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ABOUT THE BOOK

Communication: Principles for a Lifetime was designed to address the biggest challenge when teaching Introduction to Communication: how to present the variety of fundamental theory and skills without overwhelming learners. By organizing the text around five key principles of communication, authors Steven Beebe, Susan Beebe, and Diana Ivy help students to see the interplay among communication concepts, skills, and contexts. The sixth edition retains this successful five-principles framework, and adds updated content and a new learning architecture that better helps students build, and use, strong communication skills—in the course and beyond.

FEATURES

A framework that fosters deep understanding throughout the course.

To help students understand and remember the essential concepts of the course, Communication: Principles for a Lifetime is organized around five fundamental communication principles:

- Be aware of your communication with yourself and others.
- Effectively use and interpret verbal messages.
- Effectively use and interpret nonverbal messages.
- Listen and respond thoughtfully to others.
- Appropriately adapt messages to others.

The addition of contemporary examples makes concepts relatable, helping students see the relevance of course material to their own lives.

The sixth edition features significantly updated and expanded research, incorporating the latest findings about human communication principles and skills.

CONTENT

Unit I: Principles of Communication
1. Identifying Foundations of Human Communication
2. Exploring Self-Awareness and Communication
3. Understanding Verbal Messages
4. Understanding Nonverbal Messages
5. Listening and Responding
6. Adapting to Others: Diversity and Communication

Unit II: Interpersonal Communication
7. Understanding Interpersonal Communication
8. Enhancing Relationships

Unit III: Communicating in Groups and Teams
9. Understanding Group and Team Performance
10. Enhancing Group and Team Performance

Unit IV: Public Speaking
11. Developing Your Speech
12. Organizing and Outlining Your Speech
13. Delivering Your Speech
14. Speaking to Inform
15. Speaking to Persuade

Appendices
A. Interviewing
B. Sample Speeches for Discussion and Evaluation

ABOUT THE AUTHORS

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BUSINESS COMMUNICATION TODAY, 14/e
Courtland L. Bovée
John V. Thill
Roshan Lal Raina

ABOUT THE BOOK

Business Communication Today, 14/e, presents the full range of on-the-job skills that today’s communicators need, from writing conventional printed reports to using the latest digital, social, mobile, and visual media. Each chapter adapts the fundamentals of effective writing to specific workplace challenges and media applications, so students will be better prepared to succeed from their first day on the job. With a strong focus on mobile integration, the fourteenth edition blends current topics, such as social media in business, with more traditional entrepreneurial concepts. The book also emphasizes on the importance of developing a strong sense of etiquette, recognizing ethical dilemmas, advancing ethical communication, and respecting the rights and needs of audience members at every stage of the writing process. By integrating all the key skills and insights that students need in order to succeed in today’s dynamic workplace, Business Communication Today is an unmatched resource for preparing the next generation of business professionals.

FEATURES

- Twelve new chapter-opening vignettes with accompanying end-of-chapter individual and team challenges including examples of Indian companies like Wipro’s use of digital platform, PHI Learning’s experience in publishing winning books, etc.
books, Asian Paints undertaking step-by-step digital transformation, Britannia routine messages for building positive brand image, etc.

- Updated coverage of the advantages and disadvantages of teams (Chapter 2), overcoming resistance (Chapter 2), gender differences (Chapter 3), digital messaging (Chapter 7), the business communication uses of social networks (Chapter 8), content curation (Chapter 8), and effective and ethical apologies (Chapter 11)
- More than 70 new or redesigned business communication examples and figures.
- Inclusion of 24 new communication cases.

**Part 1 Understanding the Foundations of Business Communication**
1. Professional Communication in a Digital, Social, Mobile World
2. Collaboration, Interpersonal Communication, and Business Etiquette
3. Communication Challenges in a Diverse, Global Marketplace

**Part 2 Applying the Three-Step Writing Process**
4. Planning Business Messages
5. Writing Business Messages
6. Completing Business Messages

**Part 3 Digital, Social, and Visual Media**
7. Digital Media
8. Social Media
9. Visual Media

**Part 4 Brief Messages**
10. Writing Routine and Positive Messages
11. Writing Negative Messages
12. Writing Persuasive Messages

**Part 5 Reports and Proposals**
13. Finding, Evaluating, and Processing Information
14. Planning Reports and Proposals
15. Writing and Completing Reports and Proposals

**Part 6 Developing and Delivering Business Presentations**
16. Developing Presentations in a Social Media Environment
17. Enhancing Presentations with Slides and Other Visuals

**Part 7 Writing Employment Messages and Interviewing for Jobs**
18. Building Careers and Writing Résumés
19. Applying and Interviewing for Employment

**ABOUT THE BOOK**
Communication is one of the most fundamental elements of business, and an effective communication is essential to the success of both organizations and individuals. This book introduces the students to the fundamental principles of business communication and gives them the opportunity to develop their communication skills. The book also addresses the new skills that employees are expected to have in today’s challenging business environment.

**FEATURES**
- Developing Essentials: Chapter content develops, explains, and elaborates on concepts with a concise, carefully organized presentation of textual and visual material.
- Enhancing Essentials: Model documents are provided that demonstrate effective solutions to a wide variety of real-life communication challenges.
- Reinforcing Essentials: Success in business communication depends on practice, analysis, and reinforcement. English exercises are sorted by category for ease. The Handbook of Grammar, Mechanics, and Usage located at the end of the book serves as a convenient reference for students.

**CONTENTS**
1. Understanding Business Communication in Today’s Workplace
2. Mastering Interpersonal Communication
3. Planning Business Messages
4. Writing Business Messages
5. Completing Business Messages
6. Crafting Messages for Electronic Media
7. Writing Routine and Positive Messages
8. Writing Negative Messages
9. Writing Persuasive Messages
10. Understanding and Planning Reports and Proposals
11. Writing and Completing Reports and Proposals
12. Developing Oral and Online Presentations
13. Building Careers and Writing Résumés
14. Applying and Interviewing for Employment

**ABOUT THE AUTHORS**
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ABOUT THE AUTHORS
Courtland L. Bovée and John V. Thill have been leading textbook authors for more than two decades. Their award-winning texts are distinguished by proven pedagogical features, extensive selections of contemporary case studies, hundreds of real-life examples, thorough research, and a unique integration of print and electronic resources.

Abha Chatterjee is in the area of general management at the Indian Institute of Management Indore—she teaches business communication.

THE ART AND SCIENCE OF BUSINESS COMMUNICATION, 4e
(Late) P. D. Chaturvedi
Mukesh Chaturvedi

ABOUT THE BOOK:
The book aims at preparing students for effective communication at the workplace by focusing on how to communicate in business situations—how to recognize the techniques that help in communicating a message accurately, how to handle intercultural situations that require thoughtful communication, how to use appropriate words and an effective tone for writing effectively, and so on. In a nutshell, the fourth edition builds on the strengths of the first three editions, and provides a more comprehensive coverage with rich illustrations, practical guidelines, and a more reader-friendly design.

FEATURES
- 2 new chapters ‘Theatre Technique for Effective Communication and Personality Development’ and ‘Communication for Effective Marketing’ have been incorporated.
- 20 chapter-opening ‘Communication at Work’ vignettes that provide a snapshot of key issues have been addressed in each chapter.
- Over 150 examples and exhibits of everyday written business communication have been included in all the chapters.
- Over 20 case studies have been provided to help students analyze the various issues related to business communication.

CONTENT
Part I: Communication Skills
1. Profile of an Effective Communicator
2. Theatre Technique for Effective Communication and Personality Development
3. Reading Skills
4. Speaking Skills
5. Conversation Skills
6. Listening Skills
7. Non-verbal Skills
8. Writing Skills

Part II: Business Communication
10. Organizational Communication
11. Cross-Cultural Communication
12. Business Letters, Memos and E-mails
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Part III: Structured Applications
17. Communication for Effective Marketing
18. Communication for Effective Negotiations
19. Communication for Conflict Management
20. Communication for Employment
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22. Summer Project Report

ABOUT THE AUTHORS:
(Late) Dr. P. D. Chaturvedi, former Professor of English and Head of the Department of Languages at Birla Institute of Technology and Science (BITS), Pilani had been an advisor to DAV Institute of Management, Faridabad, and Apeejay School of Management, Delhi. Dr. Mukesh Chaturvedi, Senior Consultant and Founder Partner, PDC Educational Services, has been with MDI Gurgaon; XLRI Jamshedpur; and BITS, Pilani.

INTERCULTURAL BUSINESS COMMUNICATION, 6/e
Lillian Chaney
Jeanette Martin

ABOUT THE BOOK
This book helps in preparing future managers to face the differences in business communication across cultures. With the globalization of the world economy, it is imperative for current and future managers to be sensitive to the differences they will encounter in intercultural communication. To make students aware of these differences, Intercultural Business Communication contains practical guidelines and information on how to conduct negotiations across countries, write business letters in different societies, and includes the general “dos” and “don’ts” in international business.
FEATURES
- Discover the skills necessary for an effective intercultural communication: broader range of topics and skills covered in the fifth edition and some key topics covered in this text include culture, essential intercultural verbal and nonverbal communication, culture shock, how to conduct negotiations across countries, general “dos” and “don’ts” in international business.
- See how key topics work in the real world: eight new cases have been added to select chapters.
- Examine life in other cultures: updated and expanded country-specific information in all chapters. This text also includes increased emphasis on the countries that the United States conducts the majority of its international trade with.
- Delve into the dynamics of international diversity and gender: this text addresses the issues of gender differences and how these impact communication styles and patterns.
- Review and study key concepts with ease: each chapter contains objectives, terms, questions, and cases. Also provided are exercises to be used for self-evaluation of material covered and illustrations to depict various aspects of the content.
- Stay up-to-date: information from ten newly published books and journal articles is included in this text.

CONTENTS
1. The Nature of Intercultural Communication
2. Universal Systems
3. Contrasting Cultural Values
4. Cultural Shock
5. Language
6. Oral and Nonverbal Communication Patterns
7. Written Communication Patterns
8. Global Etiquette
9. Business and Social Customs
10. Intercultural Negotiation Process
11. Intercultural Negotiation Components
12. Laws Affecting International Business and Travel
Appendix A: Glossary
Appendix B: Answers to Exercises

ABOUT THE BOOK
This title on business communication builds on the syllabi requirements and curriculum required for an undergraduate student studying business communication with a clear writing style and comprehensive content, in addition to the latest research and technological developments in business communication.

FEATURES
- Communication snapshots and exhibits to illustrate samples of written business communication, explaining them in detail
- Margin notes highlight important definitions and facts and draws an attention to the learning objectives covered in a particular section
- Review your learning questions, reflect on your learning questions and self-check your learning questions to provide a host of practice questions for students to improve their chapter concepts and analytical skills.

CONTENTS
1. The Nature and Process of Communication
2. Oral Communication
3. Written Communication
4. Non-verbal Communication
5. Listening
6. Organizational Communication
7. Applications
8. Grammar

ABOUT THE AUTHORS
Late Dr. P. D. Chaturvedi, former professor of English and Head of the Department of Languages at Birla Institute of Technology and Sciences, Pilani, was also an advisor at DAV Institute of Management, Faridabad.
Dr. Mukesh Chaturvedi, was a professor at the Birla Institute of Management Technology, Greater Noida. He had also also taught in MDI Gurgaon, XLRI Jamshedpur and BITS Pilani.

BUSINESS COMMUNICATION FOR MANAGERs, 2/e
Payal Mehra
ISBN: 9789332576643
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ABOUT THE BOOK
Communication has evolved over the years. Face-to-face interactions of the past have given way to technology-driven channels of communication in present times. Communication audit, crisis communication, financial communication, communication beyond boundaries, and corporate communication are the new buzzwords in the language of business.
The second edition of Business Communication for Managers, aimed at all MBA students, begins by briefly analysing the various theories of communication. It demonstrates methods of
effective communication through examples, real-life scenarios, and role-plays. It adopts a multi-dimensional and integrative approach to solve communication dilemmas at the workplace and touches upon the thoughts related to attention, perception, empathy, and professionalism.

FEATURES

New to this Edition:
- Indian case studies have been added at the end of chapters.
- Interviews and comments of seasoned professionals, on “what constitutes effective communication at the workplace” have been included.
- Pedagogical features, such as Information Bytes, Exhibits, Summary, have been added to make the text more lucid and interesting for the reader.
- Web-based exercises contains analytics as well as comprehensive questions that students have to answer with the help of information from various Web sites and online resources on business communication.

CONTENTS

1. Introduction to Business Communication
2. Theories of Interpersonal and Organizational Communication
3. Interpersonal Communication
4. Analysing Transactions: The Units of Communication
5. The Language of Persuasion
6. Communicating in a Diverse Work Environment
7. Crisis Communication Strategies
8. Business Meetings and Negotiations
9. Preparing and Delivering Presentations
10. Introduction to Business Writing
11. The Writing Strategy
12. Business Letters, Memorandums, and E-Mails
13. Planning, Composing, and Writing Reports
14. Employment Communication
Appendix 1
Appendix 2
Appendix 3
Appendix 4
Appendix 5
Appendix 6
Appendix 7

ABOUT THE AUTHOR

Dr Payal Mehra is an Associate Professor at the Indian Institute of Management Lucknow.

ABOUT THE BOOK

Guide to Meetings can be used in any course in which students meet or study in groups or work as teams—or learn how to run professional meetings. The book is ideal for organizational behavior, management, strategy, or marketing courses, or undergraduate business communication courses, MBA management communication courses, or executive seminars.

FEATURES

- Can be used in any course in which students work in groups—or learn how to run professional meetings.
- Concise and easy to read.
- Full of clear, practical useable tools and techniques.
- Up-to-date, cutting-edge concepts.

CONTENTS

I. Planning the Meeting
1. Why Meet? Define Your Purpose and Choose Your Channel
2. Who to Include? Select and Analyze the Participants
3. What to Discuss? Orchestrate the Roles and Set the Agenda
4. How to Record Ideas? Plan for Graphic Facilitation
5. Where to Meet? Plan for Technology and Logistics

II. Conducting the Meeting
6. Opening the Meeting Task and Process Functions for Opening the Meeting
7. Verbal Facilitation Getting Them to Talk and Avoiding Facilitation Problems
8. Listening Facilitation Hearing What They Say (Mentally and Nonverbally)
9. Graphical Facilitation Recording What They Say
10. Closing the Meeting Making Decisions, Ending the Meeting, and Following Up

ABOUT THE AUTHORS

Mary M. Munter, Series Editor
Michael Netzley, Carlson School of Management, University of Minnesota
GENERAL MANAGEMENT

GUIDE TO MANAGERIAL COMMUNICATION, 8/e
Mary Munter
ISBN: 9788131756201
₹ 260.00 I Pages: 224

ABOUT THE BOOK
Guide to Managerial Communication is a clear, concise, practical text for an effective written and oral communication in a managerial, business, government, or professional context. The eighth edition adds contemporary content throughout the text.

FEATURES
- Brief—the author summarizes key ideas from thousands of pages of text and research. Bulky examples, cases, footnotes, and exercises have been omitted.
- Professional—information is provided that professionals will find useful. Unlike other books, it is not aimed at first-year college students.
- Readable—the author’s tone is direct, matter-of-fact, and nontheoretical. Material is presented in a clear and practical manner, in a format that is easy to read and to skim.

CONTENTS
1. Communication Strategy
2. Writing: Composing Efficiently
3. Writing: Macro Issues
4. Writing: Micro Issues
5. Speaking: Verbal Structure
7. Speaking: Nonverbal Skills

ABOUT THE AUTHOR
Mary Munter teaches at Dartmouth’s Tuck School of Business and has previously taught at the Stanford Graduate School of Business and various international universities.

GUIDE TO REPORT WRITING
Michael Netzley
Craig Snow
ISBN: 9788131756195
₹ 225.00 I Pages: 87

ABOUT THE BOOK
This book can be used for any course in which students are assigned to write a business report or are taught how to write reports. Guide to Report Writing will be useful for entrepreneurship, management, consulting, or marketing courses; undergraduate report writing courses, MBA managerial writing courses, or adult or continuing education courses in report writing or business writing.

FEATURES
- Can be used in any course in which students write reports or learn how to write reports
- Concise and easy to read
- Full of clear, practical useable tools and techniques
- Up-to-date, cutting-edge concepts
- Great reference guide to keep on both students’ and professionals’ desks

CONTENTS
1. What Makes Reports Effective
2. How to Manage the Report-Writing Process
3. What Key Elements to Include in Your Report
4. How to Design a Readable Report

ABOUT THE AUTHORS
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Craig Snow, School of Hotel Administration, Cornell University

MANAGEMENT COMMUNICATION: A CASE-ANALYSIS APPROACH, 4/e
James S. O’Rourke IV
Jaba Mukherjee Gupta
ISBN: 9788131731628
₹ 619.00 I Pages: 436

ABOUT THE BOOK
Management Communication: A Case-Analysis Approach, 4/e, is suitable as an adjunct text in a management course that values communication skills. Focusing on the processes involved in
management communication, the book speaks to ethical decision-making, offering guidance in addressing issues in this realm. The book is written for business students and entry-level managers.

FEATURES

- A completely new chapter on persuasion has been included.
- Separate chapters have been devoted to technology, listening and feedback, nonverbal communication, intercultural communication and managing conflict.
- An Indian perspective has been presented through examples and case studies. Cases about top companies like Dell, Coca-Cola, Whirlpool Corporation, Facebook, Beacon, Citigroup and L’Oreal USA have also been presented in the book.

CONTENTS

1. Management Communication in Transition
2. Communication and Strategy
3. Communication Ethics
4. Speaking
5. Writing
6. Persuasion
7. Technology
8. Listening and Feedback
9. Nonverbal Communication
10. Intercultural Communication
11. Managing Conflict
12. Business Meetings That Work
13. Dealing with the News Media

ABOUT THE AUTHORS

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GUIDE FOR INTERNATIONALS: CULTURE, COMMUNICATION, AND ENGLISH AS A SECOND LANGUAGE

Sana Reynolds
Deborah Valentine

CONTENTS

Part 1: Understanding the American Culture
1. Individualism
2. The Importance of Time
3. Democratic Social and Business Structures

GUIDE TO CROSS-CULTURAL COMMUNICATIONS, 2/e

Sana Reynolds
Mary Munter
Deborah Valentine

ABOUT THE BOOK

This is a brief, professional, reader-friendly guide for improving professional crosscultural communication skills. Guide to Cross-Cultural Communication 2e, is a handy reference containing information on negotiations, business writing, and speaking with those from diverse cultural backgrounds. This will help students communicate across cultures. This text also includes business-related examples throughout. The second edition has been updated to cater the advances made in technology and today’s millennial generation.

FEATURES

- Presenting the essentials—this book is separated into two parts, in which the first half is dedicated to establishing the concepts, and the second half explains how students can put their knowledge into practice.
- The Conclusion, Cultural Questionnaire, Bibliography, and Suggested Readings and Films, found at the end of this textbook, provides students with valuable information that they can use to continue learning about effective intercultural communication practices.
- Presenting new and current material—without sacrificing brevity: this edition has been substantially revised and updated to cater advances in technology and today’s millennial generation.
CONTENTS
Part I: Understanding Cultures
1. Relationships: Individual or Collective?
2. Social Framework: High Context or Low Context?
3. Time: Linear, Flexible, or Cyclical?
4. Power: Hierarchical or Democratic?

