeconomic framework that provides the general economic environment within which business decisions are taken. This has been designed as an induction level textbook and can be used by both BBA and MBA students for a foundation course in macroeconomics. This second edition of the book is a restructured, enlarged, revised and updated edition.

Contents

Introducing Macroeconomics to Management Studies • National Income and Related Aggregates • The Consumption Function • Investment Decisions • Business Cycles • Monetary System: Demand for and Supply of Money • Monetary System: Commercial and Central Banking • Macroeconomic Ratios • Inflation • Economic Growth and Planning • Macroeconomic Policy: Monetary Policy • Macroeconomic Policy: Fiscal Policy • Macroeconomic Policy: Physical Policy • International Economics • Macroeconomic Environment and Business Decisions • Macroeconomic Database and Sources • Glossary of Economic and Business Terms • Index

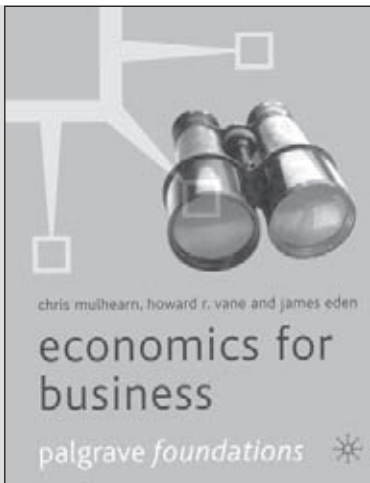
TITLES ON ECONOMICS FROM PALGRAVE



Author: A Koutsoyiannis
ISBN: 978-0333-77822-7 | PB
Price: £ 6.99

Contents

PART ONE • Correlation theory the simple linear regression Models • Definition scope and division of econometrics • Methodology of econometrics research • Correlation theory • The simple linear regression model OLS methods • Statistical tables of significance of the estimates • Properties of the least squares estimates • Multiple regression and the other extensions of the simple linear regression Model • Regression and analysis of variance • **PART TWO** • Econometrics problems/second order tests of the assumptions of the linear regression model • The assumptions of Randomness/Zero mean/constant variance and normality of the disturbance variable • Autocorrelation • Multicollinearity • Errors in variables/time as a variable dummy variables grouped data • Legged variables and distributed lag models • **PART THREE** • Model of simultaneous relationships • Simultaneous equation models • Identification • Simultaneous equation methods • Mixed estimation methods the method of principal components • Maximum likelihood methods • Three stage least squares • Testing the forecasting power of an estimated model • Choice of econometric technique Monte Carlo studies



Authors: Chris Mulhearn | Vane
ISBN: 978-0230-22646-3 | PB
Price: £ 8.99

About the Book

Mulhearn and Vane do an outstanding job of bringing the subject of economics to life. They show their readers how knowledge of economic concepts helps them understand the world of business.

– Thomas Coskeran,
Durham University, UK

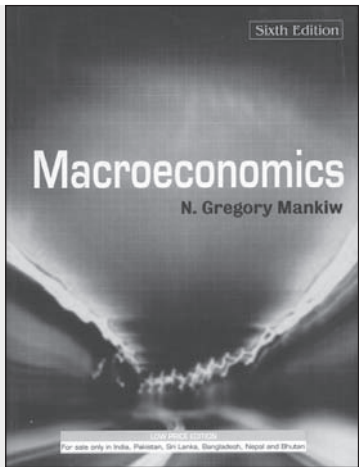
This book represents a successful combination of three ingredients: an accessible writing style; a comprehensive set of real examples; and a culturally stimulating approach. I would definitely recommend it to students at the beginning of their business studies.'

– Emanuele Tarantino,
University of Bologna, Italy

Economics for Business is an engaging introductory text, full of examples and cases enabling students to grasp complex economic theory and understand its relevance in real-world business scenarios. Students will enjoy the clarity and wit of the writing style and benefit from the quirky learning features and illustrations.

Contents

Economics and Business • The Market • The Firm • Firms' Costs and Revenues • Market Concentration and Power • Business and Government • Factor Markets • The Macroeconomy, Macroeconomic Policy and Business • Unemployment • Inflation • Economic Growth and Business Cycles • Stabilizing the Economy • International Trade • The Balance of Payments and Exchange Rates • Globalization • Glossary • Index



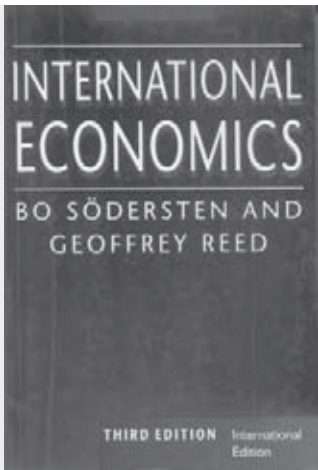
Authors: N Gregory | Mankiw
ISBN: 978-0230-22492-6 | PB
Price: £ 6.99

About the Book

Mankiw's Macroeconomics is popular, widely adopted and well known for clearly communicating the principles of Macroeconomics in a concise and accessible way. The sixth edition maintains a balance of coverage between short and long-run issues and includes the core features that have made it a best-selling Macroeconomics text.

Contents

Part One: Introduction • The Science of Macroeconomics • The Data of Macroeconomics • **Part Two:** Classical Theory: The Economy in the Long Run • National Income: Where it Comes from and Where it Goes • Money and Inflation • The Open Economy • Unemployment • **Part Three:** Growth Theory – The Economy in the very Long Run • Economic Growth I • Economic Growth II • **Part Four:** Business Cycle Theory – The Economy in the Short Run • Introduction to Economic Fluctuations • Aggregate Demand I • Aggregate Demand II • Aggregate Demand in the Open Economy • Aggregate Supply • **Part Five:** Macroeconomic Policy Debates • Stabilization Policy • Government Debt and Budget Deficits • **Part Six:** More on the Microeconomics Behind Macroeconomic • Consumption • Investment • Money Supply and Money Demand • Advances in Business Cycle Theory



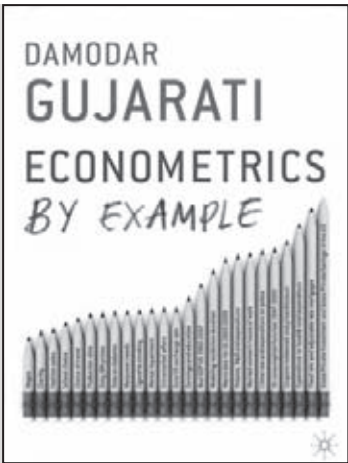
Authors: Bo Sodersten
Geoffrey Reed
ISBN: 978-0333-76365-0 | HB
Price: £ 6.50

About the Book

Feenstra and Taylor’s text seamlessly integrates the subject’s established core content with topic areas and ideas that have emerged from recent empirical studies.

Contents

Part I: Introduction To International Trade
• Part II: Patternsof International Trade •
Part III: New Explanations Forinternational Trade • Part IV: International Trade Policies
• Part V: Introductionto International Macroeconomics • Part VI: Exchange Rates •
Part VII: The Balance of Payments • Part VIII: Applications and Policy Issues



Author: Damodar Gujarati
ISBN: 978-0230-39435-3 | PB
Price: £ 6.99

Contents

PART I: THE LINEAR REGRESSION MODEL
• The Linear Regression Model: An Overview
• Functional Forms of Regression Models • Qualitative Explanatory Variables Regression Models • PART II: CRITICAL EVALUATION OF THE CLASSICAL LINEAR REGRESSION MODEL • Regression Diagnostic I: Multi-collinearity • egression Diagnostic II: Heteroscedasticity • Regression Diagnostic III: Autocorrelation • Regression Diagnostic IV: Model Specification Errors • PART III: REGRESSION MODELS WITH CROSS-SECTIONAL DATA • The Logit and Probit Models • Multinomial Regression Models • Ordinal Regression Models • Limited Dependent VariableRegression Models • Modeling Count Data: The Poisson and Negative Binomial Regression Models • PART IV: TOPICS IN TIME SERIES ECONOMETRICS • Stationaryand Nonstationary Time Series • Cointegration and Error Correction Models • Asset Price Volatility: The ARCHand GARCH Models • Economic Forecasting • Panel Data Regression Models • Survival Analysis • Stochastic Regressors and the Method of Instrumental Variables

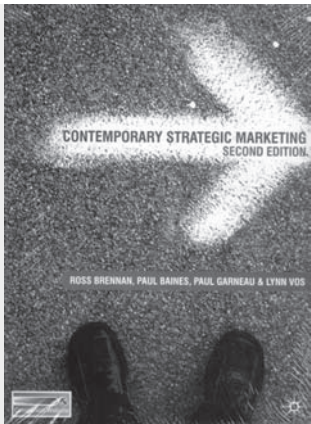


Author: A Koutsoyiannis
ISBN: 978-0333-77821-0 | PB
Price: ₹ 345.00

Contents

PART ONE • The basic tools of analysis • Introduction • Theory of demand • Theory of production • Theory of costs • PART TWO • Theory of the firm – SECTION A: Perfect competition/monopoly/monopolistic competition • Perfect competition • Monopoly • Price Discrimination • Monopolistic competition • SECTION B: Classical Oligopoly • Non-collusive oligopoly • Collusive Oligopoly • A critique of the neoclassical theory of thefirm: The margina list controversy • A representative model of average cost pricing • SECTION D: Limit-Pricing (or Entry Preventing Pricing) • Bain’s Limit Pricing theory • Recent developments in the theory of limit pricing SECTION: Managerial theories of the firm • Baumol’s theory of sales revenue maximization • Marris’s model of the managerial enterprise • Williamson’s Model of Managerial Discretion • The Behavioural Model of Cyert and March • SECTION G Theory of games games linear programming • Theory of games • Linear programming • PART THREE • Factor pricing general equilibrium theory welfare economics • Pricing of factors of production and income distribution • General equilibrium theory • Welfare economics

TITLES ON GENERAL MANAGEMENT FROM PALGRAVE



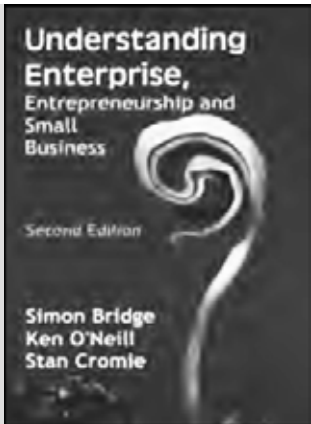
Authors: Ross Brennan | Paul Baines
Paul Garneau
ISBN: 978-0230-33293-5 | PB
Price: £ 9.99

About the Book

An extremely fluent and effective text designed to be a complete resource for single semester modules, this new edition has a unique combination of text, case studies. The emphasis is on practicality and the text encourages the student to engage with the debate itself and not just the theory.

Contents

Preface • Acknowledgements • PART ONE: TEXT • Introduction • Understanding Consumer Behaviour • Understanding Organisational Buying Behaviour • The Competitive Environment • The Macro-Environment • Strategic Marketing Analysis • Marketing Strategy Formulation • Relationship Marketing Strategies • e-Marketing Strategies • Marketing Strategy for Services • International Marketing Strategy • Analysing Strategic Marketing Case Studies • PART TWO: CASE STUDIES • British Telecommunications Plc (2001): Strategic Challenges • BT Plc: Brave New World • Competition in the UK Ice Cream Market • London Olympics 2012: The Race for Sponsorship • Abbey: Mortgage Marketing in the UK • GlaxoSmithKline in South Africa • UPS: 100 Years of Turning Brown into Gold News Corporation in the British Newspaper Market • A Tale of Two Wine Brands • BriCol Engineering Ltd Crisis in the European Airline Industry • Golden Arch Hotels • Marketing Australia to the World • Trouble with the CPC100 • Coca-Cola: Challenges to Global Growth



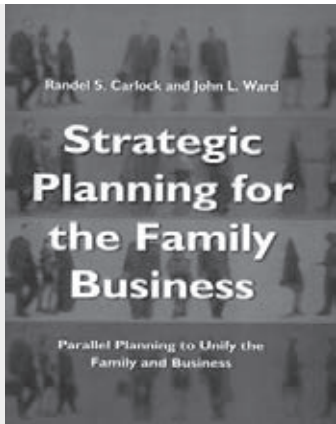
Authors: Simon Bridge | Ken O'Neill
Stan Cromie
ISBN: 978-0230-55530-3 | PB
Price: £ 9.99

About the Book

This uniquely comprehensive and accessible guide to the key facts, ideas, theories and thinking about enterprise and entrepreneurship considers their relationship to small businesses and discusses the methods that are taken to promote them.

Contents

PART ONE: THE CONCEPT OF ENTERPRISE • Why Talk About Enterprise? • What Does Enterprise Mean? • Enterprise in Individuals • Enterprise • the External Influences • Other Aspects of Enterprise • PART TWO: ENTERPRISE AND SMALL BUSINESS • Small Business: Definitions • Characteristics and Needs Distinctive Features of Small Businesses • Business Growth • Small is Beautiful: Entrepreneurship in the Bigger Business • PART THREE: PROMOTING ENTERPRISE Why Intervene? – Theories and Assumptions • Intervention Methods, Intervention Evaluation and Results • Science, Art or Magic?



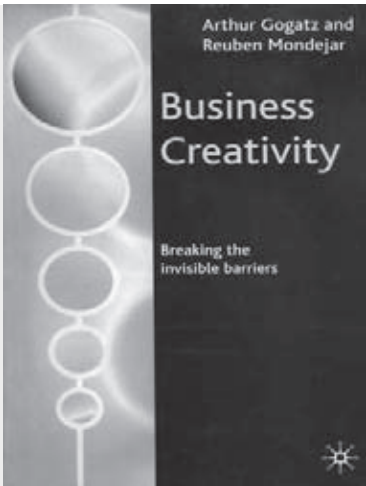
Authors: Randel S Carlock | John L Ward
ISBN: 978-0230-52567-2 | PB
Price: ₹ 595.00

About the Book

Family business planning has traditionally centered on two issues - estate planning and succession. These goals are far too limited for today's family firm. Business families want to turn the business into not only a tool for profit, but for self-expression, innovation and legacy.

Contents

PART ONE: UNDERSTANDING FAMILY BUSINESS PLANNING • The Importance of Planning for Business Families • The Parallel Planning Process • PART TWO: PLANNING FOR THE FAMILY • Securing Family Commitment • Encouraging Family Participation • Preparing the Next Generation of Family Managers and Leaders • Developing Effective Ownership • PART THREE: PLANNING FOR THE BUSINESS • Assessing the Firm's Strategic Potential • Exploring Possible Business Strategies • Finalizing Strategy and Investment Decisions • PART FOUR: INTEGRATING THE FAMILY AND BUSINESS PLANS • The role of the board in family business planning



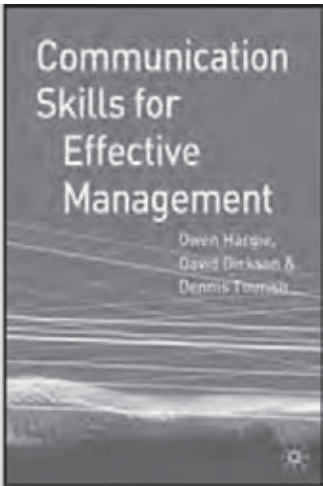
Authors: Arthur Gogatz
Reuben Mondejar
ISBN: 978-0230-22663-0 | PB
Price: ₹ 495.00

About the Book

Many companies and organizations have found it difficult to develop creative skills. The authors argue that while individuals have inherent creativity there are a number of assassins or barriers that block individual creative development. This bold new approach to creativity enhancement will focus upon how to remove this block of barriers and create conditions under which creativity can flourish.

Contents

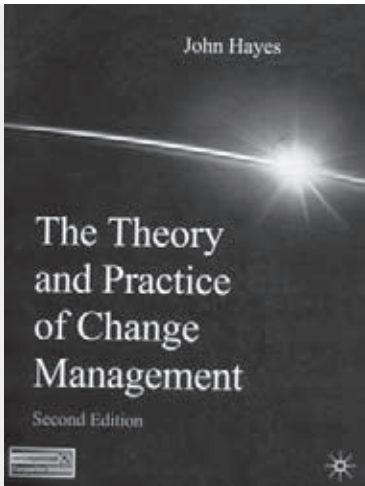
BOOK ONE: UNDERSTANDING WHAT NEEDS TO BE DONE • Thought Assassin 1: Don't Need Creativity • Thought Assassin 2: I Should be Practical, Reasonable and Rational • Thought Assassin 3: Decent • Sensible People Will Agree with Me • Toward Freedom: Freedom in Art • BOOK TWO: TOWARD THE EDGE • Thought Assassin 4: Suppress All Provocative Thoughts • Thought Assassin 5: I Don't Want to Have to Get to Know You • Thought Assassin 6: Never Ask • Thought Assassin 7: What Invisible Defense Shields? • Thought Assassin 8: I Can Conform From Nine-to-Five and Still be a Non-Conformist • Toward Freedom: A New Brainstorming Model • BOOK THREE: LETTING GO • Thought Assassin 9: Letting Go Means Losing • Thought Assassin 10: I'm Not Afraid of Other People • Thought Assassin 11: Everyone has Inhibitions • Thought Assassin 12: I Can't Make a Difference • Accepting Vulnerability • Expansion of Personal Freedom • The Immense Advantage of Being Able to See Other Perspectives • Toward Freedom: Roots and Wings



Authors: Owen Hargie | David Dickson
Dennis Tourish
ISBN: 978-1403-99585-8 | PB
Price: ₹ 495.00

Contents

Introduction • The World of the Communicative Manager • It's Not What You Say: Communicating Non-verbally • They Could Be Persuaded: Using Your Managerial Influence • Let's Get Together: Teams at Work Steering The Way: Leading Meetings That Work • That Silver-tongued Devil: Making Presentations Matter We Can Work It Out: Negotiating and Bargaining • Will They Buy It?: Why Managers Must be Able to Sell • Calling All Organisations: The Business of the Telephone • Writing Matters: How to Create the Right Impression • Tell It Like It Is: Communicating Assertively • What's Your Problem: Helping in the Workplace • The War For Talent: Selection Skills for Busy Managers • Feedback Time: Performance Appraisal and Management • Following The Correct Path: The Guiding Lights of Ethics and Audits • Index



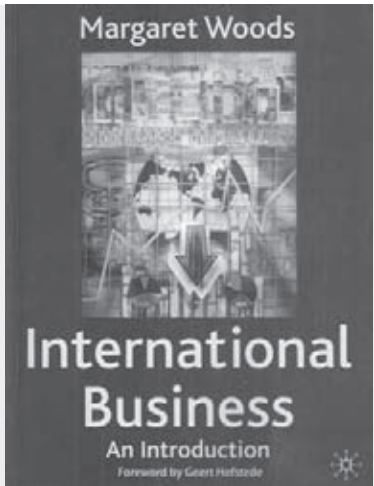
Author: John Hays
ISBN: 978-0230-22694-4 | PB
Price: £ 8.99

About the Author

The Theory and Practice of Change Management, 2nd edition is a core textbook for modules in change management. It examines the key theories on organisational change and applies them to organisational settings, demonstrating how strategies can be devised and employed to manage organisational change and the issues arising from such change.

Contents

Part 1: Core Concepts • Part 2: Recognising and Diagnosing the Need for Change • Part 3: Managing People • Part 4: Shaping Implementing Strategies and Managing the Transition • Part 5: Interventions • Part 6: Keeping Change on Track • Part 7: Developing and Maintaining Helping Relationships



Author: Margaret Woods
ISBN: 978-1403-93300-3 | PB
Price: £ 5.50

About the Book

This book is designed for a first course in international business, either as part of a general business and management degree, or for postexperience courses. Each chapter is selfcontained and can be used as class reading in preparation for a lecture.

Contents

International Business in the Twenty-First Century • International Trade and Foreign Direct Investment • Economic Integration • The Role of Culture in International Business • International Strategy • The International Financial Markets: Sources of Finance for International Trade and Investment • Foreign Exchange Risk Management • International Marketing • Operations and Supply Chain Management • International Human Resource Management • The Impact of Multinational Corporations



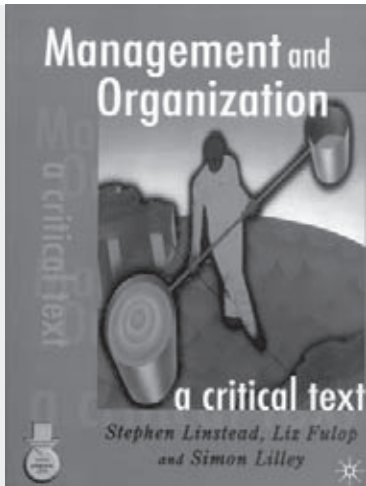
Author: Philippe Lasserre
ISBN: 978-1403-99362-5 | PB
Price: £ 7.75

About the Book

Strategic Management is at the core of any business. The second edition of *Global Strategic Management* embraces traditional strategic management teaching, but extends it to a world scale. It offers insight into the impact of globalisation on business organisations and how managers could and should react. The text is written by a wellrespected professor of strategy at one of the world's leading business schools and combines a strategic and managerial approach to global issues, blending theory and practical, empirical examples to great effect.

Contents

PART ONE: THE PROCESS OF GLOBALISATION – Globalisation of Markets and Competition • Global Strategies • Global Organisations • Global Strategic Alliances • Global Mergers and Acquisitions • Assessing Countries Attractiveness • Entry Strategies • PART TWO: MANAGING GLOBALLY • Global Marketing • Global Operations • Global Innovation • Cross Cultural Management • Global Human Resource Management • Global Financial Management • PART THREE: BROAD ISSUES IN GLOBALISATION • Globalisation and the Internet • The Social Responsibility of the Global Firm • Global Trends



Authors: Stephen Linstead | Liz Fulop
Simon Lilley
ISBN: 978-0230-22647-0 | PB
Price: £ 8.99

About the Book

Management and Organisation: A Critical Text provides students with a reappraisal of the core issues at the heart of management studies. Keeping practice firmly in mind, this text is a challenging yet accessible introduction for undergraduate, MBA.

Contents

Introduction • PART ONE: CORE CONCEPTS • Managing Knowledge and Learning • Gender and Management • Managing Culture • Managing Structure • Managing Sustainability • Power and Politics in Organisations • Organisational Control • Managing Ethically • PART TWO: MANAGEMENT PROCESSES • Managing Motivation • Leading and Managing • Managing Teams • Managing Conflict • Managing Change • Decision Making in Organisations Managing • Strategically • Networks and Inter-organisational Relations • Conclusion • Managing in a Virtual World



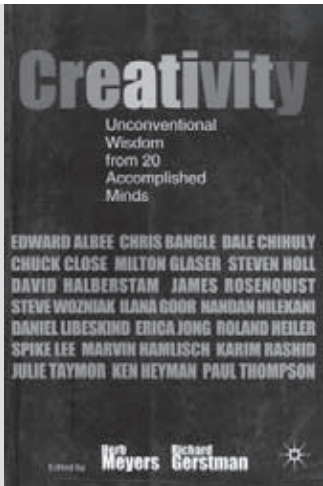
Author: Sky Marsen
ISBN: 978-0230-32722-1 | PB
Price: £6.50

About the Book

This book is innovative and diverse in bringing together the main subtopics of communication studies – text analysis, business communication, mass communication, the media industry and film. Drawing from popular culture examples, the book explains the concepts that guide the study of communication in all its forms.

Contents

Preface • Acknowledgements • Introduction • Communication • Methods and Models of Communication Studies • Language and Rhetoric • Semiotics and Narrative • Professional Communication • Audience Analysis and Mass Communication • Film • The Mass Media



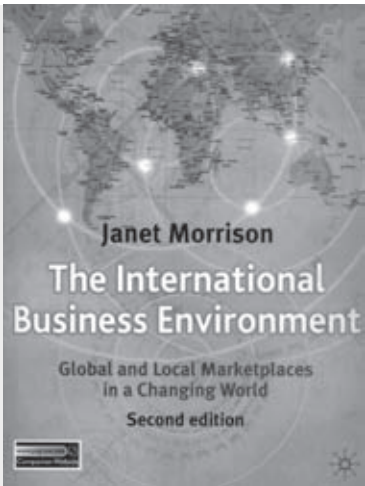
Authors: Herbert Meyers
Richard Gerstman
ISBN: 978-0230-22621-0 | PB
Price: ₹ 395

About the Book

This fascinating book is about creativity in business, management and many other professions. The authors interviewed well known creative people, including directors, authors, artists and business people, to identify how the creative process made them successful and how the process works.

Contents

Introduction • Edward Albee • Pulitzer Prize-winning • Playwright • Chris Bangle • BMW Head Stylist • Dale Chihuly • Renowned Glass Sculptor • Chuck Close • Artist, Milton Glaser • Designer • Ilana Goor • Israeli Sculptor • David Halberstam • Pulitzer Prize-winning Author • Marvin Hamlisch • Oscar-winning Composer • Roland Heiler • Director of Porsche Design • Ken Heyman • Photographer • Steven Holl • International Architect • Erica Jong • Best-selling Author • Spike Lee • Film Director • Daniel Libeskind • Architect • Nandan Nilekani • CEO • Infosys • India • Karim Rashid • International Designer • James • Rosenquist • Artist, Julie Taymor • Theater and Film Director • Paul Thompson • Smithsonian • Cooper-Hewitt Director • Steve Wozniak • Co-founder of Apple Computer • Conclusions



Author: Janet Morrison
ISBN: 978-0230-55366-8 | PB
Price: £ 9.99

About the Book

The book offers a clear and accessible introduction to the key dimensions of the international business environment, including economic, political, cultural, technological and financial. The approach is genuinely international, highlighting transitional and developing economies as well as the advanced economies.

Contents

Introduction • PART ONE: THE BUSINESS IN ITS ENVIRONMENT • The Internal Business Environment • Functional Dimensions Which Shape the Organization and Its Strategy • National Economic Systems • Major Economic Systems • Case Study: A Bright Future for Coca-Cola? • PART TWO: DIMENSIONS OF THE INTERNATIONAL ENVIRONMENT • The Global Economy and Globalization Processes • The Cultural Environment • Diversity and Globalization • Society and Business • The Changing Political Environment • National Regional and International Forces • The International Legal Environment of Business: Moving Towards Harmonization • Case Study: Fiat: Italian Champion Struggles to Compete Globally • PART THREE: GLOBAL FORCES • World Trade and the International Competitive Environment • Technology and Innovation • International Financial Markets • Case Study: GE Seeks Growth in a Globalized Environment • PART FOUR: ISSUES AND CHALLENGES • Environmental Challenges: Global and Local Perspectives Global Challenges and the Responsible Business • Case Study: GlaxoSmithKline and What the World Expects from a Big Pharmaceutical Company • Glossary • References • Index



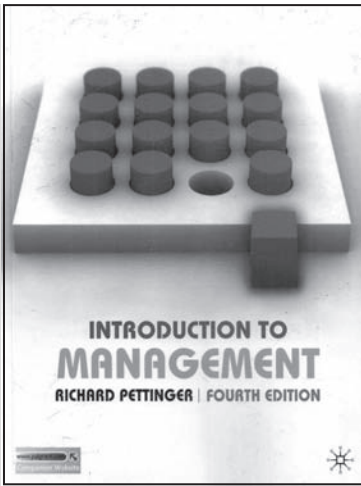
Author: Robert Staib
ISBN: 978-0230-22626-5 | PB
Price: ₹ 395.00

About the Book

Great change is necessary in our society and in business organizations if we and the natural world are to live sustainably. We have started to change but it is slow and intermittent. Can we continue to sustain growth in sales and profits and not significantly impinge on the natural environment when world population is heading towards 12 billion and developed countries are maintaining their materialistic bent and developing countries are striving to catch up.

Contents

PART 1: Environmental context of modern business • PART 2: Corporate processes and systems • PART 3: Culture and people • PART 4: Environmental management techniques and tools



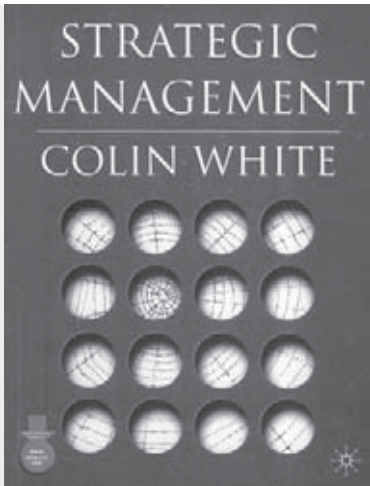
Author: Richard Pettinger
ISBN: 978-0230-22649-4 | PB
Price: £ 9.99

About the Book

Introduction to Management is an ideal text for students studying management for the first time. Covering all of the functional areas of management, the new edition is updated to cover new developments in the field and includes new chapters on innovation, enterprise, risk management, ethics and responsibility.

Contents

PART ONE: THE FOUNDATIONS OF MANAGEMENT • Introduction • Managing in a Changing Environment • Organisational and Managerial Performance • Risk • Ethics • Globalisation • Organisations, Managers and the Environment • Case Study PART TWO: STRATEGY • POLICY/DIRECTION AND PRIORITIES • Strategy Policy and Direction • Investment Appraisal • Marketing Managing Operations and Projects Financial • Management Quantitative Methods Product and Service • Development and Innovation • Case Study • PART THREE: ORGANISATIONAL AND BEHAVIOURAL ASPECTS • Innovative, Creative and Entrepreneurial Management • Culture Perception • Attitudes, Values and Beliefs Communication Organisation Technology • Structure and Design Human Resource Management • Leadership and Management • Case Study • PART FOUR: MANAGEMENT IN ACTION • Management • Influence, Power and Authority Corporate Governance • Teams and Groups Management and Motivation • The Management of Conflict Management in Practice • Managing for the Present and Future Case Study



Author: Colin White
ISBN: 978-0230-53775-0 | PB
Price: £ 14.99

About the Book

Reflecting the challenges of formulating, implementing and monitoring strategy in practice, White's contemporary text discusses differing theories and approaches in the context of real-world experience. Readers are encouraged to conceptualize and generalize business problems and to confront philosophical issues without losing sight of practical aims.

Contents

Prologue • PART ONE: INTRODUCING STRATEGIC MANAGEMENT – Introducing Strategy and Strategy Making Thinking and Acting Strategically • Adopting a Global Perspective • Reading an Uncertain Future • PART TWO: STRATEGIC ENVIRONMENTS & COMPETITIVE ADVANTAGES • Identifying Opportunities and Risks • Reading the Competitive Environment • Analysing Resources • Capabilities and Core Competencies Creating & Maintaining Competitive Advantage • Reducing Cost; Differentiating the Product • PART THIRD: STRATEGIC DILEMMAS • Determining the Size of an Enterprise • Integrating the Strategists • When to Compete and when to Co-operate? • Managing Risk • Participating in the Global Economy • PART FOUR: BRINGING IT ALL TOGETHER – Formulating Strategy • Implementing Strategy • Monitoring Strategic Performance • PART FIVE: STRATEGIC ANALYSIS AND AUDIT – Long Case Studies • Epilogue • Glossary • Bibliography • Company Index • Subject Index

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Nirmalya Bagchi
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Author: Goyal
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Innovation on
Management Research:
An International
Perspective

Authors: P. David Jawahar
ISBN: 978-0230-32889-1 | PB
Pages: 368 | Price: ₹ 1200.00

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zation – Strategies For
Competitiveness

Authors: Rajiv R. Thakur | Satish Thukral
Neeta Sahu | Vinod Gupta
ISBN: 978-0230-33231-7 | HB
Pages: 634 | Price: ₹ 1800.00

Enterprise Systems and
Business Process
Management – Global
Best Practices

Author: Jaiswal & Garg
ISBN: 978-0230-63445-9 | HB
Pages: 356 | Price: ₹ 1500.00

Innovation & Techno-logy
Management
(ICITM 06)

Author: Mukherjee
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Data Management

Authors: Ranjan
ISBN: 978-0230-63469-5 | HB
Pages: 1494 | Price: ₹ 3000.00

Entrepreneurship and
SMEs – Building
Competencies

Authors: Rajiv R Thakur | Satish Thukral
Neeta Sahu | Vinod Gupta
ISBN: 978-0230-33232-4 | HB
Pages: 592 | Price: ₹ 1800.00

Innovation in
Management Practices

Author: Thakur et al
ISBN: 978-0230-63716-0 | HB
Pages: 664 | Price: ₹ 1800.00



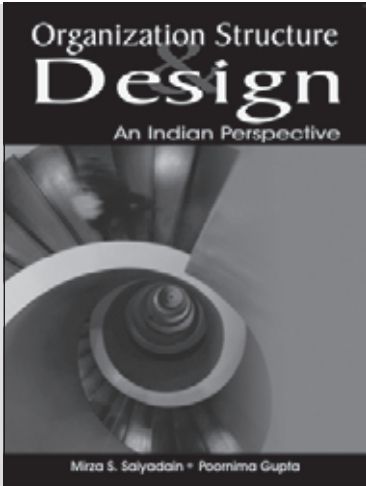
Author: Gp. Capt. H Kaushal VSM
ISBN: 978-0230-32943-0 | PB
Pages: 228 | Price: ₹ 350.00

About the Book

The book provides conceptual inputs and offers several case studies covering the entire gamut of the study of Human Resource Development (HRD) catering to the requirement of managers and students of business schools. A serious attempt has been made to cover all aspects of HRD through these case studies. Besides students of business schools, practicing managers would also find this work useful. This book is a part of a series on the case study method.

Contents

- Part I: Theory and Technique for Solving Case Studies and Simple Case Studies for Understanding the Technique of Solving Case Studies
- Part II: Case Studies, Discussions About the Solution and Case Studies for Exercise with Solutions
- Part III: Case Studies, Hints to the Solution and Case Study for Exercise
- Part IV: Case Studies for Classroom
- Part V: Case Studies for the Syndicate



Authors: Mirza S. Saiyadain
Poornima Gupta
ISBN: 978-0230-63672-9 | PB
Pages: 252 | Price: ₹ 235.00

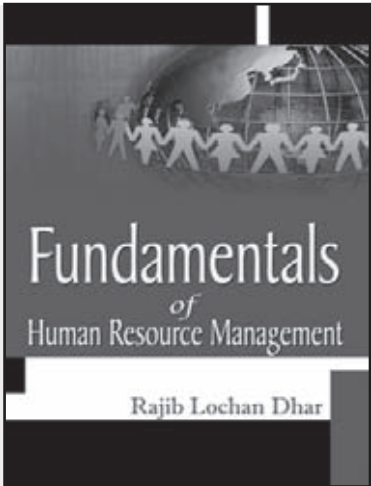
About the Book

Organization Structure and Design integrates the design options available to organizations, classic ideas and theories, and real world practices. It discusses, examines, and demonstrates the interrelationship of the design rules, their theoretical use as well as practical implications. The text, which is interspersed with detailed relevant examples, provides a better insight into real time situations and helps in understanding how, in the Indian context, companies are coping with the highly competitive environment.

The topics covered in the book form a part of Organizational Behaviour-I course curriculum of most universities and B-Schools. The book would also serve as reference book on Principles of Management and Theories and Practices in Management.

Contents

- Organization Structure and Theory • Variables in Structure • Design and Design Options • Theories of Design Options • Design Option: Technology • Design Option: Environment • Design Option: Strategy • Design Option: Culture • Design Option: Change • Organizational Effectiveness • References • Subject Index



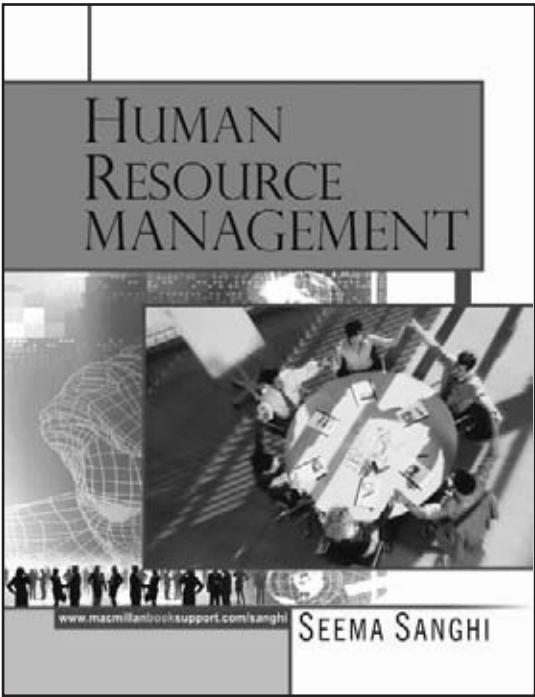
Author: Rajib Lochan Dhar
ISBN: 978-9350-59039-3 | PB
Pages: 240 | Price: ₹ 195.00

About the Book

Fundamentals of Human Resource Management provides a solid foundation that builds a scientific base for the learner to apply HRM skills to the contemporary realities of today's corporate world besides exposing them to current and future challenges. This text brings basic concepts to life in the simplest possible form by connecting to real-life situations and emerging work life realities. The book focused primarily on the modernist approach to HRM, while giving due importance to alternatives emerging from interdisciplinary research.

The objective of this book is to provide basic information about HRM, its importance and functions in today's organization. Many books have been written on HRM, and most of these are based on the Western context covering advanced concepts; however, this book is specifically written in the Indian scenario and the basic concepts are explained in the easiest possible form.

This book is a valuable resource for students as well as young teachers who wish to know and understand the basics of HRM. The author hopes this book will help the readers to build the concepts of HRM at the basic level.



Human Resource Management

ISBN: 978-0230-33259-1
Pages: 392 | Price: ₹ 535.00 | PB
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Author
SEEMA SANGHI



Former Director, FORE School of Management, is currently Managing Director Styrax Consultants, a firm set up by her in the Human resource solution space, which is focused on developing processes and people. It offers consultancy in Competency Mapping, Assessment Centre, Designing HR Processes, HR Outsourcing, Training & development, OD Interventions, Psychological Testing & Development and Mentoring & Coaching. Dr Sanghi received the 'Mother Teresa Award' in 2003 and 'Excellence in Education Award' in 2004. She has been a recipient of three gold medals and national scholarships for academic excellence.

About the Book

Human Resource Management (HRM) is the most challenging and exciting area within Management. In the turbulent times we live in, the value of the HRM function is gaining increasing importance in managing organizations. Uniqueness of any organization is dependent on its Human Capital that brings in the differentiating results. How differently organizations address the HR issues, is of utmost importance.

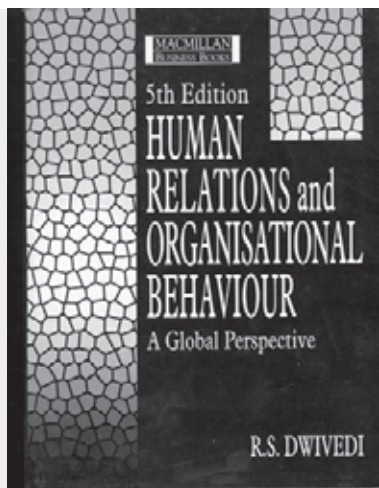
This book is designed for the management students across country and line managers who have to deal with the HR issues. This insightful and practical book will take the readers through the concepts to applications of Human Resource Management. Interspersed with examples from national and international organizations, the book also brings various HR aspects from countries like US, UK, Canada, France, Australia, Japan, China, Singapore, Malaysia and other European, African, Asian countries across globe, thus bringing in the national and international perspective to all the HR issues. Along with other contemporary and traditional chapters the book includes the chapters on Establishment & Terms of Services, Competency-based HRM, Assessment Centre, Human Resources Accounting, and Work-life Balance and Well Being.

Value-adding Features

- Preview
- Did You Know?
- Comparative Analysis
- Recent Advances
- Legal Corner
- Review Questions
- Skill Building Activities
- Case Studies

Contents

- Unit 1: Perspective of HRM • Human Resource Management • Strategic Human Resource Management
- Unit 2: Staffing • Human Resource Planning • Job Analysis and Job Design • Recruitment and Selection
- Unit 3: Human Resource Development • Training and Development • Career and Succession Planning • Performance Management • Employee Separation
- Unit 4: Compensation and Benefits (Job Evaluation) • Compensation and Job Evaluation • Employee Compensation and Benefits
- Unit 5: Employee Relation • Union Management Relationship • Establishment and Terms of Service • Social, Safety & Health
- Unit 6: Contemporary Practices in HRM • Competency-Based HRM • Assessment Centres • Human Resource Accounting • Work Life Balance And Well Being
- Case Studies • Index



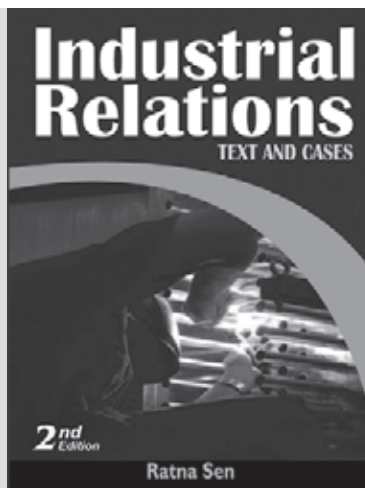
Author: R S Dwivedi
ISBN: 978-0333-93330-5 | PB
Pages: 928 | Price: ₹ 435.00

About the Book

This book offers an understanding of the global perspective on human behaviour at work by comparative analysis of prevailing situations in Asia, Europe and in the US.

Contents

Part one: Human Relations and Organisational Behaviour – Introduction to Human Relations (HR) and Organisational Behaviour (OB) • Some Research Foundations of Human Relations and Organisational Behaviour • Part two: The Individual – Foundations of Individual Behaviour in Organisations • Perception and Impression Management • Learning and Behavioural Management • Motivation: Concepts and Applications • Personality and Creativity • Part Three: The Group – Group Dynamics and Team Working • Organisational Dimensions of Key Group Concepts • Communication and Negotiation Skills • Morale and Sociotechnical Systems • Leadership and Effective Supervision • Conflict and Collaboration • Part Four: The Organisation – Organisational Structures and Job Design • Foundation of Key Organisation Concepts • Organisational Change and Development • Innovative Approaches to Designing and Managing Organisations – I: Quality of Work Life (QWL) and Empowerment • Innovative Approaches to Designing and Managing Organisations – II: Other Approaches • Key to Behavioural Science Quiz • Appendix • Case Method • Index



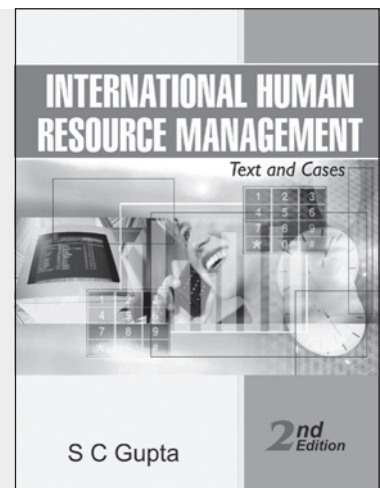
Author: Ratna Sen
ISBN: 978-0230-63996-6 | PB
Pages: 368 | Price: ₹ 350.00

About the Book

Industrial Relations: Text and Cases looks at changes in the industrial relation (IR) policy and practices in India over the last three decades, especially at the evolutionary nature of these changes. The post-globalisation scenario constitutes the focused area of this study, especially covering developments during the first decade of the new millennium. This book is a result of the author's research and teaching experience of nearly thirty years and combines theory with practical illustrations and a large number of case studies.

Contents

What is Industrial Relations • Employment and Indian Labour • Trade Unions • Trade Unions in India • Recognition of Unions • Industrial Relations systems in India – Labour Policy • Industrial Relations systems in India – Settlement of Disputes • Evolving Industrial Relations in India • Industrial Relations at the Organisational Level • Industrial Relations in the Public Sector • Recent Trends in Industrial Relations • Knowledge Workers and knowledge Organisations • Wages • Wages – Structure • Collective Bargaining • Analysis of Collective Agreements • Workers' Participation in Management • Workers' Participation in Management – Industry Experiences • Quality Circles and their growth in India • Human Resources Management Strategies and Industrial Relations • Rationalisation and Voluntary Retirement Schemes • Grievance Handling and Labour Welfare • India, ILO and Labour Standards • International Human Resource Management and Diversity • Conclusion



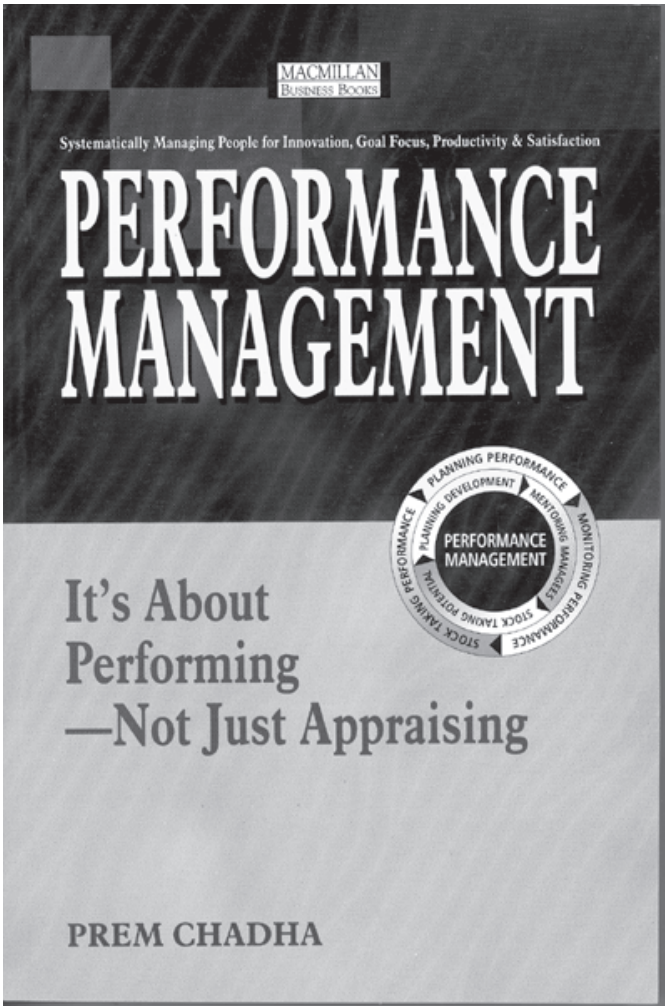
Author: S C Gupta
ISBN: 978-0230-33079-5 | PB
Pages: 348 | Price: ₹ 325.00

About the Book

International Human Resource Management: Text and Cases is a comprehensive textbook with both short and long case studies on global HR practices. The book includes chapters on national culture, theories of cross-culture, business negotiations in international settings, organizational ethics and HR processes in international projects. The second edition brings together in a single volume enhanced and updated information on emerging perspectives and applications in the field of International Human Resource Management. It not only focuses on multinational practices and international culture but also comprehensively surveys the HR practices of major economies.

Contents

International Business and IHRM • International Business and IHRM Approaches • Recruitment and Selection by Multinationals • Expatriate Training and Development • Performance Management in International Organizations • International Compensation Management • Global HR Managers and Repatriation of Expatriates • Understanding Culture • Cross-Cultural Theories • Cross-Cultural Business Communication and Behaviour • Organizational Culture and National Culture • Culture – Organizational Performance and Ethics • Diversity Management in International Business • Conducting Cross-Cultural Negotiations • Organizing International Structures • Employees Relations and Employment Practices across Countries • Managing International Projects and Teams: A Human Resource Perspective • Frontiers of IHRM and Corporate HR Strategies for Competitive Advantage



Performance Management

It's About Performing —Not Just Appraising

ISBN: 978-0333-93796-9
Pages: 500 | Price: ₹ 475.00 | PB
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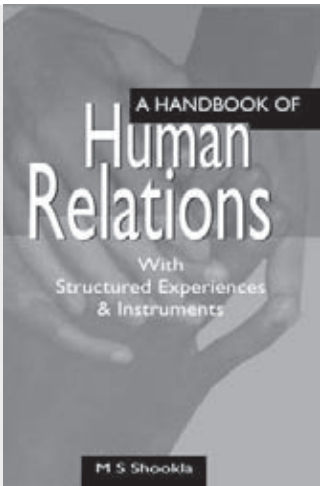
Author
PREM CHADHA
General Manager (Retd.) Human Resource
Engineers India Ltd. New Delhi
Third Best Book, Indian Society for Training & Development,
Indian Oil Corporation (ISTD-IOC) Book Award, 2002-03

About the Book

This book is probably the first attempt in the Indian context at developing an all-encompassing text on Performance Management. It seeks to systematise the supervisory and managerial roles in organisations holistically.

Contents

- Part 1** • Performance Management • Performance Management is About Performing – Not Just Appraising • Performance Management & Human Resource • Performance Management Theatre
- Part 2** • Planning Managee Performance & Development • Basic Concepts • Components of Managee Performance & Development Plan • Setting Mutual Expectations and Performance Criteria
- Part 3** • Monitoring Managee Performance & Mentoring Managee Development • Some Basic Concepts • Ongoing Performance Monitoring & Review • Ongoing Mentoring & Managee Development
- Part 4** • Annual Stock-taking • Stock-taking Performance • Stock-taking Potential • Appraising for Recognition & Reward • **Part 5** • Getting to Grips • Transmuting Learning into Action • Operationalising Change Through Performance Management • Building & Leading High Performing Teams
- Annexures
Index



Author: M S Shookla
ISBN: 978-1403-92226-7 | PB
Pages: 324 | Price: ₹ 399.00

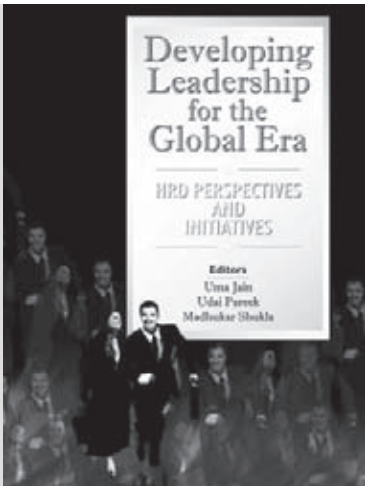
About the Book

This book treats the subject of human relation in the most simple yet comprehensive manner. It also analyses in detail research studies, concepts and real-life situations associated with it.

Practising managers, management students and teachers, social and behavioural scientists as well as motivational and human relations trainees will benefit from this book.

Contents

Part I: Foundations of Human Behaviour, Human Relations and Human Nature • **Part II:** Communication Skills, the Foundation of Human Relations • **Part III:** Interpersonal Relations Influencing Human Relations and Human Behaviour • **Part IV:** Other Skills Influencing Human Relations and Human Behaviour • **Part V:** Other Skills Essential for Human Relations and Human Behaviour • **Part VI:** Cross-Cultural Problems of Multinational Organizations, Human-related Problems of Knowledge Industries, and Future Trends • Bibliography • Index



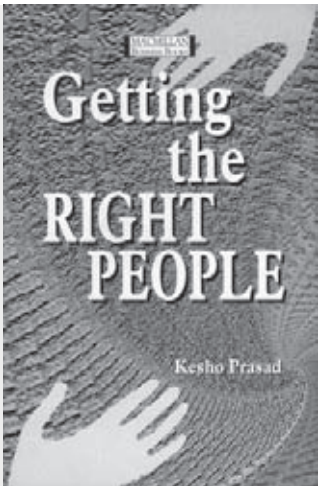
Authors: Uma Jain | Udai Pareek
Madhukar Shukla
ISBN: 978-1403-92492-6 | HB
Pages: 356 | Price: ₹ 560.00

About the Book

Developing Leadership for the Global Era specifically focuses on the need to bring out the real-time knowledge on the subject of current importance in HRD. It compiles the papers selected and edited by three experts in the field of Human Resources and Organisation Development for the round table conference conducted by the Academy of HRD, Ahmedabad. It brings out the analysis of the needs identified by various organisations to survive as well as reap the benefits of globalisation and liberalisation of the Indian economy.