Part II: Communicating Across Cultures
5. Using Language
6. Writing
7. Communicating Nonverbally

ABOUT THE AUTHORS
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Mary Munter, Dartmouth’s Tuck School of Business.
Deborah Valentine, Goizueta School of Business, Emory University

GUIDE TO PRESENTATIONS, 3/e
Mary Munter
Lynn Russell
ISBN: 9788131756218
Rs 250.00 | Pages: 168

ABOUT THE BOOK
Many people avoid giving presentations or simply suffer through them. Guide to Presentations, with its clear, concise, and practical information, helps readers understand how to prepare and practice in order to make presentations far less troubling. This book is meant for anyone who has to make presentations. It is a brief, professional, reader-friendly guide to creating effective presentations.

FEATURES
- Getting straight to the point: the brevity of this text is designed to help the reader take in only necessary information, and to quickly ready themselves for crystal-clear, powerful presentations.
- Presenting the essentials: this book is separated into two parts, in which the first half is dedicated to establishing the concepts, and the second half explains how students can put their knowledge into practice.
- Making it easy for you to combine this text with additional guides: Pearson offers “value packs” which would allow you to combine Guide to Presentations with any other book in the ‘Guide To’ series. So, if you would like to teach any of the following topics in more detail, consider adding any one of the books.

GUIDE TO MEDIA RELATIONS
Irv Schenkler
Tony Herrling
ISBN: 9788131756171
Rs 299.00 | Pages: 144

ABOUT THE BOOK
Exploring how to effectively communicate with the media, this text offers students a practical and concise guide to all aspects of media relations. Examining the media’s pervasive presence and influence on business, this first edition covers a plethora of topics including how to establish ongoing relationships with reporters, managing media relations during a crisis, preparing for interviews and identifying important media contacts, and how to differentiate between financial media and mainstream media. Using a practical and reader-friendly approach, this text also provides solid direction on public relations strategies such as writing press releases, creating press lists and planning news conferences.

FEATURES
- The driving force behind the media today is explored; the primary channels of communication is defined.
- How to develop a newsworthy message, how to get to know reporters and attract their interest, and how to effectively use media channels are defined.
- Explanations into why the media covers corporate crises: provides strategies a company can use to handle the media during crises, and offers tactical advice for dealing with reporters during crises.
■ How to prepare for and effectively execute media interviews are discussed.
■ How to issue financial news such as quarterly earnings and executive changes, and how to communicate about transformational events such as mergers and acquisitions or restructurings are explained.

CONTENTS
1. Plot Your Course: Understanding the Media.
2. Cast Your Line: Developing Proactive Media Relations.
3. Caught on the Hook: Responding to Media Calls.
5. Batten Down the Hatches: Handling the Media in a Crisis.

ABOUT THE AUTHORS
Irv Schenkler, Stern School of Business, New York University
Tony Herrling, Burson-Marsteller, Inc.

COMMUNICATION FOR BUSINESS: A PRACTICAL APPROACH
Shirley Taylor
V. Chandra

ISBN: 9788131727652
₹ 629.00 | Pages: 456

ABOUT THE BOOK
The fourth edition of Communication for Business will be helpful to anyone who is working or training to work in a managerial, administrative or secretarial role that demands good communication and business English skills. While retaining all the familiar and popular characteristics from the third edition, the current edition has been modified in the light of current practice. It has also been updated to reflect modern business language as well as communications expectations in today’s workplace.

FEATURES
A comprehensive textbook, workbook and reference book rolled into one, this book aims to:
■ Stimulate interest in the use of business English so that it can be written more accurately, clearly and concisely.
■ Provide specimen layouts of all business documents.
■ Discuss essential theory on each topic to help develop understanding.
■ Offer a wide range of authentic documents for interest and reference.
■ Supply a variety of assignments to reinforce learning.
■ Help readers to develop confidence and expertise in composing effective business communications.
■ Highlight common errors in spelling and written expressions, to clarify correct use of language.

GUIDE TO MANAGERIAL PERSUASION AND INFLUENCE
Jane P. Thomas

ISBN: 9788131756188
₹ 299.00 | Pages: 120

ABOUT THE BOOK
This brief, student-friendly guide focuses on the kinds of persuasion employed by business people in their day-to-day work. It considers such factors as organizational relationships, culture, and the context of persuasive communication.

FEATURES
This concise, practical book is written for you if you want to persuade and influence other people in business. The book will help you to understand how to:
■ appeal to and motivate different kinds of people.
■ enhance your credibility.
■ develop your working relationships.
■ be influential within an organizational hierarchy.
gain compliance and agreement with your ideas.
influence superiors, subordinates, and customers.
make your points logically.
persuade in different organizational or country cultures.

CONTENTS
Introduction
1. Develop Your Argument
2. Check Your Logic
3. Analyze Your Audience
4. Motivate Your Audience
5. Study the Organization
6. Consider

GUIDE TO ELECTRONIC COMMUNICATION
Kristen DeTienne

ABOUT THE BOOK
Guide to Electronic Communication can be used in any course in which students use the Internet, like for undergraduate Business Communication courses, undergraduate courses, or in Information Management, Communication, or MBA module courses.

FEATURES
Concise and easy to read
Full of clear, practical useable tools and techniques
Up-to-date, cutting-edge concepts
Great reference guide to keep at both students’ and professionals’ desks

CONTENTS
1. Trends in Electronic Communication
2. Electronic Tools for Conducting Research
3. Electronic Tools for Written Communication
4. Designing Web Pages
5. Electronic Tools for Oral Communication
6. Electronic Tools for Job Searches

ABOUT THE AUTHOR
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Business Environment

BUSINESS ENVIRONMENT
(Late) A.C. Fernando

ABOUT THE BOOK
Managers need to use the information to analyse and correlate with the economic environment in which businesses, function to be able to make informed decisions that will enable the organization to progress despite obstacles. This ability to make informed decisions against the backdrop of the latest economic developments is critical for managers. A course in business environment fosters this ability and provides an excellent grounding to prospective managers and entrepreneurs to take sensible business decisions. Late (Prof.) A. C. Fernando integrates concepts with real-world situations and the most recent data to help students grasp complex economic concepts, a clear understanding of which is required to comprehend the various facets of business environment. He adopts a jargon-free style and presents the subject matter logically, from elementary to complex concepts to engage the student completely.

FEATURES
Provides an in-depth coverage of all conceivable topics on the subject.
Focuses on economic development, examining the business environment from the perspective of developing economies.
Includes illustrative cases that enable readers to appreciate the economic problems and issues they will face in the real world.
Uses learning tools such as chapter objectives, detailed chapter summaries, key words and review questions to help the reader grasp the subject matter better.
Includes PowerPoint slides for instructors and a question bank for students.

CONTENTS
Part I: Economic Environment of Business: Basics
1. Functioning of an Economy: Some Basic Concepts
2. National Income
3. Business and its Environment
4. Natural Resources
5. Technology and Development
6. Human Resource Development
7. Economic Consequences of Indian Population
8. Capital Formation, Savings and Investment
Part II: Economic Systems and Policies Relating to Business
9. Economic Systems and Capitalism
10. Socialism
11. Mixed Economy
12. The Role of Public Policies in Governing Business
13. Economic, Monetary and Fiscal Policies
14. Foreign Trade Policy

Part III: The Economics of Development
15. The Economics of Development
16. The Economics of Underdevelopment
17. Stages and Strategies of Economic Growth
18. Role of the State in Economic Development
21. New Economic Policy
22. Survey of Indian Economy

Part IV: Business and Society
23. Business and Society
24. Interrelationship between Business, Labour and Government
25. Consumer Protection
26. Investor Protection
27. Environmental Protection
28. Corporate Governance in India
29. Corporate Social Responsibility
30. Business Ethics in India

Part V: Economic Legislations
32. FERA and FEMA
33. Industries (Development and Regulation) Act 1951

Part VI: The Industrial Sector
34. The Private Sector
35. Public Sector in India
36. Privatization of Public Sector Enterprises
37. Joint Sector in Indian Industry
38. Globalization, MNCs and Foreign Capital in India
39. India and Intellectual Property Rights (IPR)

Part VII: Financial Systems
40. Money
41. Money Market
42. Commercial Bank
43. Functions of Central Bank
44. Financial Institutions
45. The Indian Capital Market
46. Indian Stock Market
47. The Securities and Exchange Board of India

Part VIII: The External Sector
48. India and the WTO
49. The World Bank Group
50. International Monetary Fund

ABOUT THE AUTHOR
Late A. C. Fernando was a senior professor of Economics and Corporate Governance at the Loyola Institute of Business Administration (LIBA), Loyola College, Chennai.
24. Globalisation
25. Foreign Investment
26. Multinational Corporations
27. India's Import Export Policies
28. Special Economic Zone (SEZ)
29. International Business Environment
30. World Trade Organisation (WTO)

ABOUT THE AUTHOR
Shaikh Saleem is Director and Professor of Economics at the Millennium Institute of Management, Maulana Azad Educational Society, Aurangabad, Maharashtra.

ETHICS AND THE CONDUCT OF BUSINESS, 8/e
John R Boatright
Jeffrey D Smith
Bibhu Prasan Patra

ABOUT THE BOOK
Ethics and the Conduct of Business 8/e, is essential for a full understanding of the positions and arguments offered on the main issues in business ethics. Fortunately, the amount of theory needed is relatively small, and much of the discussion of these issues can be understood apart from the theoretical foundation.

The study of ethical issues in business is not confined to a single academic discipline. The aim of the book is to help students to understand various ethical problems implicated in the conduct of business. The book focuses on the fact that adopting a moral point of view and using moral reasoning in business decision making is in the best interest of the individual, organization and the society.

FEATURES
- The lucid presentation of the book assures conceptual clarity of the basic moral conduct concepts like right, wrong, just, unjust, obligation, duty, responsibility, praise, blame etc.
- Case study on 2G Spectrum Scam, Volkswagen Emission Scandal, IPO Scam 2006, Insider Trading Case at Vedanta Alumina Ltd, and CSR and many more have been added to give students a deep insight into the subject.
- In this edition an attempt has been made to facilitate students to widen their thinking, enhance conceptual clarity, understand ethical theories and application of sound moral reasoning in business decision making.

CONTENTS
1. Ethics in the World of Business
2. Ethical Decision Making
3. Ethical Theories
4. Whistle-Blowing
5. Business Information and Conflict of Interest
6. Privacy
7. Discrimination and Affirmative Action
8. Employment Rights
9. Health and Safety
10. Marketing and Advertising
11. Ethics in Finance
12. Corporate Social Responsibility
13. Governance, Accountability, and Compliance
15. References
16. Credits
17. Index

ABOUT THE AUTHORS
John R. Boatright is the Raymond C. Baumhart, S.J., Professor of Business Ethics in the Quinlan School of Business at Loyola University Chicago. He has served as the Executive Director of the Society for Business Ethics, and is a past president of the Society.

Jeffery D. Smith is the Boeing Frank Shrontz Chair of Professional Ethics and Professor of Management in the Albers School of Business and Economics at Seattle University, teaching ethics to management, accounting and finance students. He currently serves on the executive board of the Society for Business Ethics and the editorial board of the international journal of the Society, Business Ethics Quarterly.

Dr. Bibhu Prasan Patra is a Professor in Strategic and General Management Area at Xavier Institute of Management, Bhubaneswar. Presently, he is teaching Business Ethics and International Business Ethics, Development Ethics, Environmental Ethics, Corporate Social Responsibility and Corporate Governance to MBA and Executive MBA students at Xavier Institute of Management, Bhubaneswar.

BUSINESS ETHICS 7/e
Richard T. DeGeorge

ABOUT THE BOOK
In this text, a systematic, integrated investigation of the field of business ethics is presented from an informed philosophical point of view. It argues that ethics is the glue as well as the
oil that makes business possible, addressing the full gamut of issues: from such macro considerations as the moral justification of economic systems to micro issues such as proper computer use by employees.

FEATURES

■ Ensures a comprehensive, systematic coverage by providing a wide range of issues in all areas of business, including marketing, finance, management, strategic planning, computer systems, and more, thus providing students with the tools they’ll need to approach moral issues intelligently.

■ Provides instructors with a flexible text, as they can emphasize the topics they choose.

■ Coverage of moral reasoning in business, moral issues within the corporation, and ethics and international issues.

■ Enables students to apply the standard ethical approaches in analyzing issues, problems, and cases.

■ Case studies open each chapter; these look at the ethical problems involved in an actual business situation, thus giving students a real-life perspective.

■ Provides a global perspective. and enables students to learn much from ethical practices in industrialized nations.

■ Includes a solid pedagog, which comprises examples and study questions at the end of each chapter, to enhance students’ learning experience.

CONTENTS

1. Ethics and Business
2. Conventional Morality and Ethical
3. Utility and Utilitarianism
4. Moral Duty, Rights, and Justice
5. Virtue Ethics and Moral Reasoning
7. Justice and Economic Systems
8. American Capitalism: Moral or Immoral?
9. The International Business System, Globalization, and
10. Corporations, Morality, and Corporate Social Responsibility
11. Corporate Governance, Disclosure, and Executive
12. Finance, Accounting, and Investing
13. Safety, Risk, and Environmental Protection
14. Whistle-Blowing
15. Marketing, Truth, and Advertising
16. Workers’ Rights: Employment, Discrimination, and
Affirmative Action
17. Workers’ Rights and Duties Within a Firm
18. Workers’ Rights and International Business
19. The Information Age: Property and New Technologies
20. Information, Computers, the Internet, and Business
21. The New Moral Imperative for Business Conclusion
22. Global Issues and International Obligations

ABOUT THE AUTHOR

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BUSINESS ETHICS AND CORPORATE GOVERNANCE, 2/e
(Late) A. C. Fernando

ISBN: 9788131762219

ABOUT THE BOOK

Business Ethics and Corporate Governance 2e, comprises background knowledge and guidelines that will enable the readers to test their own ethical positions in business situations. Numerous real-life examples and case studies are used throughout the book to increase understanding of issues, stimulate class discussion, and show the relevance of the discussion to real-life business practice. It gives students a comprehensive, realistic, innovative, and practical introduction to the field, which makes it the most student-friendly text in the market.

FEATURES

■ It provides an in-depth coverage of all conceivable topics on the subject.

■ Examples and case studies drawn from organizations based in India offer an extensive view of the functioning style of Indian companies.

■ The revision presents new examples and pedagogical features, adding more value and depth to the text’s effective, consistent framework.

■ The book employs learning tools such as key words, discussion questions and extensive referencing enabling readers.

CONTENTS

Part I: Business Ethics
1. Business Ethics: An Overview
2. Concepts and Theories of Business Ethics
3. The Ethics of Consumer Protection
4. Environmental Ethics
5. Marketing Ethics
7. Corporate Ethics: Investors Rights, Privileges, Problems and Protection
8. Handmaid of Ethics: Corporate Social Responsibility
9. Ethical Dilemmas, Sources and Their Resolutions
10. Ethical Decision Making in Business

Part II: Corporate Governance
11. Corporate Governance: An Overview
12. Concepts and Theories of Business Ethics
13. The Ethics of Corporate Governance
14. Landmarks in the Emergence of Corporate
15. Board of Directors: A Powerful Instrument in Governance
16. Role, Duties and Responsibilities of Auditors
17. Monopoly, Competition and Corporate Governance
18. The Role of the Government in Ensuring Corporate Governance
19. The Role of Whistleblower policy in ensuring corporate governance
20. Corporate Governance in Developing and Transition Economies
21. Corporate Governance: The Indian Scenario
22. SEBI: The Indian Capital Market Regulator

ABOUT THE AUTHOR
Late A. C. Fernando was a senior professor of Economics and Corporate Governance at the Loyola Institute of Business Administration (LIBA), Loyola College, Chennai.

CASE STUDIES IN BUSINESS ETHICS AND CORPORATE GOVERNANCE
Sanjay Mohapatra
Sreejesh S.

ABOUT THE BOOK
This collection of quality cases on business ethics addresses some of the most pertinent ethical issues in today’s business environment. It goes well beyond matters of fraud and public relations to consider standards of professionalism, corporate decision-making structure, and the interface between ethical theory and economic practice. Through handpicked cases from a variety of areas such as telecom, chemicals etc and business houses, this book illustrates how business ethics and corporate governance can be used to align business goals with ethical business practices and achieve better operational performance.

CONTENTS
1. Apple Inc.
2. Anna Hazare: Indian Arab Spring
3. Apple vs Samsung: Patent War
4. Corporate Governance at Wipro
5. ENRON: Fall of the Mighty
6. Corporate Governance in ITC LTD.
7. Johnson and Johnson: Weathering Turbulence
8. News of the World
9. Anil Dhirubhai Ambani Group (ADAG)
10. Nepotism Over Patriotism: A Case Study on RIL Investment in Oil
12. Subhiksha: Failed Business Model or Unethical Practices?
13. Tata Motors and Singur Controversy: Unethical Practices?
14. Union-Management Tussle at Tata Chemicals Limited

ABOUT THE AUTHORS
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BUSINESS ETHICS: CONCEPTS AND CASES, 7/e
Manuel G. Velasquez

ISBN: 9789332560093
₹ 599.00 | Pages: 495

ABOUT THE BOOK
Business Ethics: Concepts and Cases, 7e, has been a widely popular textbook on business ethics among students because of its accessible style and lucid explanations of complex theories and concepts. Into its seventh edition, it has been revised to reflect the changes in technologies, organizational forms, and managerial practices. This edition incorporates a number of valuable and exciting pedagogical devices to increase student’s engagement and improve their performance.

New to this Edition:
• New cases in the Indian context: The Maggi Fiasco for Nestle, Gaining Business and Market Edge, the Britannia Way, Caring for the Needy in Difficult Times, Ethical Dilemma, Job Discrimination, an Ugly Side of Professionalism, Rewarding Ethical Employees
• Updated graphs and charts, new pictures, and other visual materials
• Study questions at the beginning of each chapter
• Summaries in the margin of all the basic ideas discussed in the text

FEATURES
■ Two new chapters on whistle-blowing and corruption in India
■ Indian perspective presented through contextually relevant case studies and examples
■ An appendix that provides information on the scope and functioning of the Right to Information Act 2005
CONTENTS

Part 1: Basic Principles
Chapter 1: Ethics and Business
Chapter 2: Ethical Principles in Business

Part 2: The Market and Business
Chapter 4: Ethics in the Marketplace

Chapter 5: Ethics and the Environment
Chapter 6: The Ethics of Consumer Production and Marketing

Part 4: Ethics and Employees
Chapter 7: The Ethics of Job Discrimination
Chapter 8: Ethics and the Employee

ABOUT THE AUTHOR
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BUSINESS ETHICS: AN INDIAN PERSPECTIVE, 2/e
(Late) A.C. Fernando

ISBN: 9788131774342
€ 629.00 | Pages: 576

ABOUT THE BOOK
Business Ethics: An Indian Perspective, 2/e provides a comprehensive coverage of the theories of business ethics and emphasizes the importance of ethical principles in overcoming moral dilemmas in the business world. Using a large number of India-centric case studies and examples, this book helps readers develop the reasoning and analytical skills needed to apply ethical concepts to business. The coverage on the ethical theories underlying business and their application in the real world, a special focus on ethical issues in consumer protection and the information technology sector, and whistle-blowing makes this revised edition highly relevant for students today.

FEATURES
- Two new chapters on whistle-blowing and corruption in India
- Indian perspective presented through contextually relevant case studies and examples
- Detailed discussion on issues in the financial, marketing, and human resource management disciplines of businesses
- Extensive coverage on emerging cyber crimes and the Indian laws governing them
- An appendix that provides information on the scope and functioning of the Right to Information Act 2005

ABOUT THE AUTHOR
Late A. C. Fernando was a senior professor of Economics and Corporate Governance at the Loyola Institute of Business Administration (LIBA), Loyola College, Chennai.