Contents

Part I: Leadership Competencies for the Globalized Environment • **Part II:** Reflection for Leadership Development • **Part III:** Interventions for Leadership Development • **Part IV:** Leadership for High Performance • **Part V:** Leadership Development for Culture Building • **Part VI:** Leadership Development in the Social Sector • **Part VII:** Some Perspectives and Thoughts on Leadership Development • Contributors



Author: Kesho Prasad
ISBN: 978-0333-93506-4 | HB
Pages: 196 | Price: ₹ 268.00

About the Book

This book highlights the changing concepts and the explorations in the field of HRM, resorting to multitudinal HRD interventions for ensuring that people develop a mindset of a very high order for any organisational transformation to meet the challenges of the day.

Contents

Historical Perspectives • Growth of Personnel Management in India • The Emerging Scenario: Focus on the People • The Changing Concept of Personnel Management • New People Management • What Motivates People? • Selecting the Right People • Strategies for Retaining People • HRD in Local Bodies • World-Class Training and Development for Future Challenges and Strategies • The Future Trend • Bibliography • Index



Authors: Nimit Chowdhary
Bhagwati Prasad Sarawat
ISBN: 978-1403-92858-0 | PB
Pages: 224 | Price: ₹ 235.00

About the Book

This book delves into issues of leadership, culture, organisation and competitive human resource practices for customer-oriented service delivery. On the basis of their interaction with service industries and experience as trainers, the authors have demonstrated the need to have the efficacy of organisation, culture and human talent in delivering superior service quality. The authors have tried to support their point of view with the help of case studies, majority of which are set in the Indian context. The book is targeted at serious readers from industry and postgraduate students interested in organising customer-friendly services.

Contents

Preface • Internal Marketing • Service Culture and Leadership • Human Resource Management • Organising Services • Attributes of Service Employees: A Framework • People Strategy for Competition • Training and Development for Services • Service Leadership Study • Bibliography • Index

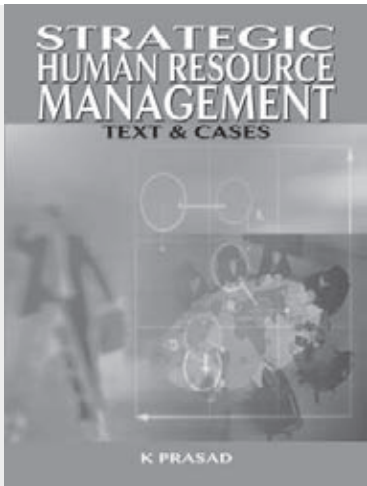


Author: IIB
ISBN: 978-140390979-4 | PB
Pages: 380 | Price: ₹ 270.00

About the Book

This book offers a comprehensive coverage of the course on Organisational Development and Human Resource Development. The first two modules study Human Resource Development while the latter two cover Organisational Development. Issues relating to individual dimensions of Organisational Development, roles of group in organizations, performance management, recruitment and selection, industrial relations and workers participation in management are discussed at great length. Figures and tables have been generously used to enable readers to grasp the subject easily. Care has been taken to include all the latest trends in Organisational Development and Human resource Development.

Though tailored for banking professionals and those taking banking service examinations, this book will provide a firm grounding to all students and readers eager to understand Organisational Development and Human Resource Management.



Author: K Prasad
ISBN: 978-1403-92846-7 | PB
Pages: 464 | Price: ₹ 350.00

About the Book

Marketing as a discipline has gained importance in the wake of a continuous onslaught of powerful multinational competitors. Companies need to take accurate and speedy decisions especially in this major revenue-earning area. Therefore, students of marketing management must equip themselves with the concepts and tools of making strategic plans for marketing as well as understanding and solving marketing problems. The book provides marketing perspective and customer orientation to companies' management activities, covering opportunity analysis, market segmentation techniques, product selection strategy, pricing plans, service based sustainable competitive advantage and brand management. The book contains a number of case studies that help students in obtaining virtual corporate experience of the marketing concepts by handling and solving the cases.

Contents

Preface • Introduction • Corporate Strategy and Strategic HRM • Culture and HRM • Acquisition • Motivation of Human Resources • Salary and wage Administration • Development of Human Resources • Welfare and Health • Industrial Relations • Impact of Organisational Restructuring on Human Resources • Trends in HRM: Strategic Approach • Human Resource Management in Other Countries: A Comparative Analysis • Ethics • Bibliography • Index

**HR and Leadership
Challenges for Business in
India**

Author: Debashis Chatterjee
Manoranjan Dhal | T N Krishnan
ISBN: 978-0230-332430 | PB
Pages: 340 | Price: ₹ 1500.00

**Managing Human
Resources**

Author: Monappa
ISBN: 978-0333-92989-6 | PB
Pages: 300 | Price: ₹ 220.00

**Spiritual and Ethical Foun-
dations of Organizational
Development (SEFOD
2009)**

Author: Sengupta
ISBN: 9780-23063907-2 | PB
Pages: 312 | Price: ₹ 1050.00

**In Search of the Right
Personnel: New Fron-
tiers and Alternative
Methodologies**

Author: Mandal
ISBN: 978-0333-63644-6 | PB
Pages: 358 | Price: ₹ 995.00

**Integrating Spirituality and
Organizational Leadership
(ISOL 2009)**

Author: Sengupta
ISBN: 978-0230-63908-9 | PB
Pages: 792 | Price: ₹ 2400.00

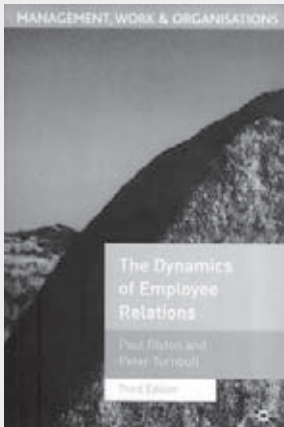
**Research Methods in Be-
havioural Sciences**

Author: Dwivedi
ISBN: 978-0333-92397-9 | PB
Pages: 268 | Price: ₹ 245.00

**Integrating Spirituality and
Organizational Leadership**

Author: Sengupta
ISBN: 978-0230-63067-3 | PB
Pages: 764 | Price: ₹ 1500.00

TITLES ON HUMAN RESOURCE MANAGEMENT FROM PALGRAVE



Authors: Paul Blyton | Peter Turnbull
ISBN: 978-0230-22650-0 | PB
Price: £ 7.99

About the Book

The Dynamics of Employee Relations provides a critical assessment of employee relations within contemporary organizations. Written in a lively and readable style, The Dynamics of Employee Relations captures the essence of working reality within a variety of working environments. The third edition has been updated to include insights into the latest developments in the field and contains new case studies to illustrate the nature of employee relations at the turn of the century.

Contents

Employee Relations • The Theory of Employee Relations • The Dynamic Context of Employee Relations • Management and Employee Relations • Unions and Their Members • Employee Relations and the State • Developments in the Process and Outcomes of Collective Bargaining • Employee Participation • Managing Without Unions • The Dynamics of Industrial Conflict • The Future of Employee Relations



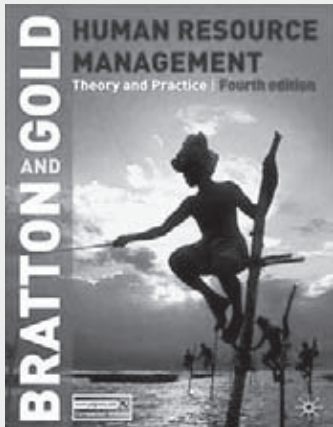
Authors: Peter Boxall | John Purcell
ISBN: 978-0230-32771-9 | PB
Price: £ 5.99

About the Book

Integrates HRM theory with practice to demonstrate the role HRM should play in organisational performance. This book aids students in comprehending the theory and helps lecturers by making the book easy to use while teaching. Enhanced and additional case study material increases the applied nature of the book, matching more closely the needs of lecturers.

Contents

Introduction • Acknowledgements • The goals of human resource management PART ONE: CONNECTING STRATEGY AND HUMAN RESOURCE MANAGEMENT • Strategy and the process of strategic management • Strategic HRM: 'best fit' or 'best practice'? • Strategic HRM and the resource-based view of the firm • PART TWO: MANAGING WORK AND PEOPLE: EARCHING FOR GENERAL PRINCIPLES • Work systems and the changing economics of production • Managing employee voice • Managing individual performance and commitment • Linking HR systems to organisational performance • PART THREE: MANAGING PEOPLE IN DYNAMIC AND COMPLEX BUSINESS CONTEXTS • Human resource strategy and the dynamics of industry-based competition • Corporate human resource strategy in the global economy • Conclusions and implications



Authors: John Bratton | Jeff Gold
ISBN: 978-0230-54245-7 | PB
Price: £ 11.99

About the Book

The fourth edition of Human Resource Management offers a comprehensive and accessible analysis of contemporary theories and concepts in key human resources activities. It encourages students to think critically and evaluate the nature of HRM in order to develop a deeper understanding of employment relations.

Contents

PART ONE: THE HUMAN RESOURCE MANAGEMENT ARENA • The nature of human resource management • Strategic human resource management • International human resource management • PART TWO: THE HUMAN RESOURCE MANAGEMENT CONTEXT • Global capitalism and context of HRM • Restructuring work and organizations • PART THREE: HUMAN RESOURCE MANAGEMENT PRACTICES • Human resource planning • Recruitment and selection • Performance management and appraisal • Learning and human resource development • Reward management • Union-management relations • Employee involvement and relations • Employee safety and wellness • PART FOUR: THE EVALUATION CONTEXT Evaluating human resource management • Conclusion: Rebuilding • Trust and Voice



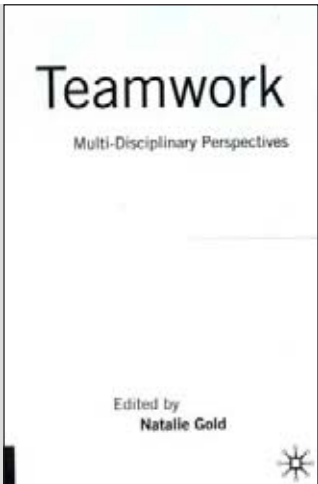
Authors: John Bratton | Militza Callinan
Peter H Sawchuk
ISBN: 978-0230-22651-7 | PB
Price: £ 9.99

About the Book

Work and Organizational Behaviour is a brand new core text for undergraduate and MBA students taking an introductory course in organizational behaviour. It provides both a psychologically and sociologically based view of behaviour in work organisations, from a critical perspective. Also available is a companion website with extra features to accompany the text.

Contents

PART ONE: WORK AND ORGANIZATIONAL BEHAVIOUR • The Nature of Organizational Behaviour • Work in Organizations/Studying Work and Organizations • PART TWO: MANAGING ORGANIZATIONS • Management • Leadership • PART THREE: INDIVIDUALS AND WORK • Personality • Perception • Learning • Motivation • Gender • Race • Disability and Class • PART FOUR: GROUPS AND SOCIAL INTERACTION • Groups and Teams • Communications Decision-Making Power • PART FIVE: ORGANIZATIONAL CHANGE AND PERFORMANCE • Organizational Design and Culture Technology • Human Resource Management • Epilogue • Reference • Glossary • Index



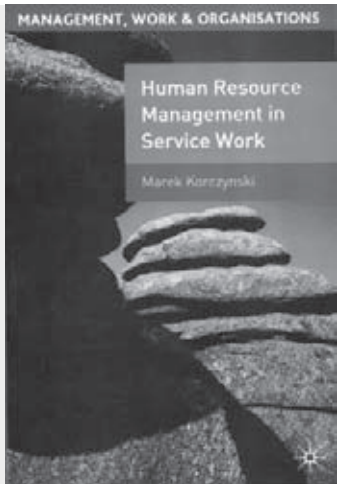
Author: Natalie Gold
ISBN: 978-0230-52726-3 | PB
Price: £ 11.99

About the Book

There are many walks of life in which teamwork is found and in which, by common consent, it could be better. Yet even the most basic questions about teams remain unresolved. What makes a group of individuals a team? Does teamwork involve a special type of reasoning? What makes teams successful? How do we learn to be team players?

Contents

Introduction: Teamwork in Theory and in Practice N. Gold • Theoretical Framework for the Understanding of Teams: M. Gilbert • Cognitive Cooperation: When the Going Gets Tough Think as a Group: D. Sloan Wilson • J. Timmel & R.R. Miller • Cooperation • Risk and the Evolution of Teamwork: J. Lazarus & P. Andras • Evolution of Teams • D.P. Myatt & C. Wallace • Cooperation and Communication: Group Identity or Social Norms?: C. Bicchieri • The Psychology of Effective Teamworking: C. Borrill & M. West • Teams over Time: A Logical Perspective • W. van der Hoek • M. Pauly & M. Wooldridge • The Logic of Team Reasoning: R. Sugden • Rationality Cooperation and Mindreading: S. Hurley • Evolution of Cooperation without Awareness in Minimal Social Situations: A.M. Colman • Learning in Robot Teams: J. Wyatt • Y. Matsumura & M. Todd



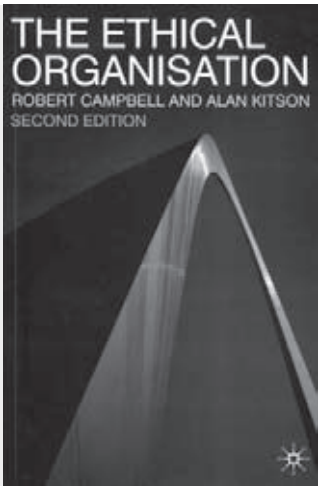
Author: Marek Karczynski
ISBN: 978-0230-33292-8 | PB
Price: £ 7.99

About the Book

This book fills a gap in the market for a long overdue book on HRM in the service sector. The focus on human resource management is essential to aid any understanding of the service economy and with increasing numbers of courses focusing on services rather than manufacturing, it is fast becoming a very important and neglected area in terms of textbooks.

Contents

Service Work • The New Service Management School • Critical Perspectives on Service Work • Service Work: The Customer-Oriented Bureaucracy • Analysing Distinctive Types of Front Line Work • Sales Work • Empowerment on the Front Line? • Managing Emotions • Gendered Segregation and Disadvantage • Trade Unions and Service Work • Conclusion: Reconsidering Modern Times • References



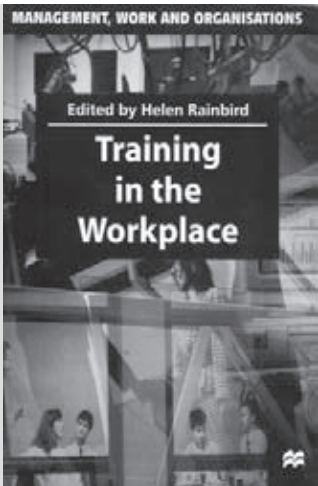
Authors: Alan Kitson | Robert Combell
ISBN: 978-0230-32782-5 | PB
Price: £ 9.99

About the Book

This new textbook is the first to address the needs of students of business ethics and strategic management, as well as practising managers interested in analysing and responding to the many ethical challenges facing modern organisations. Business ethics is a fashionable growth area and The Ethical Organisation employs a rigorous approach to the analysis of difficult issues and problems through an exposition and application of applied ethical theories.

Contents

Business Ethics • The Ethical Organisation • Corporate Codes and Ethics • Markets and Morality • Ethical Issues in Strategic Management • Ethical Issues in Marketing • Ethical Issues in Purchasing • Ethical Issues in Operations Management • Ethical Issues in HRM • Ethical Issues in Accounting • Ethical Dilemmas at Work • Ethics and ICT • Ethics and International Business • Ethics and the Environment



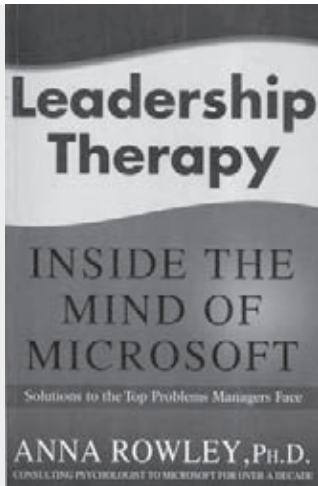
Author: Helen Rainbird
ISBN: 978-0230-52729-4 | PB
Price: £ 9.99

About the Book

Aimed at MBA and Masters students and Human Resources Professionals, Training in the Workplace provides an experience-led analysis of workplace training and development. Drawing on both critically informed empirical research and on Trainer expertise, the book presents the view that the workplace, and specifically workplace training, is a site of conflict between labour and management.

Contents

Introduction and Overview: H. Rainbird • The Organisation of the Training Function in Large Firms: S. Carey • Reconciling Individual and Organisational Development: Issues in the Retail Banking Sector: E. Antonacopoulou • Performance Management and Training: B. Hansen • Multinational Companies: Innovators or Adaptors?: P. Marginson • Training in Greenfield Sites: H. Newell • Training and New Forms of Work Organisation: C. Rees • Workplace Industrial Relations and Training: J. Heyes • The Worker Basic Skills 'Crisis': Some Industrial Relations Implications: S. Hoddinott • Unions and Workplace Learning: Conflict or Cooperation with the Employer? Work Placements for Young People: P. Huddleston • What Engineers Learn in the Workplace and How They Learn It: P. Senkar • Adult Learning and the Workplace: H. Rainbird, P. Caldwell • Workplace Learning and the Limits to Evaluation: L. Holly



Author: Anna Rowley
ISBN: 978-1403-98403-6 | PB
Price: ₹ 395

About the Book

Microsoft is well-known for being an intense place to work: employees face constant pressure to innovate and excel and are passionately devoted to their jobs. In this insightful book, Anna Rowley reveals the major problems all managers face and shows how to conquer them.

Contents

From Couch to Corporate: The Origins of Short-Term Corporate Therapy • Beliefs: Know Them • Speak Them, Live Them • Confidence: Why We Lose It and How to Get It Back • Self-Awareness and Your Behavioral Signature • Trust: The Glue That Binds Us • Power and Ambition: Do You Want to be Feared or Loved? • Be Your Own Therapist • Appendix: The Leadership Circumplex



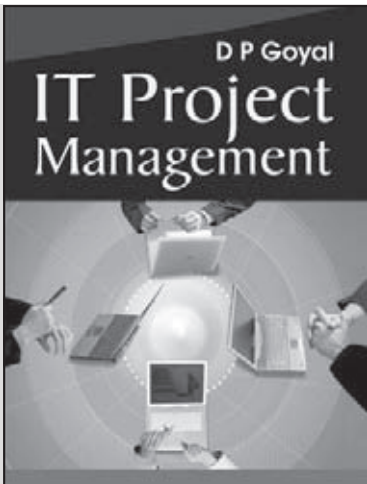
Author: Jibitesh Mishra
ISBN: 978-0230-33141-9 | PB
Pages: 456 | Price: ₹ 350.00

About The Book

E-commerce is the latest buzzword in Internet Technology (IT) and business world. It is a hybrid technology involving both IT and Business. Lot of research is still being carried out in this area. This is a handy and well-documented book that contains various aspects of trading on the web. All aspects of electronic commerce, i.e. buying & selling on the web is explained in it. It presents various concepts of e-commerce by evaluating its critical factors, the economics of e-commerce and other practical issues involved with it in various applications.

Contents

Introduction • Technical Infrastructure • Web Server Hardware and Software • Electronic Commerce Software • Security Threats to Electronic Commerce • Implementing E-Commerce Security • Payment Systems for E-Commerce • Inter-organizational Commerce and EDI • Business Models • Marketing on the Web • Consumer-oriented Electronic Commerce • Internet Business Strategies • Metrics • Media Transformation • Multimedia and Digital Video • Software Agents • Mobile and Wireless Computing • Public Policy



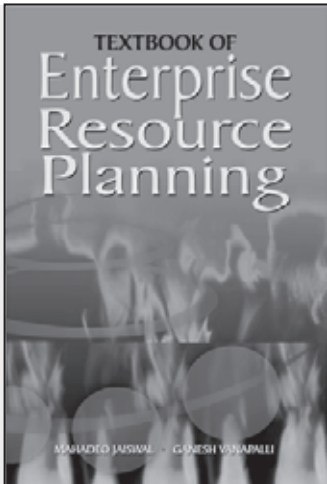
Author: D P Goyal
ISBN: 978-9350-5910-7 | PB
Pages: 288 | Price: ₹ 325.00

About The Book

IT Project Management aims at developing IT systems that are completed within time, are cost-effective and are of quality as per the users' needs and expectations. To achieve project goals and to avoid failures in developing these projects, IT project management needs to be understood, planned, executed, implemented and evaluated. Responding to this need, the book explains the concepts, tools, techniques and a generic framework for managing IT projects. The book would be useful both for the undergraduate and postgraduate students of Management, Engineering, Information Technology, Computer Applications, and Business & Commerce.

Contents

Part I: IT Project Conceptual Framework • Chapter 1 - IT Project Management: An Introduction • Chapter 2 - IT Project Life Cycle • **Part II:** IT Project Initiation & Planning • Chapter 3 - IT Project Initiation • Chapter 4 - IT Project Planning • Chapter 5 - Project Scope • Chapter 6 - IT Project Estimation • Chapter 7 - IT Project Scheduling • Chapter 8 - Risk Management • Chapter 9 - IT Project Quality Management • **Part III:** IT Project Execution & Post-Execution • Chapter 10 - Project Monitoring, Tracking and Software Configuration Management • Chapter 11 - Implementation, Closure and evaluation of IT Project • Chapter 12 - Organizational Change Management • Glossary • Index



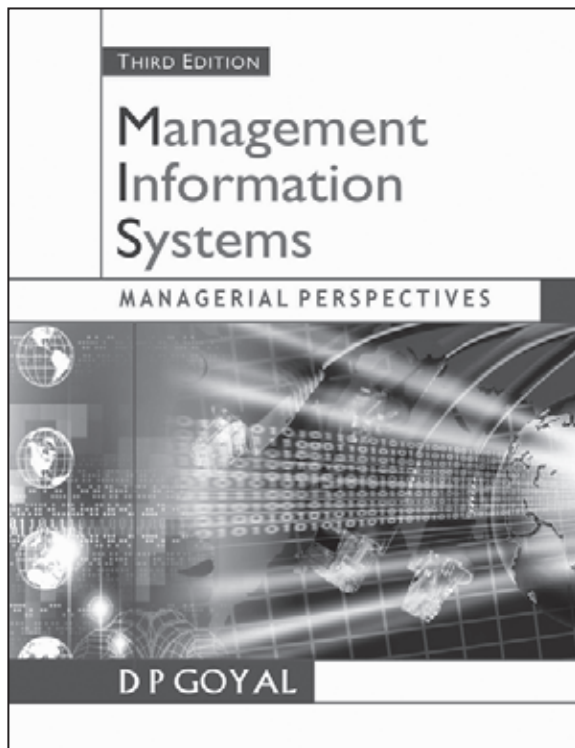
Author: M P Jaiswal | V Ganesh
ISBN: 978-1403-92745-3 | PB
Pages: 384 | Price: ₹ 325.00

About the Book

This is a well-compiled text, which would be helpful to understand and express the concept and nuances of the modern ERP system, a fully integrated business system covering logistics (materials, production, sales & distribution, plant maintenance, quality management, project management, production planning, etc.), accounting and Human Resources.

Contents

Preface • Acknowledgements • Understanding ERP-based Enterprise Systems • Building Business Case for ERP-ES Systems • Computing Architecture of ERP-es • Comparative Analysis of ERP Software • Evaluation of ERP Solutions • ERP Enabled Business Process Re-engineering • ERP-ES Enabled Best Business Practices • ERP Implementation Project Management • Managing Integration of Best-of-Breed ES Solution • Business Benefits of ERP-es • Managing ERP-ES Enabled Change • IT Infrastructure Planning for ERP-ES • Index



Management Information Systems Managerial Perspectives

Third Edition

ISBN: 978-0230-33064-1

Pages: 400 | Price: ₹ 395.00 | PB

Rights : World

Author

D P Goyal

Ph.D., is a Professor in the area of Information Management at Management Development Institute (MDI) Gurgaon, India. Prior to this, he has been Professor & Dean-Academics at Institute of Management Technology (IMT) Ghaziabad.

About the Book

To compete and emerge successful in a global competitive environment demands an effective and efficient Management Information System (MIS). This book explains the concepts, strategies and issues involved in developing and managing information systems. It book attempts to balance the two disciplines of management and computer science to understand the applications of MIS. This book is divided into five parts; each part leading onto the next smoothly. Focusing on conceptual framework the book leads to basic structure of Information System, business applications, its development, and management of IS resources. The entire subject has been presented in a simple and easy-to-understand manner. Thus no prior knowledge of computers is essential to follow this book. The clarity in presenting concepts and their applications is the focus of this book. The text is supplemented with real-life case studies and those from simulated environments. Certain pedagogic tools like Learning Objectives, Summaries, Teamwork and Projects are engaged to make the text reader-friendly.

The salient features of the revised edition are:

- Simple and easy-to-understand framework
- Focus on clarity of concepts and applications
- Interesting and meaningful content
- Real-life case studies
- Engaging pedagogy through several learning tools

Contents

PART I – CONCEPTUAL FOUNDATIONS: Management Information Systems: A Framework

Structure and Classification of MIS • Information and System Concepts • Information Systems for Competitive Advantage

PART II – INFORMATION TECHNOLOGIES: Computer Hardware, Software and Emerging Technology

Database Management • Telecommunications and Computer Networks

PART III – BUSINESS APPLICATIONS OF IS: e-Commerce

ERP Systems • Decision-Support Systems • Business Intelligence and Knowledge Management System

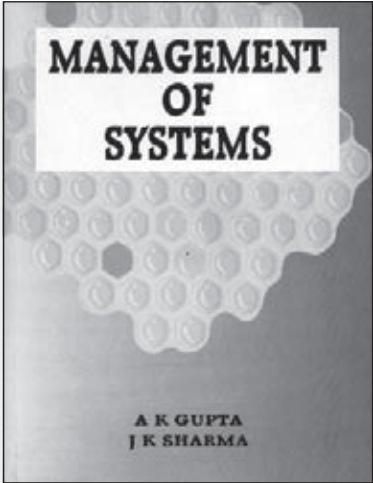
PART IV – MANAGEMENT OF IS: Information System Planning

System Acquisition • System Implementation • Evaluation & Maintenance of IS • IS Security and Control

PART V – BUILDING OF IS: System Development Approaches

Systems Analysis and Design

Summary • Review Questions • Assignment • References • Case Study 1: System Requirement Specification: An Illustrative Case • Case Study 2: MIS at XYZ Bank • Index



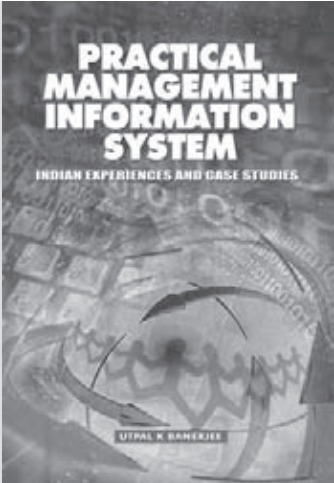
Authors: A K Gupta | J K Sharma
ISBN: 978-0333-92395-5 | PB
Pages: 572 | Price: ₹ 395.00

About the Book

A complete, easy-to-read and clearly explained textbook, requiring no previous management knowledge.

Contents

Management Planning and Control • Human Resource Planning and Management • Organisation Planning, Design and Development • Production Resources, Planning and Control • Product Design and Development • Material Planning and Control • Maintenance and System Reliability • Total Quality Management • Marketing Management • Financial Management • Managerial Economics • Project Management • Management Information System • Appendix: AMIE (Section B) Question Papers and Their Solutions • Selected References • Index



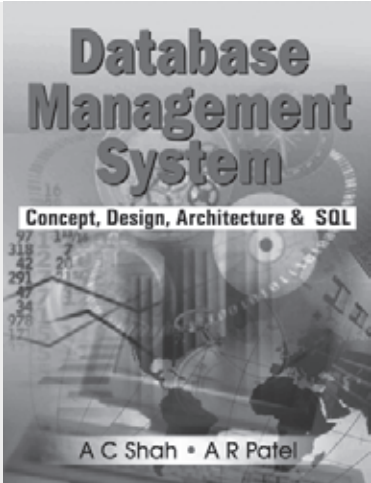
Author: Utpal Bannerjee
ISBN: 978-1403-92253-3 | PB
Pages: 368 | Price: ₹ 235.00

About the Book

Practical Management Information System examines the interplay between IT usage and management issues in the corporate world. It covers all the functions of management information systems. The book extends the frontiers of MIS into Decision Support Systems, Expert Systems and Virtual Reality from decision-making perspective. In addition, the text builds up the corpus of theory and real-life practice from the Indian experience by including Indian case studies.

Contents

Part I: Overview • Part II: Principles of MIS • Part III: Practice of MIS • Part IV: Beyond MIS • Part V: Management View of MIS • Part VI: Case Studies • Index



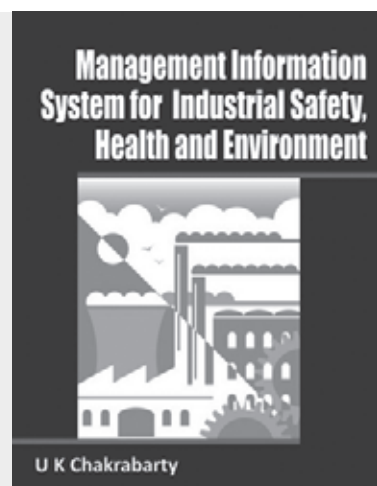
Author: A C Shah | A R Patel
ISBN: 978-0230-33240-9 | PB
Pages: 280 | Price: ₹ 250.00

About the Book

Numerous books are available on database management, ranging from introductory to advanced level, which are useful for exploratory purpose to designing complex databases. The introductory course in DBMS usually covers designing databases and manipulation of data in the databases using SQL. This book takes the well-known approach to database design – the conceptual design to logical design to physical design. It puts together a systematic and organized way to understanding the process of database study and designing a database. This book covers both the theoretical and the practical aspects of Database Management System. It presents the simplified and easy-to-understand approach to data and databases to undergraduate students, who will later be engaged in designing and implementing databases for small to large scale operations. The text is supplemented with live examples that we encounter in our daily life. The book consists of 12 chapters, divided into three parts. Part I is database study and design, Part II is SQL, and Part III is transaction management.

Contents

Database Management System – An Introduction • Database Design And Architecture • Relational Database Model • Entity Relationship (E-R) Modeling • Normalization Of Database Tables • Structure Query Language (Part- I) • Structure Query Language (Part- II) • Advanced Structure Query Language (Part-II) • Advanced Structure Query Language (Part-II) • Transactions • Concurrency Control • Recovery



Author: U K Chakrabarty
ISBN: 978-0230-32888-4 | PB
Pages: 408 | Price: ₹ 775.00

About the Book

Management Information System (MIS) is an integral part of modern day safety management functions and requires the same degree of thought and attention as the other management aspects. Management Information System for Industrial Safety Health and Environment contains in-depth discussions on MIS aspects with respect to safety management activities including Hazard and Risk Management, Safety Education and Training, Work-environment Monitoring, Safety Performance Monitoring and Reporting, Gap Analysis and Continual Improvement.

Contents

Preface • Acknowledgement • Introduction • Process Safety Management • Hazard and Risk Management • Accident/Incident Management • Inspection and Auditing • Safety Education and Training • Work Environment Monitoring • Hazard and Risk Communication • Emergency Response Management • Employee Perception Survey and Behavioural Safety • Chemical Hazard Management • Health and Hygiene Management • Environment Management • Ergonomics Management • Health and Safety Programme Management • Personal Protective Equipment Management • Interfacing with Contractors' MIS • Product Liability Management • Sustainable Transport Management • Safety Performance Measurements and Monitoring • Off-the-Job Safety Management • Document Control System • Conformity Assessment & Tracking of Non-Conformities • Gap Analysis and Continual Improvement • Glossary of Terms • Abbreviations • Answers to the Practice Questions • References • Appendices • Index



Author: D Kamalavijayan
ISBN: 978-1403-92652-4 | PB
Pages: 240 | Price: ₹ 299.00

About the Book

In a career spanning over 30 years, has served as Information Manager in various bodies including Kerala University, International Crops Research Institute for the Semi Arid Tropics (ICRISAT) and Central Plantation Crops Research Institute (ICAR). Since 1993, he has held the post of General Manager & Chief Librarian of the Reserve Bank of India, and has also worked as World Bank Consultant in the Central Bank of Sri Lanka.

Information and Knowledge Management is not just another book on a new and fashionable area. It discusses the subject from a simple and coherent base and develops it into an encyclopaedic compendium of Information and Knowledge Management.

The book is broad enough to be considered an overview, and deep enough to be an insight. The complexity of the subject is made comprehensible with simple and straightforward language, complemented by well-illustrated theses.

Contents

Foreword • Preface • Part I: Information Scenario • Information: Knowledge Society • Information Industry • Information and Knowledge Measurement • Information Management • Part II: Implementation Techniques • Information Environment • Information Audit • Information Mapping and Mining • Content Management and Value Addition • IT Support to IM • Knowledge Management • Focus on Knowledge Manager • Part III: Case Study • Knowledge Management Implementation: • Case Studies • References • Suggested Readings



Editors: Kamlesh N Agarwala
Murli D Tiwari

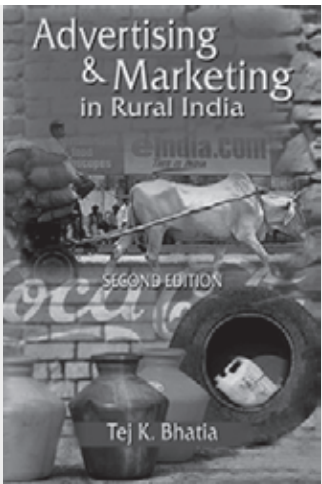
ISBN: 978-0333-93918-5 | HB
Pages: 216 | Price: ₹ 375.00

About the Book

This book covers aspects of e-governance that would transform India from 'an inline nation' to 'an online nation'. The contributors of this book have played an important role in designing, development and implementation of e-governance applications in India.

Contents

Information Technology in Government • E-Governance: Issues, Directions, and Applications • E-Governance: An Introduction • Taking Internet Connections to Rural India • Enabling Technologies for Empowerment of the Masses – A Concept Paper • Grass Roots Development through Gramsat System • Role of IT in Integrated Rural Development • RuralSoft – An E-Governance Case Study • Information Technology in Government, Developing and Sustaining National Level Information Technology Solutions, Experiences in the Election Sector in India • National (Natural) Resources Information System (NRIS) • E-Governance and E-Commerce: A Banking Perspective • E-Governance: Payment Interface and Payment Options Available to Government Departments in India • Emerging Trends in E-Governance: A Uniform and Systematic Approach for Public Grievances Redress and Monitoring System • Commercial Tax Department Computerization – An Initiative Towards E-Governance • Editors and Contributors



Author: Tej K Bhatia
ISBN: 978-0230-63389-6 | PB
Pages: 360 | Price: ₹ 495.00

About the Book

Economic liberalisation, globalisation and growing economic power have led to the development of rural India in the past two decades. This book explores the various facets of rural media and integrated marketing communication. The book follows a ‘bottom-up’ approach and presents case studies of rural markets (hâts), advertising media discourse and unique features of Indian rural advertising. Facts, figures, tables and analyses have been updated and new developments and approaches to the study of advertising and marketing have been added. Both ‘conventional’ and ‘non-conventional’ media forms are accounted for in order to provide a holistic and systematic perspective on rural advertising and marketing media. Interviews with rural consumers and media giants provide a first-hand look at the dynamics and complexity of Indian rural media on one hand and the interaction of the various manifestations of rural media with urban media on the other.

Contents

Introduction • Environment of Rural Marketing and Advertising in India • Language, Communication, and Conventional Media • Non-Conventional Media • Advertising Communication and Language • The Making of a Rural Advertisement • Wall Advertising: Globalisation, Localisation, or Glocalisation? • Commercial Advertising • Social and Developmental Messages • Imaging and Imaging Women • Religion and Advertising • A New Era of Marketing and Rural Communication • Advertising and Marketing in Rural India: Present and Future • References • Index



Author: U C Mathur
ISBN: 978-1403-93017-0 | PB
Pages: 188 | Price: ₹ 230.00

About the Book

Brand management has become an important subject to study at the Master of Business Management level. The case studies of several established Indian brands included in this book take the students through the virtual corporate world so as to experience the creation, plans and implementation of the process of increasing brand equity as also through the process of creating companies’ brand asset. To make the learning process more interesting, the author has included a brand management game too!

Contents

Preface • Introduction to Brand Management • Brands and Advertising • Brand Name Plans • Buying Decision Process • Brand Value • Brand and Stakeholders • Brand Equity and Brand Extensions • Practical Exercise in Brand Development • Brand Strengths • Brand Enhancers • Marketing Mix Factors and Brands • Case Studies • Index



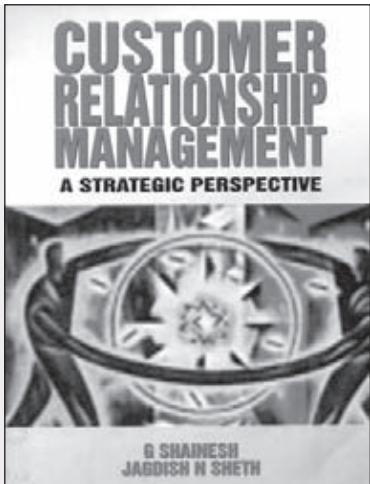
Editors: Lubna Nafees
Omkumar Krishnan
ISBN: 978-0230-63677-4 | HB
Pages: 284 | Price: ₹ 600.00

Supply Chain Management & Information Systems

Author: Haq et al
ISBN: 978-0230-63688-0 | HB
Pages: 764 | Price: ₹ 1300.00

Technology & Innovation in Marketing

Author: Gera
ISBN: 978-0230-63806-8 | HB
Pages: 584 | Price: ₹ 1650.00



Authors: G. Shainesh | Jagdish N. Seth
ISBN: 978-1403-92862-7 | PB
Pages: 224 | Price: ₹ 295.00

About the Book

This widely acclaimed book explores the foundations of relationship orientation by drawing upon economic as well behavioural concepts. A critique of extant literature and experiences of CRM implementation will help readers appreciate the application of CRM in several industries. The technological aspects of CRM are highlighted through an overview of data mining, the role of contact centres, comparison of some popular CRM products and methodology for selecting a technology-oriented CRM solution. While focusing on the functional aspects of CRM for marketing, sales, service and IT, the importance of an organisation-wide initiative for the successful implementation of CRM is underscored through case studies. The book provides a roadmap for organisations planning to initiate the CRM journey.



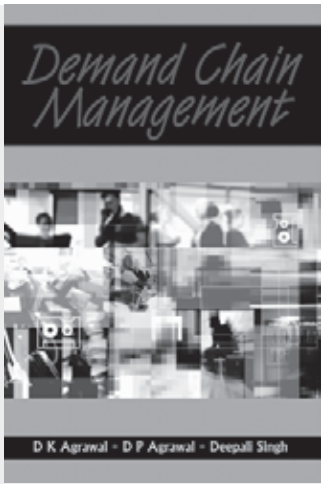
Author: Gr. Capt. H Kaushal
ISBN: 978-1403-92409-4 | PB
Pages: 312 | Price: ₹ 250.00

About the Book

The book provides a technique for solving case studies and offers several case studies set in Indian environment covering the entire gamut of courses in Marketing Management. This revised edition is a part of a series on case study solutions. Besides students of business schools, practicing managers would also find this work useful.

Contents

Part I: Theory and Technique for Solving Case Studies • Part II: Case Studies, Solutions and Exercises for Self-study • Part III: Case Studies, Hints for Solutions and Exercises for Self-study • Part IV: Case Studies for the Classroom • Part V: Case Studies, for Syndicate Work



Author: D K Agrawal | D P Agrawal | Deepali Singh
ISBN: 978-0230-33063-4 | PB
Pages: 232 | Price: ₹ 265.00

About the Book

Today, one of the biggest challenges before the corporate world is how to sustain top line growth and long-term performance. Demand chain management is a generic framework of consumer-centric business model based on 'sense-and-respond' philosophy that focuses on acquiring new capabilities required for quick response and offer maximum value to stakeholders in the dynamic market scenario. It involves capturing of demand-related information through market-sensing followed by taking various business decisions related to the network, which keep stock of finished goods for responding those demand on real-time basis. In the customer-centric marketplace, it focuses on real-time flow of demand-related information throughout the network for customized movement of finished goods for fulfilling demands as per promises.

This book analyses prevailing and emerging business and market scenario along with its impact on corporate world in terms of issues, challenges and new opportunities.

Contents

Dynamics Of Business Scenario And Market Responsiveness Capability • Demand Chain Management • Demand-Driven Business Strategy • Real-Time Information Flow • Capitalising On The Distribution Channel • Superior Logistics Services • Leveraging Information Technology • Market Responsive Demand Chain Business Model • Potential Benefits Of Demand Chain Management



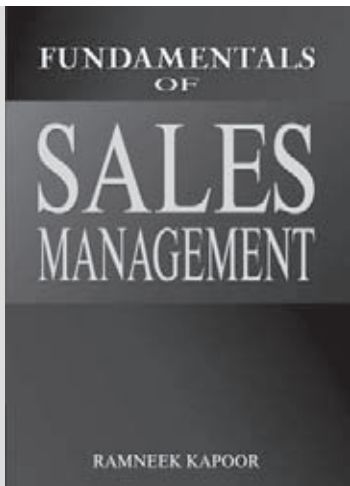
Author: D K Agrawal
ISBN: 978-0230-63014-7 | PB
Pages: 382 | Price: ₹ 395.00

About the Book

The contemporary philosophy of distribution management has evolved from a 'dark continent of marketing' to a 'strategic tool of marketing' for gaining differential advantage in the hyper-competitive marketplace mainly driven by globalization and information technology. To exploit the strategic competency of distribution management, it is essential to have an integration of logistics with distribution system. Most of the texts available presently on these subjects lack this integrated approach. In this book, an attempt has been made to bridge this gap.

Contents

Distribution :A Strategic Overview • Role of Marketing Intermediaries 3. Distribution Structures and Systems • Partnering Channel Relationships • Overview of Logistics Management • Customer Service • Inventory Management • Transportation • Warehousing and Distribution Centres • Value of Information and Order Processing • Integration of Distribution and Logistics



Author: Ramneek Kapoor
ISBN: 978-1403-92494-0 | PB
Pages: 384 | Price: ₹ 295.00

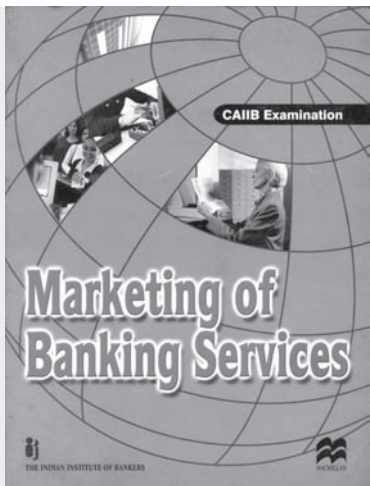
About the Book

This book deals with the subject of sales, salesmanship and sales management and enquires why, how, when and who should be selling products and services to the ultimate consumer.

It will serve as a textbook for students of marketing and sales management, as it has been tailor-made for the student's curriculum and the syllabi of Business Management Institutes. Well-structured text explains to the students of sales management, the actual process of calling on a prospect, preparing and presenting the story plan, giving demonstrations and finally selling the desired product or service.

Contents

Sales Management • The Sales Management Team • The Marketing Mix and the Sales Promotions • Marketing Channel Management • The Industrial Sales and Promotion • The Retail Sales Management • Personal Selling and Salesmanship • Selling – A Career • Sales Job – A Profile • Building the Sales Team • Selecting the Sales Team • Training the Field Force • Compensating the Field Force • Motivating the Field Force • Placing the Sales Force in Field, Assigning Sales Territory • Territory Coverage – An Exercise in Time Management • Sales Targets • Managing the Sales Force • Planning for Future – Sales Forecast • Managing to Retain the Customer • Managing Receivables – Keeping Credits Under Control • Managing Sales Calls – An Exercise in Influencing Minds • The Sales Story • Managing to Meet the Customer • Handling Product Demonstrations • Managing to Sell – Closing Sales Call Profitability • Bibliography • Index



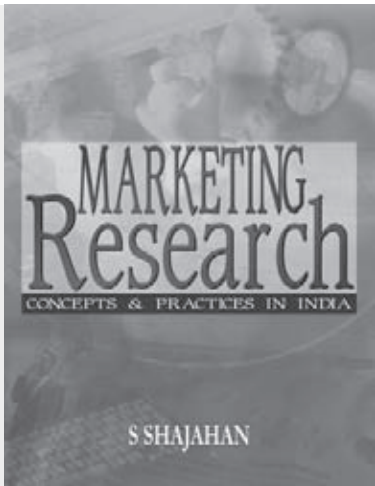
Author: IIB
ISBN: 978-1403-90980-6 | PB
Pages: 364 | Price: ₹ 255.00

About the Book

This book offers a comprehensive coverage of the course on Marketing of Banking Services. It begins with an introductory module, which explains key concepts of marketing, with primary focus on banking services. The next module focuses on consumer behaviour and marketing research. This is followed by a discussion on the different aspects of product and pricing strategy. The final module explicates promotion strategies in detail.

Care has been taken to include the latest development in marketing techniques.

Though tailored for banking professionals and those taking banking service examinations, this book will be of use to anyone interested in Marketing of Banking Services in India.



Author: S Shajahan
ISBN: 978-1403-92501-5 | PB
Pages: 412 | Price: ₹ 340.00

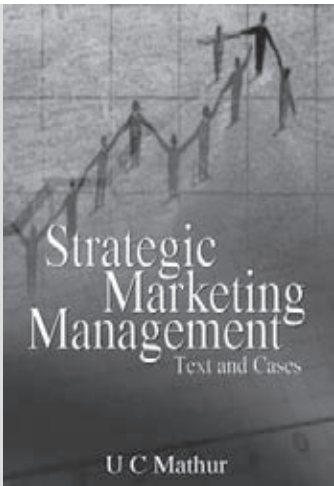
About the Book

This book provides a comprehensive coverage of concepts of contemporary technology-driven marketing research. It emphasis more on emerging application of marketing research like service quality measurement, customer satisfaction and feedback analysis, relationship marketing research, customer-value analysis, distribution and pricing research value chain analysis with live examples from cellular services, Internet banking, retailing and other FMCG sectors.

This book opens up newer vistas of career to corporate executives and management and technology students with substantial coverage of leading MR agencies like IMRB, AC Nilsen, Taylor Nelson Sofres plc and ORG Marg.

Contents

Overview of Marketing Research in the New Millennium • Marketing Research in the Internet Age • The Marketing Research Process • Data Collection Methods and Techniques in Marketing Research • The Concept of Measurement and Scaling in Marketing Research • Overview of Sampling Schemes and Sample Size Determination • Overview of Data Analysis in Marketing Research • Application of Statistical Techniques in Marketing Research • Overview of Research Report and Market Research Studies • Contemporary Application of Marketing Research • Emerging Applications of Marketing Research • New Trends in Marketing Research in India • Appendices • Glossary of Terms • Bibliography • Index



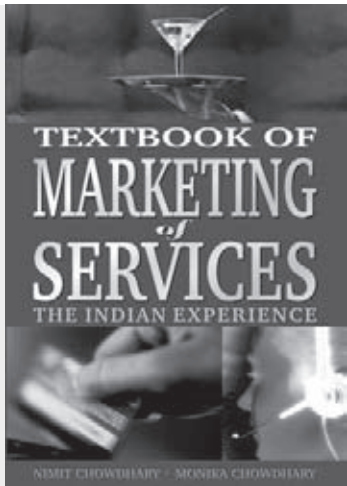
Author: U C Mathur
ISBN: 978-1403-93100-9 | PB
Pages: 320 | Price: ₹ 285.00

About the Book

Marketing as a discipline has gained importance in the wake of a continuous onslaught of powerful multinational competitors. Companies need to take accurate and speedy decisions especially in this major revenue-earning area. Therefore, students of marketing management must equip themselves with the concepts and tools of making strategic plans for marketing as well as understanding and solving marketing problems. The book provides marketing perspective and customer orientation to companies' management activities, covering opportunity analysis, market segmentation techniques, product selection strategy, pricing plans, service based sustainable competitive advantage and brand management. The book contains a number of case studies that help students in obtaining virtual corporate experience of the marketing concepts by handling and solving the cases.

Contents

Preface • Strategic Marketing: An Introduction • Marketing Managers for the Twenty-first Century • Marketing Management: Strategic Concepts and Systems • Market Competitive Forces • Global Marketing Strategies • Pricing Strategies • Strategic Marketing Plan • Strategies for New Products • Critical Marketing Strategies • Strategic Innovations in Marketing • Understanding Case Studies • Index



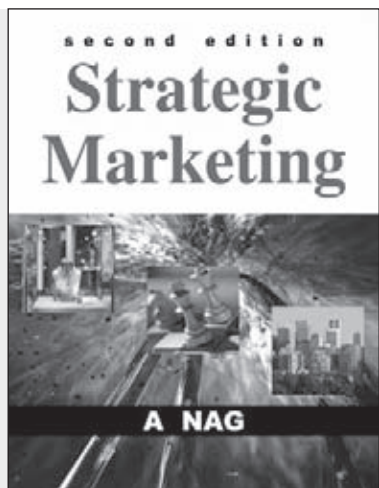
Author: Nimit Chowdhary
Monika Chowdhary
ISBN: 978-1403-92760-6 | PB
Pages: 448 | Price: ₹ 385.00

About the Book

Follows the UGC curriculum for courses both in commerce and management. The book provides in-depth coverage of themes unique to the understanding of services marketing, such as marketing mix elements, the gap between expected and perceived service, the customer's role in service delivery, and pricing methods for service.

Contents

Preface • The Service Revolution • The Service Economy • Classification of Services • Service Quality • Service Consumer Behaviour • Segmentation and Targeting • Marketing of Services • Product: The Service Pack • Pricing: Communicating Services • Place: Location and Services Channels • Promotion: Communicating with Relationship Market • Physical Evidence: Creating the Context • Process: Organizing the Service • People: The Participants in Services • Marketing Strategy: The Game Plan • Small-scale Services • Globalization of Services • Customer Relationship Management • CRM Strategy • e-CRM • Case Supplements • Index



Author: A Nag

ISBN: 978-0230-62617-0 | PB
Pages: 512 | Price: ₹ 385.00

About the Book

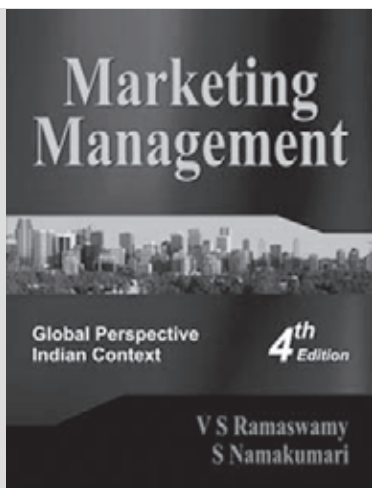
Strategic Marketing (Second Edition) is a thoroughly revised and restructured textbook. With emphasis on logical sequencing of contents, the new edition is more comprehensive and contemporary. Chapters and sections have been reorganised and new topics have been incorporated at appropriate places, which makes the book appear almost like a new book. The title of this edition has also been suitably changed.

The distinctive features of the present edition are the chapters on: Innovation Strategy; Recession Marketing Strategy; Relationship Strategy; Marketing Strategy and Profit; and Strategy for Business-to-Business, Consumer Goods and Services: Consolidated Analysis.

The present revised edition provides a complete text on elective in strategic marketing in MBA/PGDM programmes in universities/business schools. The book would serve as a good supplementary text in a core marketing management course, and also be found equally useful by practicing managers, consultants and researchers.

Contents

Preface to the Second Edition • Preface to the First Edition • List of Cases • List of Caselets • **Part-I:** Preparing for Strategic Marketing • **Part II:** Product–Market Strategies: Business-to-Business, Consumer Goods, and Services • **Part-III:** Competition, Competitive Advantage, and Growth Strategies • **Part IV:** Specialised Strategy Applications • **Part V:** Strategic Marketing: Consolidated Analysis • **Part VI:** Evaluation of Strategic Marketing • Index



Authors: V S Ramaswamy | S Namakumari

ISBN: 978-0230-63729-0 | PB
Pages: 912 | Price: ₹ 585.00

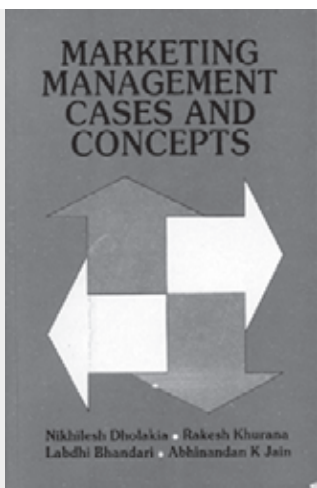
About the Book

Today, Marketing needs a transformation. A new perspective has become inescapable in understanding and practising Marketing. For this to happen, first, a corresponding correction has to happen in the class rooms in the teaching of the subject. Some new learning and a lot of unlearning is imperative. This 4th edition of this best selling title addresses and answers this need.

- Perspective, Centred on Value
- Curriculum Driven as well as Curriculum Driving
- The 'Authentically Indian' Text
- Twelve New Chapters

Contents

- Part One: Understanding Marketing in a New Perspective
- Part Two: Marketing Environment: Global and Indian
- Part Three: Developing Marketing Strategy
- Part Four: Analysing Consumers and Selecting Markets
- Part Five: Conceiving and Managing the Product as Carrier of Value
- Part Six: Conceiving and Managing Distribution as Carrier of Value
- Part Seven: Pricing and Promotion—Capturing and Communicating Value
- Part Eight: Supporting and Controlling the Marketing Effort
- Part Nine: Special Fields in Marketing



Authors: Nikhilesh Dholakia
Rakesh Khurana | Labdhi Bhandari
Abhinandan K Jain

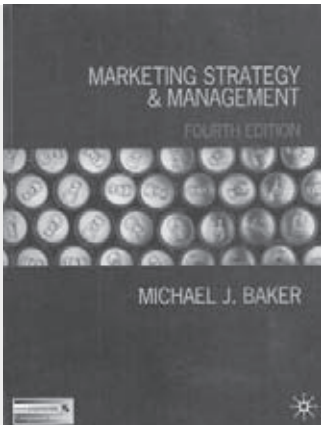
ISBN: 978-0333-90275-2 | PB
Pages: 662 | Price: ₹ 355.00

About the Book

This comprehensive text covers all the facets of marketing management. Each chapter is built on the strong base of concepts followed by case studies sequencing. The chapters follow a logical decision-making process.

Contents

Introduction to Marketing – Concepts • Buyer Behaviour – Concepts • Market Segmentation – Concepts • Demand Forecasting – Concepts • Product Policy and Strategy – Concepts • Pricing Decisions • Concepts • Distribution Management – Concepts • Advertising and Promotional Decisions – Concepts • Marketing Research – Concepts • Marketing Strategy and Planning – Concepts • Marketing Organisation and Information System – Concepts • Marketing and Public Policy – Concepts • Registrar of Restrictive Trade Agreements, New Delhi



Author: Michael J Baker
ISBN: 978-0230-22695-1 | PB
Price: £ 9.99

About the Book

The new edition of Marketing Strategy and Management brings a classic text up-to-date. Building on its reputation for academic rigor, it retains the traditional functional approach to marketing but incorporates current research and topical examples to encourage students to apply theoretical principles to practical real-world situations.

Contents

PART 1: MARKETING STRATEGY • Prologue • Marketing and Competition • Marketing and Corporate Strategy • Principles of Strategic Marketing Planning • Analytical Frameworks for Strategic Marketing Planning • Research for Marketing • PART 2: MARKETING APPRECIATION – Macroenvironmental Analysis • Industry and Competitor Analysis • Customer Analysis • Internal (Self) Analysis • Matching • Putting It All Together • Product Differentiation and Market Segmentation • Positioning and Branding • PART 3: MANAGING THE MARKETING MIX • The Marketing Mix • Product Policy and Management • Packaging • Pricing Policy and Management • Distribution and Sales Policy/ Promotion Policy and Management • PART 4: IMPLEMENTING MARKETING –Customer Care and Service • Developing a Marketing Culture • The (Shortterm) Marketing Plan • Implementation and Control • Current Issues and Future Trends



Authors: Steve Baron | Kim Harris
Toni Hilton
ISBN: 978-1403-93702-5 | PB
Price: £ 8.99

About the Book

Marketing is crucial in any industry: for service based organisations it's absolutely critical. This textbook looks at the issues, models and theories behind services marketing. It is supported by a range of substantial international case studies and offers an insight into the operation of many different service industries.

Contents

Introduction • Setting the Context • Service Goals: Use of Metaphors • Service Encounters • Consumer Experiences • Service Design • Internal Marketing • Service Quality and Customer Satisfaction • Relationship Marketing • Service Profitability • Further Research Issues and Conclusion • Case Studies • Index



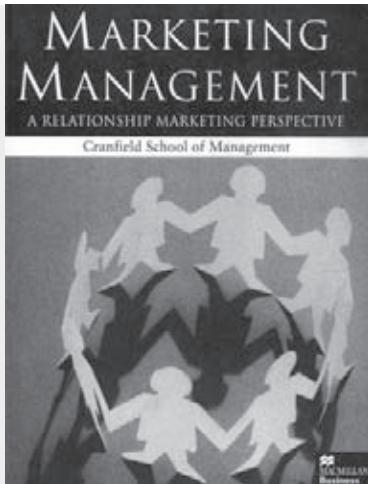
Authors: Jill Collis | Roger Hussey
ISBN: 978-0230-32772-6 | PB
Price: £ 8.00

About the Book

A concise and straightforward guide for students undertaking a research project for the first time. The new edition details the entire research process, from reviewing the literature to writing up results. It features balanced and expanded coverage of collection and analysis of both qualitative and quantitative data, and new chapters on academic decision making and preparing research proposals.

Contents

Understanding research • Making academic decisions • Dealing with practical issues • Identifying your research paradigm • Choosing a methodology • Searching and reviewing the literature • Writing your research proposal • Collecting qualitative data • Analysing qualitative data • Collecting data for statistical analysis • Analysing data using descriptive statistics • Analysing data using inferential statistics • Writing up the research • Troubleshooting • Index



Author: Crainfield School of Management
ISBN: 978-0333-99443-6 | PB
Price: £ 6.50

About the Book

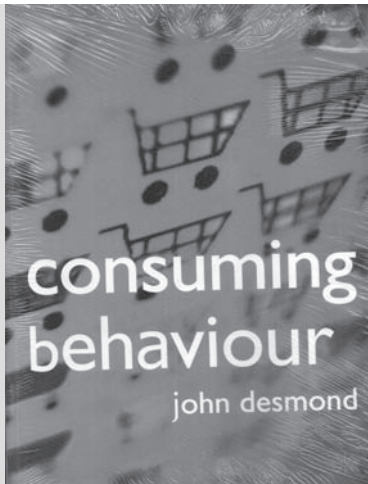
Through the book contributors explore five key areas:

- The Role of Relationship Marketing in Business
- The Customer Retention Audit
- Creating Customer Value Through the Expanded Marketing Mix
- Planning and Organising for Relationship Marketing
- Relationship Marketing in Action

Contents

Introduction

- **Part One:** The Role of Relationship Marketing in Business
- **Part Two:** The Customer Relationship Audit
- **Part Three:** Creating Customer Value Through the Expanded Marketing Mix
- **Part Four:** Planning and Organizing for Relationship Marketing
- **Part Five:** Meeting the Challenge



Author: John Desmond
ISBN: 978-0230-55529-7 | PB
Price: £ 9.99

About the Book

This text seeks to overcome an imbalance in traditional consumer behaviour texts by incorporating biological, sociological and anthropological theories into the core of the work. The aim is to provide a challenging and interesting book which addresses important issues such as time, space and consumption; consuming needs and values, semiotics, identity, the body, eating disorders and drug-taking.

Contents

Consuming Tales • Consuming Space and Time • Consuming Power • Consuming Needs and Values Semiotics • Consuming Meaning • Consumption and Identity • The Consuming Body • Consuming Disorders' • Consuming Brands • Consuming Addiction



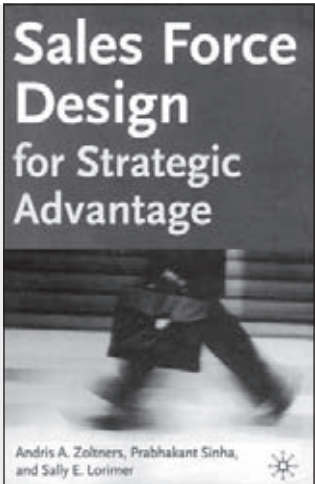
Author: Bill Donaldson
ISBN: 978-0230-55515-0 | PB
Price: £ 8.99

About the Book

Retaining international scope and a balance between theory and practice, this new edition of Bill Donaldson's highly successful textbook is fully updated throughout, making it the definitive text for undergraduate, postgraduate and MBA students of selling and sales management.

Contents

PART 1: THE PHILOSOPHY OF SELLING • The role of selling • Theories of buying and selling • Types of selling • Sales people and selling skills • **PART 2: THE SELLING PROCESS (THE MOBILISATION OF RESOURCES BEHIND A CUSTOMER)** • Sales force organization • Technology • Sales forecasting and setting targets • Selling in International Markets • **PART 3: SELLING IN PRACTICE (THE MANAGEMENT OF SALES OPERATIONS)** • The selling process in practice • Recruitment and selection • Training and leadership (including coaching) • Motivation and rewards • Monitoring and measurement (including customer evaluation) Ethics • Cases



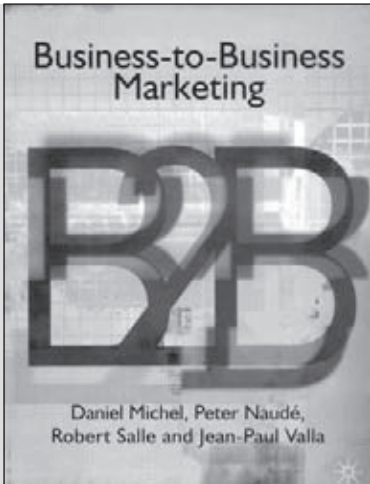
Authors: Andris Lorimer | Prabha Sinha
Sally Lorimer
ISBN: 978-0230-52490-7 | PB
Price: ₹ 595.00

About the Book

This book focuses upon the role of the sales force in today's changing world and how to design a sales force for strategic advantage. It includes sections on how to assess the current sales force design and how to implement change and covers customer segmentation.

Contents

Designing and Redesigning the Sales Force in Today's Changing World • A Process for Designing the Sales Force for Strategic Advantage • Sales Strategy • Go-To-Market Strategy • Designing the Sales Force Structure Sales Roles • Sizing the Selling Organization • Sales Territory Alignment • Sustaining the Successful Selling Organization • Managing Change



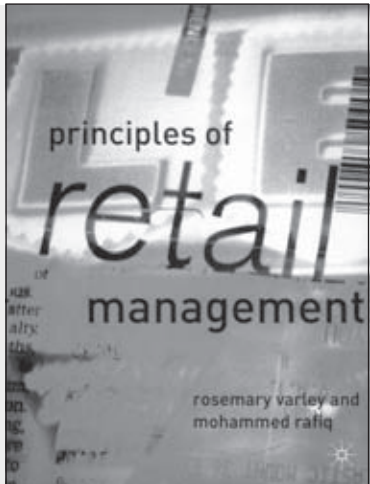
Authors: Daniel Michel | Peter Naudé
Robert Salle | Jean-Paul Valla
ISBN: 978-0230-52727-0 | PB
Price: £ 9.99

About the Book

This text is an adaptation of a successful French text which is now into its second edition. A major strength of this text is the European perspective it offers on managing business to business markets, as an alternative to the traditional American view.

Contents

Competitiveness, Marketing and Business-to-Business Marketing • Business-to-Business Markets and Customers • Understanding Industrial Purchasing • Markets and Supplier Strategy • Segmentation and Marketing Strategy • Information and Information Systems • Offer design and Management • Market Access and Customer Management • Advertising and Publicity • The Marketing of Innovative Technologies • Services Marketing • Project Marketing • The Role and Organisation of Marketing • Customer Position • Market Position • Marketing Strategies and Planning



Authors: Rosemary Varley
Mohammed Rafiq
ISBN: 978-1403-99366-3 | PB
Price: £ 7.99

About the Book

Principles of Retail Management is a comprehensive, academic text on Retail Management, which takes a UK and European perspective. It is ideal for both undergraduates and postgraduates studying as part of a Retailing, Marketing or Business Degree.

Contents

PART ONE: What is Retailing • Retail Organisations and Formats • Retailing and the Competitive Environment Retail Customers • PART TWO: Formulating Retail Strategy • Implementing Retail Strategy • Retail Logistics • Retail Technology • PART THREE: Retail Location • Visual Merchandising • Retail Buying; Retailing Own Brands • Retail Pricing • Retail Promotions • Retail Service • PART FOUR: International Retailing • Internet Retailing • Legal and Ethical Issues • PART FIVE: Case studies • Information Sources • Glossary



Author: Kaushal

ISBN: 978-0230-32443-5 | PB
Pages: 302 | Price: ₹ 350.00

new

About the Book

The basic aim of the books of the series 'Case Study Solutions' is to discuss the technique of step-by-step method of solving a case study developed by the author. Six volumes of this series dealing with Marketing, Finance, HR, Materials, Production/Operations and Corporate/Strategic Planning are available.

Case Study Solutions – Production/Operations Management covers 64 case studies on important topics on the subject, included in the syllabi of 20 universities/institutions from across the country. Having comprehensively examined the need of case studies for engineering students, a serious attempt has been made to cover all aspects of Operations/Production/Manufacturing Management theory through these case studies.

The case studies have been arranged in ascending order of difficulty/complexity; initial case studies being simple and easy. Majority of cases are tried in classrooms or special management development programs. The case studies have been drawn from examination papers of many universities/institutions in the field of management and engineering.

Contents

Part I: Theory and Technique of Solving Case Studies and Simple Case Studies for Understanding the Technique • **Part II:** Case Studies, Discussions about the Solution and Case Studies for Exercise for Self Study • **Part III:** Case Studies, Hints to Solution and Case Studies for Exercise for Self Study • **Part IV:** Numerical Problems • **Part V:** Case Studies for Classroom • **Part VI:** Case Studies for Syndicate Work



Author: Kaushal

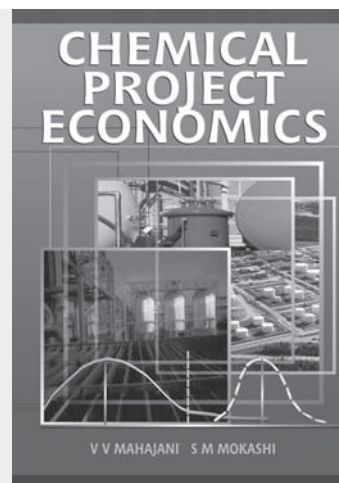
ISBN: 978-0230-32274-5 | PB
Pages: 294 | Price: ₹ 350.00

About the Book

This book provides conceptual inputs and case studies for Materials Management, while focussing on the Indian situation. This book would be useful to students of MBA/PGDM and practising managers as a number of case studies have been drawn from question papers of management schools and universities.

Contents

Part I: Theory and Technique for Solving Case Studies • **Part II:** Case Studies, Discussions about the Solutions and Case Studies for Exercises for Self Study • **Part III:** Case Studies, Hints about the Solutions and Case Studies for Exercise for Self Study • **Part IV:** Numerical Problems • **Part V:** Case Studies for Classroom • **Part VI:** Case Studies for Syndicate Work



Author: V V Mahajani | S M Mokashi

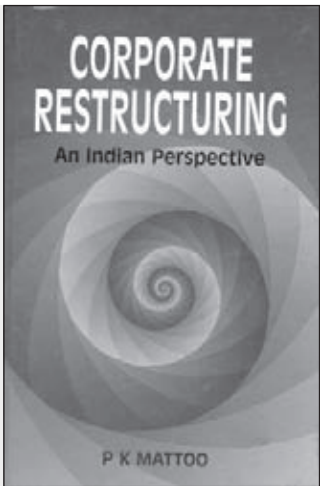
ISBN: 978-1403-92814-6 | PB
Pages: 280 | Price: ₹ 220.00

About the Book

This book, an introduction to a very dynamic subject of Chemical Project Economics, is aimed at students of Chemical Engineering and practicing engineers. It would also be useful to management students for a better appreciation the economics of chemical projects. The book covers the finer aspects of process selection, and site selection along with the project economics. It provides an overview of product pricing and presents an annual report of a chemical project for a better comprehension of the project economics. This book would help engineers working in industry to understand intricacies of preparing a detailed techno-economic feasibility report as part of pre-project implementation activities. The book has been designed bearing in mind Indian conditions though the basic principles are universal in nature.

Contents

Introduction • Process Selection • Project Site • Estimate • Project Cost • Plant and Machinery • Cost of Production • Project Financing • Interest • Depreciation • Project Profitability • Project Evaluation • Product Pricing • Feasibility Report • Annual Report • Index



Author: P K Mattoo
ISBN: 978-0333-93111-0 | HB
Pages: 216 | Price: ₹ 460.00

About the Book
This book makes available to decision-makers, a modular methodology for undertaking the design and implementation of corporate restructuring packages. Written with an Indian perspective and references from the Indian context, the book would be valuable to professionals working 'ahead-of-time.'

Contents
Corporate Restructuring: The Indian Perspective • Corporate Performance Appraisal • Corporate Strategic Restructuring • Identification of Feasible Strategic Options • Corporate Organisational Restructuring • Implementation of Corporate Restructuring • Emerging Perspectives of Corporate Restructuring • Bibliography • Index

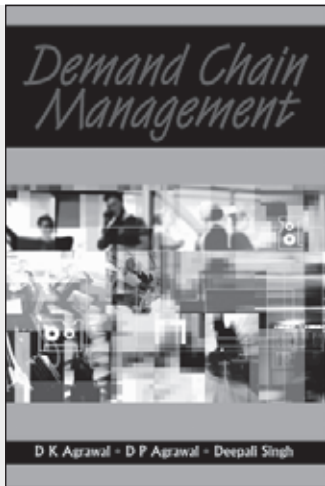
Delivering Service Quality

Managerial Challenges for the 21st Century

Edited by: M Raghavachari | K V Ramani
ISBN: 978-0333-93409-8 | HB
Pages: 664 | Price: ₹ 995.00

About the Book
This volume brings together the paper presented at the International Conference – 'Delivering Service Quality: Managerial Challenges for the 21st Century' organised jointly by IIM Ahmedabad and the Centre for Service Research and Education, Rensselaer Polytechnic Institute, New York. With contributions by international researchers, the book presents new thinking and innovative methodologies to tackle the issue of quality.

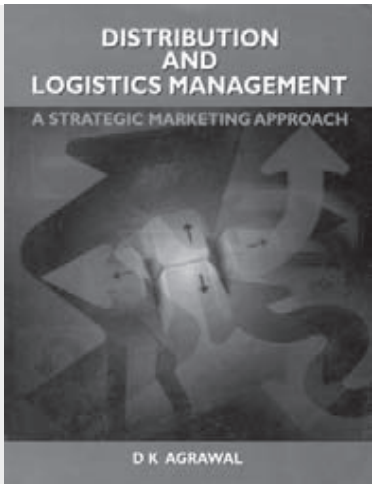
Contents
Section 1: Articles • Advertising and Marketing Services • Banking, Insurance and Financial Services • Government and Public Systems • Health Care and Hospital Services • Information and Technology Services • Logistic Services • Manufacturing and Service Quality Measures • Section 2: Abstracts



Authors: D K Agrawal | D P Agrawal
Deepali Singh
ISBN: 978-0230-33063-4 | PB
Pages: 232 | Price: ₹ 265.00

About the Book
Today, one of the biggest challenges before the corporate world is how to sustain top line growth and long-term performance. Demand chain management is a generic framework of consumer-centric business model based on 'sense-and-respond' philosophy that focuses on acquiring new capabilities required for quick response and offer maximum value to stakeholders in the dynamic market scenario. It involves capturing of demand-related information through market-sensing followed by taking various business decisions related to the network, which keep stock of finished goods for responding those demand on real-time basis. In the customer-centric marketplace, it focuses on real-time flow of demand-related information throughout the network for customized movement of finished goods for fulfilling demands as per promises.
This book analyses prevailing and emerging business and market scenario along with its impact on corporate world in terms of issues, challenges and new opportunities.

Contents
Dynamics Of Business Scenario And Market Responsiveness Capability • Demand Chain Management • Demand-Driven Business Strategy • Real-Time Information Flow • Capitalising On The Distribution Channel • Superior Logistics Services • Leveraging Information Technology • Market Responsive Demand Chain Business Model • Potential Benefits Of Demand Chain Management



Author: D K Agrawal
ISBN: 978-0230-63014-7 | PB
Pages: 382 | Price: ₹ 395.00

About the Book

The contemporary philosophy of distribution management has evolved from a 'dark continent of marketing' to a 'strategic tool of marketing' for gaining differential advantage in the hyper-competitive marketplace mainly driven by globalization and information technology. To exploit the strategic competency of distribution management, it is essential to have an integration of logistics with distribution system. Most of the texts available presently on these subjects lack this integrated approach. In this book, an attempt has been made to bridge this gap.

Contents

Distribution :A Strategic Overview • Role of Marketing Intermediaries 3. Distribution Structures and Systems • Partnering Channel Relationships • Overview of Logistics Management • Customer Service • Inventory Management • Transportation • Warehousing and Distribution Centres • Value of Information and Order Processing • Integration of Distribution and Logistics



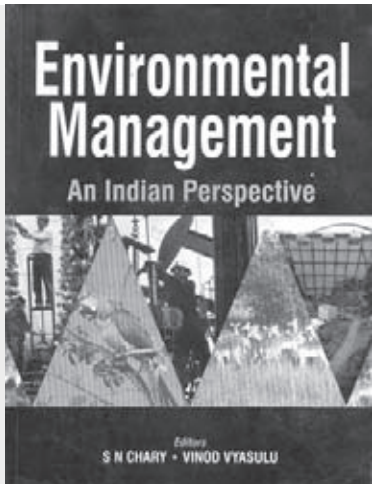
Edited by: B S Sahay
ISBN: 978-1403-92236-6 | HB
Pages: 456 | Price: ₹ 750.00

About the Book

This book deals with diverse aspects of supply chain management. It focusses on strategic issues in the supply chain, value creation, constraint management, IT application, etc. It also covers case studies of well-known companies, whose supply chain management is considered to be role models.

Contents

Section I: Supply Chain: Strategic Issues • Section II: Supply Chain: Value Creation and Constraints Management • Section III: Supply Chain Modelling • Section IV: Supply Chain Sourcing • Section V: Supply Chain Collaboration • Section VI: Logistics Management • Section VII: Supply Chain and E-commerce



Author: S N Chary | Vinod Vyasulu
ISBN: 978-0333-93333-6 | PB
Pages: 372 | Price: ₹ 295.00

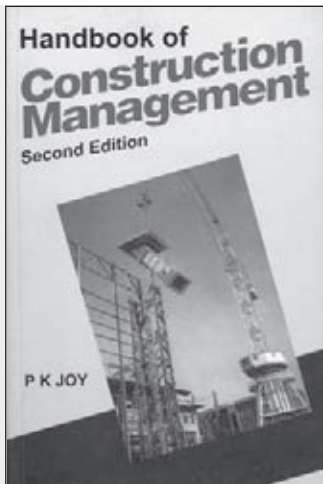
About the Book

This book provides the sweep issues concerning energy, water and forests in an Indian perspective.

It fulfils the need of environment management courses in universities and other educational institutions in India. An excellent reading material for general readers conscious of environmental issues.

Contents

Introduction • Social-Ecological Research in India: A 'Status' Report • Whither India's Environment? • Economic Reform and Ecological Refurbishment: A Strategy for India • Environmental Accounting • Environment and Energy • Water Resources Planning: Changing Perspectives • Resettlement and Rehabilitation of the Displaced • Pani Panchayat Model of Water Management • Forest Resource Management in India: Role of the State and its Effectiveness • Subsidies, Controls and the Use of Natural Capital in India • Environmental Legislation and Implementation in India • Global Environmental Issues: Impact on India • Environmental Concerns and Management in the South and the North – A Comparative Perspective • Managing the Environment – A Gender Perspective • A Framework for Conducting Carrying Capacity Studies for Dakshina Kannada District • Index



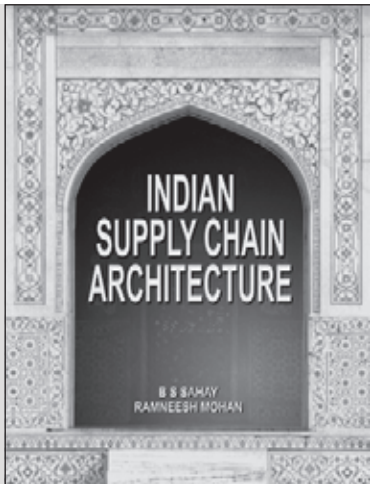
Author: P K Joy
ISBN: 978-0333-92693-2 | PB
Pages: 500 | Price: ₹ 465.00

About the Book

This comprehensive text on construction management is not only a very useful and handy book for contractors, planners, engineers and consultants, but is also of great help to suppliers of materials and equipment.

Contents

Introduction • Get Contracts without Pitfalls • Planning and Monitoring from Head Office • Execution and Site Monitoring • Personnel Manual for a Construction Organisation • Purchase and Stores Manual for a Construction Organisation • Manual of Capital Equipment for Construction Operations • Manual of Risk Management and Insurance for a Construction Organisation • Manual of General Office Services for a Construction Organisation • Finance and Accounts Manual for Construction Business • Claims Manual for a Construction Organisation • Essentials of Contract Law • Use of Computer in Construction • International Construction Contracts • Corporate Planning in a Construction Organisation Techniques to Combat Project Overruns • General Appendices – Prebid Site Investigation Report from Erection Contractor's Angle • Hierarchy of Planning • Integrated Procurements Plan with Sequential Relationship • Monthly Microplan for Erection and Resources Loading (ERL Plan) • Periodical Report to Head Office on Sub-contractor's Performance • Schedule of Diverse Optional Services an Associate or a Consultant can Render to a Foreign Contractor • Guidelines for Environmental Care • Operating Model for a Consulting Organisation • A Model of Succession Planning Process • Bibliography • Index



Author: B S Sahay
ISBN: 978-0230-63377-3 | HB
Pages: 314 | Price: ₹ 645.00

About the Book

Indian Supply Chain Architecture begins with an introduction to the challenges faced by businesses today and focuses on India's competitiveness in this context. Explaining the what, how and whys of SCM practices in India across all supply chain processes, the book discusses the role of Information Technology in managing supply chains. While quantifying benefits garnered by the adopters of SCM, the book draws a framework of performance metrics to control and manage supply chains. The book provides sufficient information and sustains readers' interest to learn and practice the on-going and developing practices in the field of supply chain architecture. It addresses the needs of business executives, management professionals, and supply chain practitioners as well as students of business schools.

Contents

List of tables • List of Figures • Preface • Abbreviations • Supply Chain Management: An Imperative for Business Excellence • Supply Chain: Basics and Beyond • Supply Chain Practices • e-Supply Chain Management • Supply Chain Performance Measurement • Supply Chain: Sectoral Studies • Supply Chain: Global Practices • Supply Chain Architecture • Supply Chains of the Future • Appendix 1: Questionnaire Used for the Survey • Appendix 2: List of Responding Organisations • Bibliography • Index



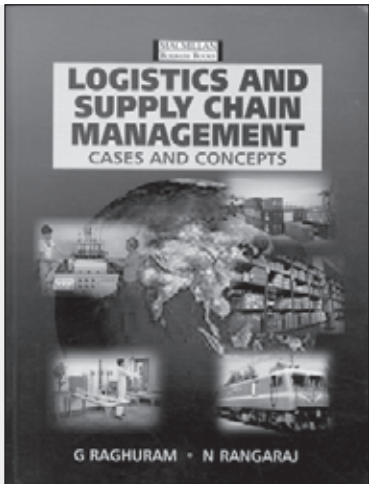
Author: M G Korgaonkar
ISBN: 978-0333-92663-5 | HB
Pages: 404 | Price: ₹ 360.00

About the Book

The book deals with various elements of JIT philosophy and analyses case applications drawn from a variety of industries and organisations across the world. It will be useful to postgraduate and research students in management institutions, IITs (offering manufacturing systems option) and practising professionals.

Contents

Part I: JIT – An Introduction • Toyota Production System • Global Implementation of JIT – Salient Features of Case Applications • JIT Implementation Surveys • Design, Development and Management of JIT Manufacturing Systems: Analysis of Important Issues • Supply Management for JIT • Framework for Implementation of JIT • Theoretical Research in Just-in-Time Systems • Part II: Case Study Details • Automotive Industry • Electronics, Computers, Telecommunications, and Instrumentation Industries • Process Industries • Seasonal Demand Industries • Other Manufacturing Industries • Service and Administrative Operations • Selected References • Index



Authors: G Raghuram | N Rangaraj
ISBN: 978-0333 93342-8 | PB
Pages: 448 | Price: ₹ 415.00

About the Book

This book is a compilation of cases and notes documenting various problem contexts and their resolution approaches.

Contents

Part I: Introduction • Logistics Management – An Introduction • Logistics to Supply Chain Management – The Imperative Evolution • Decision Areas and Positioning of Cases • Part 2: Cases • Lotus Thread Company Limited–A • Logistics Management at Voltas • Madura Accessories Limited • Kalyan Pharma Limited • Karnataka Engineering Company Limited • Lotus Thread Company Limited–C • Success Unlimited Incorporated–B • Chemicals India Limited • Lubol India Limited–A • Lubol India Limited–B • Food Corporation of India, Andhra Pradesh • Procurement of Explosives at Coal India Limited • Iron-ore Distribution at SAIL • Detergents India Limited • Laxmi Transformers • Pashu Khadya Company Limited • Mahabharat Coal Limited • Despatch Planning of Finished Steel Products at Bhilai Steel Plant • Lotus Thread Company Limited–D • Quality Confectionery Limited • Yamanote India Limited • Lubol India Limited–C • Coil and Sheet Steel Company Limited • White Line Limited • Airfreight Limited • Part 3: Issues in Doing Better Logistics • Information Technology and Supply Chain Management • Logistics and Supply Chain Management – Leveraging Mathematical and Analytical Models • Logistics Infrastructure in India and its Implications for Supply Chain Management • Structure and Systems for Supply Chain Management • References • Index



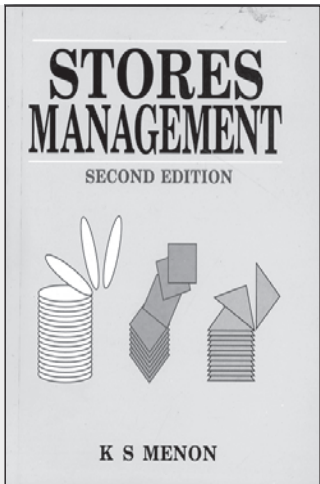
Edited by : V N Asopa | Deepti Bhatnagar
M R Dixit | G Raghuram | K V Ramani
S Sinha | V Venkata Rao
ISBN: 978-0333-93095-3 | HB
Pages: 516 | Price: ₹ 785.00

About the Book

The book provides an overview of the international shipping scene with special references to India. Case studies accompanied with each issue and three integrated case studies in the end make this volume more user-friendly and realistic.

Contents

Part I: Issues • Part II: Sele and Acquisition • Part III: Chartering • Part IV: Maintenance and Materials Management • Part V: Financial Management • Part VI: Information Technology • Part VII: Insurance and Law • Part VIII: Liner Shipping and Multimodal Transport • Part IX: Integrated Cases • Bibliography • Index



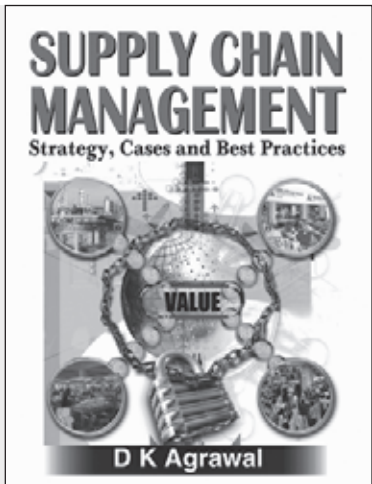
Author: K S Menon
ISBN: 978-0333-92422-8 | PB
Pages: 356 | Price: ₹ 315.00

About the Book

This book presents the functions of Stores Management as a managerial activity. It describes various techniques helpful in effective handling of stores.

Contents

Function • Stores Organisation • Stores Location, Building and Layout • Material Identification Systems • Receiving and Inspection • Storage Systems • Preservation of Materials in Storage • Materials Handling • Issues of Materials from the Store • Stock Verification • Scrap and Surplus Materials • Safety and Security • Inventory Control • Stores Accounting • Computerisation of the Stores Function • Productivity in the Store • Stores Records • Annexure I • Annexure II • Glossary • Index



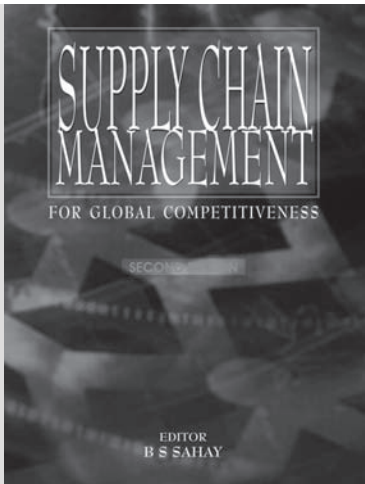
Author: D K Agrawal
ISBN: 978-0230-32872-3 | PB
Pages: 448 | Price: ₹ 425.00

About the Book

After having analysed available books, it was identified that most of the books do not address strategic perspectives of supply chain management holistically. Supply Chain Management: Strategy, Cases and Best Practices is a conscious and deliberate attempt to fill the gap in the present format and practices; and develop strategic orientation and best practices in the field of supply chain management.

Contents

Preface • Acknowledgements • Overview of Supply Chain Management • Strategic Supply Chain Management • Consumer Value, Customer Services and Channel Strategies • Value of Information and Order Management • Demand Forecasting and Management • Inventory Management • Warehousing and Materials Handling Management • Transportation • Procurement Management • Strategic Sourcing and Vendor Management • Outsourcing Strategy for Logistics Services • Supply Chain Integration and Information Technology • Supply Chain Relationships • Organization • Performance Measurement • Contemporary Issues in Supply Chain Management • Questions for Review • References • Index



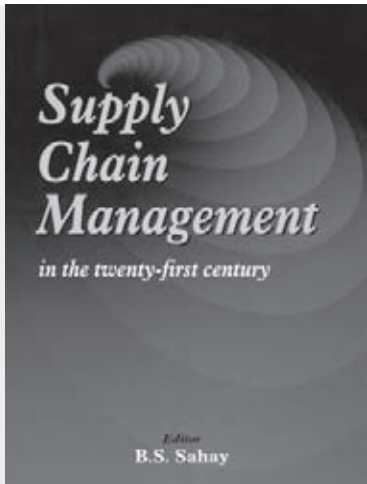
Author: B S Sahay
ISBN: 978-1403-92287-8 | HB
Pages: 752 | Price: ₹ 985.00

About the Book

The concept of Supply Chain Management has gained tremendous appreciation and acceptability by the Indian industry and the government. The revised edition of Supply Chain Management for Global Competitiveness focuses on the strategic issues in supply chain and what organisations should be doing to ensure that they continue as leaders in the future. The book provides a global business update on the emerging market environment and projects future trends while identifying strategic directions for supply management within the context of global economic change.

Contents

Section I: Strategic Issues in Supply Chain Management • Section II: Corporate Profitability and Supply Chain Management • Section III: Demand Management and Customer Focus • Section IV: Customer-Supplier Relationship • Section V: Logistics and Materials Management • Section VI: Distribution Channel Design • Section VII: Re-engineering and Best Practices in Supply Chain • Section VIII: IT-Enabled Supply Chain Management • Section IX: Service Supply Chain • Contributors • Index



Author: B S Sahay
ISBN: 978-0333-93339-8 | HB
Pages: 308 | Price: ₹ 445.00

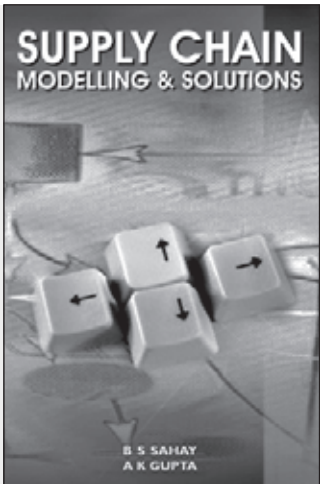
About the Book

The mantra of business success lies in finding the right suppliers, customers and partners, nurturing trust between them and designing the right system of rewards. This book provides an insight into all these issues.

Contents

Section 1: Competitive Advantage Through Supply Chain • Section 2: Inventory and Logistics Management • Section 3: Vendor Partnership in Supply Chain • Section 4: IT-Enabled Supply Chain Management • Section 5: Integrated Supply Chain Management • Contributors • Index





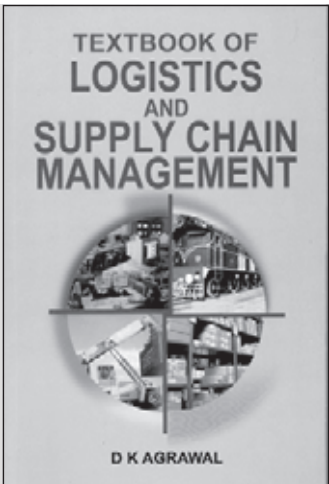
Authors: B S Sahay | A K Gupta
ISBN: 978-1403-93199-3 | HB
Pages: 202 | Price: ₹ 375.00

About the Book

This text discusses supply chain basics – from modelling to software solutions and their selection, SCM solutions and their selection approach and implementation methodology – in a simple understandable language. Explains the gamut of business processes employed across the supply chain and gives a thorough understanding of what needs to be performed and how. Since a system with various interfaces cannot be very simple, it also deals with complex supply chain framework and explains structure of supply chain in terms of its network elements, business processes and management components involved.

Contents

Supply Chain Management: Basics • Supply Chain Decisions • Supply Chain Modelling: A Perspective • Supply Chain Solutions and Solution Selection • Supply Chain Solutions: Calculation and Evaluation • Implementing Supply Chain Solutions



Author: D K Agrawal
ISBN: 978-1403-90995-4 | PB
Pages: 372 | Price: ₹ 325.00

About the Book

This book, designed for the MBA courses in India, discusses the concept, tools and techniques of Logistics and Supply Chain Management which help students understand how good logistics and supply chain management helps a firm to sustain competitive advantage.

Contents

Part 1: Introduction • Overview of Logistics • Supply Chain Management • Customer Service • Part 2: Elements of L&SCM • Information • Demand Forecasting • Inventory • Warehousing and Distribution Centres • Transportation • Protective Packaging • Order Processing • Materials Handling • Purchasing and Sourcing Management • Part 3: Logistics Administration • Organisation • Performance Management • Part 4: Case Studies • Bibliography • Index



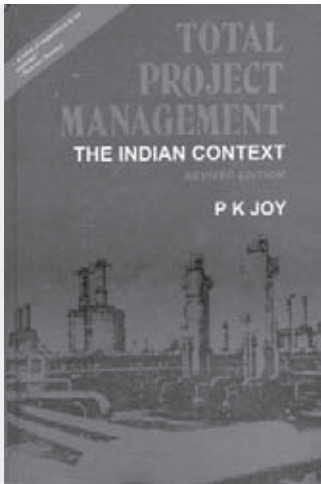
Author: Sunil Sharma
ISBN: 978-1403-91090-5 | HB
Pages: 306 | Price: ₹ 375.00

About the Book

This book deals with both management as well as engineering aspects of planning, designing, controlling and improving quality in manufactured products. The interface of Total Quality (TQ) with a wide spectrum of activities ranging from design, purchasing, manufacturing, process control, safety and maintenance to installation, servicing and customer satisfaction has been covered.

Contents

Evolution and Existing Models of Total Quality Management • TQM and Design • TQM and Organisation • TQM and Purchasing and Supply Management • TQM and Manufacturing Technology and Systems • TQM and the Customer • Toolkit for TQM • Quality Management Systems • Epilogue • References • Index



Author: P K Joy
ISBN: 978-0333-92624-6 | HB
Pages: 624 | Price: ₹ 480.00

About the Book

This book covers all aspects of project management in the Indian context. It is based on the author’s rich and varied experience gained from actual involvement in projects of various types and complexities in different countries.

The wide coverage makes this a guidebook as well as a textbook. Students of engineering, management and economics, managers of all disciplines shall find the book useful.

Contents

Development Projects in the Indian Economy • An Introduction to Project Overruns and the Techniques to Combat Them • Technical and Financial Feasibility Studies/Appraisals • Project Clearances • Project Financing • Technology Transfer and Foreign Collaboration • Appointment of Consultants • Management of Project Engineering and CADD • Project Planning and Organising • CPM and Other Project Planning Techniques • Procurement and Materials Management • Contracting and Construction Management • Special Features of Brown-Field Projects and Plant Relocation Projects • People’s Commitment and Project Success • Project Control • Social Responsibility, Environmental Care and Safety • Commissioning, Start-up, Stabilisation and Closeout • Bibliography • Index



Edited by : B S Sahay | K B C Saxena Ashish Kumar
ISBN: 978-0333-93474-6 | HB
Pages: 220 | Price: ₹ 425.00

About the Book

This book addresses key issues pertaining to World-Class Manufacturing (WCM) (the sole mantra for survival) – the relevance and basics of WCM; the current state of Indian manufacturing; issues of performance measurement; and the road map for WCM.

Contents

World-Class Manufacturing and Information Age Competition • Gaining Competitive Edge through World-Class Manufacturing • Systems and Tools for World-Class Manufacturing • World-Class Manufacturing: The Indian Scenario • Leading India Towards World-Class Manufacturing • Where Do We Go from Here? • Appendices • Index

Supply Chain Management & Information Systems

Authors: Haq et al.
ISBN: 978-0230-63688-0 | HB
Pages: 764 | Price: ₹ 3000.00

Supply Chain Management for Competitiveness

Authors: Goyal | Verma
ISBN: 978-0230-63657-6 | PB
Pages: 508 | Price: ₹ 1200.00

Inventory and Working Capital Management Handbook

Author: P. Gopalakrishnan
ISBN: 978-0333-92685-7 | PB
Pages: 328 | Price: ₹ 195.00

Quality Circles: Concepts & Practices

Author: Dey
ISBN: 978-0333-92947-6 | HB
Pages: 200 | Price: ₹ 195.00



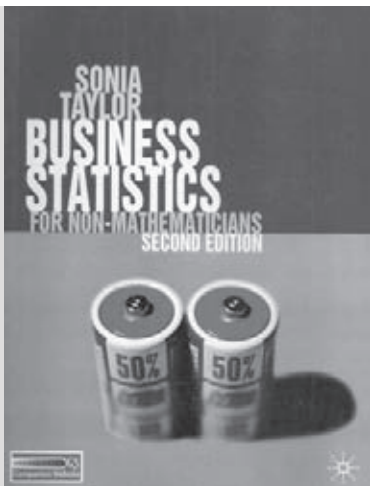
Author: Ashok Ganguly
ISBN: 978-1403-93465-9 | PB
Price: ₹ 495.00

About the Book

Business-Driven Research & Development demonstrates how science and technology can be managed in order to meet well defined business directives. The book argues that it should be a fundamental business premise that the primary role of research and development is to fulfil strategic objectives.

Contents

Preface • Introduction • What is Business-Driven R&D • Some Gleanings from Recent Publications • Knowledge and its Management • Moving out of the Comfort Zone – the Role of Business Leaders • Innovation • Linking Science and Technology to Markets • Interactive Networks and Innovations • The Human Factor • Tracking and Assessing Risks • Epilogue • Appendix I: Creating a Project Proposal • Appendix II: The Business • Driven R&D Process • Appendix III: Managing Risk • Targets for Project Teams



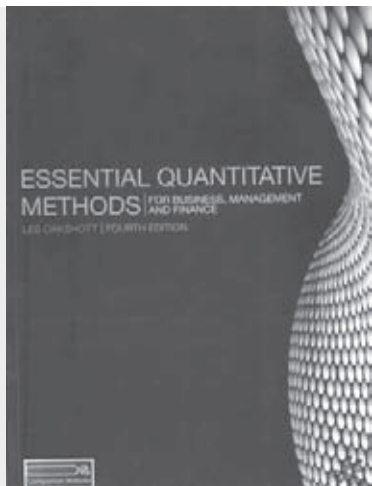
Author: Sonia Taylor
ISBN: 978-0230-32776-4 | PB
Price: £ 7.99

About the Book

Business Statistics is a student-friendly book written to encourage first year business students to understand (and enjoy!) their first experience of statistics. Each topic is well illustrated, with worked examples, tutorial sheets, supplementary exercises, and computer worksheets in SPSS, Minitab and Excel – all with answers provided.

Contents

Introduction to Statistics • Graphical Representation of Data • Numerical Summary of Data • Probability • Normal Distribution • Estimation • Hypothesis Testing • Analysis of Variance (ANOVA) • Correlation and Regression • Contingency Tables and Chi-Square Test • Index Numbers • Time Series • Forecasting • Computer Analysis • Appendix • References • Index



Author: Les Oakshott
ISBN: 978-0230-55363-7 | PB
Price: £ 8.99

About the Book

The perfect introduction for students with no previous exposure to quantitative methods, the text assumes no prior knowledge, providing all the necessary mathematical background in a preliminary revision chapter. Comprehensive and practical.

Contents

Preface • Notes • Acknowledgements • PART ONE: MATHEMATICAL APPLICATIONS • Revision Mathematics • Keeping up with Change: Index • Numbers • Choosing Wisely: Investment Appraisal • PART TWO: COLLECTING & INTERPRETING DATA –Collecting Data: Surveys and Samples • Finding Patterns in Data: Charts and Tables • Making Sense of Data: Averages and Measures of Spread • PART THREE: PROBABILITY & STATISTICS – Taking a Chance: Probability • The Shape of Data: Probability Distributions • Interpreting with Confidence: Analysis of Sample Data • Checking Ideas: Testing a Hypothesis • Cause and Effect: Correlation and Regression • PART FOUR: DECISION MAKING TECHNIQUES • How to make Good Decisions • Forecasting: Time Series Analysis • Making the Most of Things: Linear Programming • Planning Large Projects: Network Analysis • Managing Stock Levels: Materials Mangement and Inventory Control • Taking Account of Randomness • Appendices • Index



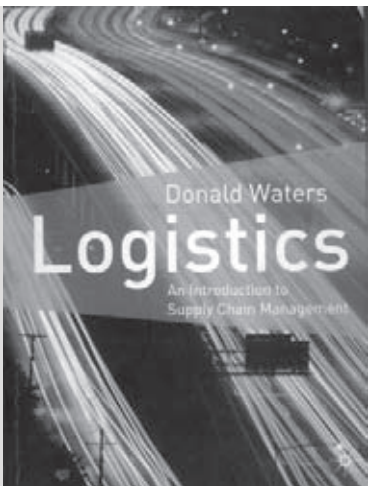
Authors: John Drew | Stefan Roggenhofer
ISBN: 978-0230-22671-5 | PB
Price: ₹ 395.00

About the Book

In the current climate attention has refocused on lean production. While books have looked at the principles of lean production and techniques, this book from McKinsey & Company, the world's most influential management consultancy, provides a unique approach, which is holistic in nature and argues that lean must be central to the strategy and mindset of the company or organization.

Contents

PART ONE: THE MAP • The Rationale for Lean Production • The Making of Lean Production • Designing a Lean Operating System • Management Systems for Lean Production • Mindsets and Behaviours • PART TWO: THE JOURNEY • Preparation • Defining the Goal • Programme Planning • Pilot Implementation Company – Wide Deployment



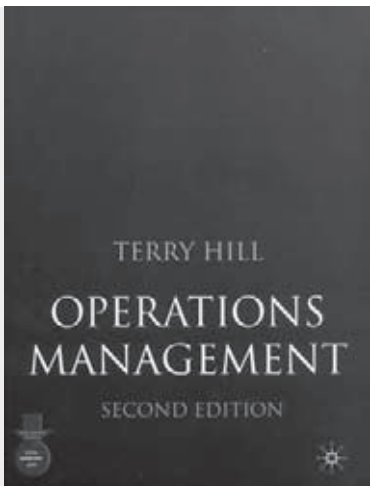
Author: Donald Waters
ISBN: 978-1403-93703-2 | PB
Price: £ 5.50

About the Book

Logistics is an essential introduction for any business students studying logistics or supply chain management. The text uses chapter aims, summaries, boxed items, case studies, worked examples, problems discussion questions and suggested reading to illustrate and guide the students through the text.

Contents

PART ONE: INTRODUCTION • The Context of Logistics • Integrating the Supply Chain • PART TWO: PLANNING THE SUPPLY CHAIN • Logistics Strategy • Implementing the Strategy Locating Facilities • Planning Resources • Controlling Material Flow • Measuring and Improving Performance • PART THREE: ACTIVITIES IN THE SUPPLY CHAIN • Procurement • Inventory Management Warehousing and Material Handling • Transport • Global Logistics



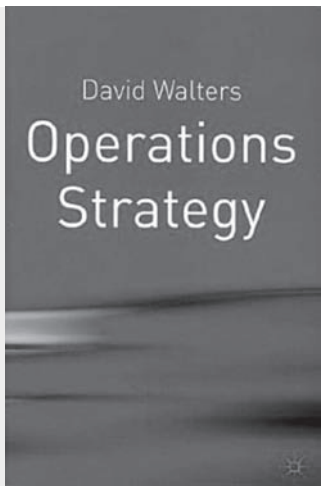
Author: Terry Hill
ISBN: 978-0230-55364-4 | PB
Price: £ 12.99

About the Book

Operations Management presents Terry Hill's vision of how operations can deliver real competitive advantage for organizations. Drawing on his extensive industrial and consultancy experience.