BUSINESS LAW, 3/e
Tejpal Sheth

ISBN: 9789332586154
€ 529.00 | Pages: 648

ABOUT THE BOOK
Business Law 3/e delves into a major part of business dealing by presenting a comprehensive analysis of the subject matter which will aid the commerce and management students to learn the legal dialect of business. This book deals with laws that will help to initiate and sustain various types of business. As a subject, it is of ample importance to understand the legal aspects of running one’s own business. The book has been written in a lucid manner using several examples, case studies, and exercises to make it more interesting for the students. This book will also be of use for students pursuing CWA (Inter) from IWAI. The chapters have been designed in a manner to help the students understand the changing acts of legal business.
FEATURES

- Each chapter is equipped with 4 sections—theory based case studies; landmark judgements; Test Your Knowledge; and Multiple-Choice questions.
- New topics have been included namely, Contract Act; Provident Fund and Miscellaneous Provisions Act, 1952; Limited Liability Partnership Act, 2008; and Employees’ State Insurance Act, 1948.
- The provisions of Companies Act, 1956; the amendments in topics of Foreign Exchange Management Act, 1999; and Information Technology Act, 2000 have also been explained in detail.
- The book has numerous interpretations of the amendments and acts with illustrative examples to help students understand the provisions of law in a better way.

CONTENTS

1. Indian Contract Act 1872 - Nature and kind of contract
2. Indian Contract Act 1872 -Offer and acceptance of offer
3. Indian Contract Act 1872 -Capacity of parties and consideration
4. Indian Contract Act 1872 -Free consent
5. Indian Contract Act 1872 -Void agreements and contingent contract
8. Indian Contract Act 1872 -Remedies for breach of contract and Quasi contract
9. Indian Contract Act 1872 -Indemnity and guarantee
10. Indian Contract Act 1872 -Agency
11. Indian Contract Act 1872 -Agency
12. The partnership Act 1932
13. The sales of Goods Act 1930
14. The Negotiable Instrument Act 1881
15. Consumer Protection Act 1986
16. Foreign Exchange and Management Act 1999
17. Information Technology Act, 2000
18. Companies Act 2013—Type of companies and their characteristics
19. Companies Act 2013 - Memorandum, Article of association and Prospectus
20. Companies Act 2013 - Share capital and transfer of shares
21. Companies Act 2013 - Meeting and Power of Board
22. Companies Act 2013 - Management of company
23. The payment of Bonus Act 1965
24. The payment of Gratuity Act 1972
25. Employees Provident fund and Miscellaneous Provisions Act, 1952
27. Employees’ State Insurance Act, 1948

ABOUT THE AUTHOR

Tejpal Sheth is an associate member of the Institute of Company Secretaries of India. He holds an MBA degree in International Business and Diploma in Pharmacy. Apart from practising Company Secretary, he is a dynamic and well-known educator in the professional stream. He is a visiting faculty in any reputed MBA colleges and professional institutes like ICSI, ICAI and ICWAI for more than 14 years.
Part III: Components and Facilitators of Corporate Governance
10. Financial Reporting and Corporate Governance
11. Whistle Blowing Mechanism and Corporate Governance
12. Role of Government in Corporate Governance
13. The Role of the Media in Ensuring Corporate Governance

Part IV: Issues and Problems of Corporate Governance in Developed and Emerging Economies
14. Corporate Governance and Business Ethics
15. Corporate Governance and CSR
16. Corporate Governance and Public Policy
17. Corporate Governance in the Developed and Emerging Economies
18. Corporate Governance in the Public Sector and the Family Owned Companies: The Indian Scenario
19. Golden Case Studies

ABOUT THE AUTHOR
Late A. C. Fernando was a senior professor of Economics and Corporate Governance at the Loyola Institute of Business Administration (LIBA), Loyola College, Chennai.
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Satheesh, Calicut University

Entrepreneurship: New Venture Creation
David H. Holt
ISBN: 9789332568730

Features
- Features to Test Learning: each chapter incorporates learning objectives, checkpoint questions, examples, and illustrations to help students learn about the entrepreneurial processes.

Entrepreneurship: Successfully Launching New Ventures, 4/E
Bruce R. Barringer
R. Duane Ireland
ISBN: 9789332555587

Features
- For undergraduate courses in Entrepreneurship and New Venture Creation.
Inspirational and informative, and introduces students to the process of entrepreneurial success.

Preaching the three P’s:
- Passion—a lack of belief and fire for a budding enterprise is the quickest route to failure. This text encourages the notion that having passion is step number one.
- Persistence—turning a spark into a flame takes more than gusto; it also takes persistence. Barringer/Ireland explains to students that when roadblocks arise, and they will, using persistence to stay focused is a necessity.
- Planning—entrepreneurial ventures struggle or fail when the original idea is flawed and/or poorly considered. To help students avoid possible business failure, this text places special emphasis on the carefully planned beginnings of the entrepreneurial process.

CONTENTS

Part 1: Decision to Become an Entrepreneur
1. Introduction to Entrepreneurship

Part 2: Developing Successful Business Ideas
2. Recognizing Opportunities and Generating Ideas
3. Feasibility Analysis
4. Writing a Business Plan
5. Industry and Competitor Analysis
6. Developing an Effective Business Model

Part 3: Moving from an Idea to an Entrepreneurial Firm
7. Preparing the Proper Ethical and Legal Foundation
8. Assessing a New Venture’s Financial Strength and Viability
9. Building a New-Venture Team
10. Getting Financing or Funding

Part 4: Managing and Growing an Entrepreneurial Firm
11. Unique Marketing Issues
12. The Importance of Intellectual Property
13. Preparing for and Evaluating the Challenges of Growth
14. Strategies for Firm Growth
15. Franchising

ABOUT THE AUTHORS
Bruce R. Barringer, Oklahoma State University
R. Duane Ireland, Texas AandM University

FEATURES
- Focus on the “Front End” of the Entrepreneurial Process
- Identifying a business idea
- Screening the idea to determine preliminary feasibility
- Conducting a feasibility analysis
- Writing the plan
- Feasibility Analysis Worksheets
- Two worksheets are included to help students work through the feasibility analysis process. The worksheets include:
  - First Screen - Helps determine the preliminary feasibility of a business idea.
  - Feasibility Analysis - Contains a full analysis, which is much more comprehensive.
- Sample Business Plan
- Presenting a Business Plan
- Business Plan Insight Boxed Feature

CONTENTS

Part 1: Starting the Process
1. Why Plan?

Part 2: What to Do Before the Business Plan is Written
2. Developing and Screening Business Ideas
3. Feasibility Analysis

Part 3: Preparing a Business Plan
4. Introductory Material, Executive Summary, and Description of the Business
5. Industry Analysis
6. Market Analysis
7. Marketing Plan
8. Management Team and Company Structure
10. Financial Projections

Part 4: Presenting the Business Plan
11. Presenting the Plan With Confidence

ABOUT THE AUTHOR
Bruce R. Barringer, Oklahoma State University

PREPARING EFFECTIVE BUSINESS PLANS: AN ENTREPRENEURIAL APPROACH, 1/e
Bruce R. Barringer
ISBN: 97893323536593
Price: Rs. 499.00 | Pages: 266

ABOUT THE BOOK
This book is for the future entrepreneur who wants to understand the critical issues and feasibility of developing a business venture, while developing an extensive business plan.

ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS ENTERPRISES, 3/e
Poornima M. Charantimath
ISBN: 9789332353662
Price: Rs. 499.00 | Pages: 432

ABOUT THE BOOK
The revised and updated Third edition of Entrepreneurship Development and Small Business Enterprises discusses how entrepreneurs can successfully manage their ventures in a highly dynamic and challenging environment. This book prepares students for life outside the classroom through case
studies drawn from diverse sectors, profiles of successful entrepreneurs, and projects that promote analysis and decision making.

**FEATURES**

- Thorough coverage of the conceptual framework of entrepreneurship development and casual and effectual entrepreneurship.
- Each chapter begins with a picture serve as ice-breakers and narrate the key concepts of the chapter through a powerful story around an entrepreneur or company for better understanding of the chapter.
- New end-of-chapter activities and projects designed to promote effectual reasoning.
- Fourteen end-of-chapter case studies drawn from diverse sectors reflect current thinking and practice in the Indian context.
- Each chapter contains several boxes that highlight the latest developments, interesting stories and quotes of the entrepreneurs mentioned in the beginning of the chapter.
- The manufacturing and service sectors have been covered in greater detail by showcasing real-world examples and case studies from Indian and global enterprises.
- Online supplement consisting of instructors’ manual and PowerPoint lecture slides to support interactive training and teaching.

**CONTENTS**

1. Entrepreneurship
2. Entrepreneurial Development and Training
3. Women Entrepreneurs
4. Family Business
5. Micro, Small, and Medium Enterprises
6. Identification of Business Opportunities
7. Business Plans
8. Project Management and Financing
9. Institutions Supporting Business Enterprises
10. Business Organizations and Business Laws
11. Preventing Sickness in Enterprises
12. Financial Management in Enterprises
14. Managing Marketing and Growth in Enterprises

**ABOUT THE AUTHOR**

Poornima M. Charantimath is professor and Head of the centre for Entrepreneurship Development at Karnataka Law Society’s Institute of Management Education and Research, Belgaum.

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Entrepreneurship is a fast-growing and ever-changing discipline. Of late, people of all ages, backgrounds, and nationalities are launching businesses of their own and, in the process, are reshaping the world’s economy. The purpose of this book is to open the readers’ mind to the possibilities, the challenges, and the rewards of owning their own business and to provide the tools they will need in order to be successful if they choose the path of entrepreneurship.

In the revised eighth edition, the authors have provided plenty of practical, and “hands-on” tools and techniques to make new business ventures successful. This book provides the tools to help teach students the right way to launch and manage a small business with the staying power to succeed and grow.

**FEATURES**

- Most of the real-world examples, which allows the readers to see how entrepreneurs are putting into practice the learnt concepts, are new.
- A new chapter “Ethics and Entrepreneurship: Doing the Right Thing” is included. It provides the readers a framework for making ethical decisions in business.
- Extensive and updated coverage of important topics like using the business model canvas to refine a business idea and using social media, including Facebook, Twitter, and YouTube, as bootstrap marketing tools.
- The popular feature, “Hands On: How To . . .,” which is a concept from each chapter and explains how readers can put that into practice in their own company, is also revised.
- “You Be the Consultant”, another feature that is popular among the students and professors, is in every chapter. It describes a decision an entrepreneur faces and asks the reader to play the role of consultant and advise the entrepreneur on the best course of action.

**CONTENTS**

**Section I: The Challenge of Entrepreneurship**
1. The Foundations of Entrepreneurship
2. Ethics and Social Responsibility: Doing the Right Thing
3. Inside the Entrepreneurial Mind: From Ideas to Reality

**Section II: The Entrepreneurial Journey Begins**
4. Conducting a Feasibility Analysis and Designing a Business Model
5. Crafting a Business Plan and Building a Solid Strategic Plan
6. Forms of Business Ownership and Buying an Existing Business
7. Franchising and the Entrepreneur
Section III: Launching the Business
8. Building a Powerful Bootstrap Marketing Plan
9. E-Commerce and the Entrepreneur
10. Pricing and Credit Strategies
11. Creating a Successful Financial Plan
12. Managing Cash Flow

Section IV: Putting the Business Plan to Work: Sources of Funds
13. Sources of Financing: Equity and Debt
14. Choosing the Right Location and Layout
15. Global Aspects of Entrepreneurship
16. Building a New Venture Team and Planning for the Next Generation

ABOUT THE AUTHOR
Norman M. Scarborough, Presbyterian College

ABOUT THE BOOK
The teaching/learning of entrepreneurship requires greater focus on experiential learning. Therefore, this book extensively emphasizes on experiential learning and a hands-on approach—‘learning by doing’. The book has cited a number of examples and provided cases and exercises from the Indian as well as global contexts to make entrepreneurship learning an enjoyable experience.

FEATURES
■ Extensive real-life cases to substantiate the concepts.
■ Entrepreneurial check-lists to keep a tab on your progress.
■ Profiles of successful business people and their mantras for success.
■ Exercises and a series of questions to test your knowledge, analytical, thinking and application abilities.

CONTENTS
1. Fundamentals of Entrepreneurship
2. Entrepreneurship Development in Emerging Markets
3. Entrepreneurial Leadership
4. Creativity and Business Ideas
5. Idea to opportunity
6. Legal Aspects of Business
7. Entrepreneurship and Intellectual Property Rights
8. Business Plan
9. Marketing Plan

10. Operation and Production Plan
11. Venture Team Building and Organizational Plan
12. Insight from Financial Statements
13. Financing Venture
14. Launching a Venture
15. Managing Growth

ABOUT THE AUTHOR
Prof. Arya Kumar is the Chief of Entrepreneurship Development and IPR Unit and Group Leader of Economics and Finance Group at BITS, Pilani. He is also coordinating the activities of Technology Business Incubator at BITS, Pilani.

Innovation Management

INNOVATION MANAGEMENT AND NEW PRODUCT DEVELOPMENT, 4/e
Paul Trott

ABOUT THE BOOK
The subject of innovation management is often treated as a series of separate specialisms, rather than an integrated task. The main aim of this book, however, is to bring together the areas of innovation management and new product development and to keep a strong emphasis on innovation as a management process. Written in an accessible style, this fourth edition brings a change in structure to clearly set out three key areas for the student: innovation management, managing technology and knowledge and new product development. As innovation continues to be at the forefront of economic and political debate about how to improve the competitiveness of economies and firms, Innovation Management and New Product Development, 4/e, will give you some insight into the problems faced by firms as they try to develop innovative products that will help them survive and prosper.

FEATURES
■ Topical articles from the Financial Times illustrate how the subject is being discussed in the context of the wider business world.
■ A new chapter on service development offers up-to-date coverage of this popular subject.
■ Four major new case studies have been introduced—including eBay, Viagra, Innocent and Apple
■ A colourful new design enlivens the text and makes the structure easy to follow.
■ A comprehensive set of web references at the end of each chapter guides the reader to further resources.
CONTENTS

Part I: Innovation management
1. Innovation Management: An Introduction (Rewritten and New Case Study)
2. Economics and Market Adoption
3. Managing Innovation within Firms (Rewritten)
4. Innovation and Operations Management (R Noble)
5. Managing Intellectual property

Part II: Managing technology and knowledge
6. Managing Organisational Knowledge (New Case Study)
7. Strategic Alliances And Networks
8. Management of Research and Development
9. Managing R&D projects (New case study)
10. Open Innovation and Technology Transfer

Part III: New Product Development
11. Product and Brand Strategy
12. New Product Development (New Case Study)
13. Packaging and Product Development
14. New Service Innovation
15. Market Research and its Influence on New Product Development
16. Managing the New Product Development Process

ABOUT THE AUTHOR
Paul Trott is a Reader in Marketing at the Business School, University of Portsmouth.

ABOUT THE BOOK
The first text to provide an integrated, strategic view of management of technology, this theory/practice volume addresses the contemporary challenges general managers face today—for e.g., globalization, time compression, technology integration—and explores several strategic approaches for dealing with them, from both a managerial and economic viewpoint. Several integrative themes—such as T-M matrix, environmental drivers, process of decision making, competitive versus collaborative approaches, and value creation—are followed throughout.

FEATURES
- An Integrative Framework
- Appropriation of Technology, Deployment of New Products, Deployment in Value Chains, and Deployment in Marketing
- A General Managerial Perspective
- Coverage of Both Strategic and Operational Issues
- A Balance of Conceptual Discussion and Applied/Hands-on-Analysis

CONTENTS

Part I: Theoretical Foundations
1. Theoretical Foundations
2. Technological Environment
3. Process of Technology Change: Innovation
4. Process of Technology Change: Diffusion
5. Technology and Competition
6. Process Innovation, Value Chains, and Organization

Part II: Technology Strategy: Basics
7. Technology Intelligence
8. Technology Strategy: Overview
9. Technology Strategy: Collaborative Mode

Part III: Domains Of Technology Strategy
10. Appropriation of Technology
11. Deployment in New Products
12. Deployment of Technology in the Value Chain

Part IV: Role Of General Management
13. Organizing for Innovation
15. Project Valuation and Financing

ABOUT THE AUTHOR
V. K. Narayanan has taught at the University of Kansas since 1978.
to today’s student. Facilitate critical thinking skills in your classroom with cases on:

- Skype
- TiVo
- Xerox
- ESRI (GIS software)
- Boeing and Airbus
- Goomzee
- SELCO

- In-depth Opening Vignettes: Each chapter begins with an opening vignette that highlights a particular company and how it has grappled with the issues in the coming chapter. In this edition the opening vignettes have not only been updated with current material but also delve deeper into the issues at hand providing students with greater insight.

- “Technology Solutions to Global Problems”: These boxes feature real, cutting-edge companies, products/technologies, and business models that solve emerging problems such as the energy crisis or global warming.

**CONTENTS**

1. Introduction to World of High Technology Marketing
2. Strategic Market Planning in High-Tech Firms
3. Culture and Climate Considerations for High-Tech Companies
5. Partnerships/Alliances and Customer Relationship Marketing
6. Marketing Research in High-Tech Markets
7. Understanding High-Tech Customers
8. Technology And Product Management
9. Distribution Channels and Supply Chain Management in High-Tech Markets
10. Pricing Considerations in High-Tech Markets
11. Marketing Communication Tools for High-Tech Markets
12. Strategic Considerations in Marketing Communications
13. End-of-Book Cases

**ABOUT THE AUTHORS**

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Sanjit Sengupta, San Francisco State University
Stanley Slater, Colorado State University

**International Business**

**INTERNATIONAL BUSINESS, 2/e**

Roger Bennett

ISBN: 9788177589238

**₹ 729.00 | Pages: 416**

**ABOUT THE BOOK**

The book is in the Frameworks series which is well structured and provides a step-by-step guide to essential principals. They develop the basic framework of understanding to underpin further study of core business, financial and legal subject in the higher education curriculum. *International Business, 2/e*, has been updated to include the latest developments in this wide-ranging field. The second edition of this book presents all the relevant essential topics in a clear, concise and informative way.

**FEATURES**

- The implications of West European economic and political integration
- The prospects and problems posed by East European countries
- Theories of international trade, financial management and investment
- National and supranational control of multinationals
- Competition, privatisation and deregulation of industry and trade
- Market entry strategies and techniques
- International employee relations and the management of expatriate staff
- An extensive bibliography and exercises are provided

**CONTENTS**

1. The Nature of International Business
2. The European Union
3. East Europe
4. Beyond Europe
5. Cultural Influences
6. The International Economic Environment
7. Competition, Privatisation and Deregulation
8. The International Political and Legal Environments
9. The Multinational Company
10. Direct Foreign Investment
11. International Technology Transfer
12. International Logistics and Distribution
Contemporary issues that matter to millennials

- Digital Platforms
- Relevant knowledge and job-related skills
- Collaborative learning

FEATURES

- Collaborative learning features encourage students to work in groups, facilitating their communication through the Internet, social media, and other forms of technology.
- Relevant knowledge and job-related skills are showcased as examples and activities throughout the text that help students gain the skillsets they’ll need in an international business environment.
- Digital Platforms play to millennials’ preference to access content digitally to enhance engagement, self-pacing, and the ability to customize content to individual student needs. They also help ensure timely, up-to-date content is accessible to students.
- Contemporary issues that matter to millennials provide more relevant and in-depth coverage of IB topics such as emerging markets, developing economies, growth of the service sector, risks in IB, globalization and technology, women in IB, and other important trends.
- Meaningful content covers areas such as ethics, corporate social responsibility, and sustainability in international business.
- Practical treatment of managerial issues bridges the gap between learning the material and applying it to a future career.
- Opening and closing cases in each chapter feature modern firms and subjects such as Apple, Disney, Facebook, Harley Davidson, H&M, born global films, social media in China, and the global movie industry to stimulate student desire to learn more about international business.
- NEW! More exercises and activities have been added to improve students’ critical thinking and problem solving skills.
- NEW! Exhibits enhance readability and make explanations easier to understand.
- Simulations reinforce chapter content.
- All content is contemporary and reflects trends in international business today.

Part I: Foundation Concepts
1. Introduction: What Is International Business?
2. Globalization of Markets and the Internationalization of the Firm
3. Organizational Participants That Make International Business Happen

Part II: The Environment of International Business
4. The Cultural Environment of International Business
5. Ethics, Sustainability, and Corporate Social Responsibility in International Business
6. Theories of International Trade and Investment
7. Political and Legal Systems in National Environments
8. Government Intervention in International Business
9. Regional Economic Integration
10. Understanding Emerging Markets
11. The International Monetary and Financial Environment

Part III: Strategy and Opportunity Assessment
12. Strategy and Organization in the International Firm

Part IV: Entering and Operating in International Markets
14. Exporting and Countertrade
15. Foreign Direct Investment and Collaborative Ventures
16. Licensing, Franchising, and Other Contractual Strategies
17. Global Sourcing

Part V: Functional Area Excellence
18. Marketing in the Global Firm

ABOUT THE AUTHORS

Professor Cavusgil has been mentoring students, executives, and educators in international business for the past four decades. A native of Turkey, his professional work has taken him to numerous other emerging markets. Tamer serves as Fuller E. Callaway Professorial Chair at Georgia State University’s Robinson College of Business. He is also a visiting professor at: Leeds University Business School, U.K.; University of South Australia; and Xi’an Jiaotong University.
Gary Knight has been teaching international business for more than 20 years. A native of the United States, he has lived and worked in many countries around the world. Gary has been Helen Simpson Jackson Chair in International Management at Willamette University since 2012. He is also Visiting Professor at the University of Southern Denmark, Odense. He was professor at Florida State University for 15 years where he directed the school’s International Business Program.

John Riesenberger serves as the president of Consilium Partners, Inc., a pharmaceutical consulting firm with clients in pharmaceutical, biotechnology, and pharmaceutical agency firms.

**ABOUT THE BOOK**

Balancing authoritative theory and meaningful practice, International Business engages students on the subject of conducting business in international markets. The authors’ descriptions and ideas of international business are enhanced with contemporary examples, scenarios, and cases that help students effectively apply what they’ve learned. Now in its 16th Edition, International Business remains one of the best-selling and most authoritative international business texts available. As rigorous and practical as ever, this edition remains up-to-date through updated or newly written cases, streamlined writing, and expanded coverage of relevant global changes.

**FEATURES**

- Cases begin and end every chapter; they either introduce new material or integrate what has already been learned.
- Looking to the Future features in each chapter alludes to ideas discussed in the chapter in a way that prompts students to engage their imagination about the world’s future.
- Point—Counterpoint features bring the topics of major debates to life in a way students can understand and investigate.
- Maps enhance geographic literacy, add interest, and illustrate facts discussed in the text. Many case maps zero in on the case company’s home country or market region to give students a closeup look at foreign locales.
- Some New Topics and Cases: Unprecedented refugee movement into Europe; The opening of US–Cuban diplomatic exchanges; The spread of mosquito-borne epidemics (Zika, Ebola, etc.); Internationalization of Indian Cinema; Amazon and Flipkart in India; Creating Value in an Emerging Economy—IndusInd Bank; Strategies at the Bottom of the Pyramid in Emerging Economies—Maruti Suzuki.

**CONTENTS**

**Part I: Background for International Business**

1. Globalization and International Business

**Part II: Comparative Environmental Frameworks**

2. The Cultural Environments Facing Business
3. The Political and Legal Environments Facing Business
4. The Economic Environments Facing Business
5. Globalization and Society

**Part III: Theories and Institutions: Trade and Investment**

6. International Trade and Factor Mobility Theory
7. Governmental Influence on Trade
8. Cross-National Cooperation and Agreements

**Part IV: World Financial Environment**

9. Global Foreign-Exchange Markets
10. The Determination of Exchange Rates
11. Global Capital Markets

**Part V: Global Strategy, Structure, and Implementation**

12. The Strategy of International Business
13. Country Evaluation and Selection
14. Export and Import
15. Direct Investment and Collaborative Strategies
16. The Organization of International Business

**Part VI: Managing International Operations**

17. Marketing Globally
18. Global Operations and Supply-Chain Management
19. International Accounting and Finance Issues

**ABOUT THE AUTHORS**

John D Daniels, The Samuel N Friedland Chair of Executive Management emeritus at the University of Miami.

Lee H Radebaugh, The emeritus Kay and Yvonne Whitmore Professor of International Business and former Director of the Whitmore Global Management Center/CIBER at Brigham Young University.

Daniel P Sullivan, Professor of International Business at the Alfred Lerner College of Business of the University of Delaware.

Prashant Salwan, Indian Institute of Management Indore

**Fundamentals of International Business**

Fundamentals of International Business is the fourth edition of International Business by Dr Sumati Varma. The content of the
book has been revised and mapped to the latest syllabus by the UGC under the CBGS system. The book captures the core essence of international business, with focus on the plethora of issues related to the functioning of transnational corporations (TNCs), within its geographical proximity and then moving on to more advanced modes of foreign market entry. The language and flow of content in the book enable students to understand and interpret the complexities of the subject including latest developments like BREXIT and the fluctuations in the BOLIVAR. The book reaches out to its young internet savvy audience through a variety of pedagogical features which include online videos and related exercises. It also encourages students to experience international business in action outside the confines of their class room and to explore the intricacies of cross cultural management through the use of case analysis and simulation.

FEATURES
- Revised and updated content as per curriculum guidelines issued by the UGC under the CBGS system for all undergraduate courses of study on a pan India level.
- Two new chapters on International Financial Environment and Exchange Rate Determination
- Data on trade FDI, TNCs have been updated till 2018 based on global reports
- Model question papers
- Additional discussion questions
- Latest university examination questions

CONTENTS
1. Globalization and International Business
2. Economic and Political Environment
3. Cultural and Legal Environment
4. International Trade Theories
5. Commercial Policy Instruments
6. Multilateral Regulation of Trade
7. International Trade Finance and Promotion
8. Foreign Direct Investment
9. Regional Economic Integration
10. International Financial Environment
11. Exchange Rate Determination
12. International Financial Institutions
13. International Balance of Payments
14. International Marketing
15. International Human Resource Management
16. International Production and Supply Chain Operations
17. Global E-commerce
18. Environmental Issues in International Business
19. Global Outsourcing

ABOUT THE AUTHOR
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INTERNATIONAL BUSINESS: CONCEPT, ENVIRONMENT AND STRATEGY, 3/e
(Late) Vyuptakesh Sharan
ISBN: 9788131732519
₹ 589.00 | Pages: 632

ABOUT THE BOOK
International Business, 3/e is written in a pragmatic way with an inclination on managerial aspect, thus encouraging students to explore international business as a career choice. It deals with the latest topics and development which we are witnessing around the globe. It attempts to impart the core body of knowledge in international business in an interesting and lively manner. This text not only describes the ideas of international business but it also uses contemporary examples, scenarios, and cases to help students effectively put theory into practice.

FEATURES
- A completely rewritten chapter on 'Theories of International Trade' elaborating the theory of intra-industry trade and theory behind outsourcing
- Addition of new case studies and study topics to enhance the quality of the book
- Addition of boxes using Indian and other examples for better understanding of students
- Intensive discussion on inward and outward-oriented policies of international trade
- Revised tables, figures and text to provide up-to-date information
- Comprehensive discussion on trade barriers and taxation issues

CONTENTS
Part 1: Concepts of International Business
1. Overview of International Business
2. Modes of International Business
3. Theories of International Trade
4. Theoretical Framework of Foreign Direct Investment
5. Balance of Payments

Part 2: International Business Environment
6. National Regulation of International Business
7. National Regulation of International Business
8. Regional Economic Integration
9. Political and Legal Environment
10. Economic Environment
11. Socio-Cultural and Ethical Environment
12. International Financial Environment: Exchange Rate
13. International Financial Markets

Part 3: Strategy of International Business
14. Strategy, Planning, Organization, and Control
15. Global Technology Management
16. Management of International Operations
17. International Market Strategy
18. Global Human Resource Management
19. International Investment and Financing Strategy
20. Management of Exchange Rate and Interest Rate Risk
21. International Taxation and Accounting
22. Host Country Heterogeneity and International Business Strategy

ABOUT THE AUTHOR
Former Professor and Dean, Faculty of Commerce, Magadh University, Late Vyuptakesh Sharan was Professor Emeritus at Chandragupta Institute of Management Patna (CIMP), which is an autonomous institution of the government of Bihar.

THE INTERNATIONAL BUSINESS ENVIRONMENT: TEXT AND CASES
J. Stewart Black
Anant K. Sundaram

ABOUT THE BOOK
The International Business Environment: Text and Cases is written with the aim to provide students with the necessary tools to analyze systematically the different facets of international business environment and how they affect an organization. The text focuses on five aspects of the cross border environment—exchange rates and international capital markets, trading patterns and regimes, regulatory content, and political context. Theories, models, and insights have been integrated from a variety of disciplines and functional areas, while emphasizing managerial relevance and providing a general management focus to issues confronting the multinational enterprises (MNEs).

FEATURES
- Managerial Relevance: the tone and content of the book adopts the viewpoint of the general manager of a multinational enterprise, who is responsible for formulating and implementing global strategy.
- Coverage of Issues: a broad range of topics have been covered within a single text. Examples include treatment of economic exposure to exchange rates (Chapter 5), international law (Chapter 8), MNE social responsibility (Chapter 9), and economic cost benefit analysis (Chapter 12).
- Concise Coverage: the book is written in the manner of concise summaries of theoretical ideas that are necessary for the students to go beyond typical analysis of cases.
- Indian Cases: special attention is paid to include cases such as ‘Tata Motors: Crafting Growth Strategies in a Global Industry’, ‘TCS: Customer Value Proposition’, and ‘Bharti Airtel: Developing Value Position in Dynamic Environment’ to capture the developments in the Indian market.

CONTENTS
1. Introduction
2. Forces of Globalization
3. Foreign Exchange: The Basics
4. Foreign Exchange: Transaction Exposure
5. Exchange Rates: Economic Exposure
6. Theories of International Trade
7. The Trading Environment of International Business: Laws and Institutions
8. The Regulatory Environment of International Business
9. The Ethical and Social Responsibility Environment of International Business
10. Country Risk Analysis
11. Political Risk Analysis
12. The Analysis of MNEs by Countries
13. The Cultural Environment of International Business
14. Competitive Strategy and the International Business
15. Designing Organizations for International Environments

ABOUT THE AUTHORS
Anant K. Sundaram, Associate Professor of Business Administration, Amos Tuck School, Dartmouth College
J. Stewart Black, Associate Professor of International Management, American Graduate School of International Management

INTERNATIONAL BUSINESS
Sumati Varma

ABOUT THE BOOK
International Business, targeted at postgraduate students of management, provides a well-rounded perspective on all topics by emphasizing conceptual debates alongside contemporary research and updated examples. It addresses the global business scenario through multiple frameworks that include the concept, environment, structure, and strategy of international business.

FEATURES
- The last unit, ‘Emerging Issues in International Business’, explores emerging aspects of international business—environmental issues in international business, global outsourcing and international entrepreneurship.
- Two unique chapters, ‘Technology and Innovation’ and ‘Alliances and Acquisitions’, explore the impact of
technology on the global business environment and the importance of alliances and acquisitions in international business, respectively.

- Rich pedagogy includes 23 international business in action boxes, 20 region focus boxes, and 18 industry focus boxes in addition to learning objectives, margin notes, chapter summaries, and end-of-chapter review and application-oriented questions.
- Updated data and tables from the WTO, UNCTAD, and the IMF capture facts, figures and trends in international business in India and the world.
- 23 end-of-chapter cases present real-world situations and problems that international businesses face.

**CONTENTS**

**Unit I: Foundations**
1. Globalization and international business
2. Globalization of business structures: The transnational corporation

**Unit II: Global Business Environment**
3. Economic environment
4. Political and legal environment
5. Cultural Environment

**Unit III: Framework of International Business**
6. Strategizing foreign entry
7. International trade theories and applications
8. Political economy of international trade
9. Foreign direct investment: Theory and application
10. Regional economic integration

**Unit IV: Global Monetary Environment**
11. International monetary and financial system
12. Financing of global operations
13. International balance of payments

**Unit V: Global Business Strategy**
14. Alliances and acquisitions
15. Technology and innovation
16. International organizational structures and design

**Unit VI: Building Functional Excellence**
17. International marketing
18. International human resource management
19. International operations
20. Accounting for international business

**Unit VII: Emerging issues in International Business**
21. Environmental issues for international business
22. Global outsourcing
23. International entrepreneurship

**ABOUT THE AUTHOR**

Sumati Varma is Associate Professor of Commerce at Sri Aurobindo College (Evening), University of Delhi. She teaches both undergraduate and postgraduate courses, and is a consultant with the World Bank and an IVLP fellow in American studies.

**INTERNATIONAL BUSINESS: THE CHALLENGES OF GLOBALIZATION, 8/e**

John J. Wild
Kenneth L. Wild

ISBN: 9789332584525

International Business: The Challenges of Globalization is a comprehensive introduction to the difficulties of global entrepreneurship. By employing engaging features and real world examples through a concise and focused text, the Eighth Edition presents a fresh take on the subject that is both interesting and invaluable to students. It addresses the issue of cultural barriers that arise in global business, as well as the theory and terminology essential to the process of conducting successful business abroad. Its brief yet inclusive coverage of all major international business topics make it the ideal introductory text for students exploring this subject.

**FEATURES**

- The importance of understanding different cultures and cultural barriers that may arise are emphasized throughout the text.
- Chapter introductions are culturally rich and sensitize readers to different cultures they may do business with in the future through real world examples.
- Learning Objectives summarize the main concepts students should take from each chapter in a clear, bullet-pointed format.
- Quick Study concept checks help students verify that they have retained the main concepts of the chapter.
- UPDATED! Reorganized chapters include new information and facilitate better learning flow.
- Introductions are culturally centric to stress and integrate this fundamental concept of international business throughout the text.

**CONTENTS**

**Part 1: Global Business Environment**
1. Globalization

**Part 2: National Business Environments**
2. Cross-Cultural Business
3. Political Economy and Ethics
4. Emerging Markets and Development

**Part 3: International Trade and Investment**
5. International Trade Theory
6. Political Economy of Trade
7. Foreign Direct Investment
8. Regional Economic Integration
Part 4: The International Financial System
10. International Monetary System

Part 5: International Business Management
11. International Strategy and Organization
12. Analyzing International Opportunities
13. Selecting and Managing Entry Modes
14. Developing and Marketing Products
15. Managing International Operations
16. Hiring and Managing Employees

ABOUT THE AUTHORS
John J. Wild is a distinguished professor of business and accounting at the University of Wisconsin’s School of Business.

International Trade: Theory and Policy, 10/e
Paul R. Krugman
Maurice Obstfeld
Marc Melitz

ISBN: 9789332585768
₹ 469.00 | Pages: 368

ABOUT THE BOOK
International Trade: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of the discipline. An intuitive introduction to international trade theory is followed by detailed coverage of policy applications. With this new tenth edition, the author team of Nobel Prize-winning economist Paul Krugman, renowned researcher Maurice Obstfeld, and Marc Melitz of Harvard University continues to set the standard for International Trade courses.

FEATURES
The text presents a balance of theoretical and practical coverage of international trade. Chapters on core theory are followed by a series of application chapters that confront policy questions using the newest empirical work, data, and policy debates. This structure enables students to grasp theoretical concepts and then see those same concepts in action, aiding retention and highlighting the relevance of course material. Key coverage includes the following:
- An integrated, empirical-based treatment of the latest models of trade, such as the gravity, Ricardian, factor endowments, and imperfect competition models,
- A thorough discussion of the causes and effects of trade policy focused on the income-distribution effects of trade,
- An emphasis on the potential substitutability of international trade and international movements of factors of production, featuring an analysis of international borrowing and lending as intertemporal trade—the exchange of present consumption for future consumption.

International Management
INTERNATIONAL MANAGEMENT: MANAGING ACROSS BORDERS AND CULTURES, TEXT AND CASES, 9/e
Helen Deresky

ISBN: 9789332584730
₹ 799.00 | Pages: 504

ABOUT THE BOOK
International Business is conducted around the globe across cultures, languages, traditions, and a range of economic, political, and technological landscapes. International Management: Managing Across Borders and Cultures examines the challenges to the manager’s role associated with adaptive leadership and thoroughly prepares students for the complicated yet fascinating discipline of international and global management.

No matter the size, companies operating overseas are faced with distinct scenarios. In order to be successful, they must accurately assess the components that shape their strategies, operations, and overall function. The Ninth Edition trains students and practicing managers for careers in this evolving global environment by exposing them to effective strategic, interpersonal, and organizational skills, while focusing on sustainability.
FEATURES

- Comprehensive Cases feature examples of businesses that are familiar to students.
- Three of the new cases are award winners: Vodafone in Egypt, Leading Across Cultures at Michelin, and Ethical Leadership: Ratan Tata and India’s Tata Group.
- The feature box called “Under the Lens” is expanded into a total of 19 boxes that give an in-depth look at important aspects of the chapter subjects.
- Seven new opening profiles, include:
  - BMG Signs Distribution Deal with Alibaba
  - Social Media Bring Changes to Saudi Arabian Culture
  - TAG Hueur in Smartwatch Alliance with Google and Intel
- Seven new chapter-ending cases, include:
  - Foreign Companies in China Under Attack
  - Foreign Businesses Tread Carefully as Cuba Opens Up
  - An Australian Manager in an American Company
- The streamlined text maintains particular focus on global strategic positioning, entry strategies and alliances, effective cross-cultural understanding, and developing an effective global management team.
- Coverage of recent geopolitical developments and their effects on strategy is included throughout the text.
- Coverage of developments in globalization and the growing nationalist backlash is included.
- There is expanded coverage on sustainability and creating shared value.
- Coverage of management issues regarding emerging market economies like China, India, Brazil, Africa, and Russia flows throughout the text.