Contents

Part One: Managing Operations & People for Businesses & Markets • Part Two: Designing Services, Products & Delivery Systems • Part Three: Managing & Controlling the Operations System • Part Four: Improving Operations • Part Five: Managing Operations in Practice Long Cases • Ash Electrics • Berwick Carpets • British Airways • Caltrex Engineering (A); Caltrex Engineering (B); Fabritex Future Investments Group • Georgian Frames • Ghent Fireworks • Holmgren Engineering • Hunting Swift the Ipswich Hospital NHS Trust • Lloyds TSB • McDonald's Corporation • Northmore Finance Direct Platt Green Electronics • Pret a Manger; Redman Company • Richmond Plastics • Riviona Bank • Selfridges Southwest Airlines; Spencer Thompson • Tile Products • Too Short the Day • The Turn of an Unfriendly Card Weavers Homeopathic Products • What They Teach You at Disney (University) • Wilson Pharmaceuticals Yuppie Products • Zara



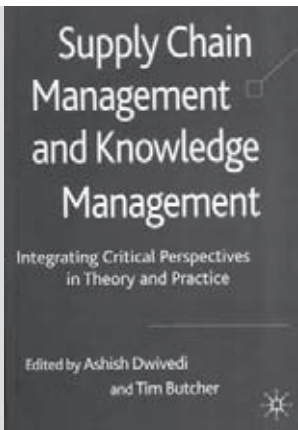
Author: David Walters
ISBN: 978-0230-22496-4 | PB
Price: ₹ 550.00

About the Book

This new text is designed to cater for the needs of both undergraduate and postgraduate students taking Operations Strategy or Strategic Operations Management modules. Adopting a value chain approach, it seeks to instruct and inform the reader on the importance of the strategic issues in operations thought and practice. The text provides an up-to-date, accessible approach to operations strategy, with a comprehensive overview of the subject area as a whole.

Contents

Introduction: Emerging Characteristics of value and value creation and delivery • Perspectives of Value • Value as a Business Concept • Value Based Organisations: the Growth of Flexible Response and Virtual Organisations • Supply Chains and Value Chains: Definitions, Characteristics • Differences and Directions • Value Based Organisations: The Value Chain Approach • Strategic and Operational Characteristics and Components • Corporate Value, Performance Management • Coordination and Control: Issues and Options • Managing Customer Value and the Value Proposition • Core Competencies • Key Success Factors, Value • Cost Drivers and Process Management • Where Value Strategy and Value Operations Meet • Existing Value Chains • Industry Value Chains • Corporate Value Chains • Value and Value Chains in Healthcare • Value Chains in Education • Configuring the Value Chain • Structure and Performance • Configuring the Value Chain • Case Study



Authors: Ashish Dwivedi | Tim Butcher
ISBN: 978-0230-32730-6 | PB
Price: £ 7.99

About the Book

Advances in Information Technologies have transformed the way organisations interact with each other, and with their customers. Customers and organisations have become more demanding, desiring customised products and services that are made to their precise needs, at comparatively lower costs, and within time-compressed environments.

Contents

A Conceptual Model of Knowledge Management for Strategic Technology Planning in the Value Chain; C.A. Suárez-Núñez, G.E.Monahan and B.A. Vojak • Ontology Engineering for Knowledge Sharing in Supply Chains; A. Smirnov, T. Levashova and N. Shilov • Supply Chain Design – In an Outsourcing World; P.J. Byrne, P. Liston and C. Heavey • Modeling Supply Chain Information and Material Flow Perturbations; T. Wu and J. Blackhurst • Linking Product, Supply Chain, Process, and Manufacturing Planning and Control Design; J. Olhager • Decision Frontiers in Supply Chain Networks; M. Pearson • Supply Chain Management: A Multi-Agent System Framework; J. Li, T.S. Riyaz and M.J. Shaw • Delivery Supply Chain Planning Using Radio Frequency Identification (RFID) – enabled Dynamic Optimization; S. Yee, J. Tew, K. Tang, J. Kim and S. Kumara • A Generalized Order-Up-To Policy and Altruistic Behavior in a Three-level Supply Chain; T. Hosoda and S.M. Disney • Electronic Integration of Supply Chain Operations: Context, Evolution and Current Practices; A. Matopoulos, M. Vlachopoulou and V. Manthou



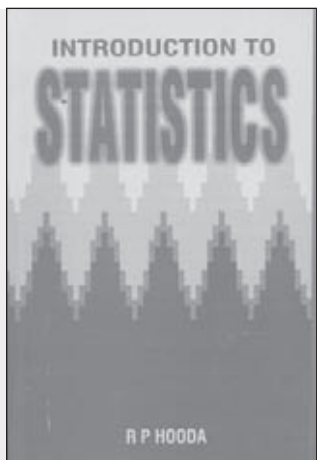
Author: Richard Newton
ISBN: 978-0230-32727-6 | PB
Price: £ 8.99

About the Book

Managing projects, a prominent feature of working life, inevitably involves change at some level. Even though successful project management depends on organisational change, textbooks often fail to recognise this symbiotic nature. This book offers students a practical understanding of the strategic and organisational role of projects.

Contents

Overview of Project Management • The Challenge of Projects • Developing Ideas for Projects and Linking to Strategy • Project Selection • Resource Allocation • Evolution of Requirements • Definition of Success • Delivery and Governance of Projects • Delivering and Sustaining Change • Achieving and Measuring Benefits • Dealing with Uncertainty • Ambiguity and Flux • Enhancing Project Capabilities • The Limits to Projects • Projects in Different Organizations



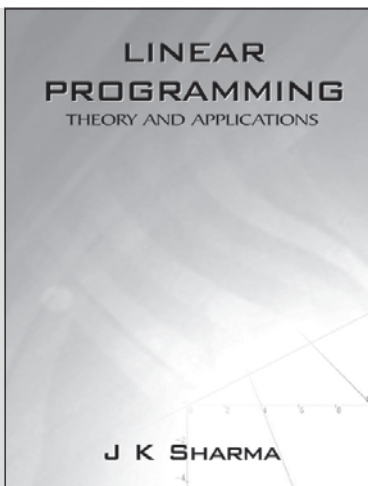
Author: R P Hooda
ISBN: 978-0333-93856-0 | PB
Pages: 398 | Price: ₹ 248.00

About the Book

This textbook meets the course needs of those new to learning statistics at the school or college level.

Contents

Defining Statistics: Understanding the Scope
• Types of Data: Bases of Classification
• Data Collection: Issues and Methods
• Understanding Data: Rounding, Ratios, and Rates
• Presentation of Data: Tabular and Graphic
• Frequency Distribution: Construction and Graphic Presentation
• Measures of Central Tendency: Mean, Median, and Mode
• Dispersion: And its Measures
• Skewness and Kurtosis: And Measures
• Linear Regression and Correlation: The Two-Variable Case
• Index Numbers: For Prices and Quantities
• Time Series Analysis: Components and Decomposition
• Introducing Probability: Concepts, Definition, and Postulates
• Basic Probability Rules: For Different Events
• Discrete Probability Distributions: Uniform, Binomial, and Poisson
• The Normal Distribution
• Appendices
• Index



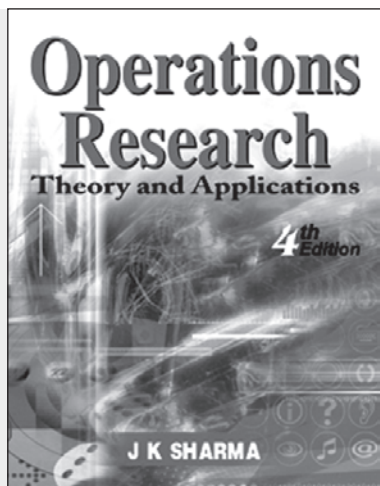
Author: J K Sharma
ISBN: 978-0230-63436-7 | PB
Pages: 512 | Price: ₹ 345.00

About the Book

The book helps readers in understanding problem-solving methods based on a careful discussion of model formulation, solution procedures and analysis. It is intended to serve as a core textbook for students of BBA, B Com, CA and ICWA courses who need to understand basic concepts of linear programming and apply results directly to real-life business problems. The book also suits requirements of students of BA / BSc (Maths and Statistics) BCA and BIT courses who need both theoretical and practical knowledge of linear programming.

Contents

L P Approach to Decision Making
• Applications and Model Formulation
• Graphical Method
• Theory of Simplex Method
• Applications of Simplex Method
• Duality
• Sensitivity Analysis
• Parametric Analysis
• Dual-Simplex Method
• Revised Simplex Method
• Bounded Variables L P Problem
• Integer Linear Programming
• Goal Programming
• Transportation Problem
• Assignment Problem
• Appendix A: Pre-study of Linear Programming



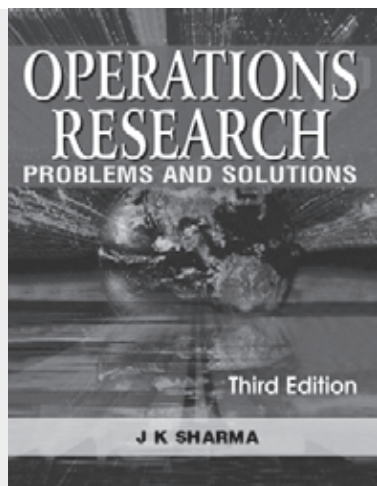
Author: J K Sharma
ISBN: 978-0230-63885-3 | PB
Pages: 976 | Price: ₹ 465.00

About the Book

Operations Research: Theory and Applications, is a comprehensive text for courses in Quantitative Methods, Operations Research, Management Science, Analytical Methods for Decision-Making, and other related courses. This 4th edition of the book further enhances the easy-to-understand approach employed in the first three editions. It continues to provide readers an understanding of problem-solving methods based upon a careful discussion of model formulation, solution procedures and analysis.

Contents

Operations Research: An Introduction
• PART I: Linear Programming and Extensions
• Linear Programming: Applications and Model Formulation
• Linear Programming: The Graphical Method
• Linear Programming: The Simplex Method
• Duality in Linear Programming
• Sensitivity Analysis in Linear Programming
• Integer Linear Programming
• Goal Programming
• Transportation Problem
• Assignment Problem
• PART II: Operations Research Techniques
• Decision Theory and Decision Trees
• Theory of Games
• Project Management: PERT and CPM
• Deterministic Inventory Control Models
• Probabilistic Inventory Control Models
• Queuing Theory
• Replacement and Maintenance Models
• Markov Chains
• Simulation
• Dynamic Programming
• Information Theory
• PART III: Non-Linear and Dynamic Programming
• Sequencing Problem
• Classical Optimization Methods
• Non-Linear Programming Methods
• PART IV: Advanced Topics in Linear Programming
• Theory of Simplex Method
• Revised Simplex Method
• Dual-Simplex Method
• Bounded Variables LP Problem
• Parametric Linear Programming
• Appendices
• Index



Author: J K Sharma
ISBN: 978-0230-63659-0 | PB
Pages: 912 | Price: ₹ 470.00

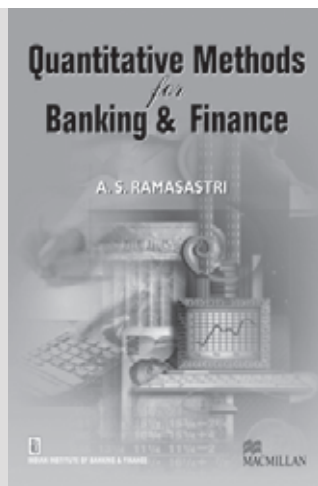
About the Book

This revised edition elucidates the key concepts and methods of operations research. It aims to supplement textbooks on Operations Research (OR) and upgrade student's knowledge and skills in the subject. This book is updated and suffused with numerous and varied solved examples to provide integrated view of theory and applications of operations research. It provides self-practice unsolved problems at the end of each chapter and sufficient hints and answers to unsolved problems have been given to enable students learn at their own pace. It is in complete conformity to the latest trend of questions, appearing in universities and professional examinations.

This book meets the requirement of students pursuing MBA/PGDM, BCom (Hons), MCom, CA, ICWA, BBA, BIS/BIT, BCA, AMIE courses.

Contents

- Operations Research: An Introduction • Linear Programming: Model Formulation • Linear Programming: Graphical Solution Method • Linear Programming: Simplex Method • Revised Simplex Method • Dual Simplex Method • Bounded Variables LP Problems • Duality in Linear Programming • Sensitivity Analysis • Parametric Linear Programming • Integer Linear Programming • Goal Programming • Transportation Problem • Assignment Problem • Decision Theory and Decision Tree Analysis • Theory of Games • Project Management: PERT and CPM • Inventory Control • Queuing Theory • Replacement and Maintenance Models • Markov Chains • Simulation • Sequencing Problem • Information Theory • Dynamic Programming • Non-Linear Programming Methods Appendix



Author: A S Ramasastry
ISBN: 978-0230-63433-6 | PB
Pages: 140 | Price: ₹ 125.00

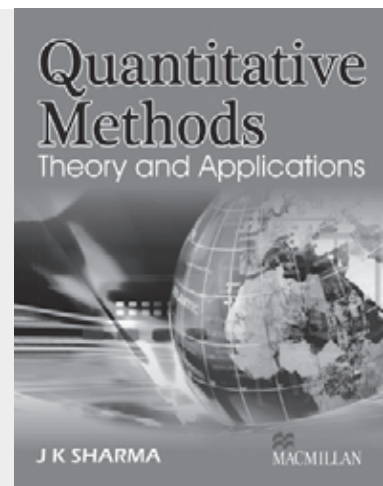
About the Book

The study of quantitative methods has become essential for effective functioning of today's bankers and financial analysts; however, many of them have had no formal introduction to the subject.

Quantitative Methods for Banking & Finance attempts to bridge the gap by providing useful concepts in mathematics and statistics like time value of money, differential calculus, statistical measures and probability theory. It also demonstrates the application of these concepts in the area of banking and finance with the help of illustrations. In addition, several box items are included in the book to provide a better insight into some of the interesting concepts. Simplicity and lucidity are the key words throughout the book.

Contents

Preface • List of Boxes • Organisation of this Book • 1. Time Value of Money • 2. Differential Calculus • 3. Statistical Measures • 4. Probability Theory • Appendix: Excel Functions



Author: J K Sharma
ISBN: 978-0230-32871-6 | PB
Pages: 864 | Price: ₹ 450.00

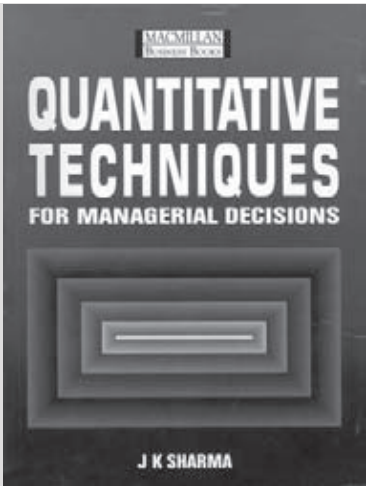
About the Book

Quantitative Methods: Theory and Applications, is a comprehensive textbook for both undergraduate and postgraduate courses on Operations Research, Management Science, and other similar courses. This book helps in understanding model building, solution procedures and analysis of results obtained either by manual methods or by using computer software. Students of professional courses who need to understand basic concepts of quantitative methods and apply results directly to real-life business problems, would find this book very useful.

The book is intended to serve as a core textbook for students of MBA/PGDBM, MCom, CA, and ICWA who need to understand the basic concepts of operations research and apply them directly to real-life business problems.

Contents

Preface • Quantitative Approach to Decision Making • Fundamentals of Probability • Probability Distributions • Decision Theory and Decision Trees • Game Theory • Linear Programming: Applications and Model Formulation • Linear Programming: The Graphical Method • Linear Programming: The Simplex Method • Duality in Linear Programming • Sensitivity Analysis in Linear Programming • Integer Linear Programming • Goal Programming • Transportation Problem • Assignment Problem • Project Management: PERT and CPM • Deterministic Inventory Control Models • Queuing Theory • Markov Chains • Simulation • Classical Optimization Methods • Investment Analysis and Break-even Analysis • Appendix • Selected References • Index



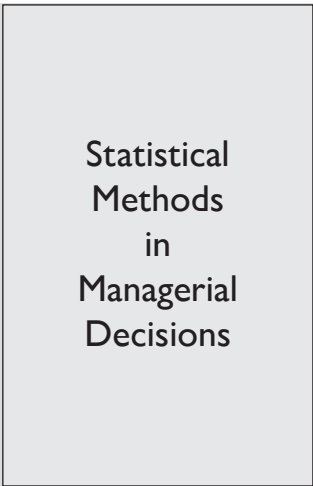
Author: J K Sharma
ISBN: 978-0333-93503-3 | PB
Pages: 928 | Price: ₹ 355.00

About the Book

Quantitative Techniques for Managerial Decisions is an introductory text for both undergraduate and postgraduate courses on quantitative methods, operations research, management science and similar courses. This book would develop an understanding of model building, solution procedures and analysis of results obtained either by manual methods or using computer software.

Contents

Operations Research: Quantitative Approach to Decision Making • Applications of Linear Programming: Model Formulation • Linear Programming: Graphical Solution Method • Linear Programming: Simplex Method • Duality in Linear Programming • Sensitivity Analysis • Integer Linear Programming • Goal Programming • Transportation Problem • Assignment Problem • Decision Theory and Decision Trees • Theory of Games: An Interactive Decision Approach • Project Management: PERT and CPM • Inventory Control Deterministic Models • Inventory Control Probabilistic Models • Queuing Theory • Replacement and Maintenance Models • Markov Chains • Simulation • Sequencing Problem • Dynamic Programming • Appendix: Selected Statistical Tables • Selected References • Index



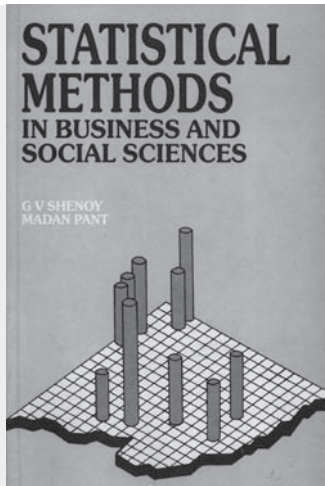
Author: Chandan Kumar Mustafi
ISBN: 978-0333-90348-3 | HB
Pages: 356 | Price: ₹ 315.00

About the Book

The book covers both the practical aspects as well as basic theory of business statistics.

Contents

Introduction • Representation and Description of Data • Measures of Central Tendency and Dispersion • Probability • Discrete Random Variables • Continuous Random Variables • Bivariate Distribution • Elements of Sampling • Estimation • Hypothesis Testing: Large Samples • Inference from Small Samples • Large-Sample Hypothesis Testing for Frequency Data • Analysis of Variance • Regression and Correlation • Decision Theory • Statistical Tables



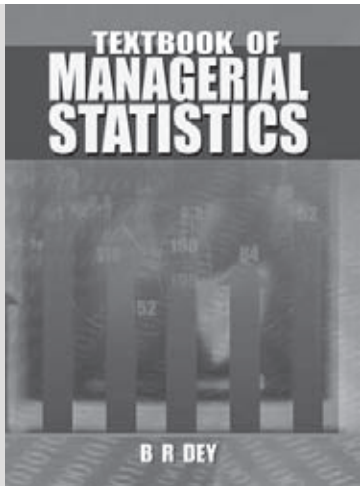
Authors: G V Shenoy | Madan Pant
ISBN: 978-0333-92554-6 | PB
Pages: 406 | Price: ₹ 295.00

About the Book

This book has been specially written for students of management and social sciences to encourage use of statistical methods in problems on Data Analysis. Review Problems at the end of each chapter and latest computer packages are additional features of the book.

Contents

Probability Theory and Probability Distributions • Discrete Probability Distributions • Continuous Probability Distributions • Sampling Schemes and Sampling Distributions • Statistical Inference: Estimation • Statistical Inference: Hypotheses Testing • Non-parametric Statistics • Analysis of Variance and Co-variance • Correlation Analysis • Regression Analysis • Multi-variate Statistical Analysis • Forecasting Techniques • Decision Analysis • Appendices • Glossary • Select Bibliography • Index



Author: B R Dey
ISBN: 978-1403-92758-3 | PB
Pages: 304 | Price: ₹ 270.00

About the Book

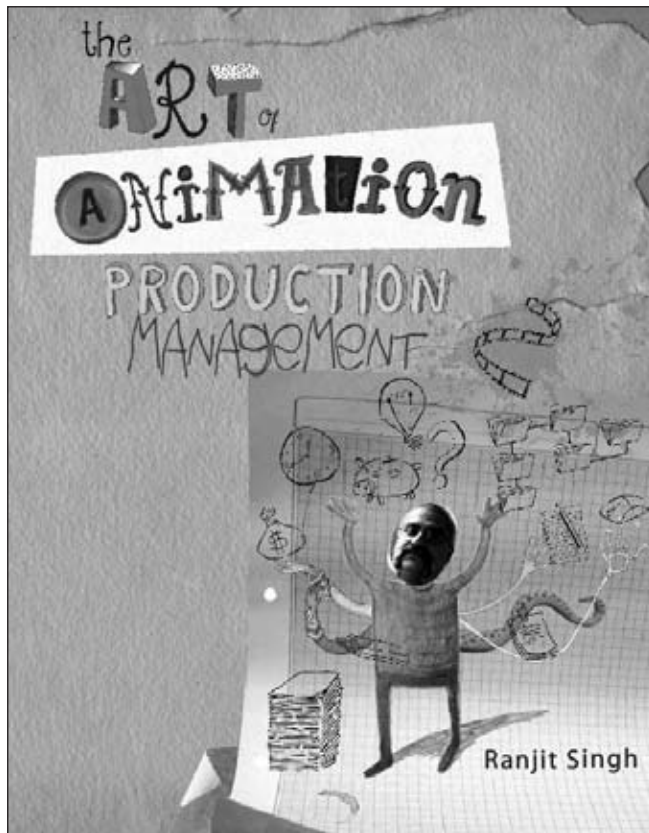
This book strictly follows the UGC curriculum for courses in Management. The topics have been carefully selected to make it more relevant in the context that all the management related statistical books are either too detailed or too theoretical. A management student is often lost in the maze of detailed derivations of formulae, which are not needed in a management course. They face problems in applying these concepts in projects that constitute a part of their academic curriculum.

The book has endeavored to describe and illustrate the concepts in a language that is clear and simple. Several business-oriented examples are worked out to help the students understand the concepts and see their applications in industry. Most of the problems at the end of each chapter relate to the business world. The students understanding of the concepts is likely to be reinforced.

The chapters are structured and molded to management decision making such as the problems of correlation and regression analysis is explained taking into account real life business problems. The book presents cases of decision making with the help of Analysis, Variance, and different kinds of tests.

Contents

Preface • Basic Statistical Concepts • Probability Theory and Probability Distributions • Hypothesis Testing: Single Population • Hypothesis Testing: Two Populations • Chi Square (χ^2) Tests of Hypotheses • Correlation-Regression Analysis • Analysis of Variance • Decision Theory • Statistical Process Control • Bibliography • Index



The Art of Animation Production Management

ISBN: T.B.A.

Pages: T.B.A. | Price: T.B.A. | PB

Author

Ranjit Singh

Creative Producer/Animation Director/Advisor and Mentor, Ranjit is an entrepreneur at heart and provides an effective bridge between the creative and technical aspects of animation production, planning, strategy and implementation. Over his 22-year career span, he has worked as a director/creative producer on projects that involve 2d/3d animation, live action, visual and special effects, multi-media and digital compositing.

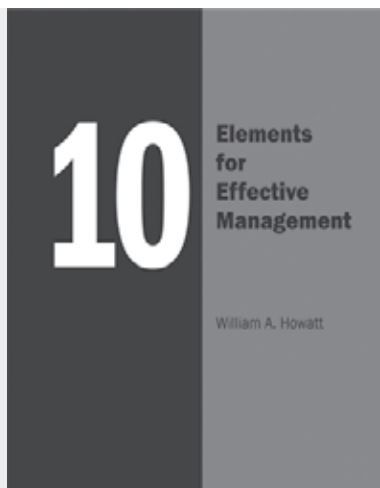
Ranjit holds a degree in commerce and an Advanced Diploma in Software Applications and Management. He is a founder trustee of The Animation Society of India. For more information about him, visit www.tonysingh.net.

About the Book

This book discusses the fundamental principles of animation production management at a conceptual level and explains the basics of production management for art. Breaking the myth that Animation Production Management is a technical subject, this book lays stress on simple inputs such as methods, prioritization, discipline, diligence, effective communication, organization, time management and teamwork.

Professionals and students of digital art and animation will find this to be a comprehensive text on important yet ignored topics. This is not a technical manual for any specific medium. Topics discussed are applicable to all forms/mediums and business verticals that work with art and animation.

The main objective of this text is to enable the reader to take control and drive projects towards successful and profitable completion. This book is as relevant for a student as it is for an independent artist, entrepreneur or a studio. It explores the various visible as well as invisible factors that have a serious impact on productivity in projects that employ art.



Author: William A Howatt
ISBN: 978-0230-33220-1 | PB
Pages: 120 | Price: ₹ 299.00



About the Book

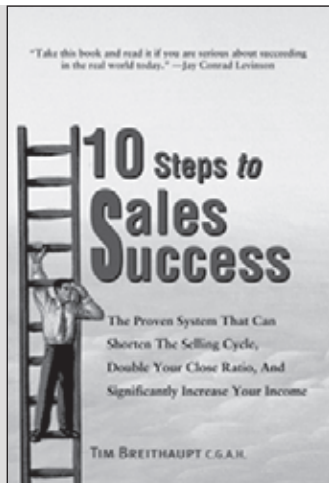
Organizations that want to have effective managers must be committed to facilitating management development. The age-old question of whether a leader is born or is made has the same answer today as when it was first asked.

One element for effective management is developing core skills such as thinking and decision making. A manager can have all the personality and expertise in the world but if they don't stop and think before they act, their business is at risk of not being around for the long term.

10 Elements for Effective Management is Volume 5 of the Howatt HR Consulting Talent Management Series that has been developed to promote strategic talent management considerations. Corporate leaders today are looking for strategic ways to align their business and people. One core element is to be committed to developing effective managers, because most people don't quit their roles; they quit their managers. So organizations no longer can afford ineffective managers.

Contents

Introduction • Element 1: Influential Leadership • Element 2: Implementing Corporate Strategy • Element 3: ROI of Decision Making • Element 4: Decision & Action Model • Element 5: Strategic Thinking • Element 6: Creative Thinking • Element 7: Delegation • Element 8: Execution • Element 9: Critical Thinking • Element 10: Influencing Choices • References



Author: Tim Breithaupt
ISBN: 978-0230-63703-0 | PB
Pages: 286 | Price: ₹ 299.00

About the Book

Ten Steps to Sales Success provides a treasure-trove of practical tools and techniques that will enable you to easily navigate the entire selling process from A to Z. Using a lively blend of sales logic, simplicity, and humor, this inspiring book helps you build the confidence to propel your success. The book features numerous how-to examples, and gives you a proven blueprint that will enable you to double your close ratio; increase sales by 30%; build long-term relationships and understand what inspires customers to buy.

Contents

Preface • Acknowledgements • Introduction: Why This Book? • The Sequential Model of Professional Selling • Attitudes of Success: Five Pillars • Planning and Preparation: Measure Twice, Cut Once • Time Management: It's About Time • Prospecting: I Know Where You Are Hiding • Building Rapport and Trust: Behavioral Flexibility • Discovery: Game Day • Presentation Skills: Value-Added Solutions • Confirming the Sale: Closing • Creative Negotiation: There Is Always A Way • Action Plan: Implementation • Follow-up: You Never Call or Write Anymore • Conclusion • Bibliography • Recommended Readings Index



Author: Jagdeep Kapoor
ISBN: 978-1403-93159-7 | PB
Pages: 168 | Price: ₹ 199.00

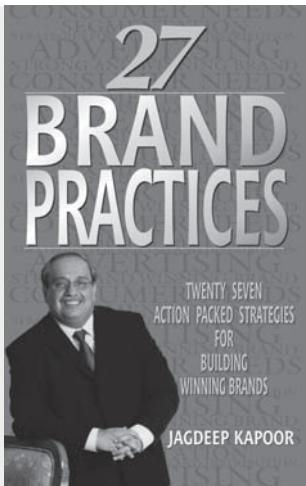
About the Book

1800 Runs Brand Sale Khel Mein is an attempt to acquaint sales people with hurdles that might come their way and the constructive steps that need to be taken to overcome these very obstacles. The 11 strategies serve as a practical guide to achieve success in Brand Sales. Right from identifying dreams, anticipating bouncers and applying masterstrokes, the author with his wide practical experience and conceptual clarity makes Brand Sales target a much less daunting prospect.

The unique and powerful concept of 1800 Runs Brand Sale Khel Mein would help you to think and execute your full potential both internally and externally. So, go ahead and SCOREMORE in life.

Contents

Preface • Acknowledgements • Introduction • The Story • Scoremore • Dream 1800 Runs • Don't Fear Bouncers • Master Strokes • Study the Field • See the Ball Early • Use Your Feet • Time It • Find the Gap • Keep the Scoreboard Moving • 'Well Left' is Right • Enjoy Batting • Conclusion



Author: Jagdeep Kapoor
ISBN: 978-1403-92401-5 | PB
Pages: 160 | Price: ₹ 199.00

About the Book

A refreshing book with 27 action packed strategies to build winning brands. Each brand practice is clearly explained in a sequential and implementable manner which not only is useful for management students but can be effectively executed by corporate executives, entre-preneurs and industrialists.

Contents

Part 1: Select Customer Needs • Customer Segments • Target Markets • Brand Positioning • Part 2: Effect • Organisation Structure Strategy • Systems and Processes Strategy • Product Portfolio Strategy • Pricing Strategy • Sales Strategy • Distribution Strategy • Customer Service Strategy • Marketing Research Strategy • Competitive Edge Strategy • Physical Appearance and Attire Strategy • Ambience and Environment Strategy • Attitudes Strategy • Skills Strategy • Part 3: Reflect • Brand Experience Strategy • Integrated Communication Strategy • Advertising Strategy • Personal Selling Strategy • Perception Strategy • Sales Promotion Strategy • Public Relations Strategy • Event Marketing Strategy • Direct Marketing Strategy Relationship Marketing Strategy



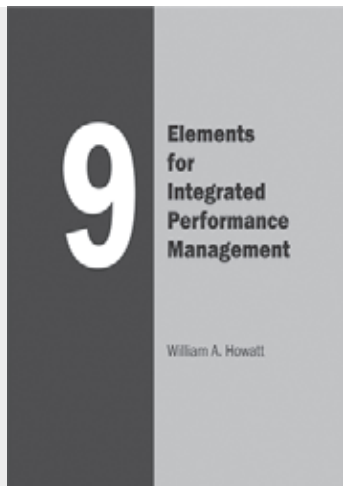
Author: Jackie Jarvis
ISBN: 978-0230-63620-0 | PB
Pages: 256 | Price: ₹ 299.00

About the Book

This book is for the many people who run their own small to medium sized business and who want to make them grow. It sets out to be your own, pocket, marketing consultant – without the expense. Not only does it offer some great ideas but it explains how each idea will benefit your business, what you need to do to make it work, and how you can apply it to your own business immediately. Through a series of special response questions it cleverly gets across marketing ideas in combination with the vital thinking behind their application. Furthermore, it does so in a way that transfers 'ownership' of these strategies to you the business manager so that you feel thoroughly motivated and inspired to act.

Contents

Preface • Introduction • How to get started – evaluating where you are now • Getting clear about where you are going • Understanding your marketplace and your competition • Understanding your customer • Creating solid foundations • Getting the price right • Developing your marketing message • Determining your marketing methods • Marketing methods that boost business with existing customers • Marketing methods that attract new customers • Profile building marketing • Selling your services • Completing your marketing plan • The simple things that make a big difference • Creating a marketing system • Making it happen • Dedication • Acknowledgements Bibliography



Author: William A Howatt
ISBN: 978-0230-33221-8 | PB
Pages: 136 | ₹ 299.00



About the Book

Retention, knowledge transfer, capacity building, developing talent, and succession planning are all terms that corporate leaders are talking about much more in their annual strategic planning. Performance management can no longer be viewed as just a once-a-year event (e.g., annual performance appraisal). Developing and maintaining an effective talent management strategy requires an integrated performance management model that aligns people and business.

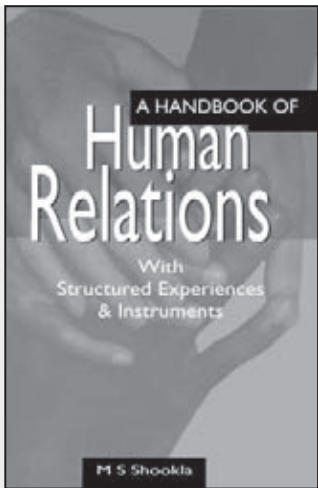
Performance management is a critical activity for organizations to not only survive but do well. Developing core competencies of the workforce is a major component in developing and evolving talent.

9 Elements for Integrated Performance Management is Volume 4 of the Howatt HR Consulting Talent Management Series that has been developed to promote strategic talent management considerations.

Each of the nine elements discusses a core component needed for an effective performance management model to assist human resource and business leaders to ask what is working well and what needs to be improved.

Contents

Introduction • Element 1: Managing Performance • Element 2: Performance Appraisals • Element 3: Measuring Training Effectiveness • Element 4: Recognition Programs • Element 5: Knowledge Management • Element 6: Increasing Retention • Element 7: Succession Planning • Element 8: Employee Termination • Element 9: Exit Interviews • References



Author: M S Shookla
ISBN: 978-1403-92226-7 | PB
Pages: 324 | Price: ₹ 399.00

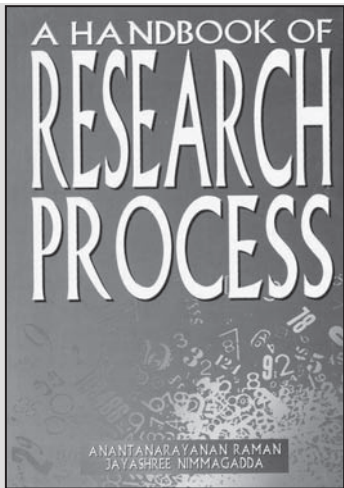
About the Book

This book treats the subject of human relation in the most simple yet comprehensive manner. It also analyses in detail research studies, concepts and real-life situations associated with it.

Practising managers, management students and teachers, social and behavioural scientists as well as motivational and human relations trainees will benefit from this book.

Contents

Part I: Foundations of Human Behaviour, Human Relations and Human Nature • Part II: Communication Skills, the Foundation of Human Relations • Part III: Interpersonal Relations Influencing Human Relations and Human Behaviour • Part IV: Other Skills Influencing Human Relations and Human Behaviour • Part V: Other Skills Essential for Human Relations and Human Behaviour • Part VI: Cross-Cultural Problems of Multinational Organizations, Human-related Problems of Knowledge Industries, and Future Trends • Bibliography • Index



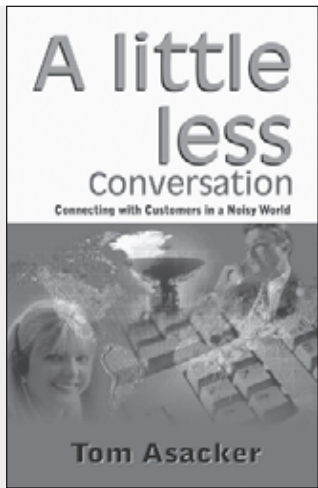
Authors: Anantanarayanan Raman
Jayashree Nimmagadda
ISBN: 978-1403-92968-6 | PB
Pages: 188 | Price: ₹ 240.00

About the Book

This handbook offers a comprehensive checklist of what needs to be done in any research activity. Research, whether undertaken to obtain a degree or to fulfil work requirements, entails a process. For the process to be professional, it should reflect and radiate quality and thoroughness in graceful style. To achieve that element of professionalism, this handbook offers a number of steps and tips. Beginning with the most basic question, 'what is research?' this handbook leads you through a personal and interactive mode of answering several other questions that can arise in your mind while being involved in the research activity. In this book, major emphasis has been laid on presentation skills; however, some of the fundamental issues in the broad domain of research have also been discussed.

Contents

Preface • What does this handbook aim to achieve? • Part One: Basics of Research Theory • What is research? • What is the context of research? • What components make the research framework? • Part Two: Basics of Research Practice • How to report research? • How to write theses, dissertations? • How to write research papers? • How to write grant proposals? • Part Three: Things to Clarify Research Further • How to go about with quantitative research? • How to go about with qualitative research? • Do norms exist in research practice? • Bibliography • Glossary of key technical terms • A short guide to terms in English language use, style, and format • Index



Author: Tom Asacker
ISBN: 978-0230-33036-8 | PB
Pages: 188 | Price: ₹ 299.00

About the Book

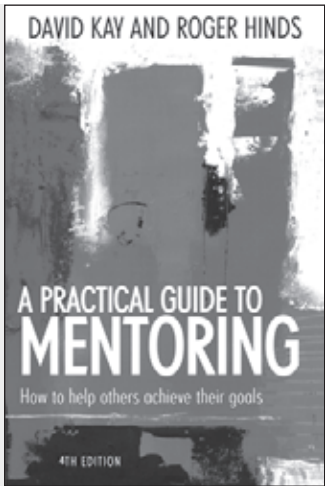
"Consumers are changing rapidly and the book 'Little Less' presents a strong case for marketers to go beyond just hard selling benefits and look for greater value connect with consumers, to build engagement and involvement. Written in as a conversation between the author and an accidental client, the book presents many parables in an easy to read format. A quick easy valuable read."

—Ambi M.G. Parameswaran, Executive Director & CEO Draftfcb + Ulka – Mumbai

If you're confused and disillusioned by the simplistic techniques and acronym-laden formulas coming at you from every direction about how to create a brand that attracts customers, and engages and delights them, you're in luck!

In this superbly readable and deceptively simple book, branding expert Tom Asacker explains precisely how today's successful brands are different from others, much different. You'll finally realize why branding as media-based image-making and persuasive communication is rapidly losing its effectiveness, and why customers have tuned out the irrelevant chatter of dispassionate messaging and uninspired employees.

Written by one of the leading names in the new marketing revolution, this pioneering book will inspire entrepreneurs of all stripes, shake the sleep out of any organization, and renew a focus on creating the kind of value that customers are happy to choose, talk about, and make an integral part of their busy lives.



Authors: David Kay | Roger Hinds
ISBN: 978-0230-32879-2 | PB
Pages: 144 | Price: ₹ 199.00

About the Book

‘As a ready reference and guidance note, this publication fits the bill. ... a sound investment. I particularly liked the mentoring scenarios which give a flavour of the types of issues that may arise.’ Training Journal

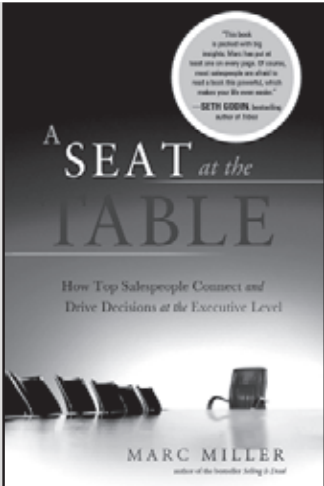
Mentoring is a rewarding experience. You will play an active and invaluable part in the development of another person and further your own career at the same time. This concise book will take you step-by-step through the process and show you:

- How to become an effective mentor
- What qualities, methods and processes are required
- How to prepare yourself and the mentee
- How to avoid the common pitfalls

Whichever sector you work in, this extremely practical book will clarify the whole mentoring process from start to finish, and support you every step of the way.

Contents

Preface • The Nature and Scope of Mentoring • Helping People to Progress • Mentoring and Who Can do It • Matching Mentors with Mentees • Preparing Yourself for the Role • Establishing the Mentoring Relationship • The Mentoring Process • Ending the Mentoring Relationship • Benefits and Pitfalls • Getting Started • Mentoring Scenarios • Index



Author: Mark Miller
ISBN: 978-0230-33219-5 | PB
Pages: 176 | Price: ₹ 299.00

About the Book

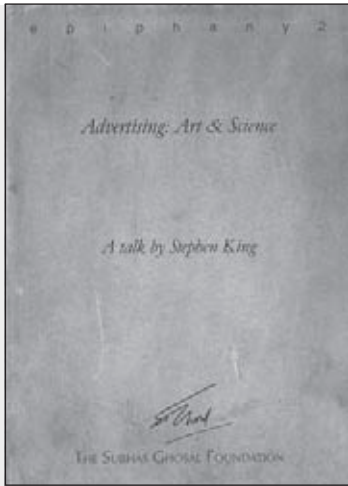
Bestselling author Marc Miller delivers a new, critical tool for connecting with decision makers to make more and bigger sales. He offers a new sales approach designed to help you earn A Seat at the Table-the place reserved for those select people who set the direction and the budget of an enterprise.

In today’s commoditized business world, customers only care about one thing: value. To offer new value, you must stop being a salesperson and become a businessperson who sells. Only then can you help your customers increase productivity and profitability, which are the key factors of growth-and your continued success.

In A Seat at the Table, Miller explains how to connect with executives and decision makers from the very first point of contact-psychologically, strategically, and financially-to prove your value. When you can do this, you will be able to create demand for your products and services, protect your core business, and close more sales. Building on his experiences identifying best practices in thousands of salespeople, Miller offers all of the tools you need to make the transition:

- A simple, analytical matrix for illuminating customer strategies
- A first-call methodology that will have every contact offering up the information that you need to make the sale
- An adaptable template for generating recommendations that are perfectly aligned with customer strategic needs

With these tools, you’ll be closing more and bigger deals-and helping your customers succeed, too.



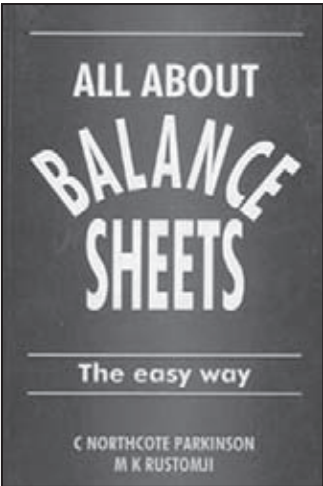
Author: Stephen King
ISBN: 978-0333-93923-9 | HB
Pages: 54 | Price: ₹ 210.00

About the Book

Stephen King, a man often spoken of as the philosopher of the market place has had a seminal influence on changing fundamental attitudes to marketing and advertising all over the world. He pioneered the idea that advertising was not hurling information and assertions at consumers, but a question of establishing a relationship between the brand and consumer.

Contents

Advertising: Art and Science • Afterword



Authors: M K Rustomji
C Northcote Parkinson
ISBN: 978-0333-90106-9 | PB
Pages: 140 | Price: ₹ 120.00

About the Book

This book helps understand the technicalities involved in balance sheet in a most comprehensible manner.

Contents

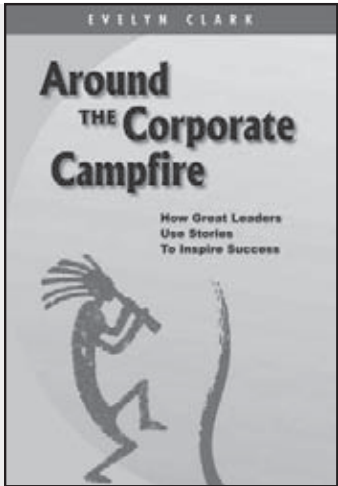
Introduction • Accounting jargon made understandable • What a company owns – Assets • What a company owes – Liabilities • If you can understand these three statements, you have got the hang of the balance sheet • Relationship between borrowings and total stockholders' funds or debt-equity ratio • The disadvantage of too much cash • Why it is more economical to borrow money than to issue more stock • What investors and creditors look for in a company • Depreciation or provision for wear and tear of fixed assets • What is an income statement • What lessons can we learn from the reserves of a company • Balance sheet and income statement – What it boils down to • Things about an enterprise which a balance sheet and income statement can never show • Summary – What is the use of a balance sheet and income statement?



Authors: Charles E Watson
Thomas A Idinopoulos
ISBN: 978-0275-99224-8 | PB
Pages: 208 | Price: ₹ 299.00

About the Book

Are You Your Own Worst Enemy? shows readers how to take responsibility for their actions and their happiness. It discusses the on-going pressures, temptations, and traps in the workplace and how ordinary people can manage them constructively to remain effective and true to their ideals. Specifically, it shows how people become more productive, more valuable, and more fully satisfied by developing the capacity to make things happen and making the most of who they are. Using dozens of engaging stories from people in all types of organizations, the authors show how to overcome self-defeating behavior. The result for readers is a blueprint for success, reduced stress, better work/life balance, and fulfillment.



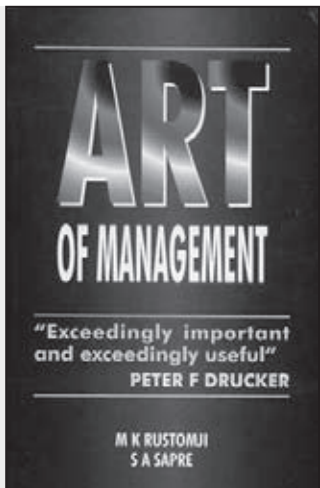
Author: Evelyn Clark
ISBN: 978-1403-92471-1 | PB
Pages: 256 | Price: ₹ 299.00

About the Book

This book provides leaders with insights into telling stories that can bring mission statements and strategies to life, engaging employees and bringing out their full potential and passion for work. The inside stories will entertain, inspire and show how to capture the minds and hearts of our audiences. This book is ageless and should be kept in clear view to inspire ourselves and help us on our journey towards great leadership.

Contents

Armstrong International: Mastering the Art of Storying Around • Nike: A Global Competitor Running on Waffle Soles • 3M: Nurturing a Spiral of Growth and Creativity • K/P Corporation: What's Love Got to do With It? • Eastman Kodak: Eight Words are Enough • Costco: A Genuine Fish Story • Mary Kay: Putting Women In The Driver's Seat • Fox's Gem Shop: More Than a Little Foxy • Northwestern Mutual: Doing the Right Thing Quietly Communicates Values Loudly • FedEx: Shoot. Move Communicate and Deliver the Beans • WRQ: Just Like Racing a Bike • Medtronic: Dad, I Saved a Life Today • Southwest Airlines: Flying Direct for Fun and Profits • The Container Store: Have You Heard the One about Tales that Boost the Bottom Line? • REI: Attaining the Peak of Authenticity • Not for Corporations Only • Without Stories, What Have You Got? • Appendices • Recommended Reading • Index



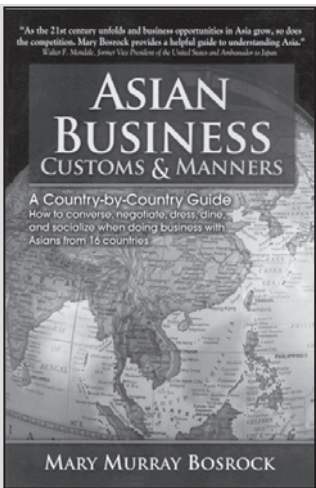
Authors: M K Rustomji | S A Sapre
ISBN: 978-0333-90730-6 | PB
Pages: 232 | Price: ₹ 120.00

About the Book

The Art of Management presents the essentials of management in a singularly lucid, down-to-earth style. The work is very useful for executives at all levels and students.

Contents

Marketing • Human Relations • The Manager • Scientific Management • Decision-Making • Organisation Structure • Management Development • Epilogue • Bibliography



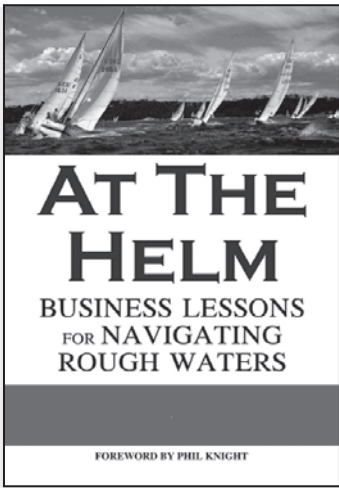
Author: Mary Murray Bosrock
ISBN: 978-0230-63521-0 | PB
Pages: 400 | Price: ₹ 499.00

About the Book

Finally, here is a guide that covers all the dos and don'ts of business etiquette in Asia. Organized country by country, this comprehensive guide contains information on every situation you'll encounter, including business practices and attitudes, meetings, negotiations, meals, punctuality, language, gestures, tipping, manners, gifts, and everything in between. It contains all the information you need to present yourself well and get the job done...whatever it might be.

Contents

Part I: Getting Started • 1. How to Go International • 2. The Facts of Asia • 3. General Rules: What to Know and How to Behave • Part II: Country Information • Bangladesh • China • Hong Kong • India • Indonesia • Japan • Malaysia • Pakistan • Philippines • Singapore • South Korea • Taiwan • Thailand • Vietnam • Australia • New Zealand • Resources • Index



Author: Peter Isler
ISBN: 978-0230-63913-3 | HB
Pages: 242 | Price: ₹ 299.00

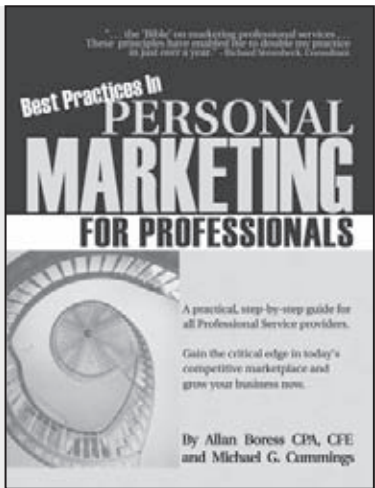
About the Book

America's Cup winner Peter Isler shows how the skills and strategies used in professional sailing apply equally well to competition, teamwork, and success in the world of business.

Some of the most prominent and successful CEOs and executives in America are sailors—and with good reason. In both business and sailing, only the best-led, best-trained, most highly motivated teams win. In At the Helm, two-time America's Cup winner Peter Isler translates the secrets of success in the fast-paced world of grand-prix sailboat racing into a series of specific lessons that managers and businesspeople can apply to their day-to-day jobs. In the world of business and sailing, building a successful "team" takes years of planning, training, practice, and cooperation, with an absolute commitment to winning.

Contents

At the Helm • The Art of Sailboat Racing and Business • Rule One – Make a Total Commitment • Rule Two – Build True Team Effort • Rule Three – Stack the Deck in Your Favor • Rule Four – Be Prepared to Change Course Quickly • Rule Five – Expect the Unexpected • Rule Six – Push the Limits • Rule Seven – Master the Inner Game • Epilogue • Biographies • Glossary of Sailing Terms • Index



Author: Allan S Boress
ISBN: 978-1403-92853-5 | PB
Pages: 480 | Price: ₹ 395.00

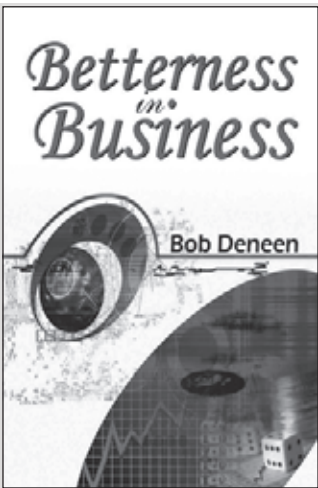
About the Book

The purpose of this book, The Best Practices in Personal Marketing for Professionals, is to take you through a course of learning. We will share with you the best practices we've seen as the top business development consultants, advisors and trainers in the professional services arena. We have worked with both industry leading firms in accounting, banking, consulting, engineering, law, technology solutions, and a variety of advisory and financial services providers—as well as smaller, specialty firms that deliver business and personal services.

Whichever business you are in, my goal is to provide you with a proven, methodical way to build your practice and make it more profitable and enjoyable for you.

Contents

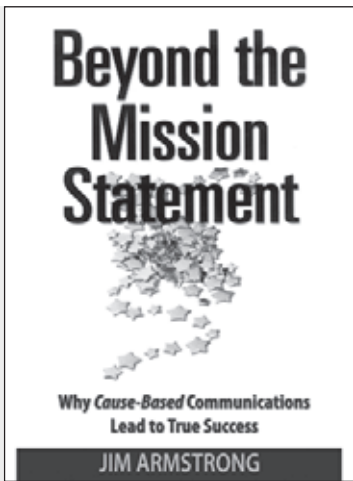
Biographies • Introduction • Introduction by Allan S. Boress • Introduction by Michael Cummings • The Biggest Mistakes Professionals Make in Marketing their Services • What 'Marketing' is and How it Differs from 'Selling' • Section One: Personal Marketing Strategy • Section Two: Executing Marketing Programs that Make Money • Section Three: Marketing Management • Afterword • My Personal Marketing Plan by Allan S. Boress, CPA, CFE • Appendix • Training from Sage and Allan Boress & Associates • Topic Index



Author: Bob Deneen
ISBN: 978-0230-33224-9 | PB
Pages: 166 | Price: ₹ 299.00

About the Book

There is no need for small businesses to fail or for established firms to suffer lackluster results. Applying strategies reviewed in this book will increase sales, income, and profits 30 to 60 percent. This book includes the unique "Management Helper" to help execs easily apply the strategies proven to achieve entrepreneurial success.



Author: Jim Armstrong
ISBN: 978-0230-33053-5 | PB
Pages: 160 | Price: ₹ 199.00

About the Book

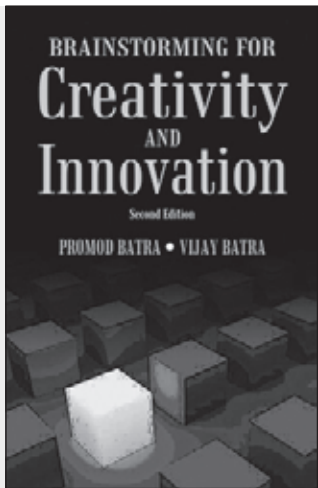
Too often a marketing communications campaign begins with the words, "We need a new brochure, or logo, or website." Jim Armstrong suggests that such campaign should really begin with unearthing, capturing, and communicating the "cause" of a business—the "why" it exists versus simply what it does.

Armstrong's communications company, Good For Business, has perfected a 10-question process that helps businesses find their authentic, truthful voice which can then be translated into a strong marketing communications concept that is carried throughout their communications with customers, employees, shareholders, and all constituents.

Beyond the Mission Statement lays out the steps and provides many actual examples of the way various types of businesses and non-profit organizations have used this process to rejuvenate their marketing communications and make them more relevant, meaningful, and true. Four detailed case studies include examples of the advertisements, annual report covers, banners ads, and other marketing materials that were generated from the Mission-in-a-Message process that he advocates.

Contents

Why Did You Get Up This Morning? • Why Does Your Business Do What It Does? • This Bank's Interest Is Very Personal • A Developer Who Doesn't Build Buildings • Drawing Out the Cause of a Non-Profit • Community Is the Fuel of this Utility • How to Why • Good for You • Appendix: Cause for Celebration • Index



Authors: Promod Batra | Vijay Batra
ISBN: 978-0230-63462-6 | PB
Pages: 368 | Price: ₹ 299.00

About the Book

What would you do when you're faced with a problem that you think you cannot solve?

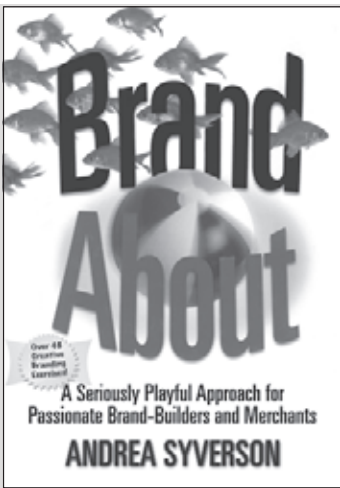
Brainstorming for Creativity and Innovation helps you to discover how to solve any problem by applying the principles of Think, Ask and Do!

This collection of humorous and thought-provoking illustrations will make you stretch your mind, look at situations from a new perspective and challenge conventional thinking.

You can read this book anytime and anywhere. With sections such as Empowering, Negotiating, Problem-solving, Excelling, Imagining, Motivating, Innovating, Communicating and many more... you'll discover new ways to solve problems, manage your life, and achieve success!

Contents

1. Thinking • 2. Asking • 3. Doing • 4. Learning • 5. Reflecting • 6. Giving & Taking • 7. Encouraging • 8. Empowering • 9. Negotiating • 10. Disciplining • 11. Relaxing • 12. Improving • 13. Enjoying • 14. Problem-solving • 15. Forgiving • 16. Believing • 17. Listening • 18. Excelling • 19. Imagining • 20. Being Happy • 21. Motivating • 22. Innovating • 23. Arguing • 24. Teaching • 25. Following • 26. Handling Customers • 27. Saying No • 28. Planning Ahead • 29. Communicating • 30. Changing • 31. Leading • 32. Making Mistakes • 33. Succeeding



Author: Andrea Syverson
ISBN: 978-0230-33225-6 | PB
Pages: 232 | Price: ₹ 299.00

About the Book

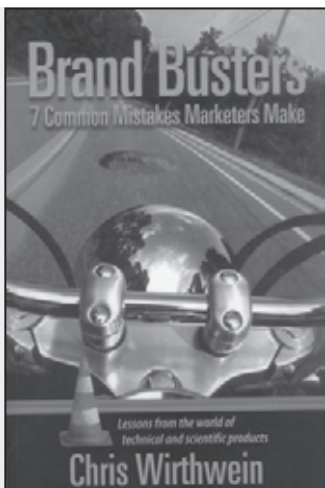
BrandAbout is an experiential, do-it-yourself, creative playbook for energizing brands and their product lines and/or services. With 10 practical lessons based on more than 25 years of hands-on, in-the-trenches merchandising and marketing experience, BrandAbout provides companies of all sizes—from startups to Fortune 500s—with more than 40 creative homework exercises that can be customized to their unique needs and applied over and over again.

BrandAbout is an adventurous practicum for companies. The main prerequisite is an open mind, an entrepreneurial spirit and a passion for delighting customers! BrandAbout's inspirational and personal approach is based on Syverson's real world multi-channel expertise in the marketplace as she encourages companies to collaborate both interdepartmentally, intradepartmentally and directly with their customers.

Like a stylized syllabus, BrandAbout is organized into 10 individual building blocks that can be worked through all at once in a self-directed two or three day offsite or integrated individually into weekly or monthly meetings.

Contents

Play in the Brand • Be Insatiably Curious • Listen Actively • Tete-a-Tetes • Dare Yourself and Your Brand • Herald Your Brand • Craft Your Brand • Practice Branners Winsomeness • Kindle Your Inner Amish • Integrate Dreamily • Bibliography • Index



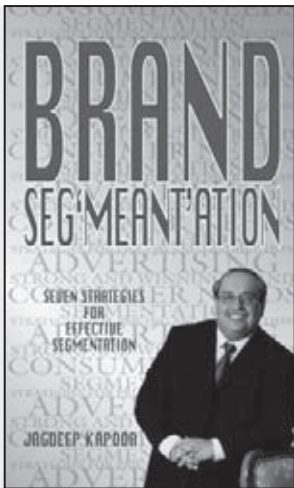
Author: Chris Wirthwein
ISBN: 978-0230-32946-1 | PB
Pages: 142 | Price: ₹ 199.00

About the Book

Every day, without knowing it, marketers of all kinds make the same common mistakes and end up destroying their brands. Brand Busters helps readers learn from the slip-ups of others and instructs them on how to avoid mistakes and get on with efficient marketing.

Contents

Talking “needs” instead of “wants.” • Falling in love with your product instead of your customer • Believing that marketing is all science or all art • Trying to please everyone. • Forgetting that people forget. • Believing your price is too high—without proof. • Believing you must sell your product on an economic basis



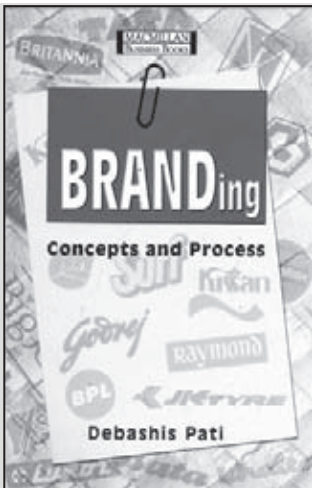
Author: Jagdeep Kapoor
ISBN: 978-1403-92861-0 | PB
Pages: 96 | Price: ₹ 199.00

About the Book

This work analyses the concept of brand segmentation with detailed case studies and presentations. Would it not be foolish to try and sell a comb to a bald man or a refrigerator to an Eskimo? Wrong Segmentation does not yield the right results. Brand Seg'meant'ation is a book that offers a fresh approach to the subject and brings out the significance of whether a segment is 'meant' for your brand or your brand is 'meant' for a segment. The author, drawing from his ide practical experience, brings out a refreshing brand strategy – if the segment and brands are 'meant' for each other, the probability of brand success increases.

Contents

Preface • Acknowledgements • Introduction • K Knowledge (Gyan) • Y Young (Jawani) • A Attitude (Nazariya) • B Benefits (Fayada) • O Occasion (Avsar) • L Loyalty (Wafadari) • U Usage (Istemaal)



Author: Debashis Pati
ISBN: 978-0333-93715-0 | PB
Pages: 224 | Price: ₹ 299.00

About the Book

This book introduces certain concepts and a 'how to do' perspective in the context of making a brand out of a product. It links up various activities involved in the process and presents a copyright model – BRANDing.

Contents

Introduction • Branding • Brand Symbol • Brand Name • Brand Associations • Brand Image • Brand Relationship • Branding Check-up • Brand Equity • Brand Health • Legal Perspective • Appendix



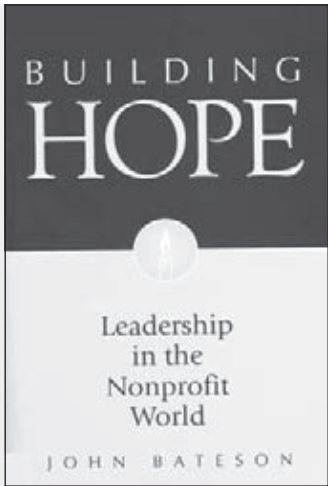
Author: E D McMahon
ISBN: 978-0333-93598-9 | PB
Pages: 272 | Price: ₹ 299.00

About the Book

This book helps e-business professionals to get the most leverage out of these technologies and build a solid foundation for e-business transformation efforts. Bricks to Clicks also aids to organise thoughts about the company's e-business transition.

Contents

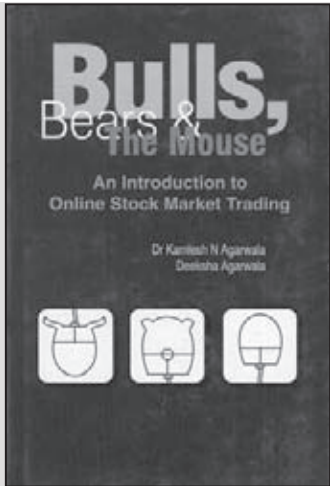
Part One • What the Internet Doesn't Change • Part Two • Categorising Opportunities: The Opportunity Matrix • Part Three • The Internal Assessment: Assessing Your Company's Capabilities • Part Four • Crafting Your Approach: Putting Your Plan Together • Appendices • Bibliography • Index



Author: John Bateson
ISBN: 978-0313-34851-8 | PB
Pages: 220 | Price: ₹ 299.00

About the Book

Leading nonprofits competently is what this book is all about. Each chapter focuses on a different facet of nonprofit leadership: how to build a strong and effective governing board, manage and inspire staff, develop efficient and effective programs, raise money, recruit and retain talented volunteers, market the agency, manage finances, and plan for the future. Best of all, each chapter is laced with stories that hammer home a point: What happens (and what to do) when a major gift solicitation goes horribly wrong, why cultural competency is critical, and what unusual interview questions can uncover the most promising potential employees. The workload can be crushing and the stress level high in the nonprofit world. Yet being able to look around a community and see tangible evidence of success makes it all worthwhile. This book will help provide the skills—and the heart—nonprofit managers need to make a difference and build the hope that will sustain others for years to come.



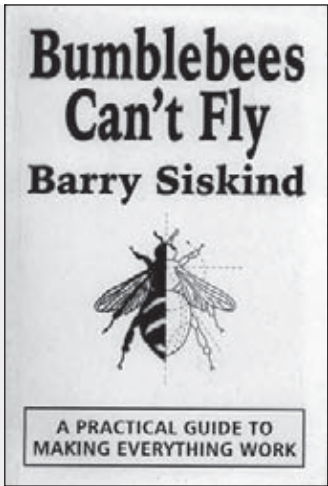
Authors: Kamlesh N Agarwala
Deeksha Agarwala
ISBN: 978-0333-93472-2 | HB
Pages: 462 | Price: ₹ 699.00

About the Book

This book offers guidance towards the correct choices of online trading and also empowers the investor with a smart business edge. It is a compilation of forward thinking and vision into online investing. It presents an overview of online trading in India, and the status of a number of issues related to Internet trading.

Contents

Internet and Evolution of Online Trading • Trading in Securities: The Conventional Way • It Seems That 'Dalal Street' will Soon be History • EDI and Online Trading • Stock Trading Goes Online: Depository Services Beginning of the Era of Stock@Click • Internet and Security on Internet Trading • Internet Trading • Indian Trading Storefront: A Review • Issues Under Consideration • Appendices • Abbreviation • Glossary • Bibliography • Index



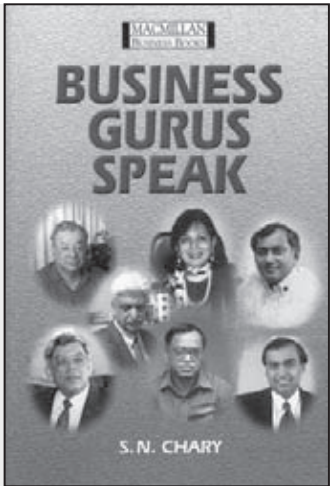
Author: Barry Siskind
ISBN: 978-0333-93849-2 | PB
Pages: 126 | Price: ₹ 199.00

About the Book

A self-help book on common sense, which shows how to develop and master it through the 'Seven Strategies of Common Sense'.

Contents

Introduction: Flight of the Bumblebee • Strategy 1: Doubt the Obvious • Strategy 2: Let Your Reach Exceed Your Grasp • Strategy 3: Know Yourself • Strategy 4: Transform Information into Knowledge • Strategy 5: Embrace the Unexpected • Strategy 6: Stay on Course • Strategy 7: Don't be Afraid to Change Horses in Midstream • A Final Word • Epilogue



Author: S N Chary
ISBN: 978-0333-93791-4 | PB
Pages: 232 | Price: ₹ 278.00

About the Book

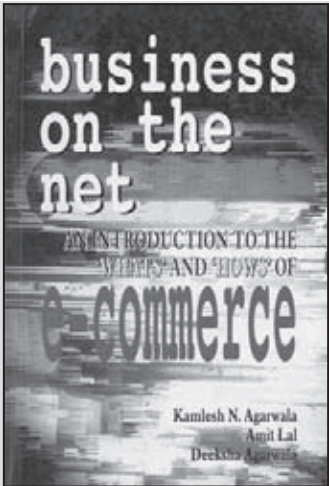
It is indeed fascinating that despite excessive governmental controls and the generally constraining economic environment in this country, particularly prior to the 'liberalisation' of 1991, there have been some phenomenal success-stories of Indian businesspersons. Seven such successful Indian business-persons are profiled in this book.

Contents

Introduction • Kiran Mazumdar-Shaw • Azim Premji • N.R. Narayana Murthy • Venu Srinivasan • Deepak S. Parekh • Dr Verghese Kurien • Mukesh D. Ambani

Business Gurus Speak
(Marathi)

Author: S N Chary
ISBN: 978-0333-63285-1 | PB
Pages: 288 | ₹ 185.00



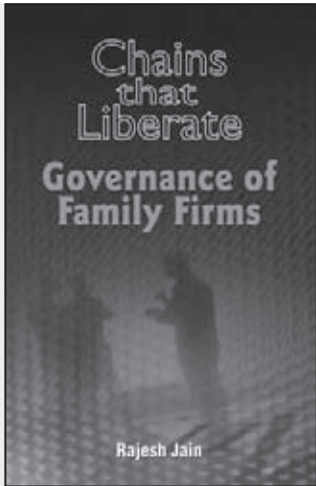
Authors: Kamlesh N Agarwala
Deeksha Agarwala | Amit Lal
ISBN: 978-0333-93434-0 | PB
Pages: 236 | ₹ 299.00

About the Book

This book seeks to reveal the mysteries of e-commerce to inquisitive readers. It provides a detailed, step-by-step information and know-how of the workability of e-commerce for beginners as well as for business executives.

Contents

Evolution of the Internet • What is E-commerce? • Emergence of E-commerce • How E-commerce Works • How to Set Up Shop for E-commerce • How to Get Customers and Retain them • Issues Under Consideration • Future Vision of E-commerce • Appendices • Glossary • Abbreviations • Bibliography



Author: Rajesh Jain
ISBN: 978-1403-92869-6 | HB
Pages: 328 | Price: ₹ 295.00

About the Book

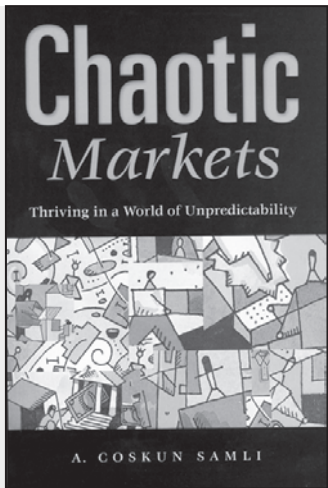
Governance is considered the most important factor for the survival of a family firm. Although governance is about discipline and accountability and is often uncomfortable, it is the only way to long-term survival. This book discusses in detail the benefits of governance of family firms in an exhaustive manner. It is written keeping in mind the Indian business scenario.

Each family business is unique in its size, composition, nature of business and industry, stage of growth, number and nature of generations involved, degree of professionalism, etc. There cannot be a 'one-size-fit-all' solution for all situations. Yet, this book covers ideas that are highly effective in most of the situations and can be easily applied with minor modifications.

Chains That Liberate is useful for business owners, management consultants, senior executives, academicians, students, business analysts, bankers and financial institutions and anybody who is interested in the field of family business.

Contents

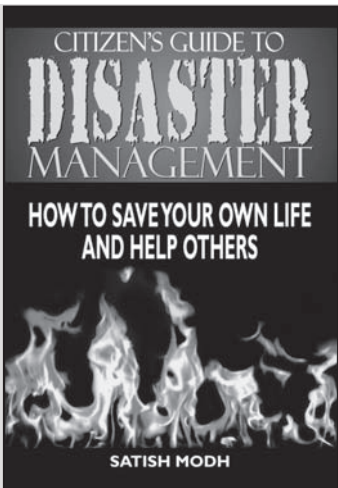
Preface • Acknowledgements • Introduction • Family Businesses: What They Are? • Survival of Family Firms • Understanding the Complexity • Governance of Family Businesses • Governance Structures, Processes and Tools • Family Governance • Ownership Governance • Business Governance • Family Business Leadership • The Board of Directors • Conclusion



Author: A. Coskun Samli
ISBN: 978-0275-99371-9 | PB
Pages: 224 | Price: ₹ 299.00

About the Book

There is no doubt that the business environment has become increasingly unpredictable. Yesterday's market leaders become tomorrow's has-beens; upstarts take on established giants; customers flock to new technologies while demanding old-fashioned customer service; and, of course, the Internet and the forces of globalization are accelerating the pace of change. Learning how to survive—and thrive—in this environment is of utmost importance for any company that intends to stick around. Drawing from decades of research, teaching, and consulting in the fields of marketing and strategy, the author demystifies these chaotic forces, identifying the pressures on business that create uncertainty, but also the potential for innovation for those who recognize opportunities to strengthen their competitive position. Featuring dozens of illustrative examples of both winners and losers, Samli shows readers how to turn market chaos and uncertainty to their advantage. Concluding each chapter with a series of questions designed to help readers apply the book's principles in their own organizations, Samli demonstrates how to detect changes in market conditions early, uncover latent customer needs, create new products and services, and maintain a competitive edge.



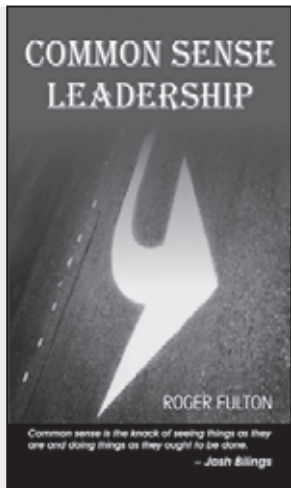
Author: Satish Modh
ISBN: 978-1403-93037-8 | PB
Pages: 212 | Price: ₹ 299.00

About the Book

Citizen's Guide To Disaster Management: How To Save Your Own Life And Help Others is meant for general readers. Instructions given in the book can be used by any person for saving himself or herself, his or her family and also community, in case of a disaster. It is a comprehensive work which discusses both natural and man-made disasters. The author has provided a detailed discussion on what is disaster, the types of disaster and how to cope with them – both during and after.

Contents

Preface • A Quick Look at the Book • Part I How to Save Your Life in Natural Disasters? • Introduction • Floods • Earthquakes and Landslides • Cyclones and Thunderstorms • Tsunami • Drought • Heatwave and Sandstorms • Coldwave and Extreme Cold • Part II How to Save Your Life in Man-made Disasters? • War and Terrorism • Stampede, Riots and Demonstrations • Residential and Industrial Fires • Transportation Accidents • Nuclear Power Accidents • Hazardous Materials and Toxic Emission • Utility Failure • Part III How to Help Others? • Why should I Help Others? • Saving Victims – First Twenty-Four Hours • Conducting Medical Relief Operations • Managing Relief Operations • Psychological Issues • Carrying Out Rehabilitation Work • Part IV How to Prepare Yourself for Disasters? • How do I Plan for Disasters? • Local Disaster Management Cell • How to Prepare a Business Recovery Plan? • Government Response in Disasters • Appendix • Glossary • Index



Author: Roger Fulton
ISBN: 978-0230-63679-8 | PB
Pages: 144 | Price: ₹ 199.00

About the Book

Leadership is not a mysterious phenomenon. It is a combination of skills and observable behaviors that can be learned. Common Sense Leadership is a practical manual designed to teach qualities and concerns of a good leader to anyone new to or experienced in a leadership position.

Contents

Introduction • A Leader Prepares • A Leader Is • A Leader Supervises By • A Leader Manages By • A Leader Understands • A Leader Leads By • A Leader Avoids • Conclusion • Appendix I • Appendix II



Author: Lisa Jimenez
ISBN: 978-1403-92606-7 | PB
Pages: 168 | Price: ₹ 199.00

About the Book

Conquer Fear is a handbook on creating success and will give a practical action plan to confront our fear, accept it, and be free to get on with creating and achieving what we want! This book will help every individual to identify and overcome self-limiting beliefs, stop procrastination and self-sabotage, break through negative programming, raise self esteem and confidence level and create momentum to stay motivated.

Contents

Introduction • What Keeps You From Living Your Dreams? • The Power of Your Belief System • Break Through Self-limiting Beliefs That Prevent Your Success • Creating Your Powerful Belief System • Discovering Who You Are... and Finding the Courage to be that Person • Knowing Whose You Are • Conquer Your Fear of Failure • Conquer Your Fear of Success • Epilogue



Author: Steve Prentice
ISBN: 978-0333-93851-5 | PB
Pages: 308 | Price: ₹ 299.00

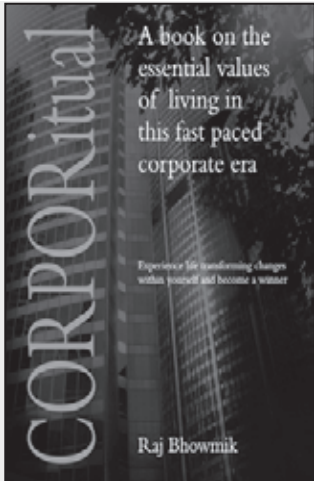
About the Book

While most time management books focus on the nine-to-five you, *Cool Time and the Two-Pound Bucket* addresses the twenty-four hour you, taking into account the importance of rest, nutrition and life balance – in addition to organisation – as components of a workable strategy.

This book helps one survive and thrive within the constraints of a busy life by providing the knowledge, perspective and confidence to win back control over every minute.

Contents

Introduction: Dogs and Cats and Pointing Fingers • The Two-Pound Bucket: Fixed Time and Refinement • The Keystone Period: Focus and Productivity • The Galactic Rubber Mat: Bending the Status Quo • The I-Beam Review: Planning and Structure • The Active Agenda: Demonstration and Communication • The Bird's-Eye View: Perspective and Awareness • The Balance Chart: Work-Life Balance • Cool Time: Perfection Through Precision • The 60-Second Workspace: Organisation • The Return of the Two-Pound Bucket: Constraints • Emotional Bedrock: Acceptance and Implementation • Tools of the Trade • Getting Started • In Conclusion: The Benchmark Bookmark • Index



Author: Raj Bhowmik
ISBN: 978-0230-63547-0 | PB
Pages: 150 | Price: ₹ 199.00

About the Book

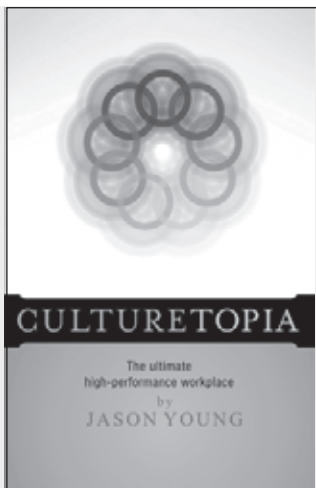
CORPORitual indicates a way of living that creates a harmonious balance between the fast-paced corporate life and our serene spiritual life. According to Raj Bhowmik this is the only formula for peace and tranquility in today's fast-paced life.

In this book Raj creates a magical ambience to discuss the most important *CORPORitual* values essential for a higher living. A *CORPORitual* life will help you to afford and enjoy all the comforts and luxuries of life and, at the same time, a serene and divine energy inside you will fill you to your hearts content, enabling you to make better choices in your daily living. The best thing about accepting and following the values is that it will not only help you experience life transforming changes within yourself to give you the winner's position and success that you are looking for, but will also help you to make a huge difference to the society as a whole, and also to everyone's life who are around you.

This book is for players who play to win.

Contents

Acknowledgements • The Chief Referee's Whistle • An Introduction • 1. From Knives to Nuclear • 2. The Rat Marathon • 3. The *CORPORitual* • 4. C-VOL 1 Meet Yourself in Silence • 5. C-VOL 2 Manifest Your Purpose of Existence • 6. C-VOL 3 Practice Compassion • 7. C-VOL 4 Forgive and Bury the Past • 8. Become the Place • 9. Living a *CORPORITUAL* Life • 10. Wear Your Own Golf Glove • 11. Be *CORPORitual* • 12. The Sweet Dish! • About Raj Bhowmik • From the Soul bath Team



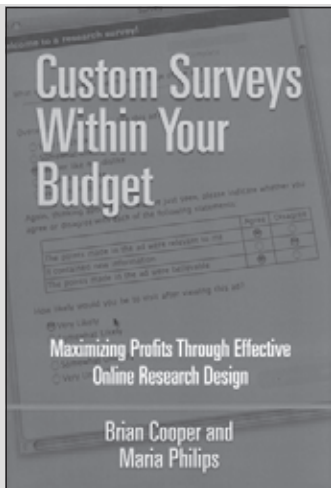
Author: Jason Young
ISBN: 978-0230-63868-6 | PB
Pages: 160 | Price: ₹ 199.00

About the Book

What is Culturetopia? What it does look like? Where can we find it? Is it attainable? Culturetopia provides an introduction to Jason Young's innovative perspective on how to create and sustain a high-performance workplace where people can do their best work. A wide range of cultural factors combine to drive the behavior of managers and employees who do the real work of serving customers and making products. Jason used his experience as manager, trainer, and consultant to dozens of leading companies to develop the concept of Culturetopia: the ultimate high – performance workplace.

Contents

Welcome to Culturetopia • Company Culture • Dangerous Assumptions • Culture Versus Traditional Management • In Culturetopia, Values are Central • A Shared Sense of Direction and Purpose • Customers Define the Approach to Business • Managers are There to Help • Everyone is a Leader • Sound Relationship and High-Achieving Teams • Opportunities for Learning and Growth • Work is Satisfying and Rewarding for Everyone • The Culturetopia Values Checklist • Aloha



Author: Brian Cooper
ISBN: 978-0230-33222-5 | PB
Pages: 212 | Price: ₹ 299.00

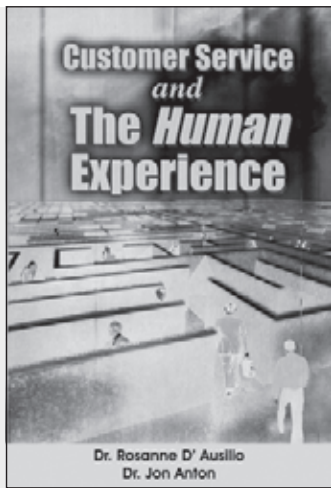
About the Book

Custom Surveys Within Your Budget provides a framework for making proper online research decisions. It is a great reference when making decisions on how to design sample, send invitations, build questionnaires or conduct analyses. Custom Surveys offers a wealth of knowledge on conducting online surveys and should be used as a reference book for marketers.

This book provides a comprehensive overview of research that is clear and easy to use. The chapter design allows you to quickly find what you are looking for, saving you valuable time. The focus on how research benefits business decisions ensures that after reading this, your next research project will be well designed, efficient, and effective. I recommend this to anyone looking to make better business decisions through research."

Contents

The Background of Internet Research • How to Determine if Your Study Should be Conducted Online • Setting Up Your Online Survey • Selecting a Survey Tool • Common Internet Survey Issues • Designing Survey Invitations • Sample Sources and Response Rates • Questionnaire Layout and General Formatting Requirements • Survey Programming Rules • Single-Punch and Multi-Punch Questions • Using Grid/Matrix Questions • Open-Ended Questions • Using Scales in Online Internet Research • Use of Multimedia in Online Research • Online Qualitative Tools • Privacy and Security • Research with Children • Directory of Online Survey Research Tools • Index



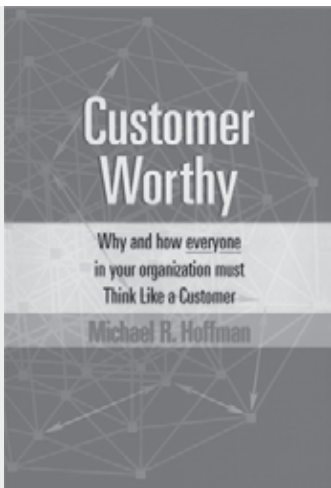
Author: Jon Anton
ISBN: 978-0230-63486-2 | PB
Pages: 192 | Price: ₹ 299.00

About the Book

Customer service and support individuals represent one of a corporation's greatest assets for building and maintaining exemplary customer relationships. To recognize the incredible importance of this workforce and appreciate their invaluable work efforts will contribute to the enterprise having the greatest competitive advantage. This is a place where people have a high regard for others, a commitment to the company and the motivation to become what they most desire. Rosanne and Jon, with their insightfulness, far-reaching experience, and comprehensive statistics, impress upon the immeasurable value of the human experience in customer service and the significance of the workforce.

Contents

Customer Service • E-mail • Stress Revisited • Times They are A'Changing • Training • Training Curriculum • Monitoring • Managing Time Productively • Team Building • Creativity • Perception Shifting • Motivation and Goal Setting • Appendix A: The Impact of Conflict • Management Training on Customer Service Delivery • Appendix B: Tests • Appendix C: Topical Motivational Readings • Appendix D: Perception Shifting Exercises • References • Contact Information Page • Index • Author's Biographies



Author: Michael R Hoffman
ISBN: 978-0230-33054-2 | PB
Pages: 212 | Price: ₹ 299.00

About the Book

How to align your business with customer values and preferences for incredible success. Hoffman shows managers how to “think like a customer” to uncover revenue opportunities across sales, marketing, operations and customer service.

Customer Worthy is a guide book for managers faced with risks, challenges and opportunities stemming from customers empowered with instantaneous product & competitive knowledge, social networks and easy access to information.

Must read Management book.

Customer Worthy delivers a customer strategy toolkit for • Marketing • Sales • Technology • Operations • Service • Legal • Finance • Executive Management • Customer Experience

Contents

Acknowledgements • Preface • Introduction • My Car Had a Conversation with My House Last Night.....When My Office Interrupted • The CxC Matrix Unveiled • Think Like a Customer • Capturing the Customer Experience • How Complicated Can One Click of the Mouse Be? • Managing Customers Contact-by-Contact • Nine Treatment Objectives for Each Contact • The Customer Schematic • The Customer’s Network • Start the Revolution • Customer Privacy is Nothing to Kid About • Matrix Benefits and Use by Function and Department • Index



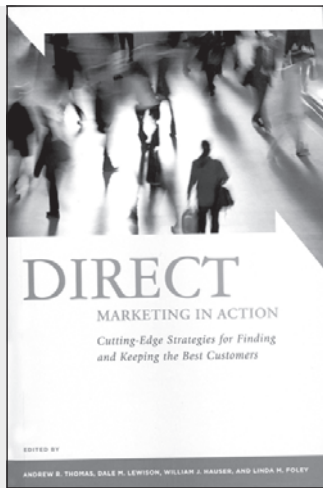
Author: Shaun Belding
ISBN: 978-0333-93666-5 | PB
Pages: 192 | Price: ₹ 210.00

About the Book

The book offers realistic, practical, and often fun solutions to this bane of retail employees, through LESTER, a six-step guide to resolving the most difficult situations.

Contents

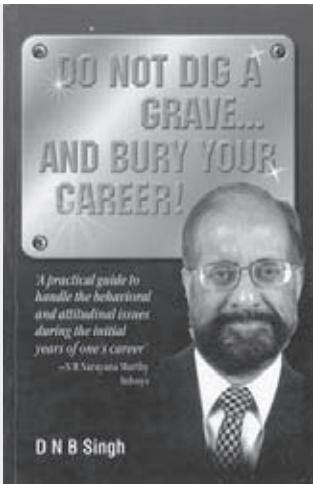
Introduction: To Hell and Back Again • Part 1: Hell is Paved with Good Intentions • Customer and Their Expectations • A Little Introspection: Preventive Medicine • A Salesperson’s Mission • Controlling Your Emotions • Part 2: Into the Mouth of Hell • Introducing LESTER • Listening to Your Customer • Echoing the Issue • Sympathizing with Your Customer • Thanking Your Customer • Evaluating Your Options • Responding to the Situation • Part 3: All Hell Breaks Loose • The Unreasonable Customer • Conclusion



Authors: Andrew R Thomas
Dale M Lewison | Willam J Hauser
Linda M Foley
ISBN: 978-0275-99223-1 | PB
Pages: 232 | Price: ₹ 299.00

About the Book

In Direct Marketing in Action, a team of experts from academia and from the front lines in business dispel common myths and misconceptions about direct marketing and showcasing the most current practices, principles, and techniques. From the dentist who sends check-up reminders to his patients to the hotel chain that customizes room amenities based on their guests’ profiles, direct marketing is infused with the idea that the best allocation of our marketing dollar is one that focuses on and communicates with our particular micro market—and reinforces the distinctive benefits that we provide to those customers. In Direct Marketing in Action the authors cover the full range of issues that must be considered in developing an effective direct marketing strategy, including competitive analysis, information and data management, media and channel selection, building brand loyalty, and measuring the results of campaigns.



Authors: N R Narayanamurthy
D N B Singh
ISBN: 978-1403-90859-9 | PB
Pages: 236 | Price: ₹ 199.00

About the Book

This book, targeted at fresh graduates, mid-level and senior managers, ensures that the organisational life is successful. This work not only equips them with the skills to adjust and take measures proactive thereof, but also helps them adopt strategies to propel their career.

Contents

Part I • Taking the Plunge • Part II • Knowing the Ropes • Part III • Striking it Rich • Part IV • Trekking to the Top



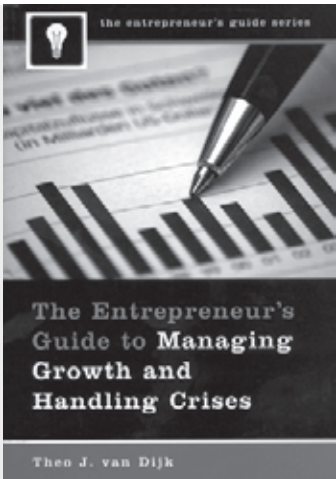
Author: Steven C Brandt
ISBN: 978-0333-93376-3 | PB
Pages: 200 | Price: ₹ 299.00

About the Book

A well-argued handbook for building a business. 'The Ten Commandments...' provides the 'logical amalgam' of ideas and methods towards a successful business venture. It includes twenty-six real-life case studies and a guide to preparing a business plan.

Contents

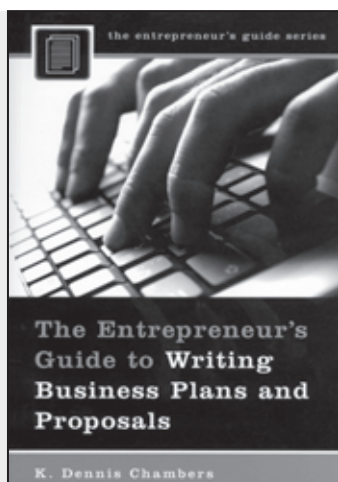
Introduction • Picking Business Partners • What Business are You In? • Focus, Focus, Focus • Preparing a Business Plan • Hiring Smart • Setting Standards, Rewarding Performance • Walk Before You Run • Go With the (Cash) Flow • Health is Wealth • Seeing Around Corners • Introduction to Appendices • Appendices • Epilogue to Appendix



Author: Theo J van Dijk
ISBN: 978-0275-99603-1 | PB
Pages: 192 | Price: ₹ 299.00

About the Book

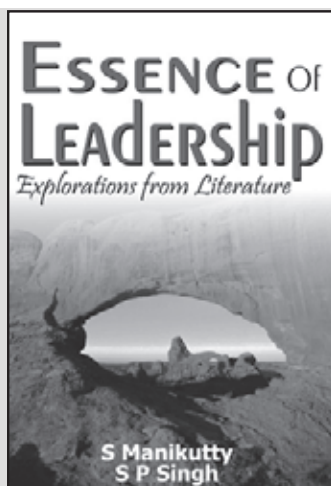
Everyone knows the typical entrepreneurial success story: A couple of entrepreneurs have a great idea, work their tails off to establish the business and, before long, they're set for life. Right? Hardly. Turnaround artist Theo van Dijk knows two things: First, young businesses that have survived the start-up years will face periods of stagnation. Second, every venture at some point reaches a complacent plateau, owners take their eyes off the ball, and—wham!—a crisis charges through the door. Entrepreneurs can avoid that fate by watching for signs of trouble and taking the action steps van Dijk outlines in this book. And it's worth the effort, van Dijk believes, because troubles and crises all have a silver lining—they position the company for greater, long-term growth.



Author: K Dennis Chambers
ISBN: 978-0275-99498-3 | PB
Pages: 200 | Price: ₹ 299.00

About the Book

Entrepreneurs—and entrepreneurial companies—live or die by the quality of their plans and proposals. Whether it's to get funding for a new product line or business from a client, writing hard-hitting prose that answers essential questions and makes specific requests is an indispensable skill. Entrepreneur, ad man, and writing teacher Dennis Chambers shows how entrepreneurs can persuade people, through skillful writing, to pony up capital or contracts. This ability—which can be learned—is rare in today's media-saturated world. But it counts more than ever if an entrepreneur wants to make it over the magical “five-year” hump and on into lasting business success. This book is about how to be persuasive in two key skills in business: writing proposals and writing business plans. Step by step, Dennis Chambers illustrates the techniques of effective business writing, with numerous examples throughout. Whether the objective is to secure financing from an investor, lay out a marketing strategy, or secure a large contract, getting results requires crafting an effective structure for the proposal, and using words that sell. Chambers is an able guide in saving entrepreneurs time and undue effort while reaching the goal of long-term business success. Besides expert advice and insights, the book includes: *Examples and practical guidance, all geared toward the entrepreneur/small business owner. *Exercises, templates, cases, glossary, and model letters and plans.



Authors: S Manikutty | S P Singh
ISBN: 978-0230-32812-9 | PB
Pages: 222 | Price: ₹ 325.00

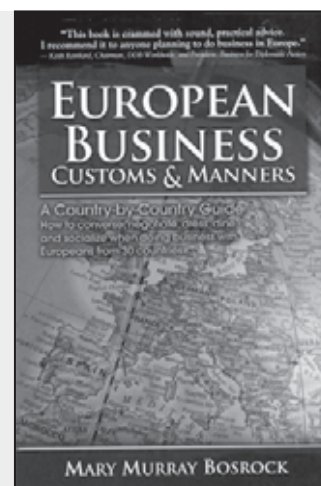
About the Book

This book seeks to explore leadership through study and interpretation of literature. It starts by stressing on the distinction between managerial roles, which are based on knowledge, techniques, skills and emphasis on results, and leadership roles that focuses on imagination, passion, commitment and fulfillment of dreams. Traditional management approaches, based on 'scientific' analysis, do not contribute much towards understanding leadership. This book shows how leadership can be better understood by reading and interpreting masterpieces of world literature and relating them to leadership issues.

The book argues that understanding leadership is really about understanding life, and this starts with gaining an understanding of the self.

Contents

The Essence Of Leadership: Awakening The Human Spirit • From a Manager to a Leader • Part I: Becoming a Leader • Don Quixote: The Power of Dreams, Passion And Human Spirit • Things Fall Apart: Dreams, Ambitions and Purpose • The Wild Duck: Dreams, Illusions and Reality • Part 2: Leaders and Followers • Saint Joan: Awakening the Human Spirit—and the Price • Tughlaq and Mudrarakshasa: Masks And Faces • Part 3: Leaders and Society • All My Sons: Public and Private Responsibilities • The Life of Galileo: Faith vs. Reason • Part 4: On Becoming Yourself • A Doll's House: Taking a Stand • Mahabharata: Principles, Compromises, Ideals and Reality • Conclusion: Understanding Leadership is Understanding Life



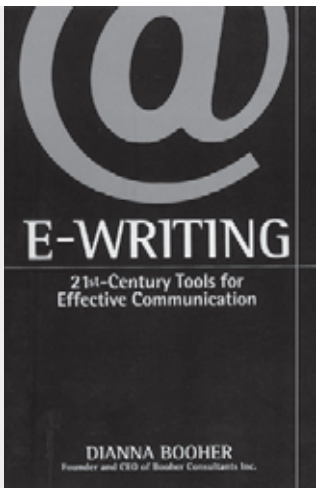
Author: Mary Murray Bosrock
ISBN: 978-0230-63520-3 | PB
Pages: 496 | Price: ₹ 499.00

About the Book

Finally, here is a guide that covers all the dos and don'ts of business etiquette in Europe. Organized country by country, this comprehensive guide contains information on every situation you'll encounter, including business practices and attitudes, meetings, negotiations, meals, punctuality, language, gestures, tipping, manners, gifts, and everything in between. It contains all the information you need to present yourself well and get the job done...whatever it might be.

Contents

Preface • Acknowledgements • Part I: Getting Started • 1. How to Go International • 2. The European Union (EU) and the Euro • 3. General Rules: What to Know and How to Behave • Part II: Country Information • Austria • Belgium • Bulgaria • Cyprus • Czech Republic • Denmark • Estonia • Finland • France • Germany • Greece • Hungary • Ireland • Italy • Latvia • Lithuania • Luxembourg • Malta • Netherlands • Norway • Poland • Portugal • Romania • Slovakia • Slovenia • Sweden • Switzerland • Turkey • United Kingdom (England; Scotland; Wales; North Ireland) • Resources • Index



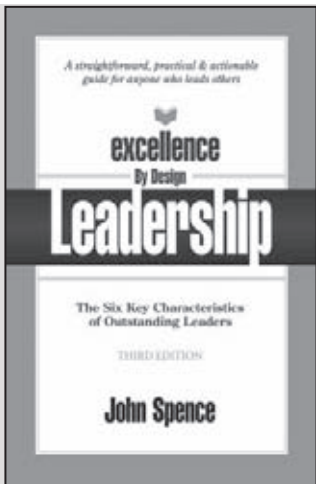
Author: Dianna Booher
ISBN: 978-1403-93202-0 | PB
Pages: 400 | Price: ₹ 399.00

About the Book

Emphasizing on written communication at the workplace, this web-savvy “how to book” promises to transform anxious and mediocre memo writers into eloquent electronic scribes – an ultimate writing guide for people, especially professionals, in the digital age. The book teaches how to combat counterproductive e-mail habits. Helps you write authoritatively and persuasively with a clear message that generates quick action. Learn how to handle e-mail and letter correspondence efficiently and effectively.

Contents

Introduction: Writing Electronically • Part 1 E-Mail Exchange • Select the Right Medium to Communicate • Follow the Rules of E-mail Etiquette to Create the Popular Image • Compose Clear, to-the-Point Messages • Aim to Get Attention for Your Own E-Mail Effectively • Manage High-Volume E-Mail Effectively • Become Savvy About E-Mail Mechanics • Make Sure You Are Legal • Part 2 The E-writing Culture • Counterproductive Communication Habits • Part 3 Writing on Paper or Online • Step 1: Consider Your Audience for the Proper Approach • Step 2: Anticipate Special Reader Reactions • Step 3: Outline Your Message Functionally • Step 4: Develop the First Draft • Part 4 Step 5: Edit for Content and Layout, Grammar, Clarity, Conciseness and Style • Edit for Content and Layout • Edit for Grammar • Edit for Clarity • Edit for Conciseness • Edit for Style • Part 5: Lets Get Technical • Guidelines for Document Variations on the MADE Format • Meeting Minutes • Service and Inspection Reports • Procedures • Formal Technical Reports • Proposals • Websites • Appendices



Author: Spence
ISBN: 978-0230-32345-2 | PB
Pages: 158 | Price: ₹ 245.00

About the Book

Excellence by Design: Leadership is a straightforward, practical and actionable guide designed to teach the essential steps necessary for becoming an extraordinary leader. Whether you are new to leadership or a seasoned veteran, this book will give you solid advice, powerful tools and timeless wisdom on how you can dramatically improve your leadership effectiveness.

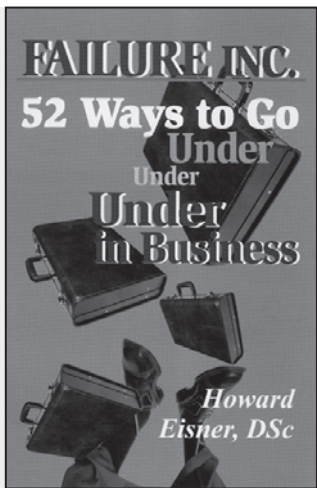
Based on an in-depth review of thousands of leadership studies, articles and books, combined with John Spence's hands-on experience as a consultant and executive trainer to some of the world's top corporations, this comprehensive manual delivers focused and realistic ideas about what it truly takes to create amazing and positive results – both in your organization and in your life.

If you are serious about becoming an outstanding leader, this book is exactly what you need.

John Spence is on the road for over 220 days a year working with a wide range of companies, from fortune 100 firms to government agencies to small start-ups. John creates customized programs designed to deliver tangible and specific results.

Contents

Introduction: Why You Should Read This Book • Chapter One: Dream Big Dreams • Chapter Two: Opportunity is Everywhere • Chapter Three: Embrace Risk • Chapter Four: Believe In People • Chapter Five: Attitude is Everything • Chapter Six: Lifelong Learning • Chapter Seven: Leadership Questions • Epilogue: The More Things Change

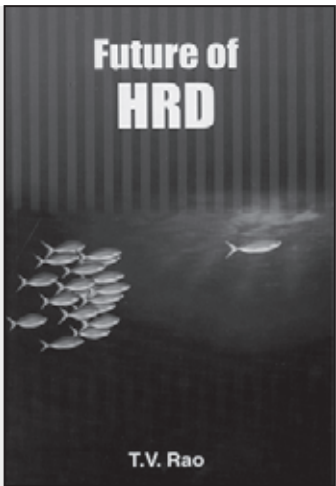


Author: Howard Eisner
ISBN: 978-0230-63568-5 | PB
Pages: 128 | Price: ₹ 199.00

About the Book

Why would you be interested in prescriptions for failure? If you are worried about your business, wouldn't it make more sense to read about how to succeed? Perversely, Howard Eisner says: “NO. There are many books about how to succeed, and (a) people are tired of the same old boring suggestions, and (b) few can claim great success by having followed the suggestions contained in them.”

So in Failure, Inc. he tries a different tack, based upon the proposition that fear of failure makes a more direct and lasting impression. For some reason, people pay a lot more attention to “ways to fail” than they do to “ways to succeed.”



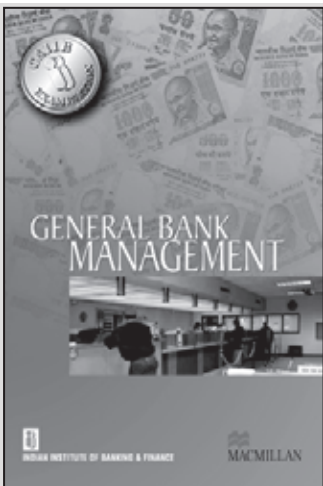
Author: T V Rao
ISBN: 978-1403-90988-6 | PB
Pages: 230 | Price: ₹ 299.00

About the Book

The book identifies the challenges faced by HRD today in the wake of rapid globalisation and offers a critical evaluation of HRD in India. It highlights the importance of ethics and transparency in business.

Contents

HRD as a Profession: Where Are We? • HRD Function – Global Models and Indian Experiences: An Audit • HRD Managers of Today: At Cross Roads • HRD: The Vision • Future HRD Manager • Resource Requirements for Making HRD Work • HRD at the National Level: The Asian Challenge • Appendices • References



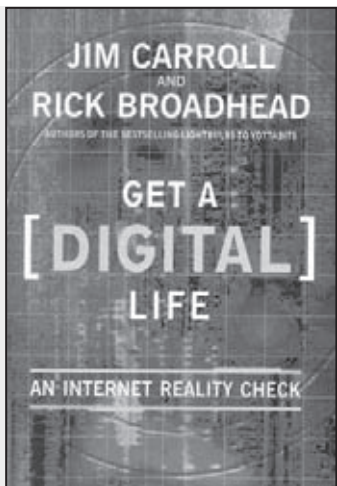
Author: Indian Institute of Bankers
ISBN: 978-1403-92668-5 | PB
Pages: 752 | Price: ₹ 385.00

About the Book

This book on general bank management provides a systematic and comprehensive overview of modern management practices in banks with emphasis on international banking, human resources management, technology management and marketing management. It is an encyclopaedia of management practices from the point of view of practitioners of banking.