CONTENTS

Part 1: The Global Manager’s Environment
1. Assessing the Environment: Political, Economic, Legal, Technological
2. Managing Interdependence: Social Responsibility, Ethics, Sustainability
Comprehensive Cases
NEW! Case 1 Facebook’s Internet.org Initiative: Serving the Bottom of the Pyramid? (several countries)
Case 2 An Ethics Role-Playing Case: Stockholders versus Stakeholders (Global/Sri Lanka)

Part 2: The Cultural Context of Global Management
3. Understanding the Role of Culture
4. Communicating Across Cultures
5. Cross-Cultural Negotiation and Decision Making
Comprehensive Cases
NEW! Case 3 Vodafone in Egypt: National Crises and Their Implications for Multinational Corporations (Egypt)
NEW! Case 4 Hailing a New Era: Haier in Japan (China/Japan)

Part 3: Formulating and Implementing Strategy for International and Global Operations
6. Formulating Strategy
7. Implementing Strategy: Strategic Alliances, Small Businesses, Emerging Economy Firms
8. Organization Structure and Control Systems
Comprehensive Cases
NEW! Case 5 Alibaba versus Tencent: The Battle for China’s M-Commerce Space (China/Global)
NEW! Case 6 Business Model and Competitive Strategy of IKEA in India (India)
NEW! Case 7 Wal-Mart in Africa (Africa)
NEW! Case 8 Fiat Chrysler Automobiles N.V. (2015): From an Alliance to a Cross-Border Merger (Global)

Part 4: Global Human Resources Management
9. Staffing, Training, and Compensation for Global Operations
10. Developing a Global Management Cadre
11. Motivating and Leading
Comprehensive Cases
NEW! Case 9 Leading Across Cultures at Michelin (France/US)
NEW! Case 10 Ethical Leadership: Ratan Tata and India’s Tata Group (Global)

Integrative Section
Integrative Term Project
NEW! Integrative Case: Case 11 IKEA in Russia: Emerging Market Strategies and Ethical Dilemmas (Russia)

Glossary
Name and Subject Index.

ABOUT THE AUTHORS
Helen Deresky is a Professor of Strategic Management and International Management and Director of the International Business Program at the State University of New York, Plattsburgh.

Knowledge Management
KNOWLEDGE MANAGEMENT
Elias M. Awad
Hassan M. Ghaziri
ISBN: 9788131714034
₹ 629.00 | Pages: 480

ABOUT THE BOOK
The field of knowledge management subject matter is a subset of content taught in the Decision Support Systems course. This text is about knowledge—how to capture it, how to transfer it, how to share it, and how to manage it. The authors take students through a process-oriented examination of the topic, striking a balance between the behavioral and technical aspects of knowledge management and use it.

FEATURES
- Learning by example is evident throughout the text. Concepts, principles, or procedures that are either technical or new are followed by examples or illustrations for easy learning.
Boxed vignettes throughout each chapter are brought in from the field through journals or Web sites.
- Illustrations are incorporated where necessary for clearer understanding of the material.
- Implications for knowledge management relates chapter material to knowledge management or management decision making.
- A summary at the end of each chapter brings into focus the essence of the chapter.

CONTENTS

I. The Basics
1. Working Smarter, Not Harder
2. Understanding Knowledge
3. KM System Life Cycle

II. Knowledge Creation and Capture
4. Knowledge Creation and Architecture
5. Capturing Tacit Knowledge
6. Other Knowledge Capturing Techniques

III. Knowledge Codification and System Implementation
7. Knowledge Codification
8. System Testing and Deployment
9. Knowledge Transfer and Knowledge Sharing
10. Knowledge Transfer in the E-World

IV. KM System tools and Portals
11. Learning From Data
12. Data Mining—Knowing the Unknown
13. KM Tools and Knowledge Portals

V. Ethical, Legal, and Managerial Issues
14. Who Owns Knowledge?
15. Managing Knowledge Workers
16. Where Do We Go from Here?

ABOUT THE BOOK

What makes some businesses more successful than others? The answer: people. Organizations with motivated, talented employees that offer outstanding customer service are more likely to pull ahead of the competition. Performance Management, 3/e, is the first text to emphasize this key competitive advantage, showing students that success in today’s globalized business world can be found, not in technology and products, but in an organization’s people.

The third edition includes updated and current information, and features over 40 new cases.

FEATURES
- Show the real-life importance: Over 40 New Cases. This edition includes a total of 43 new case studies. In addition, the Instructors Manual includes approximately four more cases per chapter.
- Focus on what matters: This edition has also enhanced the discussions on topics that are becoming more important in today’s business world, including:
  - Go global: Incorporation of International Issues. In contrast to many other texts on the market, which include a separate chapter on international issues, this text integrates international issues throughout the material.

CONTENTS

Part I: Strategic And General Considerations
1. Performance Management and Reward Systems in Context
2. Performance Management Process
3. Performance Management and Strategic Planning

Part II: System Implementation
4. Defining Performance and Choosing a Measurement Approach
5. Measuring Results and Behaviors
6. Gathering Performance Information
7. Implementing a Performance Management System

Part III: Employee Development
8. Performance Management and Employee Development
9. Performance Management Skills

Part IV: Reward Systems, Legal Issues, and Team Performance Management

ABOUT THE AUTHOR

Herman Aguinis, Indiana University
FEATURES

- The text provides essential inputs to organizations to take crucial HR decisions, and also help organizations to align their business goals with the performance of the people.
- Use of case studies and examples from companies like Mono India, AutoMart, Infosys, TCS, Proctor and Gamble
- Use of opening vignettes, tables, boxes, exhibits, summary, key words, general and critical review questions for students practice.

CONTENTS

1. Introduction to Performance Management
2. Performance Planning
3. Performance Appraisal
4. Performance Management Review
5. Performance Management Systems
6. Strategic Performance Management
7. Competency-Based Performance
8. Performance-Based Compensation
9. Performance-Based Career Planning
10. Team Performance Management
11. Performance Measurements through Balanced and HR Scorecards
12. Performance Management and Mentoring
13. Performance Measurement
15. Performance Audit, Human Resource Valuation, and Accounting and Audit
16. Ethical and Legal Issues of Performance Management
17. Contemporary Issues in Performance Management

ABOUT THE AUTHORS

Dipak Bhattacharyya, Camellia Business School, Kolkata

ABOUT THE BOOK

Fundamentals of Human Resources Management supports human resources training for all students of management—not just HR managers. The text presents a wide range of HR topics within a single semester of material, and a wealth of functional examples and applications. Fundamentals is also the first text of its kind to make talent management processes a core study.

This Fourth Edition has been updated with practical personnel techniques, real company examples, and new material on business sustainability—and each chapter now touches on important recurring themes in management, including employee engagement tactics, small/global business management, employment law features, and positive employee relations.

FEATURES

- Building Your Management Skills – It features throughout the book show students and managers how to apply what they’ve learned, for example, conducting an effective employment interview, creating an actual pay scale/pay plan for a company, and disciplining an employee.
- Know Your Employment Law - The new Know Your Employment Law sections in most chapters show the practical implications of the employment laws that apply to that chapter’s topics, such as the laws relating to recruitment (Chapter 5), selection (Chapter 6), training (Chapter 7), and safety (Chapter 14).
- HR in Practice Company Illustrations - Students and instructors will find many more actual company examples in this edition.

CONTENTS

Part 1: Introduction
1. Managing Human Resources Today
2. Managing Equal Opportunity and Diversity
3. Human Resource Strategy and Analysis

Part 2: Staffing: Workforce Planning and Enforcement
4. Job Analysis and Talent Management
5. Personnel Planning and Recruiting
6. Selecting Employees

Part 3: Training and Human Resource Development
7. Training and Developing Employees
8. Performance Management and Appraisal
9. Managing Careers

Part 4: Compensation and Total Rewards
10. Developing Compensation Plans
11. Pay for Performance and Employee Benefits

Part 5: Employee and Labor Relations
12. Maintaining Positive Employee Relations
13. Labor Relations and Collective Bargaining

Part 6: Special Issues in Human Resource Management
Module A: Managing HR Globally
Module B: Managing Human Resources in Small and Entrepreneurial Firms
Appendix A: PHR and SPHR Knowledge Base
Appendix B: Comprehensive Cases

ABOUT THE AUTHORS

Gary Dessler is a Professor of Business at Florida International University’s College of Business Administration in Miami, Florida.
ABOUT THE BOOK

Human Resource Management provides students with the daily tools and skills they need to function as successful managers—in both human resources and business in general. With a practical approach, the text explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms such as LinkedIn and cloud computing. The fifteenth edition focuses on the positive impacts technology has had on the HR field. The ability to vet potential employees on the Internet shifts more HR responsibilities to managers, leaving HR departments with more time to carry out strategic, long-term endeavors for boosting employee performance and engagement. With a heavy focus on emerging industry trends, the text prepares students with everything they need to be successful managers and HR personnel in the 21st century.

FEATURES

- Trends Shaping HR features in each chapter connect students with emerging technologies, social media sources, and sciences that help HR departments vet and pursue new talent, align company and employee goals, and more.
- The Strategic Context features are integrated with chapter openers to show how actual HR managers adjusted their actions to achieve company goals, relating new skills and technologies to the real world.
- Chapters 1 and 3 introduce the concepts and techniques of human resource strategy.
- The Hotel Paris Case is a continuing case study that appears in each chapter starting with chapter 3.
- It helps students connect with strategic human resource management by showing how a hotel company’s HR director creates policies and procedures that improve employee morale, and therefore its services, to achieve business goals.
- Chapter 10: Managing Careers and Retention focuses more on career management practices and employee retention techniques than previous editions based on the addition of a new Employee Engagement Guide for Managers feature in most chapters.
- Examples, legislations, and cases relevant in the Indian context have been added throughout the book; for example, Chapter 2: Employment Laws in India and the US has been updated to include legislations important for Indian readers.

CONTENTS

Part I: Introduction
1. Introduction to Human Resource Management
2. Employment Law in India and United States
3. Human Resource Management Strategy and Analysis

Part II: Recruitment, Placement, and Talent Management
4. Job Analysis and the Talent Management process
5. Personnel Planning and Recruiting
6. Employee Testing and Selection
7. Interviewing Candidates

Part III: Training and Development
8. Training and Developing Employees
9. Performance Management and Appraisal
10. Managing Employee Retention, Engagement, and Careers

Part IV: Compensation
11. Strategic Pay Plans
12. Pay for Performance and Financial Incentives
13. Benefits and Services

Part V: Enrichment Topics in Human Resource Management
14. Ethics, Employee Relations, and Fair Treatment at Work
15. Labor Relations and Collective Bargaining
16. Employee Safety and Health
17. Managing Global Human Resources
18. Managing Human Resources in Small and Entrepreneurial Firms

APPENDICES
19. Appendix A: Comprehensive Cases
20. Appendix B: Cases in the Indian Context

ABOUT THE AUTHORS

Gary Dessler is a Professor of Business at Florida International University’s College of Business Administration in Miami, Florida.
Biju Varkkey is a professor at Indian Institute of Management, Ahmedabad.

TESTIMONIALS

This is an excellent and comprehensive volume discussing the contemporary issues and recent developments in the field of HRM. I recommend this edition to students, and all HR and line managers. The new generation of CEOs and entrepreneurs will find this to be a valuable tool to manage HR issues.

– Prof. T.V. Rao, Chairman, TVRIL and Former LandT Professor of HRD, XLRI, Jamshedpur

The book has been organized in a way to hasten the reader’s discovery process about the world of people management in a step-by-step manner, covering all angles of a topic with apt examples from practice and relevant cases from across the globe.

– Prof. Manoj Varghese, Dean, Xavier Institute of Management, Kochi

The 14th edition of Human Resource Management has been refreshed to include new topics such as performance features indicating specific steps in different aspects of HRM, use of social media in making HR an effective management intervention, and integrated strategy approaches. These additions will add value...
to the understanding of HRM in the Asian context for students, teachers, and HR managers alike.

— Jacob Mankidy, Executive Director, Mankidy Associates-Center for HR Solutions

This book has covered all chapters in an exhaustive manner, thoroughly supported by pedagogical aids like individual and group activities, exercises, summaries, and case studies. Real-time examples and cases have been incorporated to reinforce the topics discussed.

— Dr. Govind Swaroop Pathak, Professor (Organizational Behaviour and Human Resources), Department of Management Studies, Indian School of Mines, Dhanbad

The latest concepts in HRM have been included in this book along with experiential issues to broaden learning, while discussing the examples and practices to make the concepts more relevant. It is a complete textbook for students and a great aid for the faculty.

— Dr. Rupashree Baral, Assistant Professor, (HR and OB) Department of Management Studies, IIT Madras

The book is an excellent resource for students and managers to gain a thorough understanding of the HRM tools and techniques to improve productivity, performance, and profitability in organizations. In the era of modern business, inclusion of cutting-edge topics related to technology, diversity, and talent management will aid in the management of a globally competitive organization and its human capital assets.

— Prof. Nagarajan Ramamoorthy, Professor of Management, University of Houston-Victoria, Texas, USA

### CONTENTS

1. Introduction to Human Resource Management
3. The Evolution and Environment of Human Resource Management

**Part II: HR Procurement**
4. Job Analysis and Design
5. Human Resource Planning
6. Recruitment
7. Selection
8. Orientation, Socialization and Placement

**Part III: Human Resource Development**
9. Career Planning and Guidance
10. Employee Training
11. Management Development
12. Organizational Development

**Part IV: HR Evaluation and Compensation**
13. Performance Evaluation and Job Evaluation
14. Compensation Administration
15. Incentives and Benefits

**Part V: HR Maintenance and Motivation**
16. Employee Well-Being
17. Employee Welfare and Social Security
18. Workers’ Participation and Empowerment
19. Job Rotations

**Part VI: HR Integration**
20. Industrial Relations
21. Discipline and Disciplinary Action
22. Employee Grievances
23. Industrial Disputes and Collective Bargaining
24. Trade Unions

**Part VII: HR Control**
25. Human Resources Audit
26. The Human Resource Information System (HRIS)
27. Human Resources Accounting

**Part VIII: HR Special Topics**
29. International Human Resource Management
ABOUT THE AUTHOR
Pravin Durai is Associate Professor of Commerce at St. Joseph’s College, Tiruchirappalli (autonomous).

ABOUT THE BOOK
Human Resource Management, 14e, addresses the study of HR in a realistic, practical, and stimulating manner. Examples of how HR management is practiced in the real world and the relationship between various HR topics are interwoven throughout the text, giving students a thorough introduction to the field based on sound theoretical concepts and practice.

The Fourteenth Edition reveals HR’s strategic importance to management and the overall health of an organization. The text also addresses the ongoing shrinkage of internal HR departments as many companies shift towards HR outsourcing, HR shared service centers, and professional employer organizations. Students should walk away with an appreciation for how the HR profession continues to shed its administrative image and while focusing on mission-oriented activities.

FEATURES
- Expanded discussions of the HR profession and HR as a strategic business partner are included. A competency model for the work HR professionals perform has been added as well as a brief introduction to human capital, or the idea that employees are assets.
- Several new examples are added throughout the chapter that put corporate social responsibility and corporate sustainability practices in context.
- The introduction compares and contrasts equal employment opportunity (EEO) and workforce diversity.
- A new section on competencies and competency modeling has been added given the increased use along with or instead of traditional job analysis.

CONTENTS
Part I: Setting the Stage
1. Human Resource Management: An Overview
2. Business Ethics and Corporate Social Responsibility

Part II: Staffing
4. Strategic Planning, Human Resource Planning, and Job Analysis
5. Recruitment
6. Selection

Part III: Performance Management and Training
7. Performance Management and Appraisal
8. Training and Development

Part IV: Compensation
9. Direct Financial Compensation (Core Compensation)
10. Indirect Financial Compensation (Employee Benefits)

Part V: Labor Relations, Employee Relations, Safety, and Health
11. Labor Unions and Collective Bargaining
12. Internal Employee Relations
13. Employee Safety, Health, and Wellness

Part VI: Operating in a Global Environment

ABOUT THE AUTHOR
R. Wayne Dean Mondy, Retired, McNeese State University
Joseph J. Martocchio, University of Illinois at Urbana-Champaign
6. Cross border mergers and acquisitions
7. IHRM and developing countries
8. International Recruitment and selection
9. International Reward systems
10. Knowledge management and IHRM
11. International employee representation
12. International Corporate Social Responsibility and employee relations
13. Conclusion—the future of IHRM

ABOUT THE AUTHORS
Tony Edwards is a Senior Lecturer in International Human Resource Management at King’s College London.
Chris Rees is a Reader in Organisation Studies in the School of Human Resource Management at Kingston University.

ABOUT THE BOOK
Managing Human Resources, 8/e, gives all future managers a business understanding of human resource management skills. The “nonfunctional” HR approach used in this text makes human resources relevant to anyone who has to deal with HR issues in the workplace, including those who do not hold the title of manager. The current edition is updated to include new introductory vignettes, new case studies, and a focus on emerging trends in HR.

FEATURES
- New, substantially revised, or updated introductory vignettes and end-of-chapter cases
- New coverage of the special human resource issues concerning social responsibility and ethics as well as technology and social media
- Updated coverage of how firms respond to dynamic changes in their strategy as a result of environmental jolts, and the important role that human resource management plays in this process
- Updated coverage of the legal environment of HR such as the changing legal requirements for companies to provide health insurance to employees and emerging regulations that attempt to balance employee and employer rights to engage in religious practices in the workplace

ABOUT THE AUTHORS
Luis R. Gomez-Mejia, Ray and Milann Siegfried Professor of Management, University of Notre Dame
David B. Balkin Professor of Management, Leeds School of Business, University of Colorado
Robert L. Cardy, Professor and Chair, Department of Management, University of Texas, San Antonio

CONTENTS
Part I: Introduction
1. Meeting Present and Emerging Strategic Human Resource Challenges

Part II: The Contexts of Human Resource Management
2. Managing Work Flows and Conducting Job Analysis
3. Understanding Equal Opportunity and the Legal Environment
4. Managing Diversity

Part III: Staffing
5. Recruiting and Selecting Employees
6. Managing Employee Separations, Downsizing, and Outplacement

Part IV: Employee Development
7. Appraising and Managing Performance
8. Training the Workforce
9. Developing Careers

Part V: Compensation
10. Managing Compensation
11. Rewarding Performance
12. Designing and Administering Benefits

Part VI: Governance
13. Developing Employee Relations
14. Respecting Employee Rights and Managing Discipline
15. Working with Organized Labor
16. Managing Workplace Safety and Health
17. International HRM Challenge

ABOUT THE AUTHORS
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Robert L. Cardy, Professor and Chair, Department of Management, University of Texas, San Antonio

STRATEGIC HUMAN RESOURCE MANAGEMENT: A GENERAL MANAGERIAL APPROACH, 2/e
Charles R. Greer

ABOUT THE BOOK
Praised by adapters for its relevancy to managers, the new second edition deals with the interaction between strategy and human resources, as approached from a general managerial perspective. This approach is demonstrated in the book’s extensive examples of applications of strategic human resource management in specific companies.
FEATURES

■ An investment orientation toward human resources
■ A conceptual framework comprised of a mission statement and nine components corresponding to individual chapters that draw from the principles of human capital theory, strategic management, strategic planning, environmental analysis, human resource planning, strategy implementation, and principles of evaluation
■ Discussions of strategy formulation, human resource planning, strategy implementation, the performance impact of human resource practices, and human resource evaluation
■ Numerous examples of human resource practices are provided throughout the book, which often involve companies that are exemplary in some aspect of strategic human resource management

CONTENTS

1. An Investment Perspective of Human Resources
2. The Human Resource Environment
3. The Human Resource Legal Environment
4. Strategy Formulation
5. Human Resource Planning
7. Strategy Implementation: Reward and Development Systems
8. The Performance Impact of Human Resource Practices

ABOUT THE AUTHOR

Charles R. Greer, Texas Christian University

ABOUT THE BOOK

Understanding and Managing Diversity: Readings, Cases and Exercises, 5/e, uses applications to clarify the complexity of a diverse workforce, and explains how it can be used as an organizational asset. This text also provides students with a wide range of expertise—from the perspective of experienced interdisciplinary instructors (business, psychology, economics, theology, law, politics, history, etc.) to practitioners (diversity trainers, corporate managers, etc.).

This edition has been substantially updated to reflect the changing diversity issues in today’s workplace, including 18 new and 15 revised articles/cases/exercises.