Contents

Module A – International Banking • Exchange Rates • Risk Management and Basics of Derivatives • Documentary Letters of Credit • Facilities for Exporters and Importers • Correspondent Banking and NRI Accounts • Reserve Bank of India and Exchange Control in India Exim Bank, ECGC, etc. • Module B – Human Resources Management • Fundamentals of Human Resources Management • HRM and Information Technology • Development of Human Resources • Human Implications of Organisations • Employees' Feedback and Reward System • Performance Management • Module C – Technology Management • IT Applications and Banking • Networking Systems • Information System Security and Audit • Module D – Marketing Management • Introduction to Marketing and Key Concepts • Marketing Planning • Consumer Behaviour • The Art of Customer Service – As Applied to Banking • Consumer and Market Segmentation • Marketing Research • Marketing Mix • Competitor Analysis • Product Strategy • The Concept of Product/Service Delivery • Pricing Strategy and Its Application in Banking • Bank Distribution Strategy • Promotion Strategy • Sales Training and HRD in Marketing



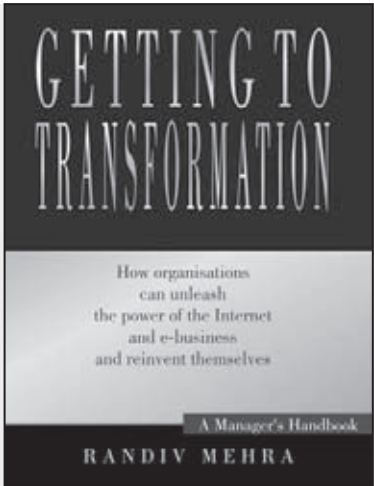
Authors: Jim Carroll | Rick Broadhead
ISBN: 978-0333-93852-2 | PB
Pages: 232 | Price: ₹ 199.00

About the Book

In this book, internet experts Jim Carroll and Rick Broadhead bring their level-headed analysis to bear on the state of e-biz today and the skills and strategies that will separate winners from disappointed dreamers. With surgical precision, they debunk the myths that have prevented companies from successfully using the internet to their advantage, and point the way to the real e-biz opportunities – in practical, cost-saving applications that herald a new era of electronic transactions and seamless customer-care management.

Contents

Introduction: Keeping the Faith, Finding Opportunity • Part I: Myths and reality – Beyond the Hype • Ten E-biz Myths Debunked • Why E-biz Still Matters • Part II: Business Opportunities – Electronic Transactions • The Customer-Centred Organization • Part III: Career Opportunities and Issues – Thinking About Where the Jobs Are • What Makes a Good Knowledge Worker? • Never Look Back • Appendix • Index



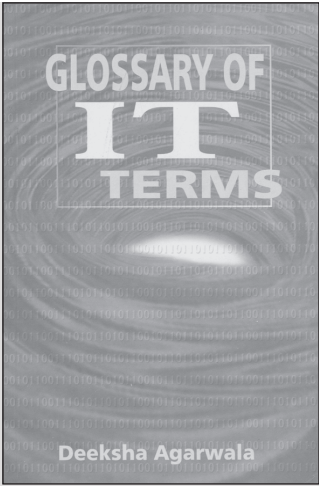
Author: Randiv Mehra
ISBN: 978-1403-92315-8 | HB
Pages: 464 | Price: ₹ 495.00

About the Book

Getting to Transformation is a timely handbook for today’s managers. It highlights how organisations can unleash the power of the Internet and e-business, and reinvent themselves. It particularly focuses on the Internet’s latent strengths of reach, speed and cost-cutting.

Contents

Part I: The New Basics • The Internet – A Phenomenon • Our Changing World • Implications for Business • E-Commerce – A Precursor • The All Important Website • Part II: Sell and Serve – The Internet Doctrine • Marketing the Website • Relationship Marketing • Other Online Marketing Techniques • Customer Service on the Internet • Customer Satisfaction on the Internet • Creating Delight and Loyalty • Part III: E-Business – The Building Blocks • Welcome to E-Business • Enterprise Resource Planning (ERP) • Customer Relationship Management (CRM) • The Realm of Intranets • Supply Chain Management via Extranets (SCM) • An Introduction to Knowledge Management (KM) • Part IV: Moving to E-Business • E-Strategy • E-Leadership • E-Security • An E-Business Blueprint – Pyramid Model for Transformation • The Future of E-Business • Questions for Self-Assessment • Glossary • Bibliography • Index



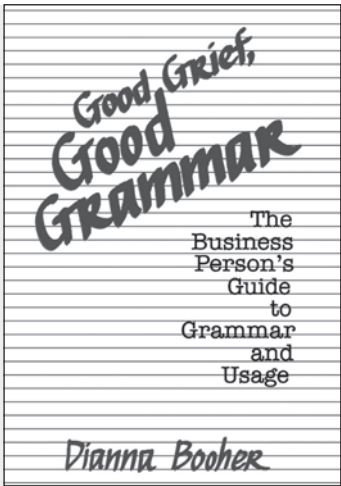
Author: Deeksha Agarwala
ISBN: 978-0333-93684-9 | PB
Pages: 376 | Price: ₹ 248.00

About the Book

This book catalogues relevant information to provide easy reference and cross-reference of information that readers require. A must for IT sector professionals and students pursuing course in Information Technology. This glossary is a compilation of over 4256 terms that will help clarify and verify the meaning behind commonly used terminology in an extremely user-friendly language.

Contents

Glossary of IT Terms • Symbols



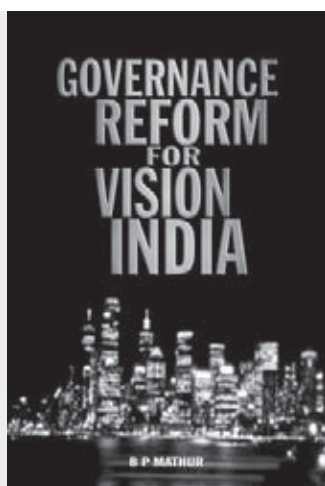
Author: Dianna Booher
ISBN: 978-1403-93206-8 | PB
Pages: 256 | Price: ₹ 299.00

About the Book

Proper grammar is an aid for clarifying thoughts and expressions. Business writers find lack of good foundation in grammar to be an embarrassment and a serious handicap. Despite software packages that check spelling and syntax, personal writing skills will never become obsolete. The book is an aid for those who miss the basics and yet who must be effective communicators. It outlines a therapeutic plan to become grammatically healthy.

Contents

Words • How Words Work in Sentences? • Phrases • Clauses • Sentences • Agreement- Pronouns • Agreement- Subject and Verbs • Agreement- Viewpoint, Voice, Tenses, Mood • Punctuation • Spelling, Word Choice and Capitalization • Other Things That May Raise Eyebrows • Visuals



Author: B P Mathur

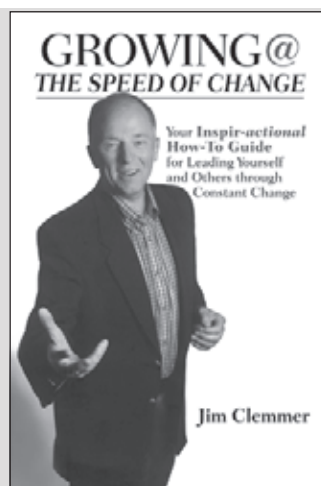
ISBN: 978-1403-92739-2 | PB
Pages: 372 | Price: ₹ 499.00

About the Book

The book portrays the pathway towards the much-discussed Vision 2020 through the routes of economic and administrative reforms. The attractive feature of this volume is the comparative and interdisciplinary approach.

Contents

Preface • Acknowledgements • Prologue
• The Indian Setting • International Experience in Reform • Reforming the Indian
• Restructuring Government • Transforming Work Culture • Streamlining the Budgetary Systems • Redesigning Purchase and Contract Management • Privatization – Correcting the Policy Drift • The Accountability Institutions – Public Audit and the Office of CAG • Parliament's Accountability Mechanism – The Public Accounts Committee • Right to Information – A Transparent Government • Civil Society and Governance • The Corruption Challenge • Values in Administration • A New Governance Paradigm • Epilogue – Vision India – An India of Our Dream • Index



Author: Jim Clemmer

ISBN: 978-0230-33226-3 | PB
Pages: 242 | Price: ₹ 299.00

About the Book

Are you overwhelmed by continuous changes in leadership, direction, and priorities? Are you stressed out by constant reorganizing and restructuring? Are customers, other departments, or your boss demanding more of you than you know how to give? Are the pressures of life squeezing the joy from your day?

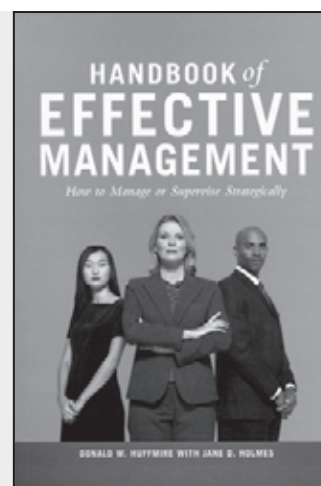
You may be suffering from change fatigue. It's not possible to predict where all this change is taking us. But one thing is certain—the pace of change is going to keep accelerating. To thrive in turbulent times, we must learn to change perceptions and behaviors in order to change results.

We all make subtle choices that determine whether we wallow, follow, or lead. Change isn't going to stop. Either we ride the wave of change, or drown fighting the undercurrents.

Jim Clemmer's *Growing @ the Speed of Change* is both timely and timeless, providing concrete how-to-solutions that combine inspiration with action plans—"inspire-action!" This entertaining, practical guide provides powerful tools for personal growth and development so individuals and teams can deal with, and thrive in, a world of accelerating change.

Contents

Introduction • Part One Shift Happens • Part Two The "Real" of Life • Part Three Real Choices • Part Four Lead to Succeed • Part Five Step Up a New Reality • Endnotes • Index



Authors: Donald W Huffmire
Holmes Kane D

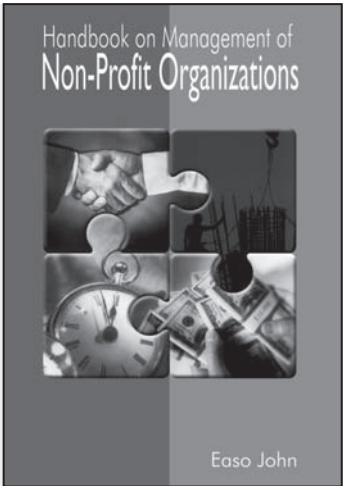
ISBN: 978-0899-30923-1 | PB
Pages: 184 | Price: ₹ 299.00

About the Book

Effective management is as much an art as a science. Without it, organizations flounder and fail; with it, people excel and organizations succeed. That's simple in concept, yet difficult to achieve, despite the plethora of writings on the topic and the best practices that have accumulated through decades of example. As the authors demonstrate, the key to success is the integration of strategic concepts and front-line applications—which have, to date, been treated separately in both theory and practice. Employing the Strategic Management Model, developed by Huffmire, and applied as both an analytical tool and a practical framework for improving performance, the authors provide a comprehensive approach to management and supervision that will contribute to individual, team, and organization-wide success.

Contents

• Preface and Acknowledgments • Introduction • The Strategic Management Model • The Model • Advantages of Using the Model • Evaluation Yourself as a Manager or Supervisor • A Closer Look at Tasks of Managers and Supervisors • Delegation • Prioritizing • Organization Structure • Setting Objectives • Controls • Developing Teamwork • Participation, Decision-Making, and Communication • Selection, Development, and Support of Employees • Rewards and Motivation • Afterword: Looking Ahead to Management Practices of the Future • Appendix: Companies Following the Principles of the Strategic Management Model • Selected Readings • Index



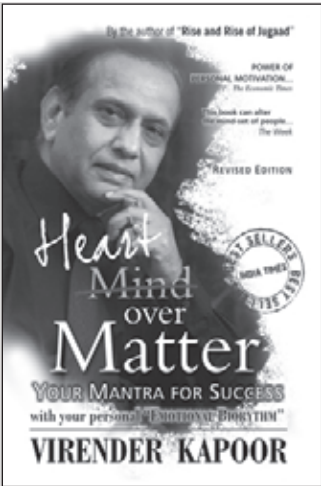
Author: Easo John
ISBN: 978-1403-92249-6 | PB
Pages: 244 | Price: ₹ 299.00

About the Book

This book emphasises that certain management practices adopted by profit-making commercial and business organisations could be implemented by NPOs in order to optimise the utilisation of their resources. Also, it is necessary to devise a new criterion to estimate the value of their assets as the performance of NPOs is not judged by the yardstick of profit.

Contents

Introduction • Measuring Net Economic Contribution • Defining Mission, Objectives and Performance • Defining the Need, the Product and the Beneficiary • Marketing for Welfare Organizations • Market Research • Test Marketing • The Channels and Points of Service • Public Relations/External Communications • Client Feedback and Follow-Up • Basic Measurement Criteria • Quality Standards and Maintenance • Hiring and Retaining Staff • Human Relations Management • Donations, Donor Base and Support Networks • Understanding Finance • Managing Investments • Costing Concepts • Differential Costs • Pricing Principles • Budgets and Budgetary Controls • Performance Control • Appendices



Author: Virender Kapoor
ISBN: 978-0230-32270-7 | PB
Pages: 368 | Price: ₹ 285.00

About the Book

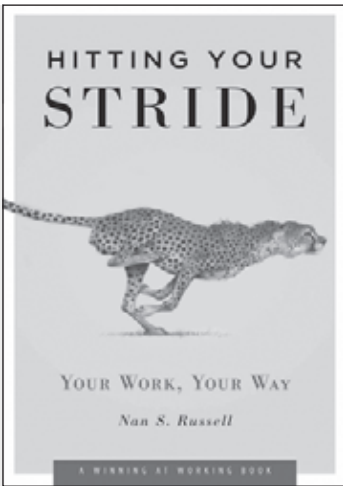
This Book...

- Makes people into leaders.
- Builds trust and confidence in people.
- Can make you reach your destiny.
- Can transform every organization.

If this book cannot change you, then nothing can... This is beyond motivation.

Contents

Introduction • New Benchmark for Success: There is more than What Meets the Eye • Human Competence: The Length and Breadth of it all • Powers of Positive Emotions: The Emotional Juggernaut • Attitudes, Temperaments and Success: The Great Men • Find Your Cup of Tea: Passions, Potentials, Purpose and Perseverance • Being in Command of Your Feelings and Reactions: Emotional Optimisation • Social Competence and Leadership: Applied Emotional Intelligence • Let the Heart Rule the Head: The 'Catch 22' of Emotional Intelligence • Epilogue



Author: Nan S. Russell
ISBN: 978-0230-32832-7 | PB
Pages: 264 | Price: ₹ 299.00

About the Book

Hitting Your Stride shows you how to bring the best of who you are—your authentic self—to the workplace.

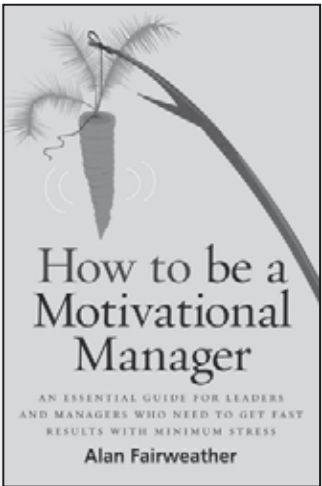
Nan's "winning at working" lessons, reflective exercises, and stories ranging from the wilds of Montana to the boardrooms of corporate America will inspire you to:

- Create your own luck
- Develop your own special talents and uniqueness
- Achieve a job you feel passionate about
- Seek balance and flexibility in your work and life
- Avoid mistakes and overcome disappointment
- Earn financial rewards and invest in your future

Hitting Your Stride will help you find career success and satisfaction by inspiring you to define and follow your own path and your own style—YOUR WORK, YOUR WAY.

"Some people talk about what they want to achieve but remain wishing and hoping. Others, like Nan Russell, quietly do it, achieving their life's dreams one step at a time. Nan will inspire you to realize your dreams, too."

—Doug Briggs, former QVC President/
CEO



Author: Alan Fairweather
ISBN: 978-0230-32844-8 | PB
Pages: 240 | Price: ₹ 299.00

About the Book

This book is a down-to-earth guide for managers and team leaders. It reveals how to motivate your team, get results and do it in the easiest, least, stressful way possible.

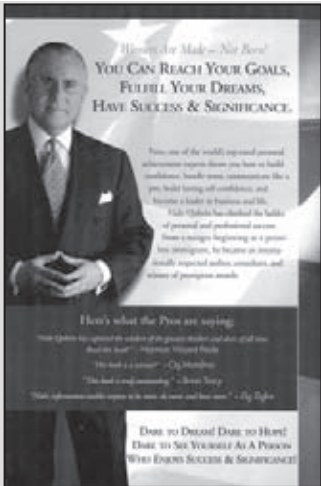
It's written by Alan Fairweather who did the job of middle manager – and did it effectively – for fifteen years. He now helps others do it on a daily basis through his seminars and workshops. Alan knows the real challenges that managers and team leaders face every day with their people. He's used the "3 Secrets of Motivation" described in this book. They worked for him and they'll work for you.

You'll discover how to:

- Pick the right people and communicate what's expected of them.
- Reduce absence from work, reduce staff turnovers and the time spent on resolving staff issues.
- Deal with difficult team members.
- Develop a highly motivated team who increase customer satisfaction, boost sales and make a positive contribution to the business.

Contents

Tough Enough to Care • The Five Factors of Success • Pick the Right People • Spend Some Quality Time • Two Types of Feedback • Be a Believer • Power Listening • Problems can be a Problem • Give Them What They Want • Index



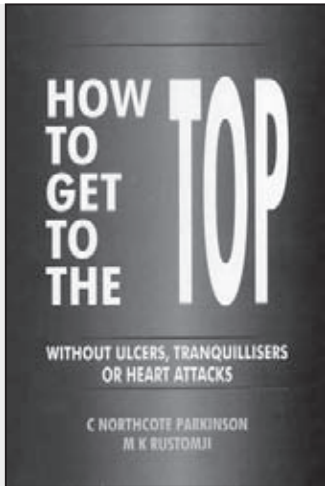
Author: Nido Qubein
ISBN: 978-1403-92469-8 | PB
Pages: 212 | Price: ₹ 250.00

About the Book

This book offers a proven formula for self-fulfilment covering such vital areas as how to develop a strong, positive self-image, set and live by goals, communicate effectively, become a leader, and accomplish our true purpose in life. It provides a complete programme for personal and professional achievement. The book shows how to mobilise all your resources to become all God created you to be.

Contents

The Magic Kingdom of "What If" • What Makes a Winner? • Three Steps to Building a Winner's Altitude • Mirror, Mirror, on the Wall ... • How To Grow a Strong, Positive Self-Image • I Think I Can, I Know I Can ... I Did! • Ten Steps to Building Self-Confidence • Goals: The Way You Control Your Life • Time: Your Greatest Treasure • How to Move the Biggest Obstacle: Yourself • To Catch a Thief • Leadership: The Winner's Talk • Effective Communications Make Things Happen • How to Handle Stress and Distress • How to Avoid Burnout • This Is your Life!



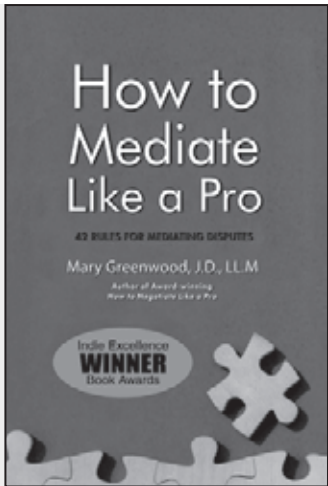
Authors: C Northcote Parkinson
M K Rustomji
ISBN: 978-0333-90048-2 | PB
Pages: 128 | Price: ₹ 199.00

About the Book

Written in a cogent and easy-to-read style, this is a book of fun-filled nuggets of practical wisdom to guide you through the corporate jungle. An essential read for every manager aiming for the top job.

Contents

Human Relations • Man Management • Softly, Softly • Mistakes to Avoid • Leadership • Teamwork • More Mistakes to Avoid • Organise • But Don't Over-Organise • Tricks of the Trade • Promotion • On a Higher Level



Author: Mary Greenwood
ISBN: 978-0230-63917-1 | PB
Pages: 100 | Price: ₹ 199.00

About the Book

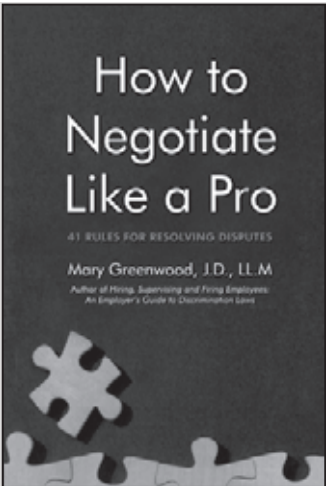
For over twenty-five years, Author Mary Greenwood has been resolving disputes in her professional career as an Attorney, Mediator, Human Resources Director, Union Negotiator, and Labor Arbitrator. Her book “How to Negotiate Like a Pro”, Which has won six book awards, was based on her experience as a Union Negotiator. The sequel “How to Mediate Like a Pro” is based on her experience as a Mediator in over 7000 cases. Greenwood noticed that there were certain Rules or characteristics of The cases that settled that were not present in the cases that did not settle. Among those Rules you will find the following:

- Be A Devil’s Advocate
- You Can Mediate With A Lunatic
- Everyone Makes Mistakes
- Let The Parties Tell Their Story
- Know When To Fold

Greenwood lists each Rule and Script and offers a concise explanation on how and when to use it in Mediation.

Contents

Acknowledgement • Introduction • What Is Mediation? • The Roles of The Mediator • Neutrality, Bias, And Ethics • Opening Statement • How To Get Started • Role of The Caucus • How To Deal With Difficult Parties • How To Close The Deal • How To Talk Like A Mediator • How To Mediate Online • How To Mediate In The Workplace • If Mediation Fails, Should You Go To Arbitration? • Mediator’s Opening Statement • Glossary Terms • What Makes A Good Mediator? • Do’s And Don’ts of Mediators • International, National, And State Mediation Resources



Author: Mary Greenwood
ISBN: 978-0230-63918-8 | PB
Pages: 88 | Price: ₹ 199.00

About the Book

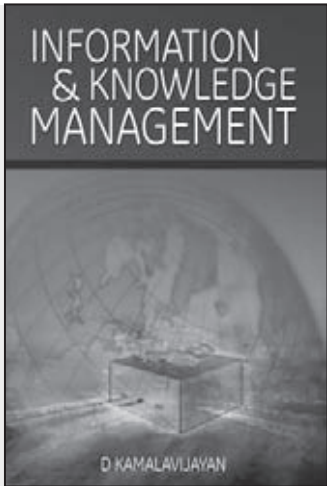
For over twenty-five years, author Mary Greenwood has worked in careers that required expert negotiation. After becoming a professional union negotiator, she began to notice a specific set of rules people use to settle disputes. Greenwood compiles many of these rules in How to Negotiate Like a Pro: 41 Rules for Resolving Disputes, an easy-to-understand guide to negotiating any type of situation. Among these rules you will find the following:

- Focus on the goal and resist being distracted by emotions
- Request ground rules
- Avoid negotiating against yourself
- Do your research
- Know when to walk away

Greenwood lists each rule and subsequently offers a concise explanation on how and when to use it in your negotiations. She explains the emotional frame of mind you need for negotiations and reveals the preparations, strategies, and tactics required to close the deal. Telephone and on-line negotiations are also discussed.

Contents

Acknowledgement • Introduction • Are You Ready For Negotiations? • Negotiation Strategies • Extreme Tactic • Close The Deal • Other Formats For Negotiation • Specialized Negotiations What Happens When Negotiation Fail? • Glossary Terms • What Makes A Good Negotiator? • Do’s And Don’ts of Negotiators • Ground Rules Sample Policy



Author: D Kamalavijayan
ISBN: 978-1403-92652-4 | PB
Pages: 240 | Price: ₹ 299.00

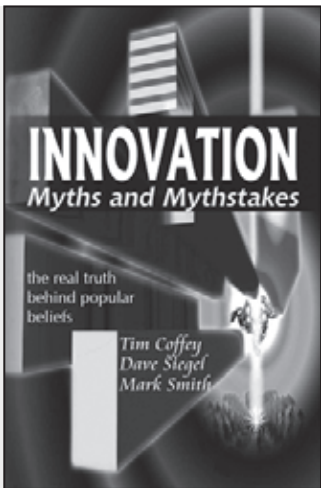
About the Book

Information and Knowledge Management is not just another book on a new and fashionable area. It discusses the subject from a simple and coherent base and develops it into an encyclopaedic compendium of Information and Knowledge Management.

The book is broad enough to be considered an overview, and deep enough to be an insight. The complexity of the subject is made comprehensible with simple and straightforward language, complemented by well-illustrated theses. The case studies cited are aimed at driving home the psychological overtones of knowledge management in the corporate world. The technology support required for information and knowledge management is explained in non-technical language without compromising on facts.

Contents

Foreword • Preface • Part I: Information Scenario • Information: Knowledge Society • Information Industry • Information and Knowledge Measurement • Information Management • Part II: Implementation Techniques • Information Environment • Information Audit • Information Mapping and Mining • Content Management and Value Addition • IT Support to IM • Knowledge Management • Focus on Knowledge Manager • Part III: Case Study • Knowledge Management Implementation: • Case Studies • References • Suggested Readings



Authors: Tim Coffey | Dave Siegel
Mark Smith

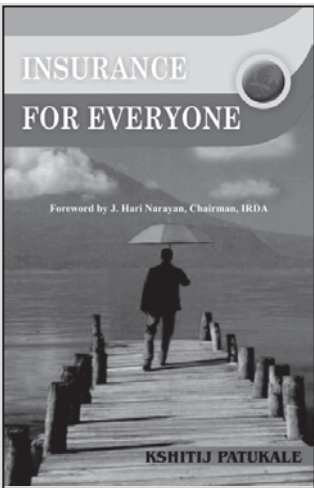
ISBN: 978-0230-32945-4 | PB
Pages: 264 | Price: ₹ 299.00

About the Book

Consumers are embracing change and adopting new products and services earlier and faster than ever. The need for your company to innovate is constant, and if you don't, your competitors will.

Contents

The Afterword • The Situation • Myth 1 80 percent of all new products fail! • Myth 2 The ROI on innovation is terrible. • Myth 3 Don't bother unless it's perfect. • Myth 4 When it comes to investment in R&D, size matters • Myth 5 The best innovations come from following trends • Myth 6 To successfully innovate, you must deeply understand and Listen to the consumer • Myth 7 There is a secret on how to be creative • Myth 8 When looking for insights, focus groups are best staffed by fresh consumers • Myth 9 Only right brainers are creative • Myth 10 Brainstorming works • Myth 11 Crowdsourcing delivers great ideas on the cheap • Myth 12 There is no such thing as a bad idea • Myth 13 Great Ideas will make you rich • Myth 14 A great idea speaks for itself • Myth 15 It is more important to be liked than to be unique • Myth 16 Build a better mousetrap and the world will beat a path to your door • Myth 17 There's no such thing as too much innovation • Myth 18 Concept testing is a great way to minimize risk • Myth 19 Facts convince people to buy • Myth 20 BASES testing will show the way • Myth 21 It's not worth doing if it's not invented here • Myth 22 R&D should lead the way • Myth 23 You don't need a process to innovate • Myth 24 Stick with the plan, no matter what • Myth 25 Innovation means never looking back • Myth 26 You have to please your audience • Myth 27 We'll innovate when we need to • References • Innovator's Index



Author: Kshitij Patukale
ISBN: 978-0230-63641-5 | PB
Pages: 328 | Price: ₹ 199.00

About the Book

Insurance for Everyone is a comprehensive book on Insurance that entails detailed information on all types of insurance, i.e. life, non-life and health insurance.

The uniqueness of this book lies in its ability to communicate to the common man, thereby helping him to buy any type of insurance. The tricks to buy maximum insurance protection with minimum premium and how to get insurance claims are two important features of the book.

Its USP is the wide range of people it can easily reach – policyholders, corporate agents, brokers, chartered accountants, lawyers, students pursuing B.Com, BBA, PGD programmes in Insurance and Banking, etc.

Contents

Foreword • Preface • Part 1 – Introduction, Concept and History • Part 2 – Life Insurance • Part 3 – General Insurance • Part 4 – Concepts of Investment • Part 5 – Related Useful Information

Also available in
Hindi

ISBN: 978-0230-63720-7 | PB
Pages: ? | Price: ₹ 160.00

Kannada

ISBN: 978-0230-33239-7 | PB
Pages: ? | Price: ₹ 195.00

Marathi

ISBN: 978-0230-63720-7 | PB
Pages: ? | Price: ₹ 150.00



Authors: Anthony Guido | Kirk Atkinson
Mike Larkin

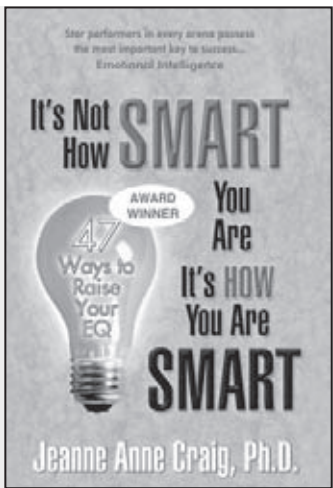
ISBN: 978-0333-93466-1 | PB
Pages: 144 | Price: ₹ 199.00

About the Book

This book describes a refreshing educational process that can help any employee or organisation solve critical problems and realise their optimal potential. It gives a deeper understanding of our customer needs and objectives, leading to enhancement of growth strategies.

Contents

The ICE Man • Understanding ICE • ICE and Your Value/Feeling Equation • Sustained Revenue Growth • Saving Tanner Enterprises • Optimising Information Technology • Selling More Effectively • More Dynamic Marketing • Managing Human Resources • Operational Excellence • Bringing It All Together • Epilogue: Three Years of ICE



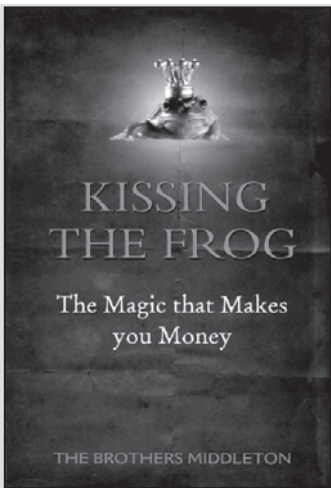
Author: Jeanne Anne Craig
ISBN: 978-1403-92392-9 | PB
Pages: 200 | Price: ₹ 188.00

About the Book

This provides a simple road map for achieving emotional intelligence. It provides us with the rationale for EQ and how to get it. The simple, user-friendly format makes the concept of emotional intelligence accessible to everyone. It takes the mystery out of emotional intelligence and offers clear, and easier ways to bolster EQ and become happier and more fulfilled individuals in the process.

Contents

Part I: EQ Development • Part II: Heuristics
• Getting Down to Basics • Getting Out of My Own Way • Developing Relationships
• Getting A Little Help From Friends • Developing Self • Developing The Body-Mind Connection • Developing Spiritual EQ



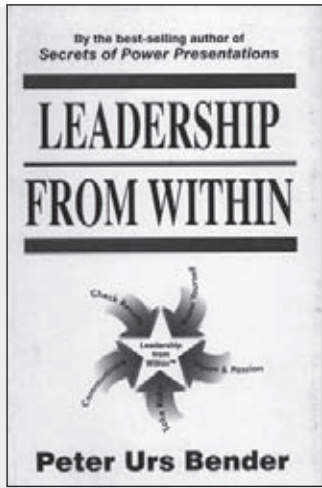
Authors: Phillip | David Middleton
ISBN: 978-0230-63485-5 | PB
Pages: 256 | Price: ₹ 299.00

About the Book

Ever wanted the lowdown on how to successfully invest your hard-earned cash? Kissing the Frog shows you all the tricks and tips for profitable investment using fairy tales and nursery rhymes. The Butcher, the Baker and the Candlestick Maker are perfect mentors for identifying profitable business and buying shares as investments, while Old King Cole is the perfect tale to simplify the benefits of direct investment versus mutual funds, and the Three Little Pigs know all there is to know about building up a property investment portfolio. Investing is made easy with a little fairytale magic.

Contents

Goldilocks and the Three Bears – Different types of investment income • Old King Cole - Direct investing compared to mutual funds • The Hare and the Tortoise - Comparative investment returns - fixed interest, shares and property • The Frog Prince - Reducing investment risk through asset allocation • Snow White and the Seven Dwarfs - The 'income theory' for determining investment values. Collectibles as investments • The Emperor's New Clothes - Long-term averages as a guide - reversion to mean as a concept. The standard equity risk premium • To Market, to Market - Reasonable price/earnings ratios for shares and property • The Owl and the Pussycat - Exogenous shocks - inflation. Exogenous shocks - war • Little Red Riding Hood - The impact of taxation on investment decision making • The Three Billy Goats Gruff - The diversity of investment options in a modern economy • The Three Little Pigs - The fundamentals of direct property investment. Owning vacant land. Borrowing to invest in property. Owning your home • Rapunzel - Special investment and tax advantages • Seesaw Marjorie Daw - Borrowing for investment purposes • The Ugly Duckling - Investing in fixed interest securities • The Butcher, the Baker, the Candlestick Maker - Buying shares as investments - identifying good businesses. Buying shares at a good price • 16-The Goose that Laid the Golden Egg - Investing in new ventures. Direct share investment analysis • The Mad Hatter's Tea Party - Derivatives, options and futures. Example of put and call options - buy and write strategy • Rumpelstiltskin - Structured investments and hedged funds • Beauty and the Beast • Notes • Index



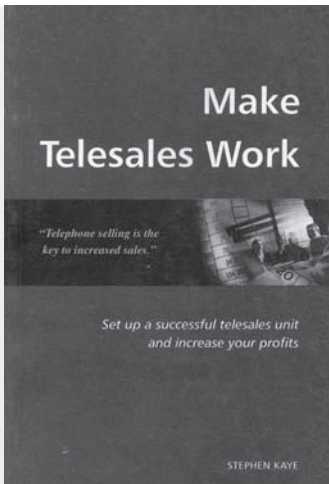
Author: Peter Urs Bender
ISBN: 978-0333-93228-5 | PB
Pages: 256 | Price: ₹ 295.00

About the Book

This book provides concrete advice on how to move through the key steps to personal and professional leadership from within.

Contents

What is Leadership from Within? • Know Yourself • Have Vision and Passion • Take Risks • Communicate • Check Progress and Results • And in Conclusion... • Appendix



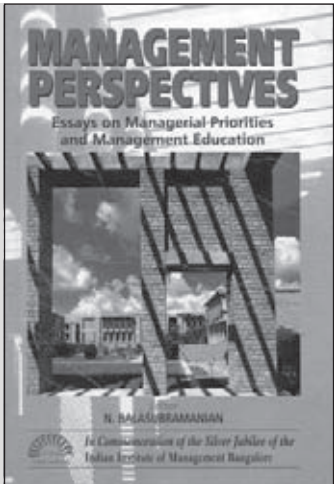
Author: Stephen Kaye
ISBN: 978-0333-93848-5 | PB
Pages: 128 | Price: ₹ 155.00

About the Book

Telephone selling is the key to increased sales. This book shows you how to boost your profits. It offers advice on what equipment you will need and how to set up a telesales office. Avoid the most common mistakes and benefit from Stephen Kaye's top tips for success.

Contents

What is Telesales? • Setting up a Telesales Office • How to Make Yourself a Really Effective Manager? • Learning Telesales Technique • Learning the Mistakes You can Make as a Manager • Learning the Mistakes Your Telesales Executives can Make • Calling the Right People • More on Setting up and Running Your Own Telesales • Choosing the Right Equipment • Telesales from Home • Goals, Motivation and Staying the Course • Telesales Questions and Answers • Looking to the Future • Glossary • Further Reading • Useful Addresses • Index



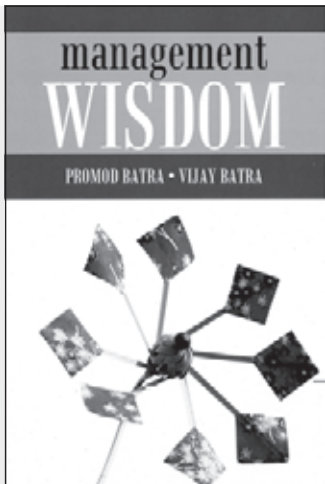
Author: N Balasubramanian
ISBN: 978-0333-93289-6 | HB
Pages: 600 | Price: ₹ 835.00

About the Book

Almost a decade into the post-liberalisation era many issues are still defying a satisfactory solution. This book is unique not just for its historical flavour but for its 'what to' and 'how to' approach to the subjects discussed.

Contents

Part I • Reflections • Management Education: Looking Ahead • Management Priorities: Agenda for Action • Part II • Convocation and Foundation Day Addresses: Selected Excerpts • On Management • On Social and Individual Responsibility • On Business and the Economy on Science and Technology



Authors: Promod Batra | Vijay Batra
ISBN: 978-0230-63529-6 | PB
Pages: 340 | Price: ₹ 299.00

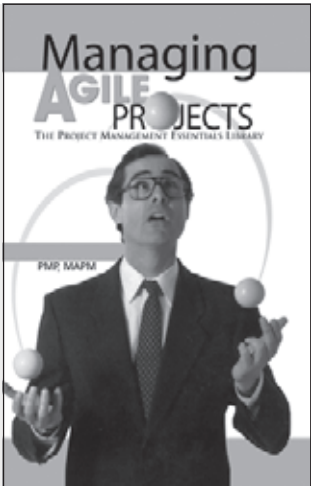
About the Book

Management is all about thinking, asking and doing. Good management is about doing small things in a big way. Management is also about doing things your own way.

When you buy a colour television it is accompanied with a manual and a guarantee.

Contents

Karma • Simple Ways to Think 'Thinkables' and 'Unthinkables' to Reach Your Goals • An Idea for Diwali Gifts • Enjoying Life's Trail • Management Guru Mantras • What Does the Customer Want? • Preparing Your Daughter for a Wonderful Tomorrow • Audit Your Managers' Skills and Attitudes • The Common Sense Way to Manage Stress • A Quick Stress-Reduction Menu: Take your Pick! • Work Smarter, Not Just Harder! • How to manage Your Heart as Your Profitable Partner • Inspirations from Lord Ganeshji for Managers • Your Billion-Dollar Body • Simple Ways to Give Excellent Service • Nine Better Ways to be Happy... Now • Are You the Sixth Blind Man?! • Attitudes...They are Everything • Your Attitudes: A Basic Checklist of Health and Happiness • What My Family Should Know • TQM: A Journey, Not a Destination • Anger Abatement: A Handy Roster of Expert Advice • Walk Nine Steps in Your Son's Shoes • Mothers, Fathers and Daughters • Zero Defect • Take Three Minutes to Think of Yourself First • The Chicken and the Egg...An Rx for Our Professional Magazines • Make Your Family Business Profitable and Enjoyable for 100 Years and More • Japanese Have Come, Other Foreigners Too - How to Make Them Stay...Profitably! • 30. Managing Change through Training • Guru Mantras



Author: Kevin Aguanno
ISBN: 978-0230-63900-3 | PB
Pages: 418 | Price: ₹ 399.00

About the Book

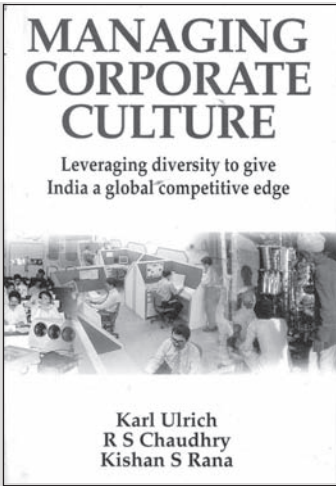
Are you being asked to manage a project with:

- Unclear requirements?
- High levels of change?
- A team using Extreme Programming or other Agile Methods?

If you are a project manager or team leader who is interested in learning the secrets of successfully controlling and delivering agile projects, then this book was written for you. From learning how agile projects are different from traditional projects, to detailed guidance on a number of agile management techniques and how to introduce them onto your own projects, this book contains the insider secrets from some of the industry experts.

Contents

Acknowledgments • Dedication • Part One: Introduction • The Roots of Agility • Part Two: Managing Agile Projects is Different • An Introduction to Iterative and Incremental Delivery • Learning from Agile Software Development • Emergent Order Through Visionary Leadership • The Engineering of Unstable Requirements • Active Stakeholder Participation • The Heightened Importance of Communication • Part Three: Agile Management Techniques • Requirements Documents that Win the Race • Succeeding with Agile Fixed Price Contracts • Process Agility and Software Usability • Agile Documentation • Extreme Testing • Agile Meetings • Part Four: There Are No Silver Bullets • Extreme Methods Lead to Extreme Quality Problems • Synchronizing Agile Projects • Stealth Methodology Adoption • Resources • Contributor Profiles • Bibliography



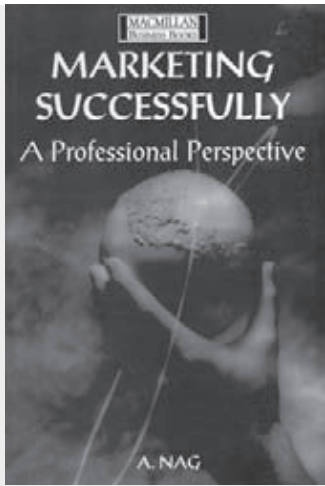
Authors: Karl Ulrich | R S Chaudhry
Kishan S Rana
ISBN: 978-0333-93341-1 | HB
Pages: 216 | Price: ₹ 299.00

About the Book

This book comprehensively maps Indian management culture right up to the present when unprecedented change is confronting the corporate world. The book identifies areas of synergy and conflict between Indian and other management cultures; and provides foreign enterprises, looking for business opportunities in India, with a road map of Indian business culture.

Contents

Introduction: The Indian Context • Strategic Orientation: Towards a New Beginning • Organisational Development: Effective Utilisation of Tradition • Management Development: Synchronization and Integration • Corporate Culture and Communication: A Synthesis • International Orientation of Indian Businesses • A Trade-off Worth Making • Index



Author: A Nag
ISBN: 978-0333-93505-7 | PB
Pages: 344 | Price: ₹ 268.00

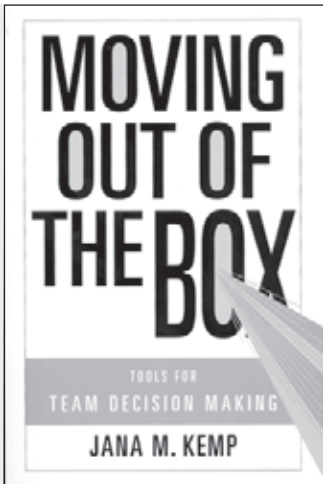
About the Book

The book covers all major areas of marketing such as marketing myths, marketing laws, marketing intelligence, marketing for profit, internet marketing and international marketing.

The book is primarily meant for marketing managers and students of business management.

Contents

Revisit the Basics • Marketing Myths • Marketing Myopia • Some Marketing Laws • Segmenting and Targeting the Market • The Positioning and Repositioning Game • What is the Right Strategy? • What Pricing Means to Marketing? • Use the Tools? • Selling and the Selesperson • Marketing Intelligence is the Key • Understanding the Customer • Marketing is for Profit • Marketing on the Net • Internationalising Marketing • Success Stories are Good Pointers • An Epilogue • Annexure • Bibliography • Index

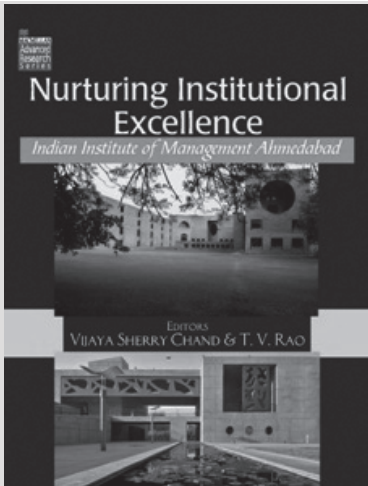


Author: Jana M Kemp
ISBN: 978-0275-99706-9 | PB
Pages: 184 | Price: ₹ 299.00

About the Book

Project teams are the rule rather than the exception in today's organizations. But thanks to the pressure of performance goals, conflicting agendas, and political jockeying, few teams make superior decisions consistently. Instead, team members communicate poorly or not at all, avoid provocative discussion, occasionally stab each other in the back, or in many other ways forget that their job is to make decisions that lead the company forward.

As Jana Kemp shows in *Moving Out of the Box*, there's a time for consensus, and a time for command and control-and a time to integrate both approaches. Her practical tools, honed through application in groups of all types and sizes, ensure that team members have the know-how to make effective decisions that have an impact on an organization's results. Providing examples of successes and failures, as well as interactive and diagnostic exercises, she identifies five decision-making profiles, and shows how to steer your group into the most effective one.

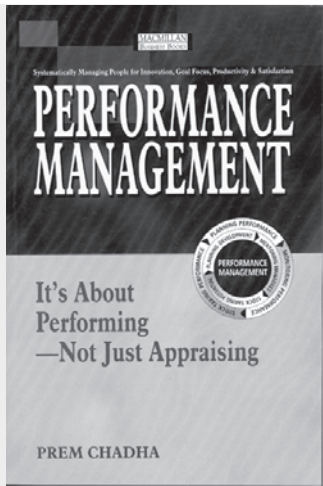


Authors: Vijaya Sherry Chand | T V Rao
ISBN: 978-023032193-9 | HB
Pages: 524 | Price: ₹ 900.00

About the Book

Conceptualized by visionaries like Vikram Sarabhai, Kasturbhai Lalbhai and Ravi J. Matthai, and nurtured by various Directors, faculty members, staff members, Boards of Governors and other stakeholders, the Indian Institute of Management Ahmedabad (IIMA) is today regarded as an institution of excellence. As the institute enters the fiftieth year of its existence, individuals who have been closely connected with it over the last two decades, examine what has made IIMA stand out as a mission-driven institution. They describe the institutional processes, the values, the culture of self-regulation and high accountability to oneself, the leadership, and the dynamics of working in decentralized teams, which have underpinned the making of this institution. Their accounts reinforce the message that good institutions focus their attention on internal processes and systems through their culture and values, and provide space and energy to people so that they can focus on the purpose and mission.

The contributors to this book include Directors, members of the Board, people in various academic support services, faculty members who have managed the various programmes of the institution or have championed innovations within IIMA, and faculty members who have headed other institutes. This book offers all those interested in developing institutions, insights into institution building processes and an idea of the thinking that goes on behind the scenes in a premier management school.



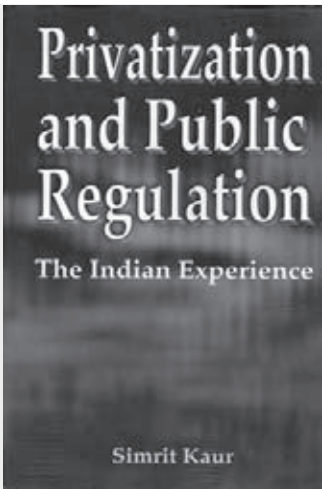
Author: Prem Chadha
ISBN: 978-0333-93796-9 | PB
Pages: 500 | Price: ₹ 475.00

About the Book

This book is probably the first attempt in the Indian context at developing an all-encompassing text on Performance Management. It seeks to systematise the supervisory and managerial roles in organisations holistically.

Contents

Part 1 • Performance Management • Performance Management is About Performing – Not Just Appraising • Performance Management & Human Resource • Performance Management Theatre • Part 2 • Planning Manager Performance & Development • Basic Concepts • Components of Manager Performance & Development Plan • Setting Mutual Expectations and Performance Criteria • Part 3 • Monitoring Manager Performance & Mentoring Manager Development • Some Basic Concepts • Ongoing Performance Monitoring & Review • Ongoing Mentoring & Manager Development • Part 4 • Annual Stock-taking • Stock-taking Performance • Stock-taking Potential • Appraising for Recognition & Reward • Part 5 • Getting to Grips • Transmuting Learning into Action • Operationalising Change Through Performance Management • Building & Leading High Performing Teams • Annexures • Index



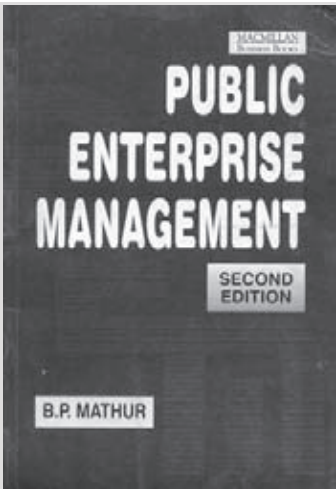
Author: Simrit Kaur
ISBN: 978-0333-93922-2 | HB
Pages: 292 | Price: ₹ 385.00

About the Book

This book marks a major contribution to the ongoing debate on the economics of privatisation. This book is the result of discussions on the role of regulation towards ensuring co-existence of the private sector and SOEs that would accelerate the pace of industrial development in India. Though of interest to the general reader, it claims readership among political scientists, policymakers, management professionals and economists as well.

Contents

Privatization and Public Regulation • The Economic Role of the State • Public Sector: Role and Performance • Sectoral Linkages • Ownership, Competition and Efficiency • Ownership, Competition and Efficiency: Some New Evidence • Disinvestment of PSU Shares • Strategic Sales – Case Studies • Financing Indian Infrastructure: A Greenfield Privatization Approach • Public Regulation • MOUs – What Works; What Does't and Why? • Target Setting • Concluding Remarks • References • Index



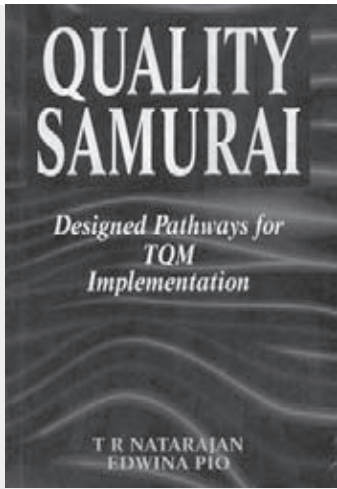
Author: B P Mathur
ISBN: 978-0333-93331-2 | PB
Pages: 320 | Price: ₹ 198.00

About the Book

The book examines all major issues related to public enterprises through which their performance could be evaluated. The book also discusses the privatisation issue, its limitations, the Indian experience and the role of the Disinvestment Commission.

Contents

Philosophy of Public Enterprise • Conceptual Basis of Public Enterprise • Size of Public Enterprise in India • Organisational Structure • Relationship with Parliament • The Committee on Public Undertakings • Government-Public Enterprise Relationship • The Board of Directors • Management Structure – The Scheme of Delegation of Powers • Personnel Management • Industrial Relations • Production Management • Investment Financing and Project Appraisal • Profitability • Financial Management • Audit Arrangement – Relationship with Comptroller and Auditor General • Price Policy • Performance Evaluation • The Privatisation Debate • Disinvestment Commission and Future Strategy of Privatisation • Conclusion • Index



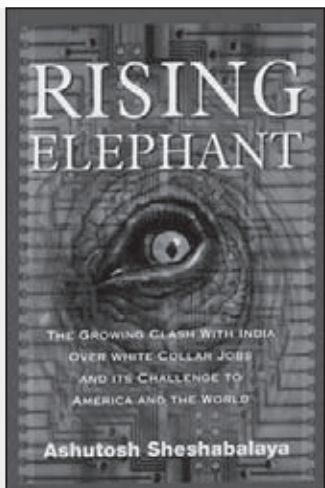
Authors: T R Natarajan | Edwina Pio
ISBN: 978-0333-93196-7 | HB
Pages: 232 | Price: ₹ 295.00

About the Book

The book is about the step-by-step processes that can be understood, learnt and applied by most organisations to start the war for Total Quality.