FEATURES

■ Presentation of information in a logical succession: The progression of material has been changed in this edition to help students learn in a way that is accessible to them.
■ Section I shows students how to understand who they are and how it affects their perceptions and stereotypes.
■ Section II and III explain how members of these social identity groups experience the workplace in terms of primary diversity.
■ Section IV shows how the secondary and more changeable aspects of diversity can impact individuals and organizations.
■ Section V provides information on the ethical, legal, and economic challenges that diversity brings to organizations.
■ New and timely diversity topics have been added, including:
  ▪ Racial identity
  ▪ Work-life balance
  ▪ Military veterans
  ▪ Diversity leadership
  ▪ Corporate philanthropy
  ▪ Workplace communication
  ▪ Marketing to diverse consumers
  ▪ Training
  ▪ Diversity awards
  ▪ A new Best Practices feature provides examples of successful innovations—intended to stimulate creative thinking about managing diversity.
  ▪ This edition features 18 new and 15 revised articles/cases/exercises. Examples include
    ▪ Coca-Cola
    ▪ Cracker Barrel
    ▪ Fairfax
    ▪ Air Force Academy
■ New exercises that cover topics such as:
  ▪ Attribution
  ▪ Age
  ▪ Intercultural communication
  ▪ Sexual harassment
  ▪ Legal issues

CONTENTS

Section I: Understanding Individual Perspectives of Diversity
1. DIVERSITY! -Jeanne Aurelio and Christopher Laib
2. Understanding Attribution Theory by Using Visual Literacy -Carol P. Harvey
3. I AM…-M. June Allard
4. Diversity Awareness Quiz -Paul C. Gorski
5. Thriving in a Multicultural Classroom -Michelle R. Dunlap
6. Body Ritual Among the Nacirema-Horace Miner
8. White Privilege and Male Privilege: A Personal Account of Coming to See Correspondences through Work in Women’s Studies -Peggy McIntosh
9. The Emotional Connection of Distinguishing Differences and Conflict -Carole G. Parker
10. The Best of the Best -R. Roosevelt Thomas, Jr.
Section II: Understanding Primary Aspects of Diversity: Race and Ethnicity
13. World View of Cultural Diversity - Thomas Sowell
14. We Have an African American President: How Could Racism Still be a Major Problem? - Joyce McNickles
15. To Be Asian in America - Angela Johnson Meadows
16. Inventing Hispanics: A Diverse Minority Resists Being Labeled - Amitai Etzioni
17. Immigration: Cultural Transmission Today - M. June Allard
18. Negotiating: The Top Ten Ways that Culture Can Effect Your Negotiation - Jeswald W. Salacuse
19. Global Call Center Exercise: Learning to Negotiate - Carol P. Harvey
20. The Coca-Cola Company: Then and Now - Carol P. Harvey
21. Being an Only - Carol P. Harvey

Section III: Understanding Primary Diversity: Gender, Sexual Orientation, Age, and Physical Challenge
22. Women in Leadership Positions: Why Aren’t They There Yet? - Carol P. Harvey and Deborah L. Larsen
23. The Paradox of Male Privilege - Steven D. Farough
25. Generational Diversity in the Workplace - Diane M. Holtzman, Evonne J. Kroger, and Charles D. Srock
26. How Old Should You Be to Drive a Bus? Exploring Ageism - Sharon P. McKechnie
27. Musical Chairs - M. June Allard
28. The Best Buy Case: Committed to the Inclusion of People with Disabilities - David P. Harvey
29. Sexual Harassment - Carol Harvey
30. The Cracker Barrel Restaurants - John Howard

Section IV: Understanding Secondary Aspects of Diversity, Social Class, Religion, Appearance, and Military Experience
32. Does Social Class Make a Difference? - Carol P. Harvey
34. Appearance and Weight Inclusion Issues in the Workplace - M. June Allard
35. Military Veterans - Carol P. Harvey
36. Choosing the Board - M. June Allard
37. Fairfax Metropolitan Hospital - M. June Allard

Section V: Managing Diversity: Ethical, Legal, Communication, and Marketing Issues
38. The Ethics of Workplace Diversity - Jeanne McNett
39. Ethics and Diversity: Legal Applications in the Workplace - M. June Allard
40. How Canada Promotes Workplace Diversity - Marc S. Mentzer
41. Media Messages: The Shaping of Culture - M. June Allard
42. Improving Communication in Today’s Diverse Workplace - Gina Colavecchio and Carol P. Harvey
44. The Bar Exam - M. June Allard
45. The UBS Diversity Case - Arlene O. Dewitt

Section VI: Managing Organizational Change and Diversity
46. Leadership, Employee Resource Groups, and Social Responsibility: What Organizations Can Do to Manage Diversity - Carol P. Harvey
47. Work-Life Balance Issues: Changing When and How the Work Gets Done - Carol P. Harvey
48. Diversity Training: Ideological Frameworks and Social Justice Implications - Patti DeRosa
49. The Diversity Awards: What Do They Mean? - M. June Allard
50. Evaluating Diversity Management: Conducting a Diversity Audit - Carol P. Harvey
51. The U.S. Air Force Academy Case - Egidio A. Diodati

About the Authors
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Compensation Management in a Knowledge-Based World, 10/e
Richard I. Henderson
ISBN: 9788131711101

ABOUT THE BOOK
As the leading text in its field, Compensation Management in a Knowledge-Based World, 10/e, offers a practical exploration of the systems, methods, and procedures involved in establishing and administering a compensation system within any organization.

Contents
I. Macroeconomic Compensation Concepts
1. Compensation in a Knowledge-based Global Economy
2. The Reward System: Compensation and Non-compensation
3. Dimensions
4. The World of Pay and Compensation
5. Organizational Structure: Strategic and Tactical Compensation Issues
6. Legislation and Compensation
II. Microeconomic Compensation Concepts
7. Job Analysis
8. Job Description
9. Job Evaluation
10. A Point-Factor Method of Job Evaluation
11. Surveying Market Pay and Compensation Practices
12. Designing a Base Pay Structure
13. Team-Based Pay in a Knowledge-Based World

III. Micro- and Macroeconomic Compensation Concepts
14. Measuring and Paying for Performance
15. Short-Term Incentives
16. Long-Term Incentives and Wealth Building
17. Executive and International Compensation
18. Benefits and Services
19. Pay Delivery Administration

CONTENTS

Part 1: Setting the Stage for Strategic Compensation
2. Contextual Influences on Compensation Practice

Part 2: Bases for Pay
3. Seniority Pay and Merit Pay
4. Incentive Pay
5. Person-Focused Pay

Part 3: Designing Compensation Systems
6. Building Internally Consistent Compensation Systems
7. Market-Competitive Compensation Systems
8. Building Pay Structures that Recognize Employee Contributions

Part 4: Employee Benefits
9. Discretionary Benefits
10. Legally-Required Benefits

Part 5: Contemporary Strategic Compensation Challenges
11. Compensating Executives
12. Compensating the Flexible Workforce

Part 6: Compensation Around the World
13. Compensating Expatriates
14. Pay and Benefits outside the United States

Epilogue
15. Challenges Facing Compensation Professionals

ABOUT THE BOOK
Strategic Compensation: A Human Resource Management Approach demonstrates the art and science of compensation practice and its role in a company’s competitive advantage. Through focused activities and supporting course material, students build a solid foundation to become proficient compensation professionals. The Ninth Edition focuses on the context of compensation practice, the criteria used to compensate employees, compensation system design issues, employee benefits, the challenges of compensating key strategic employee groups, and pay and benefits around the world, preparing readers to assume the roles of successful compensation professionals.

FEATURES
- Retirement plan and health care plan material has been revised and streamlined
- Company examples, including Apple Computer, Boeing, Uber, and Wyeth Pharmaceuticals, appear throughout the book, bringing discussions of compensation practices to life.
- A Compensation in Action section provides an insider’s perspective on compensation management at the end of every chapter. It offers clear and functional information that illustrates how line managers, employees, and compensation professionals interact to put compensation concepts into practice.
- Brief end-of-chapter cases highlight real-world compensation issues in this text and are accompanied by questions to facilitate class discussion or to be used as homework assignments.
- An expanded chapter summary is organized by learning objectives.

ABOUT THE AUTHORS
Joseph J. Martocchio is a professor of School of Labor & Employment Relations at the University of Illinois.

ABOUT THE BOOK
The book discusses in detail the concepts starting from Strategic Human Resource Acquisition to the development and retention of these assets. The book explores how the traditional theories and practices of Human Resource management are responding to emerging technological and organizational realities and touches upon the novel concepts in the field of HR like Work place analytics, HR Outsourcing, High Performing Work Systems.
FEATURES

- Rich pedagogical features include chapter objectives, chapter-opening case studies, real-world examples, summary, review questions, skill-development exercises, and chapter-ending cases.

- Skill-development exercises such as student assignments appear at the end of each chapter and allow readers to participate in a real-life situation and apply learning from the chapter.

- Industry and Research Insights to help student understand the real-time market environment

- Comprehensive case study at the end of the book to visualize the whole of Strategic Human Resource Management

- Interviews of HR professionals, primarily from Indian companies.

- Online resources Instructor resources are uploaded for the ease of class room discussions

CONTENTS

1. Strategic Human Resource Management–An Overview
2. An Investment Perspective of SHRM
3. The Human Resource Environment
4. Formulating Strategy: Aligning HR Strategy to the Organisational Strategy
5. Work Force Planning
6. Implementation of Strategy: Hiring to Firing
7. High Performance Work Systems
8. HR Metrics
9. HR Outsourcing
10. Strategic Alliance: Role of HR
11. HR Branding

ABOUT THE AUTHORS

Ekta Sharma is a UGC fellow in 2003 and an academician hence, Ekta Sharma has been engaged in post-graduate teaching and research activities. She earned her doctorate from the University of Rajasthan in 2005. She has work experience of over 15 years and is currently Assistant Professor at Amrut Mody School of Management, Ahmedabad University.

ABOUT THE BOOK

Strategic Staffing, 3/e, prepares all current and future managers to take a strategic and modern approach to the identification, attraction, ion, deployment, and retention of talent. Grounded in research but full of real-world examples, this text describes how organizations can develop a staffing strategy that reinforces business strategy, leverages staffing technology, and evaluates and improves staffing systems.

This edition includes new and relevant topics on staffing that students will be able to immediately apply in their future career.

FEATURES

- Replacement of most chapter opening vignettes with new ones on companies including Facebook, MITRE, and McAfee.

- Expanded discussion of global issues in staffing throughout the book.

- Revision of the “The Legal Context” chapter (Chapter 3) to address current changes in legislation and court decisions including pay discrimination, EEOC claims, and the Genetic Information Nondiscrimination Act and an expanded discussion of the use of concentration statistics in establishing adverse impact.

CONTENTS

1. Strategic Staffing
2. Business and Staffing Strategies
3. The Legal Context
4. Strategic Job Analysis and Competency Modeling
5. Forecasting and Planning
6. Sourcing: Identifying Recruits
7. Recruiting
8. Measurement
9. Assessing External Candidates
10. Assessing Internal Candidates
11. Choosing and Hiring Candidates
12. Managing Workforce Flow
13. Staffing System Evaluation and Technology

ABOUT THE AUTHORS

Jean M. Phillips, Rutgers University
Stan M. Gully, Pennsylvania State University

ABOUT THE BOOK

The introduction of the new economic policy in 1991 had a significant bearing on industrial relations. Coupled with liberalization, these policies changed the way industries functioned in India. It forced the government, employers and trade unions to align themselves to new realities. There is an
ongoing transition in industrial relations on the global scale as well. The focus is gradually shifting from traditional industrial relations, characterized by conflict resolution, to employee relations management, characterized by collaborative partnerships between the employers and the employees. Employee Relations Management focuses on this ongoing transition from industrial relations to employee relations. It introduces readers to the fundamental concepts and relevant pieces of legislation against the backdrop of globalization and the new economic policy.

FEATURES
- The book focuses on the ongoing paradigm shift from traditional industrial relations, characterized by conflict resolution, to employee relations management, defined by a collaborative partnership between employers and employees.
- It includes four unique chapters on the shift from industrial relations to employee relations, the implementation of employee relations management, negotiation skills and soft skills.
- The book incorporates many pedagogical elements such as opening vignettes, margin definitions, margin snippets, key terms and chapter summaries.
- Each chapter includes ‘For Class Discussion’ boxes that pose thought-provoking questions, illustrate the application of concepts and laws to difficult workplace situations.
- There are review questions topics for debate and questions for critical thinking at the end of each chapter.

CONTENTS
Part I: Context
1. Industrial Relations: Evolution and Growth
2. Industrial Relations in India
3. Industrial Relations in Major Industrialized Economies: A Comparative Study
4. The Changing Characteristics of Industry and Workforce in India
5. Trade Unionism and Trade Unions
6. Trade Unions in India

Part II: Paradigm Shift
7. From Industrial Relations to Employee Relations
8. Employee Relations Management at Work

Part III: Legislations and Administration
10. Social Security Legislations
11. Wage Legislation
12. Industrial Relations: Institutional Framework for the Prevention and
13. Settlement of Industrial Disputes
14. Industrial Conflict: Settlement Machinery
15. Industrial Disputes: Institutional Framework and Preventive Measures
16. Wage Determination, Wage Administration and Employee Relations

Part IV: Skills
17. Negotiation Essentials for Employee Relations
18. Soft Skills for Employee Relations

ABOUT THE AUTHORS
P. N. Singh has worked with SAIL for over 25 years. Currently, he is teaching at the Army Institute of Management, Noida.
Neeraj Kumar, is currently an associate professor in the area of organizational behaviour and human resources at FORE School of Management.

INDUSTRIAL RELATIONS, TRADE UNIONS, AND LABOUR LEGISLATION, 3e
P.R.N.Sinha
Indu Bala Sinha
Seema Priyadarshini Shekhar

ABOUT THE BOOK
Industrial Relations, Trade Unions and Labour Legislation is a textbook designed for readers studying industrial relations, trade unionism and labour legislation at postgraduate and graduate levels in disciplines such as labour and social welfare, personnel management and industrial relations, MBA with specialization in PMIR or HRM, social work, economics, commerce, sociology, and law. It also covers substantial portions of the syllabi of the subjects of various competitive examinations. This book might also interest industrial organizations and functionaries in governmental and other services.

FEATURES
- Incorporation of up-to-date data and information from authentic sources
- Inclusion of detailed sections, in appropriate chapters, on: theories of labour movement, composition of Indian labour force, measures for strengthening trade union movement in India, approaches to industrial relations and selected industrial relation models, theories of collective bargaining, etc.
- Addition of updated charts, graphs and diagrams for facilitating quick grasp of the issues
- Insertion of images of important leaders, situations and artefacts for visual association of information studied

CONTENTS
1. Trade Unionism
2. Structure And Government Of Trade Unions
3. The Trade Union Movement In Great Britain
4. Trade Union Movement In India Upto 1949
5. Trade Union Movement In India: 1950 Onwards
6. Size And Finance Of Indian Trade Unions
7. Structure And Government Of Indian Trade Unions
8. Indian Trade Unions, Political Parties And Problems Of Leadership
9. Trade Union Rivalry And Recognition
10. Industrial Relations—Main Aspects, Models And Developments
11. Industrial Disputes And Strikes
12. Methods Of Settling Industrial Disputes
13. Collective Bargaining And Grievance Procedure
14. Labour-Management Cooperation/Workers’ Participation In Management
15. Principles Of Labour Legislation
16. Factory Legislation
17. Payment Of Wages Legislation
18. Minimum Wage Legislation
19. Equal Remuneration Legislation
20. Trade Union Legislation
21. Legislation Concerning Settlement Of Industrial Disputes
22. Industrial Employment (Standing Orders) Legislation And Problem Of Discipline In Industry
23. Evolution And Growth Of Social Security Legislation In India
24. Workmen’s Compensation Legislation
25. Maternity Benefit Legislation
26. Employees’ State Insurance Act, 1948
27. Provident Fund Legislation
28. Payment Of Gratuity Act, 1972
29. Child Labour (Prohibition And Regulation) Act, 1986
30. Shops And Establishments Acts
31. Labour Administration
32. International Labour Organization
33. Labour Policy In Five-Year Plans and Niti Aayog

ABOUT THE AUTHOR
P.R.N. Sinha is former University Professor and Head, Department of Labour and Social Welfare and Dean, Faculty of Social Sciences, Patna University.

Leadership

LEADERSHIP AND MANAGEMENT DEVELOPMENT: DEVELOPING TOMORROW’S MANAGERS
Kavin Dalton

ABOUT THE BOOK
Leadership and management development: Developing Tomorrow’s Managers contributes directly to improving performance and productivity. What makes a good leader or manager, and how can these qualities be assessed, developed and nurtured? This exciting new textbook offers students an academically rigorous yet readable introduction to leadership and management development.

Offering a thoughtful and well-structured approach, Leadership and management development: Developing Tomorrow’s Managers blends critical analysis with practical illustrations. It presents ideas in an elegant way with examples to enable the reader to see the practical value of the concepts it explores.

FEATURES
- A clear outline of learning aims and objectives at the beginning of each chapter
- A range of real-life examples and case studies illustrate the theories of leadership and management development, drawn from a range of different organisations such as health authorities, telecoms companies, retail chains and banks
- Review questions at the end of each chapter to consolidate learning
- Suggestions for further reading, including relevant web links

CONTENTS
1. Introduction: The Nature of Leadership
2. Nature of Managerial Work
3. Effective Leadership Behaviour
4. Participative Leadership and Empowerment
5. Leading Change and Innovation
6. Leadership Traits and Skills
7. Contingency Theories and Adaptive Leadership
8. Power and Influence Tactics
9. Dyadic Relations and Followers
10. Leadership in Teams and Decision Groups
11. Strategic Leadership in Organizations
12. Charismatic and Transformational Leadership
13. Ethical, Servant, Spiritual, and Authentic Leadership
14. Cross-Cultural Leadership and Diversity
15. Developing Leadership Skills
16. Overview and Integration

ABOUT THE AUTHOR
Kavin Dalton is a lecturer in the Human Resource Management department at Westminster Business School.

LEADERSHIP IN ORGANIZATIONS, 8/e
Gary Yukl

ABOUT THE BOOK
Gary Yukl’s Leadership in Organization explores what makes an effective leader. This textbook provides a balance of theory...
and practice as it surveys the major theories and research on leadership and managerial effectiveness in formal organizations. This book will be helpful for students pursuing MBA and entry-level executives.

FEATURES

- Provides a balance: Theory and Practice. Theory and practice are cohesively blended in every chapter, presenting the information in a way that will be valued by students, academics, and practitioners.
- Presents a way to check understanding: Chapter-Ending Cases. One or two short cases of real organizations are provided in every chapter. These cases are designed to help readers gain a better understanding of the theories, concepts, and guidelines presented in the chapter by using real-world examples.
- Shows the practical applications: Guidelines. These guidelines show practitioners how leadership theories and research can be used to improve the practice of management.
- New and Updated Material: Chapters have been revised and reorganized for clarity. New examples have been added on effective and ineffective leadership in Chapters 4, 6, 11, 13, and 14.
- Contextualizes the Content: Indian Examples and Cases. Various examples like numerous instances of leadership as exhibited by the employees of Taj Mahal Palace Hotel during the terrorist attacks in Mumbai, trends in leadership in the e-commerce space in India, a contextualized case of Abilene Paradox, etc. have been included in the book.

CONTENTS

1. Introduction
2. Managerial Work
3. Effective Leadership Behavior
4. Participative Leadership and Empowerment
5. Leading Change and Innovation
6. Leadership Traits and Skills
7. Contingency Theories and Adaptive Leadership
8. Power and Influence Tactics
9. Dyadic Relations and Followers
10. Leadership in Groups and Teams
11. Strategic Leadership in Organizations
12. Charismatic and Transformational Leadership
13. Ethical, Servant, Spiritual, and Authentic Leadership
14. Cross-cultural Leadership and Diversity
15. Developing Leadership Skills
16. Overview and Integration

ABOUT THE AUTHOR

Gary Yukl received his Ph.D in Industrial-Organization Psychology from the University of California at Berkeley. He is a Professor of Management at UAlbany.

THE ART AND SCIENCE OF LEADERSHIP, 7/e

Afsaneh Nahavandi

ISBN: 9789352866205

519.00 | Pages: 416

ABOUT THE BOOK

Nahavandi’s text has an application emphasis with a cross-cultural perspective on leadership. This program will provide a better teaching and learning experience—for you and your students. Here’s how:

- Encourage Students to Apply Theory to Their Own Development: Strong theoretical coverage and cutting-edge research is presented.
- Cross Cultural Focus: A cross-cultural, racial, and gender-based analyses of leadership is presented.
- Keep your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text.

FEATURES

Encourage Students to Apply Theory to Their Own Development

- Application Focus: Along with strong theoretical coverage and introduction of cutting-edge research, this book continues to be application focused and encourages students to apply the theory to their own development and into their current organizations.
- NEW: All of the chapters now include Leadership Question and What Do You Do? pedagogical features that encourage active learning.
- Each chapter starts with a “The Leadership Question” that focuses the student on the theoretical or practical issues covered in the chapter. The question is specifically addressed at some point in the chapter in “The Leadership Question—Revisited” segment.
- Each chapter includes a “What Do You Do?” feature that presents a brief action-oriented scenario to help students connect the material with hands-on applications.

Cross Cultural Focus

- Cross-Cultural Focus: One of the goals for this text is to include cross-cultural, racial, and gender-based analyses of leadership as a major part of the discourse about leadership effectiveness. The changing demographics within the United States and the globalization of the world economy make such analysis essential.

CONTENTS

Part I Building Blocks

1. Definition and Significance of Leadership
2. The Global and Cultural Contexts
In the foundations of modern leadership, individual differences and traits, power, contemporary concepts, including the current era in leadership: inspiration and connection to followers, and other leadership perspectives: upper echelon and leadership of nonprofits. Part II: Contemporary Concepts focuses on leadership in the current era, inspiration, and connection to followers. Part III: Leading delves into leadership teams, change, and developing leaders.

ABOUT THE AUTHOR
Afsaneh Nahavandi, Arizona State University, West

ABOUT THE BOOK
A brand new text in cross-cultural management which presents the key themes and issues in managing people and organisations across national and cultural boundaries. The book offers a selective but broad view of current thinking on culture linked to management, organisation and communication. It also encourages the reader to apply theories and ideas to practice – and to relate them to their own experience – through various examples and mini-cases from the business world, and a range of practical activities. The book has been written for undergraduate and postgraduate students studying cross-cultural and international management as part of specialist international business programmes, or generic business-related qualifications.

FEATURES
- A clear 3-part structure focusing on culture and management, organisation and communication
- Cross-Cultural Concepts contain key ideas from leading theorists, thinkers and practitioners
- Activities, including case studies, discussion and dilemmas, enable the reader to reflect internally and interact externally to apply theory to practice

CONTENTS
Part I: Culture and Management
1. Determinants of Culture
2. Dimensions of Culture in Business
3. Western Business Cultures
4. Business Cultures in the East
5. Cultural Dimensions and Dilemmas
6. Cultures and Styles of Management

Part II: Culture and Organisations
7. Culture and Corporate Structures
8. Culture and Leadership
9. Culture and Strategy
10. Cultural Changes in Organisations
11. Culture and Marketing
12. Cultural Diversity in Organisations

Part III: Culture and Communication
13. Business Communication across Cultures
14. Barriers to Intercultural Communication
15. Negotiating Internationally
16. Working with International Teams
17. Conflicts and Cultural Differences
18. Developing Intercultural Relationships

ABOUT THE AUTHORS
Marie-Joelle Browaeys is Assistant Professor of Cross-Cultural Management at the Center for Marketing and Supply Chain Management. Roger Price is Associate Professor at the Center for Leadership and Personal Development. Both authors work at Nyenrode University (Nyenrode Business Universiteit), The Netherlands.

PRINCIPLES OF MANAGEMENT: TEXT AND CASES
Dipak Kumar Bhattacharyya

ABOUT THE BOOK
Principles of Management: Text and Cases introduces students to the fundamentals of management through a balanced blend of theory and practice. The opening vignettes and cases depict
real-world situations and problems that managers face while highlighting the management practices of successful Indian and foreign companies. Samples of a leave policy, a strategy and action plan for human resource management, an application blank, and a code of ethics are appended to a few chapters to further illustrate the way organizations function. In addition to the concepts, the book also delves into the various academic perspectives that have evolved over time to provide the readers an integrated view of different approaches to management.

FEATURES

- Two unique topics: Explores the role of negotiations in business communication and the need for capability development within organizations to ensure sustained growth
- Learning tools: Uses several tools such as learning objectives, opening vignettes, figures, tables, key terms, chapter summaries, review questions, and critical thinking questions to help students grasp concepts
- India-centric case studies: Features closing cases depicting real-life situations and successful managerial practices in organizations to foster a hands-on learning approach
- The teaching and learning package: Includes PowerPoint lecture slides and an instructor’s manual for instructors, and an online question bank along with bonus material on managerial skill-development techniques and methodologies of management research for students (available at www.dipakkumarbhattacharyya).

CONTENTS

1. Introduction to Management
2. Organizational Planning
3. Organizing
4. Staffing in Organizations
5. Directing Through Motivation
6. Directing Through Leadership
7. Introduction to Control
8. Coordination in Organizations
9. Organizational Forms
10. Business Environment and Social Responsibility
11. Ethics and Values in Organizations
12. Communication and Negotiation in Organizations
13. Organizational Systems, Structure, and Design
14. Technology Management in Organizations
15. Globalization and Business Organizations
16. Organizational Culture
17. Managing Conflict and Stress in Organizations
18. Individual Behaviour and its Characteristics
19. Managing People in Groups
20. Capability Development, Innovation, and Creativity

ABOUT THE AUTHOR

Dipak Kumar Bhattacharyya is currently a professor of organizational behaviour and human resource management at the Xavier School of Management, Bhubaneswar.
Part 5 Influencing
12. Influencing and Communication
13. Leadership
14. Motivation
15. Groups and Teams
16. Managing Organization Culture

Part 6 Controlling
17. Controlling, Information, and Technology
18. Production and Control

ABOUT THE AUTHORS
Samuel C. Certo, Steinmetz Professor of Management, Roy E. Crummer Graduate School of Business Rollins, College
S. Trevis Certo, Jerry and Mary Anne Chapman Professor of Business, W. P. Carey School of Business, Arizona State University

ABOUT THE BOOK
The Second edition of Principles of Management uses contemporary, real-world examples and the latest pedagogical tools to showcase, how management concepts and practices can be utilized to achieve personal and business excellence. This edition is organized around the four main traditional functions of management—planning, organizing, controlling and leading—this book includes current thinking and practice on the most important issues facing management, managers and employees with a special focus on examples from India.

FEATURES
- Chapter objectives: The learning objectives outline the main learning goals of each chapter.
- Chapter-opening vignettes: Examples from the lives of inspirational Indian managers are used to illustrate complex management concepts.
- Real-world examples: Boxes highlight the unique management practices of Indian companies and provide students with real-world applications and perspectives.
- Summary: The summary at the end of each chapter recapitulates the key topics discussed in the chapter.
- Review questions: Review questions at the end of each chapter help students gauge their understanding of the concepts in the chapter.
- Case study: A detailed case study along with discussion questions at the end of each chapter replicates real-life situations faced by managers and enables readers to correlate theoretical topics to actual practice.

CONTENTS
Part I: Management—A Conceptual Framework
1. Introduction to Management
2. The Evolution and the Environment of Management
3. Social Responsibilities of Managers

Part II: Planning, Decision Making and Forecasting
4. Planning
5. Decision Making
6. Forecasting

Part III: Organizing
7. Organizational Structure
8. Authority, Responsibility and Accountability

Part IV: Staffing

Part V: Directing
11. Directing
12. Managerial Communication
13. Leadership
14. Motivation and Morale
15. Teams and Teamwork

Part VI: Controlling and Coordination
16. Controlling
17. Coordination

Part VII: Emerging Topics
18. Change Management
19. International Management

ABOUT THE AUTHOR
Pravin Durai is the dean of School of Management Studies at St. Joseph’s College (Autonomous), Tiruchirappalli, and has more than twenty five years of experience in teaching and research. He is also a visiting faculty at the Southern India Regional Council of the Institute of Chartered Accountants of India (ICAI), Tiruchirappalli. He is a member of academic councils and board of studies of various universities and autonomous colleges.

NEGOTIATION AND DISPUTE RESOLUTION
Beverly DeMarr
Suzanne De Janasz

ABOUT THE BOOK
Complete and broad in coverage, this book addresses negotiations and dispute resolution in a wide variety of settings. Because skill development is an important part of becoming a masterful negotiator, concepts are augmented
with numerous exercises, activities, role plays, and self-assessments. By combining theoretical foundations with experiential exercises, the book helps students develop their ability to negotiate and resolve conflicts in both personal and professional settings.

FEATURES
Combines theoretical foundations and experiential exercises in a single volume.
- Saves the faculty time and helps contain costs for students.

Covers negotiation and dispute resolution in a single volume.
- Highlights the relationship between negotiating and resolving disputes.
- Explores how disputes can be resolved via negotiation and how negotiations may result in disputes.

CONTENTS
Part One: Foundations of Negotiation and Dispute Resolution
1. Introduction
2. The Language of Negotiation

Part Two: Negotiation Processes
3. Distributive Negotiations
4. Integrative Negotiations
5. Conflict and Dispute Resolution

Part Three: Interpersonal/Contextual Characteristics
6. Understanding Yourself and How that Impacts Negotiation
7. Communication in Negotiation
8. The Role and Importance of Persuasion in Negotiation
9. The Nature of the Relationship in Negotiating and Resolving Disputes
10. International Negotiations
11. Team and Multi-Party Negotiations

Part Four: Negotiation and Dispute Resolution Applications
12. Negotiating in the Workplace
13. Negotiating the Purchase or Sale of an Automobile
14. Real Estate Negotiations: Commercial and Residential
15. Negotiating Your Future

Appendices:
Appendix A: Negotiating with Organized Labor
Appendix B: Resumes and Cover Letters

ABOUT THE AUTHORS
Beverly DeMarr, Ferris State University

THE HUMAN SIDE OF ORGANIZATIONS, 10/e
Michael Drafke
ISBN: 9789332559424

ABOUT THE BOOK
The Human Side of Organizations, 10/e, delivers complete, up-to-date, practical information on how people behave in organizations, how organizations and job design affect behavior at work, and how change impacts the business organization. A conscious effort has been made to make the text clear and understandable without oversimplifying the subject matter. This edition also includes many new and updated pedagogical features that will make it an interesting and rewarding read.

FEATURES
- Learning objectives have been linked to end-of-chapter questions.
- Spot Check exercises asks students to evaluate their comprehension of key concepts as they read through a chapter.
- Student self-assessments now appear in every chapter. These help students apply chapter material to their own frame of reference.
- Personal Point exercises facilitate personal reflection on chapter concepts.
- All focus boxes Reality Check, A Question of Ethics, and A Global Glance have been updated.

CONTENTS
Part 1: The Basics of Human Relations
1. Work and Its Place in Life
2. Perception and Problem Solving
3. Primary Communications
4. Improving Communications and Managing Conflict
5. Ethics and Etiquette

Part 2: The Organizational Framework
6. Jobs, from Design to Appraisal
7. Formal Organizations: How People Organize
8. Understanding Management
9. Small Groups and the Informal Organization
10. Individuals and Self-Management

Part 3: Inducing Organizational Activity
11. Motivation and Morale
12. Job Satisfaction and the Quality of Work Life
13. The Dynamics of Change

Part 4: Strategies for Improving Organizational Behavior and Performance
14. Leadership
15. Stress
16. Challenges and Opportunities
ABOUT THE BOOK
Management: Concepts and Practices, 5/e, provides students with a thorough explanation and exploration of management concepts and practices across all management functions.

The major theme of the book is management at a time of change, reflecting the challenges faced by managers with increasingly rapid developments in technology, the culture and environment in which they work and the globalisation of ideas and business activity.

Written in a straightforward style, the book contains chapters contributed by experts in their field to ensure coverage of the most recent ideas and practices.

It is suitable for students studying business or management in further or higher education and introductory management modules for non-specialists.

FEATURES
■ Contributed chapters from experts in their field
■ Case studies, examples and exhibits encourage active learning and help relate theory to real-life management
■ A wide range of contemporary issues: business ethics, environmental and green issues, leadership, brand management, globalisation, innovation and entrepreneurship, teamwork, and management careers
■ Summaries, review and discussion questions, further reading and website references, and a glossary provide a valuable reference and study resource
■ A ‘Travel Guide’ to the book helps students navigate a route through the topics covered

CONTENTS
Section A: Managing Change
1. The management challenge
2. Leadership in organisations
3. Creating a consumer focus
4. Managing in the public sector

Section B: Managing Strategy
5. Managing a creative strategy
6. Developing an innovative business plan
7. Controlling quality in organisations
8. Marketing and environmental assessment

Section C: Managing People
9. Organisational theory and design
10. Communicating in organisations
11. Human resource management
12. The challenge of motivating others

Section D: Managing the Organisation
13. Decision-making processes in organisations
14. Operations management in organisations
15. Information technology and control
16. Financial control and accounting in organisations

Section E: Contemporary Management Issues
17. Ethical values and corporate social responsibility
18. Environmental issues and corporate environmental management
19. Globalisation and multinational management
20. Twenty-first century management in perspective

ABOUT THE AUTHOR
Tim Hannagan has worked as an educator and manager in both the private and public sectors, including more than 10 years as principal and chief executive of a further education corporation.
CONTENTS

Part I: Managing Ethically and Globally
1. The Nature of Management
2. Social Responsibility and Managerial Ethics
3. International Management and Globalization

Part II: Planning and Organizing
4. Individual and Group Decision Making
5. Strategic Management
6. Planning
7. Organizational Structure and Design

Part III: Leading
8. Managing Diverse Human Resources
9. Leadership
10. Motivation
11. Groups and Teams
12. Communication and Negotiation

Part IV: Controlling
13. Operations Management
14. Control
15. Organizational Change and Development

ABOUT THE AUTHORS
Michael A. Hitt, Texas A&M University
J. Stewart Black, American Graduate School of International Management
Lyman W. Porter, Former Dean of the University of California, Irvine, Business School

ABOUT THE BOOK

Environmental Management aims to create awareness about various aspects of our relationship with the environment and how development impacts the world we live in. It focuses on the framework that can be used to manage the ecological footprints left behind in the pursuit of development. This framework includes various practices that a business can adopt as part of its environmental management system such as greening different phases within its operations, obtaining environmental clearances, instituting an effective environmental management system, holding environmental audits and promoting environmental stewardship.
ABOUT THE BOOK

Thirty-two years after its initial publication, Motivation and Personality, 3/e, still offers unique, penetrating and relevant theories that influence today’s cultural trends. In the third edition, Frager and Fadiman have streamlined this classic text to provide greater clarity and focus, while retaining Maslow’s essential style.

FEATURES

- A comprehensive introduction that supplies the reader with the biographical details and historical significance of Maslow and his work
- A new conclusion that examines the effects in psycho-therapy, education, medicine and management created by Maslow’s theories of self-realization, values, choice and responsibility
- A combination of Maslow’s early thinking on being behavior into one chapter for added cohesion and easy accessibility
- A new chapter on self-actualization that presents material previously published in Toward A Psychology of Being
- An updated bibliography and citation study

The presentation of Maslow’s original text in this revised and highly readable form highlights for the reader the contemporary relevance of Maslow’s pioneering theories.

CONTENTS

<Part I: Motivation Theory>
1. Preface to Motivation Theory
2. A Theory of Human Motivation
3. Gratification of Basic Needs
4. Instinct Theory Reexamined
5. The Hierarchy of Needs
6. Unmotivated Behavior

<Part II: Psychopathology and Normality>
7. Origins of Pathology
8. Is Destructiveness Instinctive?
9. Psychotherapy as Good Human Relationships
10. Approaches to Normality and Health

<Part III: Self-Actualization>
11. Self-actualizing People: A Study of Psychological Health
12. In Love in Self-actualizing People
13. Creativity in Self-actualizing People

<Part IV: Methodologies for a Human Science>
14. Questions for a New Psychology
15. A Psychological Approach to Science
16. Means Centering Versus Problem Centering
17. Stereotyping Versus True Cognition
18. A Holistic Approach to Psychology

ABOUT THE AUTHORS

Abraham H. Maslow, was one of the world’s foremost psychologists. Robert Fager, Ph.D., is a psychologist, Sufi teacher, and author of two other books on Sufism, Love Is the Wine, and Heart, Self, and Soul: The Sufi Psychology of Growth, Balance, and Harmony.

James Fadiman, is an international conference presenter, workshop leader, management consultant, and author of several books and textbooks, he lives in Menlo Park, California.

CASE STUDIES IN MANAGEMENT

A collage of case studies for prospective managers that emphasizes on problem solving, decision-making, and effective management. Based on the conviction that effective practice requires both leadership and managerial experience, this text provides a mix of problems that require administrative decisions as presented in 20 case studies. In today’s world, practitioners should be able to identify problems correctly and then be able to effectively find solutions for those problems. The cases in this book are designed to make readers think about common problems of practice by encouraging them to bridge theory and practice.

FEATURES

- Twenty different cases that allow readers to think critically about the problems and decisions relating to management
- Cases depicting various disciplines of management, i.e., human resource and industrial relation management, marketing management and finance management, to name a few
- A problem-framing feature with questions is provided at the end of each case study
- Logical, sequential and comprehensive analyses of cases through ‘CT scan methodology’ (a unique, first-of-its-kind approach developed by the authors to solving business case studies)

CONTENTS

<Part I: Human Resources and Industrial Relations Management>
1. The Dish Ends Ltd.
2. A Case of Complicated Multi-union Maneuvers
3. A Case Study on Non-cognitive Skills
4. The Satyam Saga: A Case of a Haunted House

<Part II: Marketing Management>
5. The Aggressive Koreans
6. 3’s Company A Case Study on Strategic Planning in a Diversified Portfolio
7. Competitive Advantage—One for the Road
8. ‘It Is My Turn Now’: A Case Study on Turnaround Strategies Contents

Part III: Finance Management
9. Hindustan Bank Ltd.
10. The ‘Balancing Act’ in Debt Financing
11. Garuda Udyog Ltd.

Part IV: Operations Management and Entrepreneurship
12. ‘Beyond the Bootstrap’: A Case Study of a Sophisticated Entrepreneur
13. The Real Transformative Turnaround: A Case Study in Business Transformation Strategy
14. Creating a Seamless Organization
15. The Mighty Mahindras and the Two-wheeler Temptation

Part V: Mergers and Acquisitions, Corporate Governance and Innovation Management
16. An Audacious Acquisition: A Case Study of a Hostile Takeover
17. The Price of Owning the Cat: A Case Study of a Difficult Merger
18. ‘Corporate Governance’ Is More than Mere ‘Compliance’
19. The Directors and the ‘In’-directors: A Case Study in Corporate Governance
20. From ‘Perform or Perish’ to ‘Innovate or Exit’: A Case Study in Innovation Management

ABOUT THE AUTHORS
J. A. Kulkarni is a senior faculty of the ASM (Audyogik Shikshan Mandal) Group of Institutes at Pune since 2004.
Asha Pachpande is the director of the Institute of Business Management and Research (IBMR) of the ASM Group at Pune since 1984.
Sandeep Pachpande is the chairman of the Audyogik Shikshan Mandal (ASM), a premier education trust that provides quality education from kindergarten to postgraduate level.