Contents

The Good General Plants Mango Trees • The Good General Looks at the Bottomline • Empowerment – The Best Mantra for the General • Management Facilitators – Mount Your Own Guy on the Saddle • Make Your Worker a Quality Samurai • Coming to Grips with Leakages • Educating Workers – Teachers Need Some Tips • The Right Team and Method will Crack Your Worst Problem • Top Management – Change Your Ways! • If Consumer is King, So is Employee • The General Respects Kaizen – Solving Small Problems • Quality Control Circles – Faith in Workers Holds the Key • The General Relies on 5S in His Small Office • Infotech – The Other Side of the Quality Coin • The Good Old System should Create Space for TQM Trainers • Communication, That is the Name of the Game • Team Appraisal is Fair, since Your Boss Doesn't Like You • Don't Mistake ISO for TQM • The Guru Scatters TQM Seeds, and Becomes Redundant • Glossary • Index



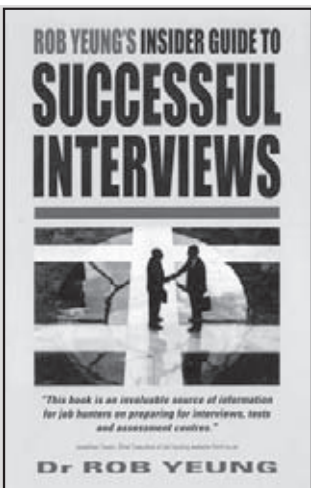
Author: Ashutosh Sheshabalaya
ISBN: 978-1403-92472-8 | PB
Pages: 336 | Price: ₹ 299.00

About the Book

Rising Elephant explores India becoming an economic superpower. 'Could India be the next empire?' is the inherent philosophy that is being discussed. India's fast growing influence over the IT, white colour jobs and health care market is a smart step in that direction.

Contents

Introduction • Leviathan's Veil: Eight Myths Concealing the Rising Elephant • Hearalading the New, New Economy – Another Giant Sucking Sound • From Backoffice to Biotech – How the Elephant is Playing to Win • A Rising Software Titan • The 'Definite Smell' of Curry – How India Spiced Up America's Hot Industry • The Elephant's Mounting Weight • Back to the Future – The Indian Context • Linking Here and There – Boom to Bust • Preparing America for the New Age of Globalisation • Notes • Index • About the Author



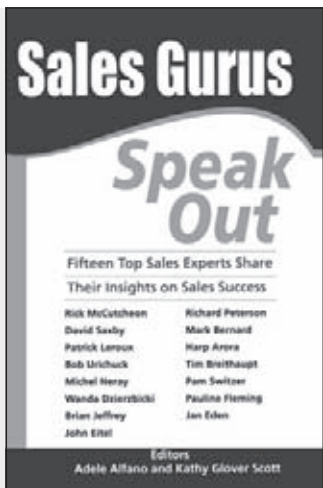
Author: Rob Yeung
ISBN: 978-1403-90990-9 | PB
Pages: 176 | Price: ₹ 215.00

About the Book

This book is a panacea to cope with tricky questions and hurdle nerves. The model answers are helpful to rehearse the perfect responses to an interviewer's questions. There's also advice on dealing with assessment centres, psychometric tests and other recruitment techniques.

Contents

Doing Your Homework • Making a Great Impression • Dealing with Typical Questions • Responding to Competency-Based Questions • Talking About Your Personal Qualities • Fending Off Tricky Questions • Handling Questions for Your Career Stage • Coping with Other Types of Interview • Succeeding at Assessment Centres • Asking the Right Questions • Ending on a High Note • Crossing the Finish Line • Index



Authors: Adele Alfano
Kathy Glover Scott
ISBN: 978-0230-63002-4 | PB
Pages: 236 | Price: ₹ 299.00

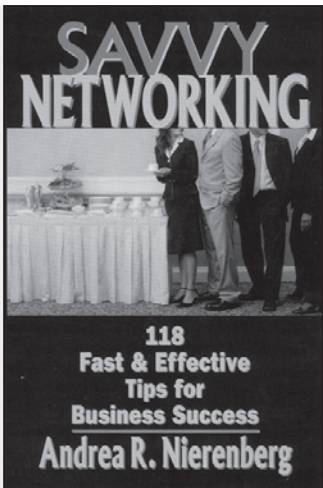
About the Book

Sales is an ancient profession, yet one that is constantly changing and evolving. Approaches to excellence in sales need to shift and evolve, as well. Buyers today are savvy and have almost limitless options for buying the products and service they demand. Sales professionals need much more than drive and determination to rise above the crowd.

In the book one will find 15 of the top sales trainers, coaches and consultants – experts chosen by the editors to provide essential information in a streamlined, easy-to-use format.

Contents

Introduction • Michel Neray: Everything Starts With a Conversation • Bob Urlichuck: Control the Buying Process With the ABC, 123 Sales Results System • Richard Peterson: High-Strakes Presentation Tactics for Sales Warriors • Pauline Fleming: Catch the Sales VIBE • Jan Eden: Sell Yourself First: The Product or Service is the Bonus • Rick McCutcheon: Power Up Your Sales With Technology • Patrick Leroux: The Seven Qualities of Sales Champions • Mark Bernard: Telephone Prospecting • Harp Arora: The Most Important Brand You'll Ever Sell Is Brand You • Wanda Dzierbicki: Your Power Broker's Strategy • David Saxby: Sales and Marketing — The Integrated Approach • John Eitel: It's not about You! • Pam Switzer: Secrets to Navigating the Complex Sale • Brian Jeffery: Conquering the (Dreaded) Price • Tim Breithaupt: Confirming the Sale



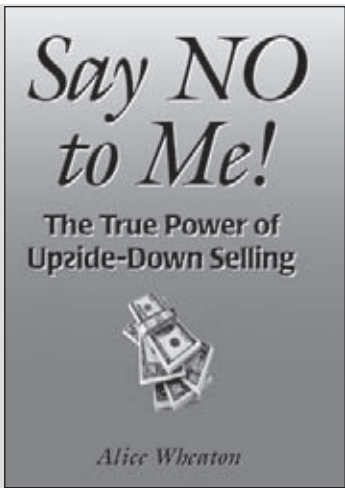
Author: Andrea Nierenberg
ISBN: 978-0230-63569-2 | PB
Pages: 128 | Price: ₹ 199.00

About the Book

This book is indeed a gift to all who want to turn new contacts and prospective customers into warm relationships and lifelong customers-to grow, build, and keep your business. In Savvy Networking, Andrea breaks all the universal rules down into 118 quick tips for effective networking-for all types of business from manufacturing to financial services, from technology companies to retailers. Her tips highlight the types of people who can be helpful to you professionally, offer easy-to-follow steps for transforming your business connections, approaching a room full of strangers comfortably, improving your communications skills, discovering the types of people you need in your network (and that may already be a part of your circle of contacts), keeping track of your contacts. Learn networking techniques that capitalize on your natural abilities with special chapters on networking etiquette and leadership.

Contents

Acknowledgements • Preface • Introduction • Chapter 1. Networking is a Mindset • Chapter 2. Positioning Yourself-Your Brand YOU • Chapter 3. Creating Connections • Chapter 4. Building Relationships • Chapter 5. Where to Network-EVERYWHERE! • Chapter 6. Networking Etiquette Chapter 7. Leading the Way • Index



Author: Alice Wheaton
ISBN: 978-0230-63001-7 | PB
Pages: 192 | Price: ₹ 299.00

About the Book

The book helps one to resolve this fundamental problem—the avoidance of objections—so that one can close more deals more quickly and become a Big Game Hunter and Closer – a Super Seller!

Contents

Introduction • Objections Are the Juice of the Sale! • Internal Objections that Sabotage Success • How to manage Emotions & Feelings • The Hazards of Perfectionism • The confidence Myth • Questions Are the Answer, Aren't They? • Needs Assessments Resolve Objections • Problems are like Icebergs—Really! • Price—The Mother of all Objections • Warm UP the Cold Call • Break Out of Voice Jail • Generic Sales Industry Objections • Problem Situations that Threaten the Sale• The Million Dollar Script • Mastering the Inner & Outer Objections • Appendices



Authors: Peter Urs Bender
Robert A Tracz
ISBN: 978-0333-93713-6 | PB
Pages: 252 | Price: ₹ 299.00

About the Book

This book is packed with helpful tips, illustrative anecdotes, and proven systems that improve business and personal relationships alike.

This book covers all the communication nuances in its entirety.

Contents

Action Cycle • Behavioural Language • Checking It Out • Differences • Effective Communicators • Facial Language • Interruptions • Key Words • Leadership • Marketing Yourself • Negative People • Objectives • Partners • Questions • Reflecting • Saying “No” • Talkers • Understanding • Values • Words • Yes People • Recommended Reading • Presentations and Products



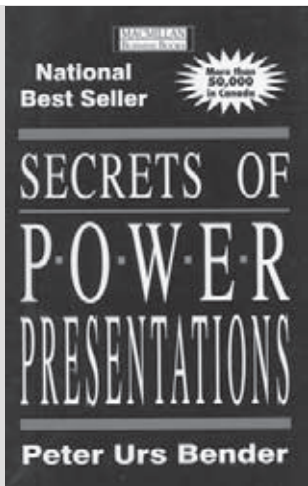
Authors: Peter Urs Bender | George Torok
ISBN: 978-0333-93403-6 | PB
Pages: 264 | Price: ₹ 299.00

About the Book

Using hundreds of tips, anecdotal checklists and examples from their own experience, Bender and Torok outline five strategies of personal Power Marketing that every businessperson should know and use.

Contents

Strategy One: Perceptions • Strategy Two: Relationships • Strategy Three: Media • Strategy Four: Leverage • Strategy Five: Database Marketing • Final Words • Appendices • Indexes • Subject Index • Presentation and Products



Author: Peter Urs Bender
ISBN: 978-0333-93404-3 | PB
Pages: 244 | Price: ₹ 299.00

About the Book

This book tells you how you can be successful in your effort to communicate. Compiled in an easy-to-comprehend step-by-step method, this book will save time, effort and embarrassment of young managers serious about their career.

Contents

Step to Better Communication • Speech • Body Language • Equipment • Environment • Preparation • Appendix • Index



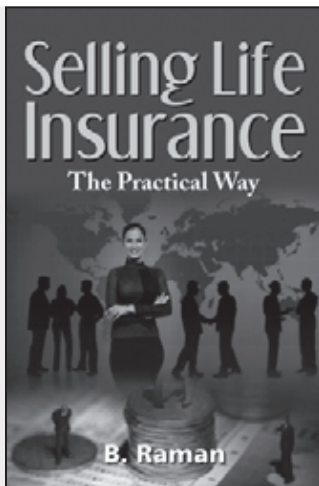
Author: Philip Baker
ISBN: 978-1403-93111-5 | PB
Pages: 208 | Price: ₹ 199.00

About the Book

Secrets for Super Achievers is written for those who desire to plumb the depths of their own being and grow. This book is a must read for those not satisfied simply to be, but also for those who want to move beyond mediocrity and push themselves to excel. Many of us want to be who we were designed to be and to live a life of excellence and character. We realise we have huge potential as human beings, but how do we realise and develop it? This book outlines the key areas for growth.

Contents

Acknowledgments • Foreword – Why Equality is not for Us • Chapter 1: The Quest for Character – Inward and Onward • Chapter 2: Just a Puppet on a String • Responsibility • Chapter 3: Daze of Our Lives – Overriding Goal or Passion • Chapter 4: You Have to Jump in the Puddles – Optimism • Chapter 5: Fatal Distraction – Focus • Chapter 6: It's Not Check Out Time Yet – Endurance • Chapter 7: In Praise of Tall Poppies – Abundance Mentality • Chapter 8: My Brain Hurts – Constant Learning • Chapter 9: Lifestyles of the Rich and Miserable – Contentment • Chapter 10: Flying with the Ducks – People Believers • Chapter 11: Keeping Out of the Ditches – Balance • Chapter 12: First You Have to Get Out of Bed – Discipline • Chapter 13: I'm Bigger on the Inside – Self-growth • Chapter 14: The Upside of Down – Humility • Chapter 15: Fortune Favours the Brave – Courage • Epilogue Further On, Further in Author • Bibliography



Author: B. Raman

ISBN: 978-0230-63897-6 | PB
Pages: 144 | Price: ₹ 199.00

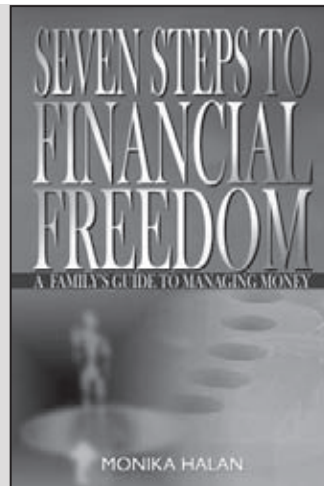
About the Book

Selling Life Insurance: The Practical Way is a compilation of the author's knowledge gathered over five decades of his experience as a Life Insurance Agent. The author shares his experience in this field to assist agents who seriously engage in the profession of selling Life Insurance.

The book provides guidance on how to begin a successful career and explains what life insurance is and why it is an important part of planning for a family's future. It discusses prospecting, introductions, cold canvassing and sales talks. The book addresses how to handle objections and how to face rebating. Servicing the policy is expected from an agent, but servicing the policyholder with sound advice will retain a client as a permanent source for new business. A list of qualities that make a top insurance agent and how to remain on the top by organizing and maintaining records is also explained.

Contents

Welcome to This Wonderful Profession • A Full-Time Professional Job • What is Life Insurance? • Prospecting • The Approach to Prospects – Some Tips • Introduction and Influence • Cold Canvassing – Is it really Cold? • Sales Talk • Objections! • Closing • Income Persists and Sticks but Capital Melts and Sinks • Professional Hazards and Right Attitudes • Rebating - How I face this Demon • Servicing – What is it? • What Makes a Top Life Insurance Salesman? • Agent's own office and Importance of Maintenance of Records • Insurance and Investment • Inflation Vs Life Insurance • We Alone are Real Crorepatis! • Human Life Value and Life Insurance • Recognitions and Awards • Tit-Bits



Author: Monika Halan

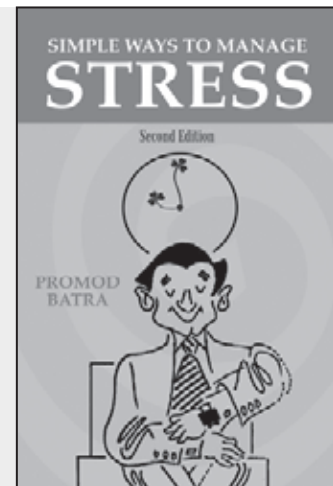
ISBN: 978-1403-92646-3 | PB
Pages: 144 | Price: ₹ 199.00

About the Book

This is a book on financial planning in India and would be useful for individuals, mutual fund agents, insurance agents, wealth managers in banks and students of financial planning. This book charts out the seven steps of financial planning process and provides a user's guide to managing money for an individual. It has interactive worksheets that allow a person to work-out long term goals, understand his own risk profile and then quantify the goals, as well as workout the target savings and products to choose to attain the goals.

Contents

Introduction • Step 1: Find the Bearings • Step 2: Protect the Present • Step 3: Identify the Dreams • Step 4: Choose the Route • Step 5: Put It All Together • Step 6: Begin the Journey • Step 7: Review the Progress • End Note • Appendices • Glossary



Author: Promod Batra

ISBN: 978-0230-63461-9 | PB
Pages: 304 | Price: ₹ 299.00

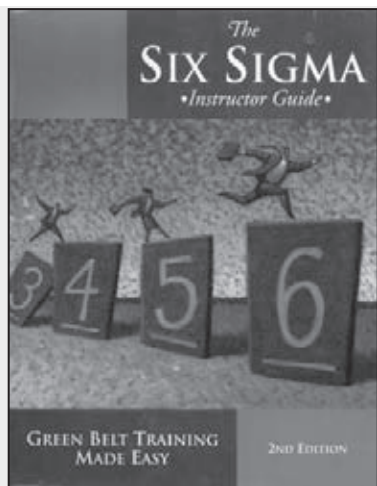
About the Book

Do you feel stressed out all the time? Do you feel you never have enough time to complete all your tasks? Do you wonder how to manage work, family, and other aspects of your life, in today's fast-paced world?

Relax! **Simple Ways to Manage Stress** offers common-sense solutions for your everyday problems.

Contents

Most Stressful Problems are Really the Absence of Ideas • Convert Your Foolish Pleasures into Simple Pleasures • Manufacture Good Thoughts Only • Prepare Yourself to be Fired Every Day if You are an Employee, a Dealer, a Vendor... • Change Yourself Before You Change Others • Use Your 'Think Time' to Reduce Stress • Compare Yourself With Yourself Only • Manage Your Anger Creatively and Innovatively • Do Small Things in a Big Way • Manage Your Time as You Manage Your Money • Needs can be Met, Greed Cannot • Teach Your Children to Fish • What Will People Say, What Will the Auditors Say... • Learn to Say 'Thank You' and 'Sorry' Instantly • Learn to Say 'No' and Accept 'No' • Shout Whenever You are Stressful • KFP and BFP • Say Your One-Minute Prayers Often • Give, Take, and Give • Make Forgiveness Your Permanent Attitude • What are You Sacrificing for Others? • Nurture Your Lord Krishnas • Be Active, Keep Trying, and Stay Busy! • More Money Less Stress • Set Your Goals to Conquer Stress • Accept Some Level of Dust in Life • Do One Thing at a Time • Laughter Kills Stress • Learn to Love What You Do for Your Living • Make Books Your Weapons to Win the Kurukshetras of Everyday Life • Don't Say it to Get Even • If All Else Fails, Lower Your Standards • Stress at a Glance



Author: Jay Arthur
ISBN: 978-1403-92358-5 | PB
Pages: 188 | Price: ₹ 399.00

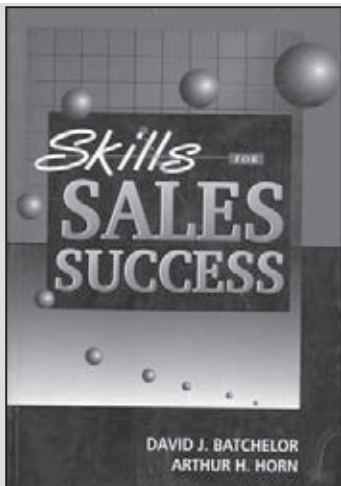
About the Book

This Instructor's Guide is designed to make learning the principles and processes of Six Sigma easy. The concept of Six Sigma is explained in the form of stories that makes learning fast, easy and fun. This book simplifies the concept of Six Sigma and presents it in such a user friendly manner that even readers with no previous knowledge of the concept can understand it.

The lessons provided in the book enables improving key processes to make them better, faster, and cheaper and also sustain the improvements. It delves into the four key elements of Six Sigma and gives a complete overview of the concept.

Contents

Making Six Sigma Pay Off • Course Planning • Six Sigma Overview • Laser-Focused Improvement • Breakthrough Improvement • Sustain The Improvement • Design for Six Sigma (DFSS) • Six Sigma Action Plan • Reading List • Other Tools



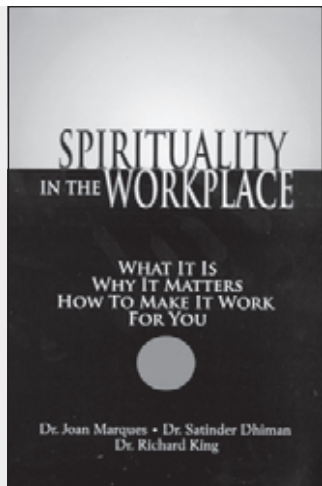
Authors: David J Batchelor
Arthur H Horn
ISBN: 978-0333-93229-2 | PB
Pages: 236 | Price: ₹ 299.00

About the Book

Written for the sales professionals who seek to prosper in today's increasingly customer-centred market.

Contents

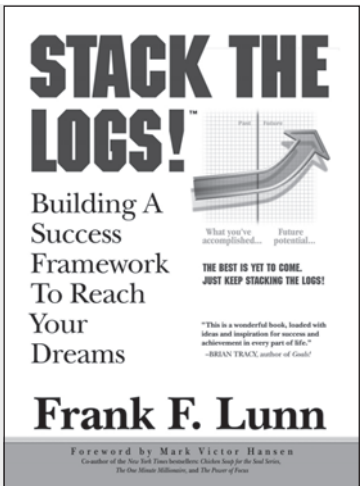
Part 1: Understanding Yourself • Personality Traits for Sales Success • Part 2: Tactical Selling Skills • Influencing • Prospecting • Client Meetings • Presentation Skills • Negotiation Skills • Tactical Selling Skills • Part 3: Self-Management Skills • Attitude Maintenance • Setting Goals • Time Management • Stress Management • Business Knowledge • Professional Development • Self-Management Skills • Part 4: Strategic Selling Skills • Territory Planning • Account Planning and Management • Business Creation • Administration and Reporting • Marketing and Promotion • Strategic Selling Skills • References and Suggested Readings • Index



Authors: Joan Marques | Satinder Dhiman
Richard King
ISBN: 978-0230-63503-6 | PB
Pages: 226 | Price: ₹ 299.00

About the Book

Spirituality in the Workplace provides answers for enhancing the quality of your work life and the profitability of all stakeholders. Based on years of research and brainstorming with wide range of workers at all levels, this book provides the tools to make your work experience a gratifying one. A common misconception equates workplace spirituality with religion in the workplace; this sets the record straight, providing a practical definition of spirit at work and explaining its benefits for employees, managers, the organisation, the societies in which the organisation operates, and the world at large. Whether you are a leader, a manager, or an employees who cares about people and the place you surround yourself with, you'll find the broad focus presented here useful for improving your work and your life.



Author: Frank F. Lunn
ISBN: 978-1403-92607-4 | PB
Pages: 334 | Price: ₹ 299.00

About the Book

This powerful text expands on these basic principles, including planning for guaranteed success, and the power of Applied Incremental Advantage. It also tells what the number one reason people fails is, and how to overcome it, as well as programming our self to become a champion with techniques used by Olympic Athletes and Astronauts.

The book details the history of St.Jude Children's Research Hospital, where Frankie Lunn was treated. The author credits St Jude for teaching him the gift of optimism in the face of adversity and how to weather personal storms and come back stronger.

Contents

Introduction • Part I: Plan Well • Secret Principle of Success • Part II: Keep an Excellent Forward Thrust to your Objectives • Part III: Deal with your Disappointments and Setbacks • Part IV: Create a Positive Support Structure • Part V: Stay Positive, Stay Focused • Maintain Your Moral Character • Part VI: Keep on Stacking the Logs! • Epilogue • Further Reading to Gain an Incremental Advantage • Acknowledgements • Index



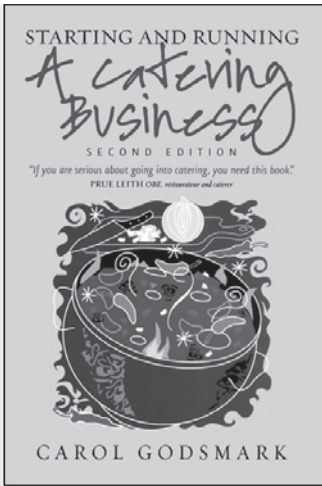
Authors: Peter Urs Bender | Marion Witz
ISBN: 978-0333-93164-6 | PB
Pages: 208 | Price: ₹ 215.00

About the Book

An easy-to-understand, entertaining book, it discusses the best way to prepare different types of presentations and shows how to focus on the audience as an ally and handle questions. The author also talks about how to empower one's voice and develop and strengthen expression.

Contents

Establishing the Desire Factor • Identifying the Type of Presentation • Knowing the Audience • Preparing the Script • Delivering the Presentation • Preparation Checklist • For Further Reading



Author: Carol Godsmark
ISBN: 978-0230-63627-9 | PB
Pages: 264 | Price: ₹ 399.00

About the Book

This book is for the complete beginner caterer, cooks and non-cooks and more experienced caterers looking to trade up or expand their business.

Catering is becoming one of the fastest-growing businesses in the booming food industry. More corporate companies are realising the importance of offering good food and service to guests and employees. Catering for those who entertain at home is a lucrative market too – thanks to the more disposable income of individuals who can afford a caterer for their events.

You can share in this growth market, be it in the sandwich business, weddings or marquee events. And you can operate from dedicated premises, or cater from your own home.

Contents

Acknowledgements • Preface • Running Your Own Catering Business • Getting Into the Catering Business • Finding and Equipping Your Business Premises • Health and Safety • Business Finances • Marketing Your Business • Looking After Your Customers • Food and Drink • Designing Menus • Food Suppliers • Specialist Suppliers • Staffing for Your Catering Business • Keeping Your Business on Track • It's Show Time! Running an Event • Helpful hints from experienced caterers • Glossary • Useful contacts • Bibliography Index



Author: Susan Nash
ISBN: 978-0230-63626-2 | PB
Pages: 256 | Price: ₹ 399.00

About the Book

Reading this book will help you to gain a clear understanding of the consulting process and its requirements; define and establish a clear strategic direction for your business; understand how to raise finances and maintain financial control; create and implement an effective marketing strategy and balance ongoing business with attracting new clients...and become a successful consultant.

Contents

Preface • Section One – Getting Started • Setting the scene • Evaluating your fit • What type of consulting business are you running? • Establishing your business direction • Section Two – Getting clients • Marketing your business • Selling your service • Section Three – Getting money • Financing your business • Section Four – Getting organized • Organizing your business • Running your business: doing the work! • Moving into Action • Further Reading Index



Author: Judith Briles
ISBN: 978-1403-93204-4 | PB
Pages: 304 | Price: ₹ 299.00

About the Book

The book was conceptualized when the author was researching and writing Gender Traps. During his research, the author realized that self-sabotage was frequently reported. Thus he got an idea to write this book which identifies 21 self-sabotaging methods and delivers practical solutions and tips to eradicate ones inner traps and self-sabotaging techniques forever. The author delivers practical, realistic and useable steps to delete destructive personal and career-blocking behaviour.

Contents

Introduction • Is there a Saboteur in You? • Confidence-Who Needs It? • Gender Differences-What Do We Learn From Them? • Far-Out Feminists-How Can They Affect You? • Betrayal-Everyone is not Your Friend • Confrontation-You Are Just Too Nice to Make Waves • Egomaniac Alert-Are You SO Important? • Paranoia-How Could Everyone Be Against You? • Fairness-Life Is'nt Always Just • Negative Self-Talk-You Are'nt Wrong • Mind Reading-A Skill To Develop • The Abuse-Excuse Chain-Don't Get Caught in It • Responsibility-Stop the Blame Game • Revenge-Only Sweet in the Short Term • Procrastination- Abandon It! • You Can't Do It All- Superwoman and Superman Are Myths • Perfection-Take the Pressure Off Yourself • Failure-The Key is to Learn From It • Loyalty-The Job Doesn't Love You • Negotiating-Not for Kids Only • Change-Learn to Become a Shift Shaper • Spirituality-Tap into Support from Above • Attitude is Everything-It will Break or Make You • The Final Thought • Acknowledgements



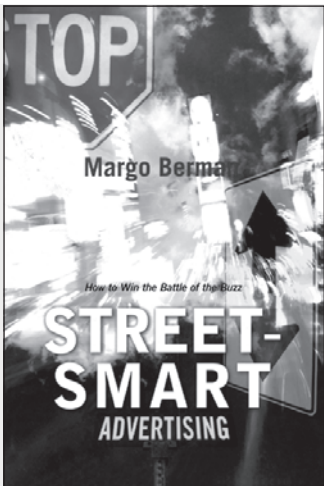
Authors: Harry Rosen | Kelley Robertson
ISBN: 978-0333-93850-8 | PB
Pages: 176 | Price: ₹ 185.00

About the Book

This book gives retail sales people knowledge and skills they need to exceed customer expectations, build customer loyalty and maximise sales.

Contents

Introduction • The GUEST Approach to Selling • Powering Up Your Personal Attitude • Greeting Your Customer • Uncovering the Customer's Needs • Explaining the Product • Solving Objections • Telling the Customer to Buy • Maximising Your Sales Opportunities



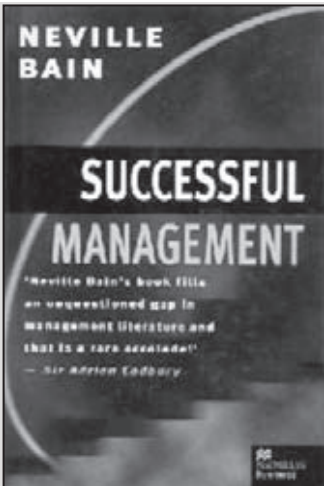
Author: Margo Berman
ISBN: 978-0230-63899-0 | PB
Pages: 248 | Price: ₹ 399.00

About the Book

Even the most creative mind needs stimulation. The more inventive pieces it takes in, the more resources it has to draw from. That’s why, for instance, many advertising “creatives” keep their own clip files. Street-Smart Advertising contains a plethora of examples designed to jump-start the right side of the brain. It is packed with memorable uses of new media, exciting on-strategy marketing, creative online work, insightful quotes by giants in the advertising industry, and exercises to strengthen creative thinking. Students and practitioners alike can reference this book for fresh campaign concepts, unusual visual treatments, innovative media ideas, powerful writing techniques, brainstorming methods, and more.

Contents

Preface • Acknowledgments • Rev Up Your Thinking with Creative Stimulation • Play with Typography’s Multiple Personalities • Embrace Types as a Design Element • Master the Design Elements • Connect with Your Audience through Powerful Writing • Spark the Creative Process for Focused Campaign Strategies • Take Charge of the Design Principles • Explore the Power of Color Psychology • Discover Exciting Strategy-Based Ads and Campaigns • Learn the Latest through Inventive Case Studies with Impressive Results • See Which Self-Promotions Really Work • Be Inspired by Creative Tips from Conceptual Thinkers • Glossary • Selected Bibliography • Index



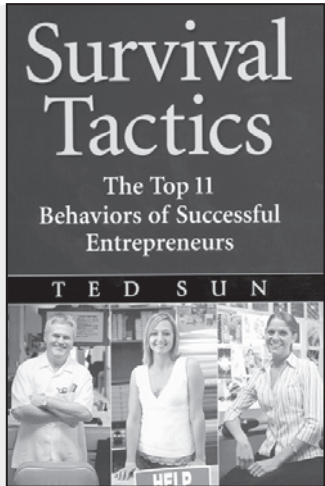
Author: Neville Bain
ISBN: 978-0333-93405-0 | HB
Pages: 240 | Price: ₹ 299.00

About the Book

This is a practical guide to approaches which have worked well and can be examined for relevance in the particular setting of the reader. While not replicating the scope of an MBA programme, it also provides helpful additional insights of MBA and Business Management students by demonstrating how theory in action can lead to successful management.

Contents

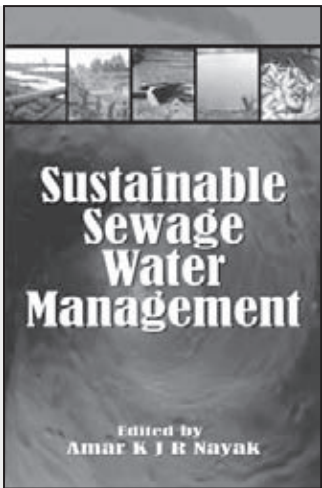
Starting Point • Management or Leadership? • Management Development • Managing Yourself • The Environment • Strategy Adding Value • Communication • Taking Charge • The Numbers • A Sense of Balance • A Distillation • Appendices • Glossary of Terms • References • Index



Author: Ted Sun
ISBN: 978-0275-99470-9 | PB
Pages: 216 | Price: ₹ 299.00

About the Book

By any measure, the movement toward entrepreneurship is increasing each year. While many resources provide practical information to guide the entrepreneur or small business owner through the challenges of establishing, managing, and growing their business, few tackle the more personal side of entrepreneurship in a rigorous fashion. As Ted Sun argues, “countless people are entering entrepreneurship in one form or another. Most have no clue how to be one.” Drawing from extensive primary research conducted with entrepreneurs in a variety of fields, Sun dispels common myths and misconceptions about entrepreneurship and identifies eleven core beliefs, behaviors, and qualities of successful individuals, including technical proficiency, team-building skills, and the ability to make decisions without complete information. Moreover, through numerous illustrative examples, diagnostics, and other interactive elements, he shows the reader how to learn and develop these qualities. The result is a practical guide to the art of entrepreneurship—a primer for reducing stress, building confidence, balancing work and life priorities, becoming more productive, and increasing your chances of success.



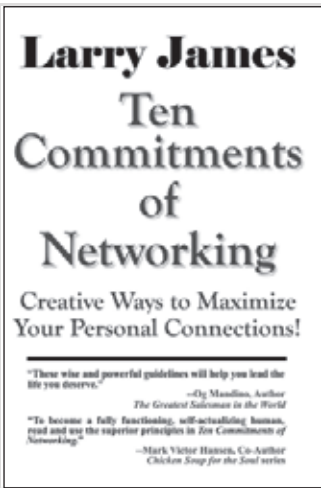
Author: Amar K J R Nayak
ISBN: 978-1403-93016-3 | HB
Pages: 140 | Price: ₹ 270.00

About the Book

This book provides the necessary information, knowledge and insights into various experiences of treatment and management of wastewater in the urban and semi-urban areas through the introduction of natural and low-cost methods. It covers comparative cost analyses of the various conventional sewage treatment methods, the biochemical processes involved in the duckweed-fish based treatment method and the engineering aspects of the treatment through the example of Project WATER. Successful community involvement and issues of sustainability in general, which are the other important aspects of the wastewater recycling and building the environment through institutions, have been amply described in the book. The contents of the book can be of immense help and interest to various civil societies, students, scholars, and public administration experts to improve their work in civil and urban governance.

Contents

Foreword • Preface • Acknowledgements
• Comparative Costing of Sewage Water Treatment Methods • Biochemical Process
• Design and Engineering • Community Involvement • Project Sustenance Mechanism
• Limitations and Directions for Future • Conclusion • Index



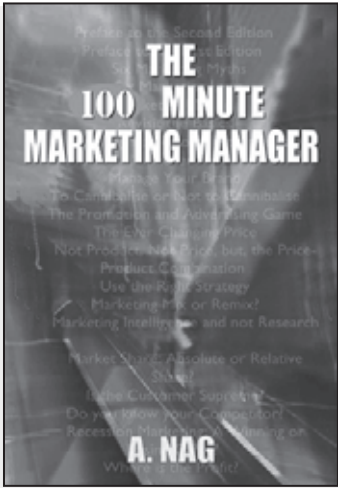
Author: Larry James
ISBN: 978-1403-93205-1 | PB
Pages: 168 | Price: ₹ 299.00

About the Book

Networking is one of the important aspects of a successful life. The book provides commonsense guidelines and offers the ultimate definition of business networking. It teaches how to achieve maximum benefits from assisting others as one cultivates a network of people strategically positioned to support one in his/her goals. It helps in discovering the ten commitments necessary to develop more profitable relationships from friends and business associates through networking. It is a book committed to personal development and career management. It explores skills, abilities, values, concepts, new thoughts, ways of being and behaviours that are necessary to maximize one's personal and professional potential.

Contents

Blueprint Your Life! • Accept Responsibility!
• Be Coachable! • Show up! • Be Yourself!
• Pay Attention! • Contribute! • Ask for What you Want! • Say "Thank You!" • Stay Connected! • Post Quips!



Author: A Nag
ISBN: 978-0230-33004-7 | PB
Pages: 128 | Price: ₹ 195.00

About the Book

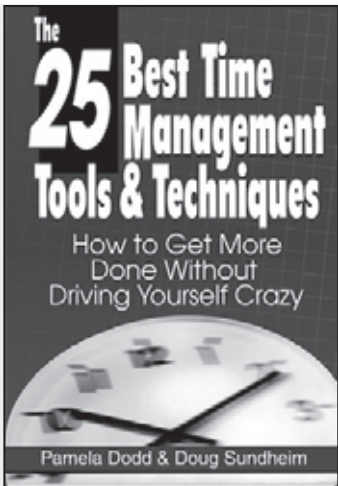
100 Minute Marketing Manager is a comprehensive and focused analysis of core marketing mantras.

Today's manager is racing against time – more so the marketing manager. Thus, fast track training is required. The present book is a move in this direction. The book deals with fifteen core areas in marketing including marketing myths, marketing laws, marketing tools, marketing intelligence, marketing and profit, Internet marketing, International/global marketing and marketing in the new millennium.

Case studies from both Indian and foreign companies and brands have been cited to give the book a global flavour.

Contents

Six Marketing Myths • Six Marketing Laws
• Marketing Myopia • Revisit the Basics • Be a Segmenter or Customiser or Nicher?
• Manage Your Brand • To Cannibalise or Not to Cannibalise • The Promotion and Advertising Game • The Ever Changing Price • Not Product, Not Price, but, the Price-Product Combination • Use the Right Strategy • Marketing Mix or Remix? • Marketing Intelligence and not Research • Market Share: Absolute or Relative Share? • Is the Customer Supreme? • Do you know your Competitor? • Recession Marketing: A Winning or Losing Game? • Where is the Profit? • Marketplace, Market space or Market stage? • A Marketing Epilogue • Marketing Orientation of your Company



Authors: Pamela Dodd | Doug Sundheim
ISBN: 978-0230-63490-9 | PB
Pages: 144 | Price: ₹ 199.00

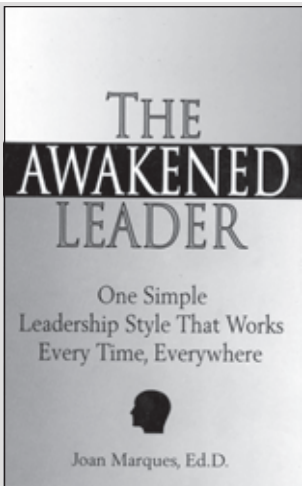
About the Book

All the advice you'll ever need to stay organised and in action! If you don't have time to read lengthy books on time management, this is the book for you. The authors have compressed the best time management tips into an action packed, easy-to-read guide. Now you can get all the good stuff in a fraction of the time!

Read the book from start to finish or zero in on specific areas for improvement. Tweak your current system or design something totally new. There's something here to help everyone succeed.

Contents

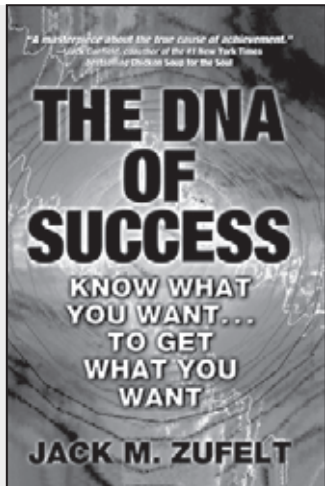
Acknowledgements • Introduction • The 25 Time Management Tools & Techniques • Section I – Focus • Section II – Plan • Section III – Organize • Section IV – Take Action • Section V – Learn • Appendix A – The Best Time Management Books – Annotated • Appendix B – Other Recommended Books • Appendix C – How To Buy Books For (Much) Less • Appendix D – About The Authors



Author: Joan Marques, Ed.D.
ISBN: 978-0230-63502-9 | PB
Pages: 256 | Price: ₹ 299.00

About the Book

The Awakened Leader will help you develop the meta-leadership style that works under all circumstances, with all types of followers. Do away with those environment-specific leadership scenarios of the past 50 years; learn how to apply leadership principles that have worked for more than 2500 years and are still effective today - always, everywhere, for everybody. Whether you lead a prestigious multinational organisation or your own humble life, you can enjoy greater success when you awaken and elevate your leadership with flexibility and emotional intelligence. You can become the Awakened Leader.



Author: Jack M. Zufelt
ISBN: 978-1403-93207-5 | PB
Pages: 224 | Price: ₹ 299.00

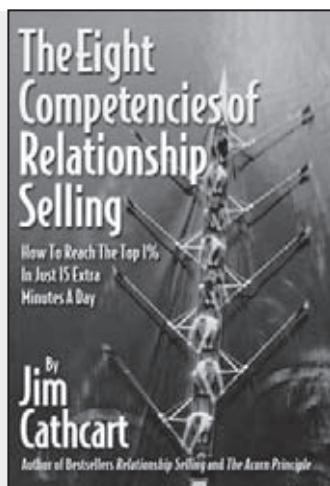
About the Book

How many times have you set out to achieve your goals only to find yourself falling short of the mark? Over the years, we have been inundated by methods of achieving success – goal setting, daily affirmations, self-help gurus and subliminal messaging. But these standard techniques have failed us time and again. So what does work and how do we go about living the life we've always dreamed of having? Is it even possible?

The book makes this dream not only possible but inevitable. Success is not something “out there” – it's an inside job.

Contents

Introduction: Something is Missing • Part 1: Core Desires • Success Springs from Desire • Heart-Set over Mind-Set • Identifying Your Core Desires • Part 2: Conquering Force • The Conquering Force Within You • The Success Attitude • The Special Force of Mentoring • Part 3: Application Areas • Creating Great Family Relationships • Achieving Your Financial Desires • Enhancing Your Self-Image • Cultivating Social Relationships • Improving Your Mind • Engaging Your Spiritual Being • Conclusion: The Growth Imperative



Author: Jim Cathcart

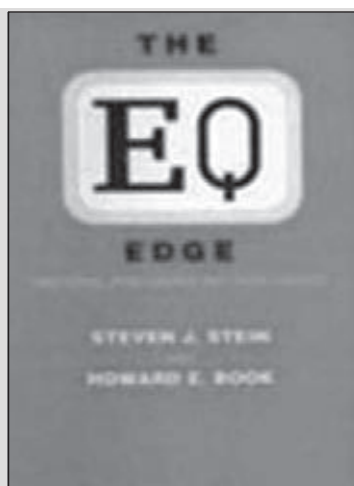
ISBN: 978-1403-92662-3 | PB
Pages: 280 | Price: ₹ 299.00

About the Book

In this book you will discover scores of powerful ideas and brief exercises that you can use in a mere fifteen minutes each day to transform your sales career. These simple exercises will help you keep your talents and skills at the top of their form – and be ever ready to reach the top 1% of your field.

Contents

The Relationship Selling Concept • How to Reach the Top One Percent of Your Field • The Eight Competencies of Relationship Selling • The First Competency: Prepare – Build and Sustain your Sales Readiness • The Second Competency: Target – Identify Who, How, and When to Contact • The Third Competency: Connect – Establish Truthful Communication • The Fourth Competency: Assess – Understand the Person and their Situation • The Fifth Competency: Solve – Let them Experience the Value • The Sixth Competency: Commit – Confirm that a Purchase has been Made • The Seventh Competency: Assure – See that the Customer Remains Satisfied • The Eighth Competency: Manage – Lead, Motivate, and Grow Yourself • About the Author • Bibliography and Recommended Reading • More Ways to Learn Relationship Selling



Authors: Steven J Stein | Howard E Book

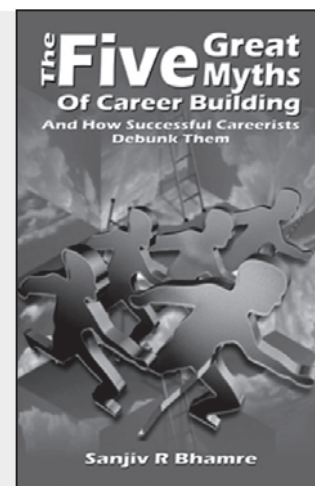
ISBN: 978-0333-93597-2 | PB
Pages: 288 | Price: ₹ 290.00

About the Book

Emotional Intelligence, or EQ, has been increasingly in the limelight in recent years. But few people are aware of just how vital EQ is to success in every area of life. The book provides one with the tools needed to assess and enhance one's EQ.

Contents

Part One: The EQ Explosion • Exploring Emotional Intelligence • The Airport and the ABCDEs • Part Two: The Intrapersonal Realm • Emotional Self-Awareness • Assertiveness • Independence • Self-Regard • Self-Actualization • Part Three: The Interpersonal Realm • Empathy • Social Responsibility • Interpersonal Relationships • Part Four: The Adaptability Realm • Problem-Solving • Reality Testing • Flexibility • Part Five: The Stress Management Realm • Stress Tolerance • Impulse Control • Part Six: The General Mood Realm • Happiness • Optimism • Part Seven: Putting It All Together • The Star Performers • Appendices • Index



Author: Sanjiv R Bhamre

ISBN: 978-0230-63283-7 | PB
Pages: 352 | Price: ₹ 299.00

About the Book

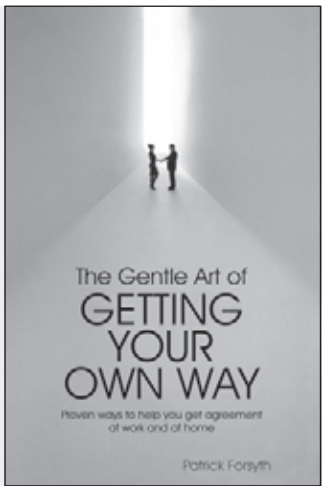
The book presents a comprehensive and exhaustive account of the fundamental factors influencing work-life success and advancement.

In Part I, the author challenges some of the popular beliefs which he calls 'myths of career building' and sorts the haze of these five global myths that a professional unwittingly adopts to (mis)guide his work-life. This part will help you appreciate that the current tools of career management developed in nineteenth century are not suitable in meeting your career challenges of the twentieth century.

Part II explores a thoroughly researched career building model called Enlight. Enlight, the world's first systematised articulation of how one can build one's career to achieve one's dreams/potential in a myth-free way, will help you understand how today's executives build their work-life, surmount the challenges of development, use sense-making to take decisions, and negotiate the various transitions.

Contents

Introduction • Part I: Debunking the Five Great Myths of Career-Building • Myth 1: Set Your Career Goals • Myth 2: Prepare and Plan for Achieving Goals • Myth 3: Learn From Mistakes • Myth 4 : Identify Success Factors, Understand Yourself and Bridge the Gap • Myth 5: Use People Skills to Build Career • Inadequacies of All Myths • Part II: Towards a New Career-Building Model • Why You Need A New Career Building Model • Enlight Model • What Will You Get When You Use This Model? • What Will Organizations Get From This Model? • Index



Author: Patrick Forsyth
ISBN: 978-0230-63882-2 | PB
Pages: 162 | Price: ₹ 199.00

About the Book

Communication seems so easy that we don't consider it enough. It is not as easy as we believe and misunderstanding can be all too common – can't it? When you need to deliver a message and obtain an agreement, things can become downright difficult!

This book is designed to help you gain agreements. Clearly and simply, it presents powerful methods and techniques to overcome barriers and gain acceptance.

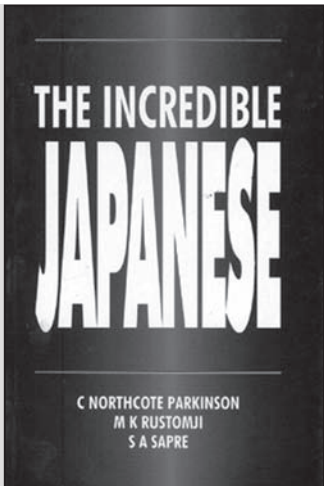
This is a thoroughly practical approach based on human nature that will introduce you to:

- How people make decisions and how to use this knowledge for your own purpose.
- Well-used persuasion techniques and the key areas of focus that will make an agreement most likely.
- The techniques that help present the strongest case – get it considered, accepted and agreed.

Whoever you are, this book creates a framework for success and winning agreement more often.

Contents

Introduction: First Steps • The Concept of 'Helping People to Decide' • Preparing for Action • First Impressions Last • The Persuasive Core of the Communication • Responding to People's Objections • Gaining a Commitment • Follow-through Action • Afterword: The Way Ahead • Summary: Key Issues • Index



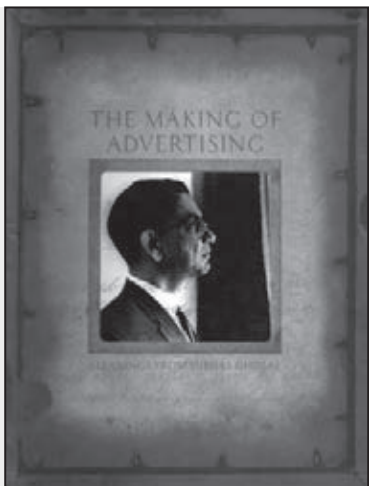
Authors: C Northcote Parkinson
M K Rustomji | S A Sapre
ISBN: 978-0333-90330-8 | PB
Pages: 188 | Price: ₹ 199.00

About the Book

The book describes Japan's rapid and incredible economic growth and highlights the methods of organisation management that have made this possible.

Contents

The Japanese Economic Miracle • Tempo of Japanese Growth • Doubling of Japan's Income in Ten Years (1960–1970) • Phenomenal Growth • Rapidly Increasing Capital • Capturing Foreign Markets • How the Government Promotes Exports • Reasons for High Quality Consciousness in Japan • Technological Innovation Training • How Labour and Other Problems were Handled by Nippon Oil Seal Ltd • Factors Favouring Japanese Growth • Unique System of Lifetime Employment and Its Results • Emphasis on the Group and Group Management in Japan • The Ringi System of Group Decision-Making • Advantages of the Japanese Group Decision-Making System • Productivity Movement in Japan: Help Given by Trade Unions • Significant Aspects of Modern Japanese Management • Small-Scale Factories • Hitachi • Highlights of Recruitment and Training Policies • Wages, Incentives and Promotion in Hitachi • What is Special About Hitachi Trade Unions? • Welfare Activities in Hitachi • Hitachi Management • Industrial Relations in Hitachi: 1 • Industrial Relations in Hitachi: 2 • Attitude of Japanese Workers Towards Work and Authority, Status Symbols and Use of Titles • Japan's Most Significant Contribution: Quality Circles • Japanese Society • Japanese Culture • Epilogue • Bibliography



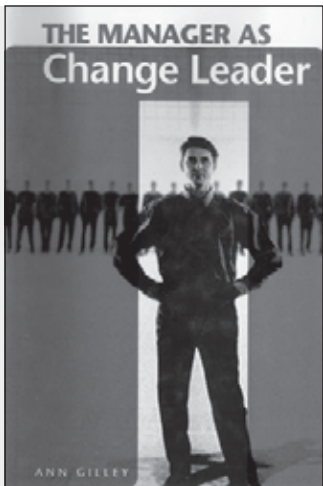
Edited by: Syeda Imam
ISBN: 978-0333-93916-1 | HB
Pages: 418 | Price: ₹ 835.00

About the Book

Subhas Ghosal was a towering personality in the profession and in the business of advertising. He is widely considered as one of the founding fathers of advertising in India. This book provides rare learning for all advertising professionals and also the general reader who seeks and appreciates excellence in professional as well as personal life.

Contents

Advertising: A Profession & A Business • Lessons of History • The Thompson Way of Leadership • Attack and Defence • The Meeting of Minds



Author: Ann Gilley
ISBN: 978-0275-98597-4 | PB
Pages: 146 | Price: ₹ 299.00

About the Book

In *The Manager as Change Leader*, Ann Gilley examines the complexities of change from the manager's perspective, providing readers with the tools to help themselves, their employees, and their colleagues successfully engage in the change efforts that will propel their organizations into the future.

In a challenge to traditional approaches—which presume that change will occur once an initiative has been launched—Gilley focuses on the obstacles that managers face when others resist change before, during, and even after the process has been implemented.

Contents

Publisher's Note • PART I Principles and Practices • Overview of Change • The Nature of Change • Roles and Responsibilities of a Change Leader • Skills and Competencies of a Change Leader • PART II Action Plan, Tools and Resources • Self-Assessment and Development • Tools for success • Resources for the Manager as Change Leader Notes • Index



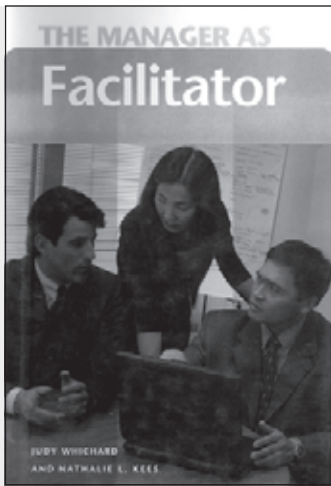
Authors: Jerry W. Gilley | Ann Gilley
ISBN: 978-0275-99290-3 | PB
Pages: 154 | Price: ₹ 299.00

About the Book

Whether large or small, manufacturing or service, every organization selects managers and assigns them the task of securing results through people. In theory, managers serve as guides, directors, decision makers, and energizers for their employees. Unfortunately, few managers have themselves been trained in the skills and techniques to get the best results from their employees and managerial styles can run the gamut from permissive- but- ineffectual to aloof to autocratic. This book addresses the challenges of effective management head on by exploring the role of manager as coach. Focusing on the key purposes of coaching—improving individual performance, solving problems, and securing results—the authors dispel popular myths and misconceptions of management coaching as a passing fad, a process of endless tutoring, or an array of superficial motivation techniques and offer practical tools for mastering the skills of effective coaching to the benefit of both employees and the organization.

Contents

Publisher's Note • Introduction to Performance Coaching • Nature of Performance Coaching • Roles and Responsibilities of Performance Coaches • Competencies of Performance Coaches • The Performance Coaching and Management Process • Practices in the Performance Coaching and Management Process • Performance Coaching Success Inventory • Resources • Notes • Index



Authors: Judy Whichard
Nathalie L Kees
ISBN: 978-0275-98985-9 | PB
Pages: 158 | Price: ₹ 299.00

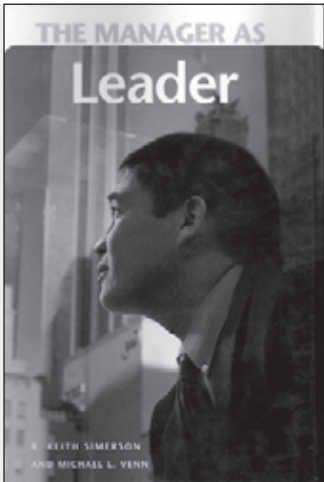
About the Book

Drawing from their extensive research, teaching, and practical application in the field of counseling and group dynamics, the authors show readers how to master the role of “facilitator”—one who engages others in dialogue, resolves conflicts, and steers groups toward collective solutions.

From leading project teams to getting buy-in for new policy recommendations, this book will help managers develop skills that can be applied wherever people are working in groups. Featuring diagnostic exercises, worksheets, examples, and an extensive listing of resources, *The Manager as Facilitator* will provide individuals and teams with the tools to promote effective communication, capitalize on diversity, and improve productivity.

Contents

Publisher's Note • Introduction • The Evolving Managerial Role • Facilitating Work Groups • Facilitating Inspirational Environments • Facilitating Collaborative Decision Making • Facilitating Communication and Conflict Resolution • Facilitating Work Sessions • Facilitating Diversity • Resources for Facilitators • Notes • Index



Author: B Keith Simerson
ISBN: 978-0275-99010-8 | PB
Pages: 234 | Price: ₹ 299.00

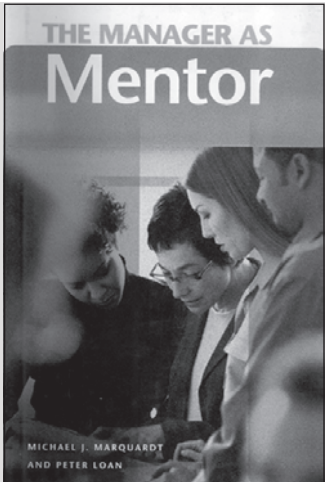
About the Book

After two decades of corporate downsizings and rightsizings, the invisible line separating “leaders” from “followers” has been forever blurred. In the wake of this sea change, businesses are faced with three fundamental challenges: (1) How can an organization elicit leadership from everyone? (2) How can those who choose to lead influence others to perform more effectively and efficiently? (3) How can leaders continue to be successful when the environment in which they lead is constantly changing?

The Manager as Leader presents practical strategies, tools, and techniques for developing the leadership mindset and applying it on a daily basis.

Contents

Publisher’s Note • Preface • PART I Principles and Practices • Overview • Background • Responsibilities • PART II Leading in Context • Turning on the Light : Pyramids and the Four-Minute Mile • Sharing the Light: Those Amazing Lemmings • Using Your Light to Refocus: Chicken Little • Using Your Light to Redirect: The Plight of the Knight in Shining Armor • Using Your Light to Maintain: John Henry Knew What to Do • Receiving the Light: The Saga of the Uninvited Guest • PART III Action Plan, Tools and Resources • Skills and Competencies • Diagnosis • Development Plan • Action Plan • Resources for the Manager as Leader • Notes • Bibliography • Index



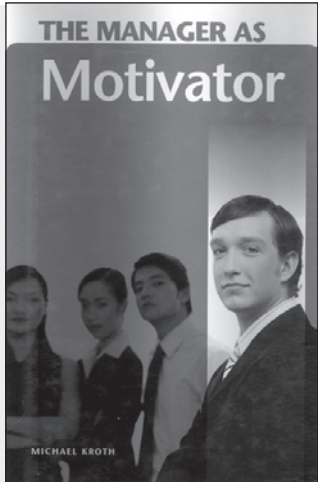
Authors: Michael J. Marquardt
Peter Loan
ISBN: 978-0275-98589-9 | PB
Pages: 210 | Price: ₹ 299.00

About the Book

Drawing from extensive research, dozens of examples, and their own practical application in training managers around the world, the authors argue that exceptional mentoring skills can be developed. They guide the reader toward understanding the key roles that mentors play and the activities and techniques they can employ for maximum impact. Diagnostic exercises will help readers assess their strengths, weaknesses, and opportunities for development, and create a step-by-step action plan for achieving goals—offer an extensive listing of resources for more in-depth information on various aspects of mentoring, such as problem solving, active listening, and employee advocacy. Ultimately, The Manager as Mentor offers the tools by which managers can promote learning, empowerment, and insight to create vibrant organizational cultures.

Contents

Publisher’s Note • PART I Principles and Practices • Mentoring for Corporate Success • New Trends and Issues in Mentoring • New Roles and Responsibilities for the Mentor • Values and Skills of the Mentor • PART II Action Plan, Tools and Resources • Assessing Yourself as a Mentor • Developing an Action Plan and Identifying Strategies for Becoming an Effective Mentor • Tools and Resources for Developing and Assisting the Manager/Mentor • Resources for the Manager as Mentor • Notes • Index



Author: Michael Kroth
ISBN: 978-0275-99018-3 | PB
Pages: 264 | Price: ₹ 299.00

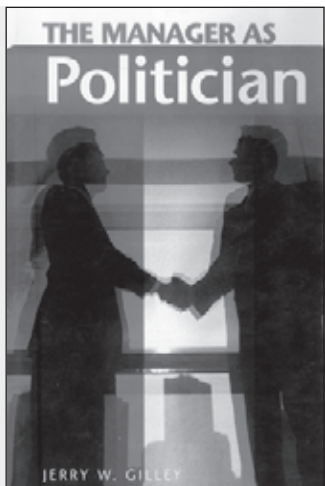
About the Book

The Manager as Motivator explores the dynamics of motivation, especially in the context of today’s complex and fluid work environments, where retention of top-performing employees is paramount. Integrating insights from management and psychology, the author covers such issues as the development of a free-agent work-force, with talent following supply and demand; the emergence of employees as the only true sustainable advantage; and the opportunities and challenges managers face in their role as motivators, especially when they themselves are wrestling with limited resources and competing demands.

Featuring diagnostic exercises, case examples, checklists and other interactive elements, the book addresses common myths and misconceptions about motivation (such as the popular focus on “charismatic” leaders) and offers readers many practical tools for becoming more effective motivators—and measuring the positive results.

Contents

Publisher’s Note • PART I Introduction to Motivation • Tools for “Noncharismatic” Leaders • Overview • PART II Principles and Practices • Setting the Environment • Crossing the Rubicon • PART III Skill Development • Roles and Responsibilities • Assessment and Development Tools • Activities • Resources • Notes • Index



Authors: Jerry W. Gilley
ISBN: 978-0275-98590-5 | PB
Pages: 170 | Price: ₹ 299.00

About the Book

The Manager as Politician examines the dynamics of organizational power plays and interpersonal communication, and shows managers how to step over landmines, overcome challenges, and develop the skills and instincts necessary for political survival. Jerry W. Gilley outlines the key roles and responsibilities of the political “navigator”, who is adept at identifying allies and foes, building trust, and delivering results. Featuring personal assessment and development tools and an extensive listing of related books, journals, organizations and Web sites, The Manager as Politician will be as essential resource for any manager looking to establish effective relationships with employees, colleagues, and organizational leaders, while enhancing their authority and influence.

Contents

Publisher’s Note • Managers as Politicians: An Introduction • Understanding Power, Politics, and Influence in Organization • Political Navigators’ Roles and Responsibilities • Political Navigators’ Skills • Strategies for Political Navigators • Political Engagements: Playing to Win • Development Plans and Self-Assessments for Political Navigators • Resources for Political Navigators • Index



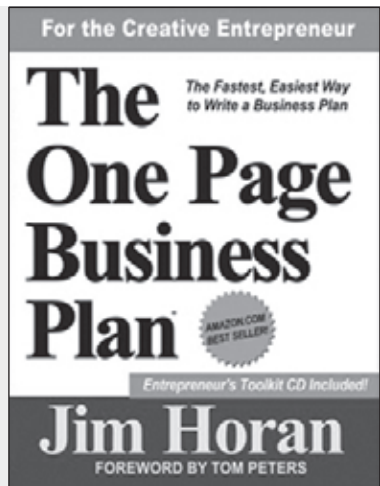
Author: R Srinivasan
ISBN: 978-1403-92673-9 | HB
Pages: 400 | Price: ₹ 599.00

About the Book

The book highlights the major changes in the Indian Economy that have happened since liberalization and deregulation, including globalization and the impending WTO implication has had significant impact on the structure of the Indian Industry, including the emergence of knowledge-based industries.

Contents

Foreword • Preface • Acknowledgements • Economic Reforms and Indian Industry • Understanding and Analysing the Industry Environment • Pharmaceutical Industry • Banking and Financial Services • Retailing Services • The Indian Media and Entertainment Industry • Logistics Industry • Telecommunications Industry • Business Process Outsourcing – Information Technology Enabled Services • E-Business • Healthcare Industry • Automobile Components Industry • Hi-Tec Manufacturing Industry • Conclusion • Contributors



Author: Jim Horan
ISBN: 978-0230-63489-3 | PB
Pages: 96 | Price: ₹ 299.00

About the Book

Business planning has finally been simplified to One Page!

Bankers require them. Business educators advocate them. Consultants make their living writing them. And venture capitalists won’t give you the time of day without one. But most entrepreneurs or small business owners can’t or won’t write a business plan; It’s just too difficult. Until now!

This book will teach you how to prepare a complete business plan for startups, small to mid-size companies, corporate divisions, subsidiaries, departments, or nonprofits.

It will enable you to present your ideas concisely to employees, management, partners, bankers or a board of directors. The book teaches how to draft a business plan for the Small Business Administration or for venture capital funding.

After reading this book you will learn how to: Capture in writing what’s in your head.

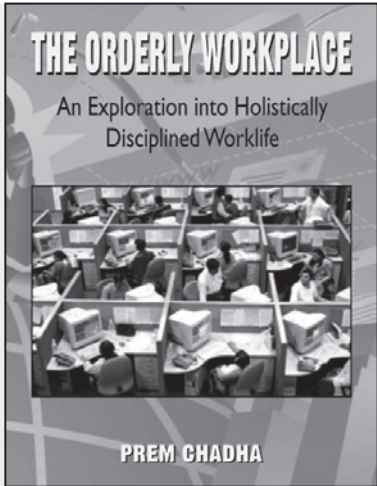
Summarize ideas for new products or services.

Create a blueprint for your idea or company.

Free CD Inside!!! – The One Page Entrepreneur’s Toolkit.

Contents

Introduction • The Vision Statement • The Mission Statement • The Objectives • The Strategies • The Plans • You Did It



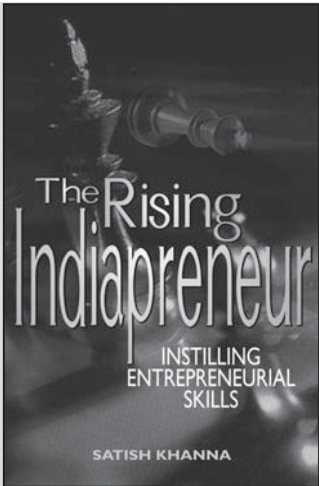
Author: Prem Chadha
ISBN: 978-1403-93195-5 | HB
Pages: 585 | Price: ₹ 599.00

About the Book

One of the basic managerial functions is to maintain organisation’s internal order, and to sustain orderliness at the workplace so as to seize all opportunities towards meeting legitimate aspirations of a young India. This book addresses an urgent question: what is it that organisations can do to fight disorder – epidemic as well as endemic? Complexity of the contemporary workplace makes it an intriguing maze, with ambiguous goalposts and restricted visibility of the mercurial future. This game requires newer skills, inadequacy of which leads ambitious young people to take short-cuts resulting in delinquency. Keeping this in mind, this book focuses on the state of organisational spaces within the larger societal context, whose demands and force fields these organisations must reckon with. It views a world of order engulfed by a vast world of disorder stemming from powerful external influences, much beyond the organisation’s reach.

Contents

Preface: Getting Acquainted • Hunger for Opportunity • Sorry for Being Me • Acknowledgements • Prologue: A Nobel-laureate’s thoughts on The Remaking of Man • I Understanding Orderliness • II Restoring Orderliness • III Institutionalising Orderliness • Appendices • Exhibits



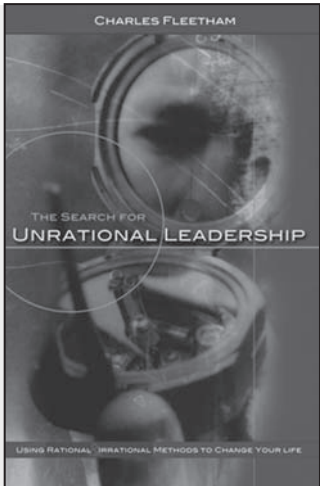
Author: Satish Khanna
ISBN: 978-1403-92400-1 | PB
Pages: 464 | Price: ₹ 199.00

About the Book

This book provides diverse and thought-provoking business models that elucidate a blend of professional and entrepreneurial skills essential for creating globally competitive enterprises. A must read for the modern Indian business practitioner, the book offers a stimulating insight into approaches that can be harnessed to drive value/wealth creation innovatively.

Contents

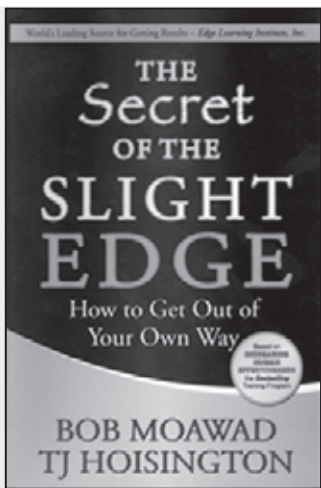
Introduction • Setting the Stage • Balbir Singh – The Virtual Integrator • Ismail Khan – The Turn-arounder • Yusuf Parvez – The Horizontal Integrator • Robert Castellino – The Orchestrator • Tapan Chatterjee – The Innov-Creator • Epilogue



Author: Charles Fleetham
ISBN: 978-1403-92946-4 | PB
Pages: 376 | Price: ₹ 399.00

About the Book

The book opens with a treasure map, an invitation to leave your comfort zone and learn intuitive leadership techniques. This journey takes you from today’s antiquated leadership thinking to the unexplored regions of the unconscious to discover how to lead from your right brain. It’s an inspirational and creative trip through fairy tales, plays, and case studies that explore how the holistic leadership can solve today’s complex problems. For 500 years we’ve approached challenges by thinking and acting rationally, but the leader of the future needs an intuitive approach. Take this journey and find the treasure.



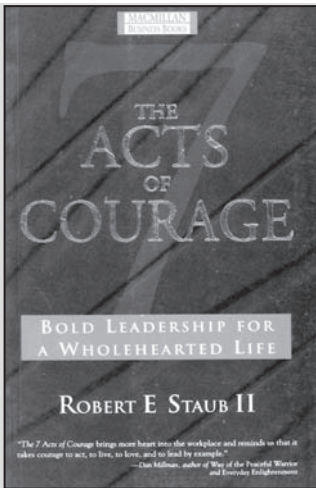
Authors: Bob Moawad | T J Hoisington
ISBN: 978-0230-63501-2 | PB
Pages: 160 | Price: ₹ 299.00

About the Book

The Secret of the Slight Edge offers powerful principles and inspirational stories to help people overcome obstacles in their lives and attain their goals. Illustrated with thought-provoking examples and exercises, you will discover that you have unbelievable potential. You will learn that your thoughts play a central role in what you achieve and that having “the ‘right’ attitude is everything”. you will also discover what drives motivation, how much talent is really necessary, how to increase your self-esteem, and more. To go from where you are to where you want to be, is really just a few minor adjustments – hence the slight edge. The first step is to get you out of your own way!

Contents

Preface • 1. Defining the Slight Edge • 2. Where Potential Lives! • 3. Champions are Born - and then Unmade • 4. The Ugliest Four-Letter Word • 5. Change is Inevitable-Growth is Optional • 6. First You Form Attitudes and Then They Form You • 7. Everyone Has an Equal Opportunity to be Unequal • 8. If You Are What You Do, then When You Don't, You Aren't • 9. Your Achievement Regulator • 10. Are You Selling Yourself Short? • 11. Is Your Ladder Leaning Against the Wrong Wall? • 12. Never Put a period Where God Put a Comma • Conclusion



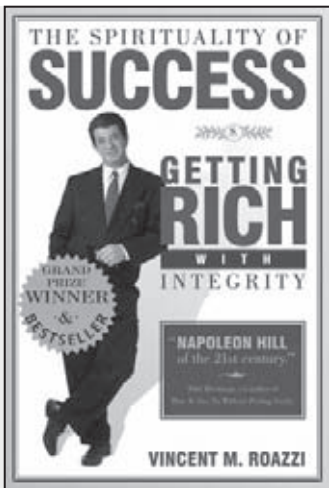
Author: Robert E Staub II
ISBN: 978-0333-93372-5 | PB
Pages: 172 | Price: ₹ 205.00

About the Book

This book shows one how to develop courage and use that courage in becoming a leader in life. Also, it reveals how courage gives way to personal mastery and effectiveness followed by joyful, loving life experiences.

Contents

Introduction: The 7 Acts of Courage • The First Act: The Courage to Dream and Put Forth That Dream • The Second Act: The Courage to See Current Reality • The Third Act: The Courage to Confront • The Fourth Act: The Courage to Be Confronted • The Fifth Act: The Courage to Learn and Grow • The Sixth Act: The Courage to Be Vulnerable, to Love • The Seventh Act: The Courage to Act • Conclusion: Living Our Lives Wholeheartedly • About the Author



Author: Vincent M Roazzi
ISBN: 978-1403-92470-4 | PB
Pages: 256 | Price: ₹ 275.00

About the Book

This book presents an objective perception of the notion of success, which is full of unique insights and interesting conclusions. Book teaches the secrets to achieve lasting financial independence and happiness with integrity. The Spirituality of Success explains the science behind human actions such as, visualization, positive thinking, and time management.

Contents

The Journey • The Truth Is Out • Success Is Not Logical • The Ego and Failure • Who Am I? • The Easy Way – The Paradox • Success Is In What You “See” • Being In The Flow • Focus • Personal Energy Limitations • What Is Success? • Success Is Your Destiny • Guilt and Environment • The Goal Myth • To Be Aware Is To Be Alive • Emotional Affluence • Thoughts Are Alive • Thinking Differently: Mind Expansion • Who's To Blame? • The Taming of the Shrew (Ego) • The World of Illusions (Don't Buy The Hype!) • Potpourri • Voices of Success • Quantum Physics: The Science of Success? • What is Reality? • What is Time? • The Relativity of Time • “The Field” of Dreams • No Man Is an Island • “I'm Okay, You're Okay” • Who Said The Dice Weren't Fixed? • Seeing Is Believing? • Success Is Infinity • Addendum Interviews With The Voices of Success • About the Author

The
Transformation
of
Management

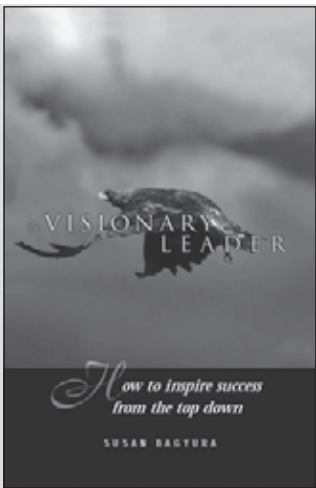
Author: Mike Davidson
ISBN: 978-0333-93406-7 | HB
Pages: 288 | Price: ₹ 299.00

About the Book

This book is about the 'Grand Strategy' that will enable organisations to not just beat their competitors today, but to beat evolution itself, and become the global leaders of tomorrow.

Contents

Part I: Diagnosis • Introduction • The Fifth Wave: An Ending and a Beginning • The Poisoned Inheritance: The Fall of the Giants • Strategic Management: The Evolution of Executive Concerns • Grand Strategy: An Agenda for Leadership • Part II: Prescription • Introduction • Mission: Shared Purposes, Shared Values • Competition: The Arts of Strategy • Performance: The Techniques of Integration • Change: The Challenge of Transformation • Conclusion • Appendices • Bibliography • Index

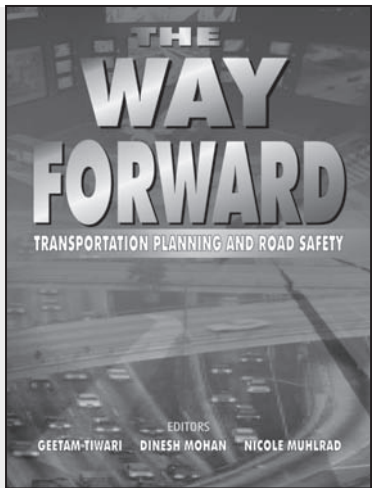


Author: Susan Bagyura
ISBN: 978-0230-33255-3 | PB
Pages: 304 | Price: ₹ 299.00

About the Book

Susan Bagyura brings her expertise from years in sales, marketing, and the corporate world to a new level. Her solid experience as an Executive Leadership coach and a Life Success Consultant gives this book a combination of information and guidance that can make a good, successful business person into a stellar success living an abundant life. The Visionary Leader is a great first step to working with Susan and changing your business, your life and the world around you for the better.

- Learn to be a goal achiever, not just a goal setter.
- Sharpen your leadership skills.
- Develop better business relationships.
- Enjoy more success than you thought you could achieve.
- Learn tips to open abundant life.



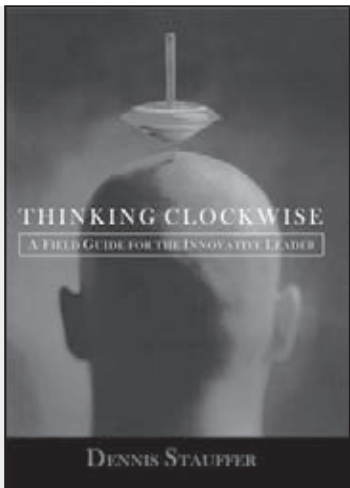
Authors: Geetam Tiwari | Dinesh Mohan
Nicole Muhlrads
ISBN: 978-1403-92502-2 | PB
Pages: 424 | Price: ₹ 590.00

About the Book

The Way Forward presents for the first time, a comprehensive text which documents the scientific evidence on various aspects of road safety. This book moves well beyond the mere compilation of data and analyses. It examines road safety from such diverse points of view as biomechanics ergonomics, transportation, road planning, epidemiology, medicine, vehicle design and the social sciences. The book will prove useful in training courses in road safety by city, traffic and transport planning, public health professionals, and graduate-level students in departments and centres for transportation research and planning in universities across the world.

Contents

Road Safety: The International Experience • Road Safety in Low Income Countries: Issues and Concerns Regarding Knowledge Transfer from High Income Countries • Road Traffic Injury as a Public Health Problem • Haddon's Matrix and Injury Control • Transportation Planning: Mobility and Safety • Systems Approach to Injury Control • The Accident as a Multifactorial Phenomenon: A Systems Approach to Traffic Safety • Heterogeneous Traffic and Safety • Road User Behaviour and the Road Environment: A Framework for Analysis • Considering Traffic Behaviour in a Contested Social Space: Hints of Indigenous Knowledge Systems on Safety • Communication with the Road Users • Safety Promotion: Education and Legislation • Types and Sources of Data • Recording of Traffic Crashes • Traffic Conflict Techniques: Some Data to Supplement Accident Analysis • Mixed Traffic and Conflict Analysis • Some Statistical Models for Road Risk Analysis • Evaluation of Safety Measures • The Safety Diagnosis • Speed and its Effects on Road Users • Reducing Speeds Improves Road Safety: An Undeniable Fact • Human Tolerance to Injury: Role of Biomechanics and Ergonomics • Safer Vehicle Design • Design for Safety • Road Features and Safety • Highway Safety in India • Road Safety Audits • Road Safety in Urban Areas • Urban Safety and Mobility • Urban Safety and Traffic Calming • Public Transport and Safety • Bicycling and Better Mobility • Macro-social Determinants of Safety • Integrated Road Safety Management: Inter-sectoral Policies and Institutional Organisation • Road Safety Management: From the National to the Local Level • The Role and Structure of Institutions for Promoting Road Safety • Pre-Hospital Care • Glossary • Systematic Reviews of Road Safety Measures • Abbreviations



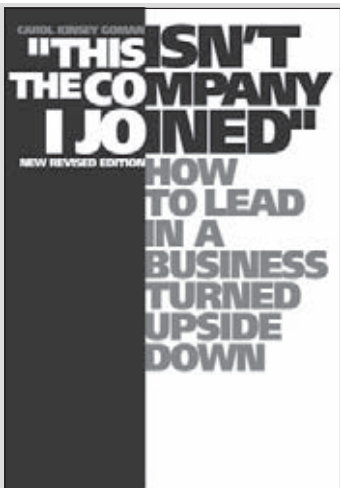
Author: Dennis Stauffer
ISBN: 978-1403-93208-2 | PB
Pages: 122 | Price: ₹ 199.00

About the Book

The book is about innovation – what fuels it, what drains it and how to inspire it. The author provides a unique and powerful strategy for changing the way employees think and the way managers lead. He offers an imaginative yet brutally pragmatic approach to effecting real change – a manifesto for a new and innovative way of doing business.

Contents

Clockwise Thinking • Insight Trumps Knowledge • Clockwise Defined • The Inside Loop • The Knowledge Loop • Harnessing Feedback • A Feedback Matrix • Two Ways of Thinking • Clockwise Values • Counterclockwise Vales • Counterclockwise Attributes • Clockwise Attributes • Innovative Leadership • Building an Innovation Engine • Innovation Environment • Thinking Sets the Environment • The Clockwise Organization • Innovative Leadership Attributes • Finding Balance • The Big Stuff • Added Benefits • Clockwise Accountability • Making Success Inevitable



Author: Carol Kinsey Goman
ISBN: 978-1403-92605-0 | PB
Pages: 294 | Price: ₹ 299.00

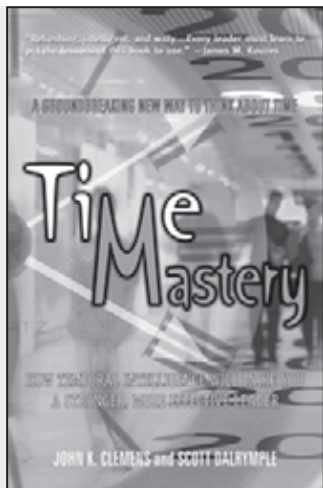
About the Book

This book provides a working plan on ways to revitalize an organisation. It is about meeting current challenges head on and releasing employee potential to rise to them. This is about the success stories of leaders of current times who have turned organisational change to their advantage. It is filled with sensible, real-world advice from dozens of highly successful executives who have excelled in their respective field and are willing to share their stories.

This updated edition is written primarily for budding entrepreneurs. This book will keep them abreast with the new corporate thoughts and work ethics. It offers perspective on the fragile art of employee motivation.

Contents

A Changing Reality • The New Business Model • The Change-Adept Workforce • Leading Change • The Core of Leadership • The Loyalty Factor • Liberating Potential Through Collaboration • The Moral of the Stories • Index



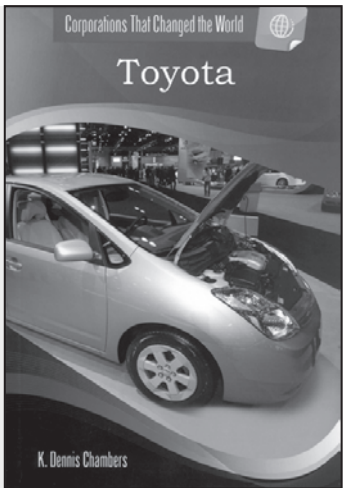
Authors: John K Clemens
Scott Dalrymple
ISBN: 978-0230-63702-3 | PB
Pages: 224 | Price: ₹ 299.00

About the Book

So you think you're a great time manager? Maybe you are. But that doesn't necessarily mean you're a time master. Only by making the transition from management to mastery can you transform the element of time into a potent leadership tool. In Time Mastery, you'll learn how to stop seeing time as a fixed, rigid constant, and how to truly take control of it. This fascinating and useful book will help you develop the critical leadership skill of "temporal intelligence," introducing you to seven powerful time mastery behaviors. The book includes dozens of real

Contents

Acknowledgements • Introduction: Beyond Time Management • Leadership Time Travel: Past, Present, and Future • Going with the Flow • Time's Amazing Elasticity • Rhythm: The Beat is Everything • It's Greek to Me: Chronos and Kairos • Time as Energizer • Epilogue • Notes • Bibliography Index



Author: K Dennis Chambers
ISBN: 978-0313-35032-0 | PB
Pages: 144 | Price: ₹ 299.00

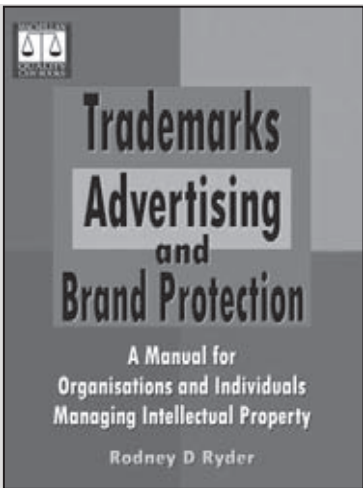
About the Book

Toyota rose from the ashes of World War II to become, just fifty years later, one of the dominant automakers in the world. How did Toyota do it? How did it go from making cars that Westerners pointed to and laughed at to making cars, like the Lexus, that people now lust after? That's what this book is all about. As veteran writer K. Dennis Chambers shows, Toyota, had a long-term plan to become a top-tier player in the auto industry. Through patience, persistence, and a willingness to dream of a different future as well as to look back to the past for ideas, Toyota has succeeded step by step.

From peddling ugly 3-cylinder cars to working with quality guru W. Edwards Deming to totally revamping production processes, Toyota has never been afraid to chart its own path. Readers will learn what makes Toyota tick through Chambers's penetrating text. In addition, Chambers offers special features that include a look at the colorful people associated with Toyota, interesting trivia, a Toyota time line, a focus on products, a look at how the company treats and trains its workers, and where the company is headed. Toyota—a company that changed, and is changing, the world.

Contents

Introduction • Chapter One: Origins and History • Chapter Two: The Founders • Chapter Three: From Looms to Cars • Chapter Four: Strategies and Innovations • Chapter Five: Toyotas Impact on Society and the Industrial World • Chapter Six: Financial Results and Leadership • Chapter Seven: Toyota Invents the Future Again • Bibliography



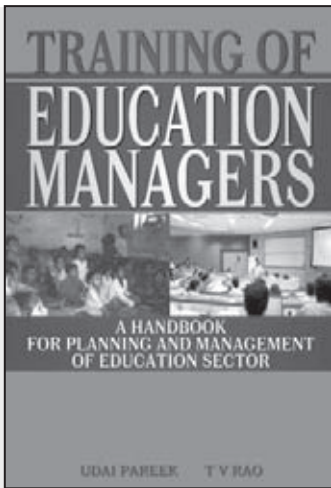
Author: Rodney Ryder
ISBN: 978-1403-93012-5 | PB
Pages: 432 | Price: ₹ 399.00

About the Book

Brands have become the single most important asset of many business organisations today. The need to protect them from unauthorised copying, imitation and unfair competition is therefore all the more necessary. But what can be done? Trademarks, Advertising and Brand Protection informs the reader of the various legal measures available to protect brands, including copyright, trademarks, patents, designs, etc., and offers practical advice on how different aspects of a brand can be protected. Starting with an analysis of a brand in management literature, the book moves on to discuss and analyse brand protection from both marketing and legal perspectives. The book considers each aspect of a brand, that is, its shape, packaging, marketing, advertising, etc., to provide a comprehensive overview of the subject. The text examines in detail the issue of brand protection on the Internet and outlines brand valuation issues.

Contents

Preface • Acknowledgements • Table of Cases • Table of Statutes • The Structure of a Brand • The Legal Framework • Patents, Designs, Copyright and Trademarks • How to Protect Trademarks • Trademark Management • Managing and Exploiting Brands • Case History: The 'Transax' Story • The Future of Trademarks and Branding • Digital Brand Management: Managing a Brand Portfolio in the New Media • Advertising and Promotion • Comparative Advertising • The Evolution of Marketing and Brand Management • Brand Valuation and Licensing • A Checklist for Industry 'The Battle of the Forms' • Brands, Marketing and the Law: Towards a Future • Bibliography • Index



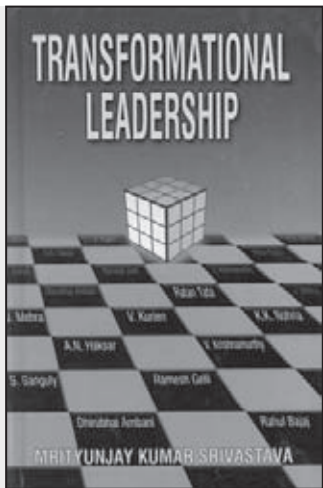
Authors: Udai Pareek | T V Rao
ISBN: 978-1403-92743-9 | HB
Pages: 336 | Price: ₹ 325.00

About the Book

This is a comprehensive text in the emerging area of education management. It presents a detailed outline of the training process and the role of the trainer in training educational planners and administrators. It also discusses various training modalities and methods and their selection criteria. The book presents detailed mechanisms for developing and using self-instructional material, case studies, role plays, simulation exercises, field work and small group work.

Contents

Preface • Part I – Background • Introduction • An Overview of Experiences in Asia and the Pacific • Improving Management through Training • Part II – Planning and Organising Training • Designing a Training Strategy • Identifying Training Needs • Developing a Curriculum • Selecting Training Modalities and Methods • Organising Training • Evaluating Training • Part III – Training Modalities and Methods • Self-Instructional Material • Simulation Exercises and Games • In-Basket Exercises • Case Method • Role-Playing • Field Training • Self-study and Small Group Work • Instrumented Training: Educational Supervision • Distance Training • Select Bibliography • Index



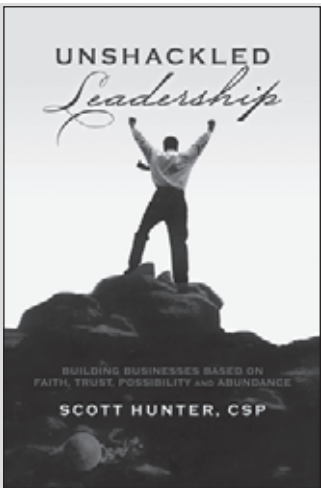
Author: Mrityunjay Kumar Srivastava
ISBN: 978-1403-91077-6 | HB
Pages: 428 | Price: ₹ 399.00

About the Book

Through compelling real-life stories of successful corporate leaders, this book sketches as to what it takes to become a Transformational Leader. Each of these individuals changed the organisations they led and identified themselves as change agents. Their professional and personal characters made a difference and transformed the organisation that they had assumed responsibility for. The book talks about them and how they did it.

Contents

Transformational Leadership: An Overview • V Kurien: Father of White Revolution • A N Haksar: Indianisation of a Multinational Imperial Tobacco Company • V Krishnamurthy: Transformation of Three Public Sector Organisations • K K Nohria: Managing by Walking Around • S Ganguly: A Man of All Seasons • J Mehra: A Man of Steel • Ramesh Gelli: Redefining Banking • Three Business Maharajas – Dhirubhai Ambani • Ratan Tata • Rahul Bajaj • Transformational Leadership: Attributes and Perspectives • Index



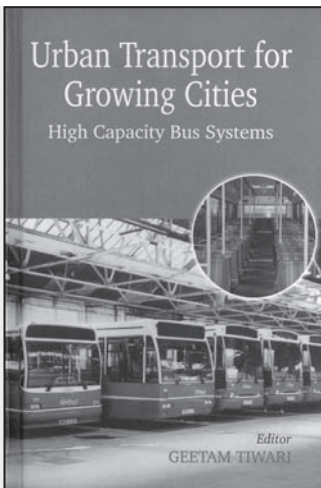
Author: Scott Hunter
ISBN: 978-0230-33223-2 | PB
Pages: 262 | Price: ₹ 299.00

About the Book

Companies get stuck because they think about their issues in a way that is compatible with the results they want. Scott Hunter shifts the thinking of management teams so it is consistent with their vision of the future. He liberates the leadership group from the conventional way of thinking that obstructs breakthrough outcomes and extraordinary performance.

Contents

The Power of Paradigms • The Components of Knowledge • Choose Which “Conversation” Dominates Your Thinking • Listening in the Existing Paradigm • A New way of Listening • The Nature of our Reality • The Nature of Satisfaction and Happiness • Our Relationship to People • Cause and Effect • Fear and Scarcity • You and Your Company • The Design of Life • Complaints and Gossip • The Dynamics of our Relationships • Cleaning up the Mess • A New Beginning • A New Paradigm of Being Human • The “Partnership” Paradigm: A New Paradigm of Being Related • Aligning on a Vision for the Future • Conclusion



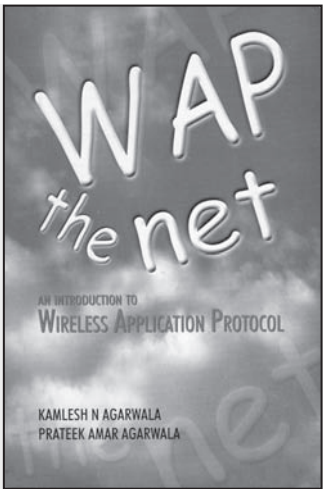
Edited by: Geetam Tiwari
ISBN: 978-0333-93784-6 | HB
Pages: 320 | Price: ₹ 499.00

About the Book

This book is an anthology of articles and information relevant to high capacity bus systems in low and middle income countries, with special reference to India.

Contents

Transport in Growing Cities • International Experience with High Capacity Bus System (HCBS) • Urban Transport Management Issues and Constraints in Indian Cities • Appendices



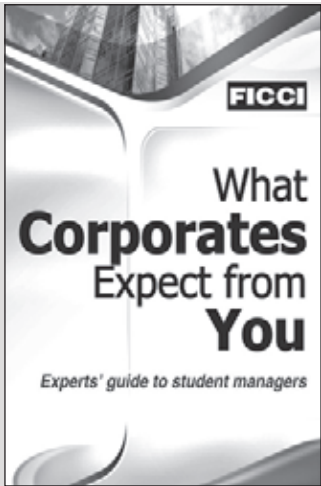
Authors: Kamlesh N Agarwala
Prateek A Agarwala
ISBN: 978-0333-93642-9 | PB
Pages: 416 | Price: ₹ 299.00

About the Book

This book is the first attempt to understand and simplify technology mumbo-jumbo and get straight to the point.

Contents

WAP: Global Growth Projection • WAPplications • Location-Based WAPplications • Location-Independent WAPplications • Business WAPplications • To WAP or not to WAP: Unresolved Issues • WAPvision • Internet, World Wide Web and Wireless-Internet • How WAP works? • WAP Environment: Security • WAP and Financial Transactions • Appendices • Glossary • Acronym • Bibliography • Index



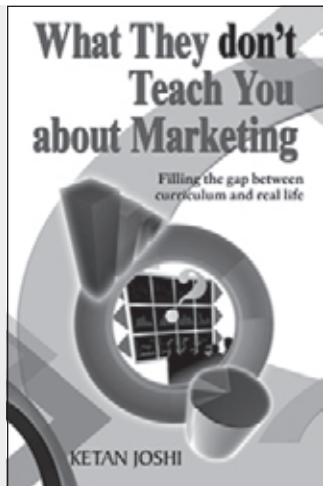
Author: FICCI
ISBN: 978-0230-32842-6 | PB
Pages: 168 | Price: ₹ 199.00

About the Book

India being the largest democracy with stable, mature, vibrant and exemplary democratic governance and institutions, boasts of quality B-Schools, which attract student community in large numbers every year. There are almost 10 million graduates in the country passing out annually. This number is set to rise in the future. However, our graduates are not 'industry ready' in terms of specialist skills. On the other hand, the industry is screaming for educated 'masses'. Even if we take all the students from all the B-schools put together in the country, there will be a shortage of skilled manpower and domain expertise at all levels.

Contents

Contents • Preface • Foreword • Secretary General's Message • Message from the Knowledge Partner • Acknowledgements • Part I: Reality Bytes • Why Employers like MBAs • B-school Teachers: Teaching with Passion • Ten Things that Corporates look for in an MBA • When the Chips are down, how do we up the Employee Morale? • B-schools in India: Present and Future Outlook • Employability and Enhancing Potential for Consulting Skills of MBAs • Conversion of Challenges into Opportunities: The MBA as a Catalyst • What India Wants from its Young MBAs • MBAs in the Age of Innovations • Master of Behaviour Attitude Strategy (MBAs) • First Job? Nine Things my Mentor told me • The Great Enlightenment: From HR to Strategic Business Partner • Part 2: Bridgingthe Gap – A Study by FICCI on Enhancing the Management Education • Part 3: Eagle Eye • Part 4: Thirukkuralon Management • Part 5: Business Basics



Author: Ketan Joshi
ISBN: 978-0230-63804-4 | PB
Pages: 208 | Price: ₹ 199.00

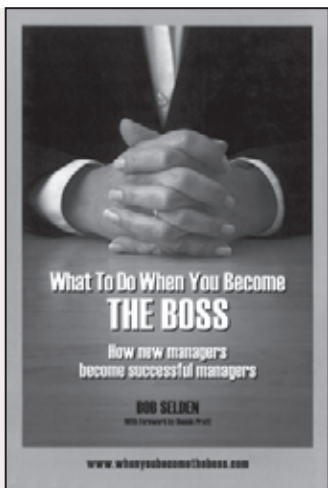
About the Book

New recruits who join the Marketing Department face a strange problem. They learn a lot of concepts – branding, segmentation, positioning, decision trees, competitive advantage, etc. – but find that they know very little about their own actual role, and what they are expected to do in an organization.

This book fills the gap between what you learn in college and what you actually do in office. It explains the major concepts of marketing management in a friendly, easy-to-understand manner; and gives practical tips to make the transition from a 'college student' to a 'marketing professional' much easier.

Contents

Management Trainee – Joining the Company • Entering the Marketing Department • What is 'Marketing'? • The Advertising Agency • Marketing Research • Media – An Overview • The Various Media Channels • How to Action Media – Planning, Buying and Monitoring • Public Relations and Direct Marketing • Role of Marketing in Business • Role of Other Departments in Business • Ramesh Starts Work • The Brand Re-launch Starts! • Making the Ad • The Climax



Author: Bob Selden
ISBN: 978-0230-63878-5 | PB
Pages: 288 | Price: ₹ 295.00

About the Book

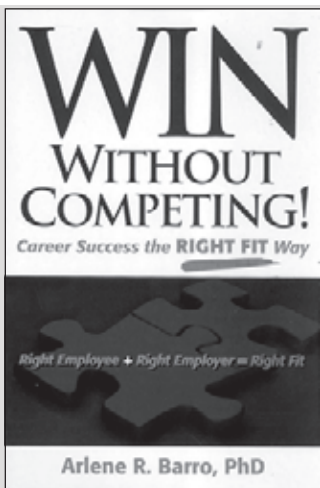
Make a success of your career as a manager. This is your complete “How to” for managing your boss. Your people, yourself. You will refer to this book again and again as you progress through your career.

You will discover how to:

- Become an effective leader, recognized throughout the organization
- Distribute your time appropriately between the three essential managerial role elements of leading, managing and operating
- Manage your boss – one of the most important of your work relationships
- Select your new boss – if you happen to be changing roles or organizations
- Manage the performance of your team including setting and maintaining standards, coaching, motivating and appraising performance
- Select the best person for the job with a process that is 4 times more effective than traditional selection processes
- Delegate, make more effective decisions, run motivating team meetings – there are even chapters on “how to manage your emails” and “How to build your image”

Contents

Introduction • Leading and Managing • Managing Your Team • Managing Upwards and Sideways • Managing Your Meetings • Managing Yourself • Acknowledgements • Reference



Author: Arlene R. Barro
ISBN: 978-0230-63572-2 | PB
Pages: 304 | Price: ₹ 299.00

About the Book

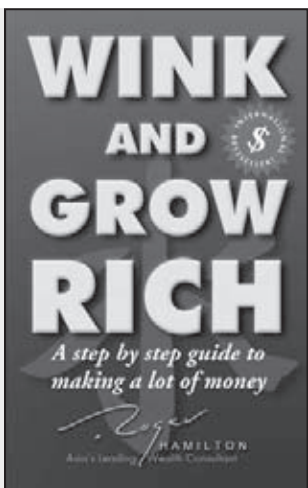
Win Without Competing! Is much more than a “how to” find the right position (or candidate) – it’s a life-defining guide for reaching your full potential.

The mission of this book is to help you set a personal standard against which no one can compete.

Win Without Competing! is a lifetime companion that will guide you to your first big position and coach you through all the changes in your career—and it can help your family and friends shape better lives for themselves as well.

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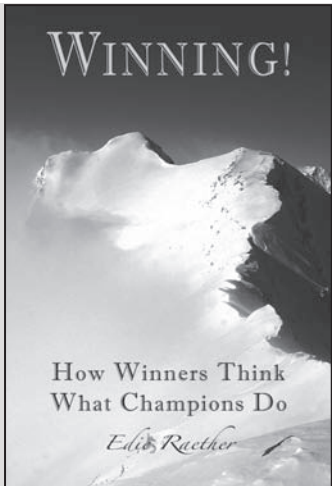
About the Book

This book holds the keys to your wealth. Don’t put it down. The keys will remain in this book until you open it and take them out. You can open it now, but to take out the keys, first you need to find them.

The keys are in a story behind the story: A lesson behind the lesson. That means to find the keys, you need to become better at seeing. What you see will always be what you get. Each time you read the book, you will see a little better until, one by one, you take the keys out and use them to unlock the doors to your wealth.

Contents

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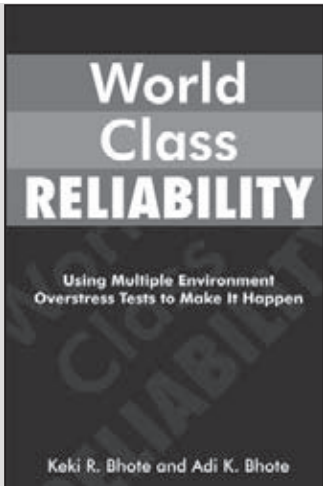
About the Book

This is a powerful book full of wining ideas on how to think and act like a winner. It would help the readers achieve success in any endeavour. Winning provides a template of the DNA of success and reveals the essential qualities and common characteristics of those who have overcome adversity and beaten the odds. Beyond the trite clichés of ‘Think Positive’ or ‘just do it’, the book delves into the mindset of champions, analyzing their creativity, strategic thinking and problem solving abilities that have made them great. The book holds in it many inspirational stories of the masters that will enlighten and empower the reader to follow their trodden path.

This book doesn’t provide the reader with a superficial formula for success, but rather creates an awareness and understanding of the thinking patterns, attitudes and most important of all, the responses of champions to disappointment, loss, and defeat.

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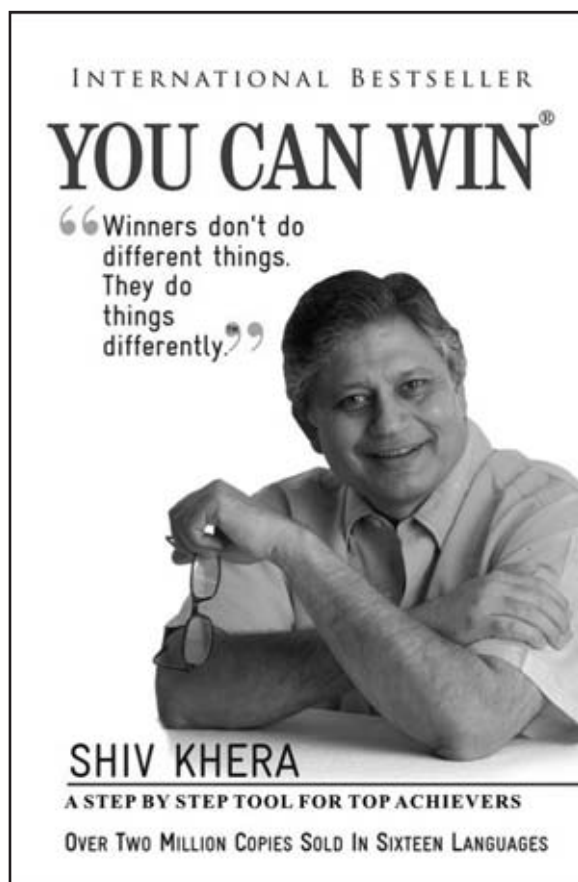
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This book has changed the lives of millions of people and is the best selling book in India. Written in an easy to read, practical, common-sense approach that will take you from ancient wisdom to contemporary thinking, You Can Win helps you dispel confusion in daily life and clarify values.

The book helps you to evaluate if you are going through life out of inspiration (playing to win) or desperation (playing not to lose). It translates positive thinking into attitude, ambition and action that brings in the winning edge.

This book will help individuals to:

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- Be successful by turning weakness into strengths.
- Gain credibility by doing the right thing for the right reason.
- Take charge by controlling things instead of letting them control you.
- Build trust by developing mutual respect with people around you.
- Accomplish more by removing the barriers to effectiveness.

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