ABOUT THE BOOK
With a renewed focus on skills and careers, Management, 14/e, can help better prepare students to enter the job market. The book vividly illustrates effective management theories by incorporating the perspectives of real-life managers. Through examples, cases, and hands-on exercises, students will see and experience management in action, which in turn will help them understand how the concepts they're learning actually work in today’s dynamic business world.

FEATURES
- New topics include big data, knack gamification, leaning in, twenty-percent-time innovation initiatives, stretch goals, social media, wearable technology and more.
- Examples from many new Indian start up are extensively used throughout the text to relate the concepts to real life.
- Issues in the workplace, such as, safety and emotions, risk aversion, self determination theory, managing information, and downsizing are explored.
- Provides information on dealing with job enrichment, bonuses, effective feedback, and alternative work arrangements.

CONTENTS

Part I Introduction to Management
1. Managers and You in the Workplace
2. Making Decisions

Part II Basics of Managing in Today’s Workplace
3. Managing the External Environment and the Organization’s Culture
4. Managing in a Global Environment
5. Managing Diversity
6. Managing Social Responsibility and Ethics
7. Managing Change and Disruptive Innovation

Part III Planning
8. Planning Work Activities
9. Managing Strategy
10. Entrepreneurial Ventures

Part IV Organizing
11. Designing Organizational Structure
12. Managing Human Resources
13. Creating and Managing Teams

Part V Leading
14. Managing Communication
15. Understanding and Managing Individual Behavior
16. Motivating Employees
17. Being an Effective Leader

Part VI Controlling
18. Monitoring and Controlling

ABOUT THE AUTHORS
Stephen P. Robbins (Ph.D., University of Arizona) is professor emeritus of management at San Diego State University and the world’s best-selling textbook author in the areas of management and organizational behavior.
Mary Coulter received her Ph.D from THE University of Arkansas. She is currently professor emeritus of management at Missouri State University.
ABOUT THE BOOK

This best-selling and market-leading text gives students a thorough understanding of the core concepts and key topics of management control and related performance measurement and incentive systems, processes, and critical trade-offs in their design and use, employing a wide range of international case studies and real life examples.

FEATURES

- Over 70 cases for classroom use, and some suitable for examination purposes
- Clear and structured Parts and sections to ensure logical progression and understanding
- Updated text, examples, references and cases throughout
- Various new cases, including ones on project management, ethics, and sustainability
- New engaging design

CONTENTS

1. Management and Control
2. Results Controls
3. Action, Personnel, and Cultural Controls
4. Control System Tightness
5. Control System Costs
6. Designing and Evaluating
7. Financial Responsibility Centers
8. Planning and Budgeting
9. Incentive Systems
10. Financial Performance Measures and their Effects
11. Remedies to the Myopia Problem
12. Using Financial Results Controls in the Presence of Uncontrollable Factors
13. Corporate Governance and Boards of Directors
14. Controllers and Auditors
15. Management Control-Related Ethical Issues
16. Management Control in Not-for-profit Organizations

ABOUT THE AUTHORS

Kenneth A. Merchant is the Deloitte & Touche LLP Chair of Accountancy at the University of Southern California. He is well-known internationally in the field of management accounting.

Wim A. Van der Steede is the CIMA Professor of Accounting and Financial Management at the London School of Economics and Political Science.

ABOUT THE BOOK

David Boddy’s market leading text is the one guide today’s students and tomorrow’s managers need to read. A comprehensive introduction to the themes and functions of management, this book is an accessible and academically rigorous guide through the field. The only title to take an introductory approach to the study of management, which makes it the ideal text to accompany a first course in management, either as an undergraduate or postgraduate.

FEATURES

- Comprehensive coverage of management theory and practice in an accessible approach
- Management in Practice features insight into contemporary management activities
- Employability in each chapter to reinforce transferable skills and knowledge
- Critical thinking exercises for applying theory in real-life scenarios and gaining experience of management

CONTENTS

Part 1: An Introduction to Management
17. Managing in organisations
18. Models of management

Part 1: Case: Apple Inc.

Part 1: Employability skills

Part 2: The environment of Management
19. Organisation cultures and contexts
20. Managing internationally
21. Corporate responsibility

Part 2: case: BP

Part 2: Employability skills

Part 3: Planning
22. Planning
23. Decision making
24. Managing strategy
25. Managing marketing

Part 3: case: The Virgin Group

Part 3: Employability skills

Part 4: Organising
26. Organisation structure
27. Human resource management
28. Information systems and e-business
29. Creativity, innovation and change

Part 4: case: Royal Bank of Scotland
Part 4: Employability skills

30. Influencing
31. Motivating
32. Communicating
33. Teams

Part 5: Leading

34. Managing operations and quality
35. Performance measurement and control
36. Finance and budgetary control

Part 5: case: British Heart Foundation

Part 6: Controlling

34. Managing operations and quality
35. Performance measurement and control
36. Finance and budgetary control

Part 6: case: Tesco

Part 6: Employability skills

ABOUT THE AUTHORS

David Boddy, Glasgow University, Dept of Management.
New to the Edition:
1. Three new Case Applications have been added and moved to the end of the chapter. These Case Applications are a great way to tell a story about managers, management, and organizations and to involve students in assessing a situation and answering questions about “how” and “why” and “what would you do.” These Case Applications cover the gamut from Google and Yahoo! to Zara and Starbucks.
2. Self-contained sections on developing management have moved the skills material to the relevant chapters. The skill-building exercises included at the end of each chapter help you apply and use management concepts. We chose these 18 skills (some chapters have more than one) because of their relevance to developing management competence and their linkage to one or more of the topic areas in this book.
3. Commonsense Myth: Exciting and innovative chapter openers grab students’ attention by introducing commonsense myths and then debunking them.
4. One section in each chapter has a completely new contemporary and visually appealing look. The design of this selected material will reinforce key topics and ideas and make it easy for students to read and to know what’s important from that particular chapter section.

FEATURES
- Three new Case Applications have been added and moved to the end of the chapter. These Case Applications are a great way to tell a story about managers, management, and organizations and to involve students in assessing a situation and answering questions about “how” and “why” and “what would you do.” These Case Applications cover the gamut from Google and Yahoo! to Zara and Starbucks.
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- Integrating Chapter Skills. Throughout the text, the authors included a feature at the end of each chapter that encourages students to apply the concepts they’ve just learned. This feature helps students see how the concepts work together, while providing them with a review of the material.
- Enhancing Your Skill in Ethical Decision-Making. At the end of each section students are put in the role of a manager making decisions about current ethical issues. This exercise comes to life as students log into their MyManagementLab and practice this skill in an interactive environment.

CONTENTS
1. Managers and Management
2. The Management Environment
3. Integrative Managerial Issues
4. Foundations of Decision Making
5. Foundations of Planning
6. Organizational Structure and Design
7. Managing Human Resources
8. Managing Change and Innovation
9. Foundations of Individual Behavior
10. Understanding Groups and Managing Work Teams
11. Motivating and Rewarding Employees
12. Leadership and Trust
13. Managing Communication and Information
14. Foundations of Control
15. Operations Management

ABOUT THE AUTHORS
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Mary Coulter, Associate Professor, Management, Missouri State University
David De Cenzo, Director of Partnership Development and Professor of Management at Towson University in Baltimore, Maryland

MANAGEMENT, 6/e
James A. F. Stoner
R. Edward Freeman
Daniel R. Gilbert
Amitabh Deo Kodwani
Ranjeet Nambudiri

ISBN: 9789352865604
$799.00 | Pages: 800

ABOUT THE BOOK
Management, 6e focuses upon the most widely accepted management practices with an emphasis on strong research orientation and solid theoretical underpinnings. The book describes how men and women go about managing the people and activities of their organizations so that the goals of these organizations as well as their own personal goals can be achieved.

The general theme of the book is ‘dynamic engagement’—a broad term that captures the essence of change that confronts future managers, and current thoughts on what they will need to succeed.

FEATURES
- Covers text and case studies based on classic issues arising in the last 25 years. These topics emphasize on practical applications and examples drawn from real-world organizations. For example, Delhi Metro Rail Corporation (DMRC), Essar Group, Nokia, Walmart, Infosys, etc, to name a few.
- Contains several chapters that have been rewritten keeping in mind the latest changes in the Indian corporate scenario.
- The material presented revolves around the following themes: ethics, globalization, entrepreneurship and small businesses, cultural diversity, and quality.
- Contains various cases studies pertaining to the Indian context.
CONTENTS

Part One: Introduction To Management
  1. Managing and Managers
  2. The Evolution of Management Theory

Part Two: Management In The Twenty-First Century
  3. Organizational and Natural Environments
  4. Social Responsibility and Ethics
  5. Globalization and Management
  6. Inventing and Reinventing Organizations
  7. Culture and Multiculturalism
  8. Quality

Part Three: Planning
  9. Decision Making
  10. Planning and Strategic Management
  11. Strategy Implementation

Part Four: Organizing
  12. Organizational Design and Organizational Structure
  13. Power and the Distribution Of Authority
  15. Managing Organizational Change and Innovation

Part Five: Leading
  16. Motivation
  17. Leadership
  18. Teams and Teamwork
  19. Communication and Negotiation

Part Six: Controlling
  20. Effective Control
  21. Operations Management
  22. Information Systems

ABOUT THE AUTHORS
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BUSINESS ORGANISATION AND MANAGEMENT
P. C. Tulsian
Vishal Pandey

ISBN: 9788131716342
₹ 599.00 | Pages: 671

ABOUT THE BOOK
Written in clear and easy-to-understand manner, this book adopts a fresh and novel approach to the study of Business Organisation and Management, keeping in view the specific requirements of the students appearing in the B.Com examination of the Indian universities, and other professional examinations.

FEATURES
- The subject is presented in a self-explanatory manner so that even self-taught students may not feel any difficulty in understanding it.
- The matter is so presented that it serves as a tutor at home.
- Almost all the possible patterns of questions based on the standards of B.Com. examinations of major universities are included in this book.
- Questions have been set at different levels of difficulty.
- Questions have been put in a logical sequence.
- It includes revision questions for practice.

CONTENTS
1. Nature and Purpose of Business
2. Structure of Business
3. Social Responsibility of Business and Business Ethics
4. Factors to be Considered for Starting Business
5. Forms and Formation of Business Enterprises
6. Public Enterprises
7. Formation of Company
8. Small-Scale Business in India
9. Insurance
10. Channels of Distribution
11. Internal Trade
12. External Trade
13. Advertising and Salesmanship
14. Financial Planning and Capital Structure
15. Sources of Business Finance
17. Principles of Management
18. Planning
19. Organising
20. Staffing
21. Directing Supervision
22. Directing Motivation
23. Directing Leadership
24. Directing Communication
25. Controlling

ABOUT THE AUTHORS
Prof. P. C. Tulsian is a Professor, Ramjas College, University of Delhi. Vishal Pandey is an associate member of the Institute of Chartered Accountants of India.
ABOUT THE BOOK

Financial crises, catastrophic disasters, and business scandals are constantly making today’s headlines. Annie McKee, author of the textbook Management: A Focus on Leader, believes that amidst these issues we are experiencing a unique opportunity to add new fervor to the way we prepare students for the future. Directly addressing the challenges and opportunities in our changing world, Management: A Focus on Leaders shows future managers how to lead in a complex, yet exciting, global environment.

FEATURES

■ Key current events and their impact on businesses, managers and leaders.
■ New Leadership Perspectives that incorporate powerful guidance and wisdom on what it means to lead today’s top organizations and institutions; other Perspectives have been updated based on new interviews, conducted by the author.
■ Business Case: Each chapter contains at least one case study about business challenges and leadership.
■ New and updated examples of real leaders facing real opportunities challenges in organizations today.

CONTENTS

2. The Leadership Imperative: It’s Up to You.
5. Planning and Strategy: Bringing the Vision to Life.
8. Workplace Essentials: Creativity, Innovation, and a Spirit of Entrepreneurship.
10. Teams and Team Building: How to Work Effectively with Others.
12. Organizational Controls: People, Processes, Quality, and Results.

ABOUT THE AUTHOR

Annie McKee is the founder of the Teleos Leadership Institute, a consultancy serving managers and leaders of businesses and not-for-profits all over the world.

INTRODUCTION TO MANAGEMENT SCIENCE 12/e

ABOUT THE BOOK

A logical, step-by-step approach to complex problem-solving. Using simple, straightforward examples to present complex mathematical concepts, Introduction to Management Science gives students a strong foundation in how to logically approach decision-making problems. Sample problems are used liberally throughout the text to facilitate the learning process and demonstrate different quantitative techniques. Management Science presents modeling techniques that are used extensively in the business world and provides a useful framework for problem-solving that students can apply in the workplace.

FEATURES

■ REVISED! Text Organization - The 12th edition features well-organized text that flows smoothly and follows a logical progression of topics, placing the different management science modeling techniques in their proper perspective. The first 10 chapters are related to mathematical programming that can be solved using Excel spreadsheets, including linear, integer, nonlinear, and goal programming, as well as network techniques.
■ NEW! Sections on Business Analytics (Chapter 1), Project Risk (Chapter 8), and Data Mining (Chapter 15) have been added to this edition.
■ NEW! Problems and Cases - A substantial number of homework questions, problems, and cases are offered for students to practice. The 12th edition includes more than 840 homework problems, 45 of which are new, and 69 end-of-chapter cases, 5 of which are new.
■ REVISED! Management Science Application Boxes - These boxes are located in every chapter in the text and describe how a company, an organization, or an agency uses the particular management science technique being presented and demonstrated in the chapter to compete in a global environment. Over 35% of the “Management Science Application” boxes are new for the 12th edition.
CONTENTS
1. Management Science
2. Linear Programming: Model Formulation and Graphical Solution
3. Linear Programming: Computer Solution and Sensitivity Analysis
4. Linear Programming: Modeling Examples
5. Integer Programming
6. Transportation, Transshipment, and Assignment Problems
7. Network Flow Models
8. Project Management
9. Multicriteria Decision Making
10. Nonlinear Programming
11. Probability and Statistics
12. Decision Analysis
13. Queuing Analysis
14. Simulation
15. Forecasting
16. Inventory Management
Appendix A: Normal and Chi-Square Tables
Appendix B: Setting Up and Editing a Spreadsheet Site Modules
Appendix C: The Poisson and Exponential Distributions
Solutions to Selected Odd-Numbered Problems

ABOUT THE AUTHOR
Bernard W. Taylor, III, is the R. B. Pamplin Professor of Management Science and Head of the Department of Business Information Technology at Virginia Tech.

FEATURES
- A Five-step Learning Model. It promotes a personalized, hands-on educational experience. Designed to help students master essential management skills, this text’s five-step model encourages students to address:
  1. Skill Assessment
  2. Skill Learning
  3. Skill Analysis
  4. Skill Practice
  5. Skill Application
- Helps in building on personal, interpersonal, and group skills
- Added new skill assessments
- Updated research supporting key points in each chapter

CONTENTS
Part I: Personal Skills
1. Developing Self-Awareness
2. Managing Personal Stress
3. Solving Problems Analytically and Creatively

Part II: Interpersonal Skills
4. Building Relationships by Communicating Supportively
5. Gaining Power and Influence
6. Motivating Others
7. Managing Conflict

Part III: Group Skills
8. Empowering and Delegating
9. Building Effective Teams and Teamwork
10. Leading Positive Change

Part IV: Specific Communication Skills
Supplement A. Making Oral and Written Presentations
Supplement B. Conducting Interviews
Supplement C. Conducting Meetings

ABOUT THE AUTHOR
David Whetten currently serves as the Editor of the Foundations for Organizational Science, an academic book series. He teaches classes and workshops on strategy implementation, organizational change, organizational values, and a variety of managerial skills, including motivation, conflict management, team building, and communications.

Dr. Kim Cameron’s is one of the co-founders of the Center for Positive Organizational Scholarship at the University of Michigan and has served as Dean at the Weatherhead School of Management at Case Western Reserve University, and department chair at the University of Michigan.
ABOUT THE BOOK
People are the primary resources of an organisation. Hence, the first edition of Organisational Behaviour by P. S. James focuses on how to help its readers ‘create sustainable competitive advantage through people’.

It is a comprehensive text with depth and wide coverage that will not only provide a lucid explanation of the concepts discussed but will also help understand the centrality of OB to create sustained competitive advantage and initiate change.

FEATURES
- Embedded initiating cases. Every chapter has an initiating case. The events/incidents in the cases are embedded in the content of the chapter, which make the concepts more realistic and experiential.
- Integration with practice. All chapters have a significant part which highlights how the theory can be applied to an organisation. In several chapters, the application part has been directly linked to functions of the management to ensure that the tools of OB can be used with precision.
- Quick revision mode. The long summary at the end of the chapter will allow the reader to revise the chapter quickly.
- Value-added Knowledge. There are two ‘Value-added Knowledge’ sections in each chapter which will help broaden the understanding of OB.
- Bloom’s taxonomy-driven understanding and assimilation questions. Each chapter has 15 questions to test your understanding. In addition, there are 15 assimilation questions, which are a mix of direct questions, application questions, and critical thinking questions. They are set at various levels of cognitive complexity in accordance with Bloom’s taxonomy.
- Experiential learning. Every chapter has two application challenges that help to create experiential learning. These can be used effectively by all institutions irrespective of their pedagogical method.
- Every chapter also recommends a suitable case. All recommended cases have been tested by the author in a class of OB for their suitability to generate discussion and bring out the concepts. The source for procuring the cases have also been indicated.
- Online and offline resource: The delivery of this book is distinct and is a combination of print and online.

ABOUT THE AUTHOR
Dr (Colonel) P. S. James is a professor of Organisational Behaviour, Human Resources, and Leadership at T. A. Pai Management Institute (TAPMI), Manipal. A professor for the last 11 years, he is known for integrating OB with other functional areas of management and championing OB as a strategic resource. He is a well-established corporate trainer and has delivered programmes on transformational leadership, team design, motivation, conflict management, assertiveness, assessment centre, succession planning, competency mapping, and evaluation of training to several corporate clients.

CONTENTS
1. Fundamentals of an Organisation and Basics of Management
2. Fundamentals of Behaviour
3. Fundamentals of Organisational Behaviour
4. Sensation and Perception
5. The Self, Personality, and Other Individual Attributes
6. Values and Attitudes
7. Learning
8. Work Motivation
9. Intelligence, Emotions, and Moods
10. Interpersonal Relationship and Interpersonal Behaviour
11. Work Groups and Networks
12. Leadership
13. Power, Authority, Influence, and Politics

ABOUT THE BOOK
This text organizes the research of the field to show how it can be used to solve organizational problems, and provides many pedagogical supports for this problem-solving approach.

FEATURES
- Shows how OB theory is used to solve organizational problems in real life.
- Demonstrates to students how OB will be useful to them in their careers.
- Rather than being a theory string, each chapter is organized around a logical set of applied questions.
- It includes advice from the Pro’s in the end of chapter materials.
- It includes many ideas for explorations beyond the chapter material.
CONTENTS
1. Why Mastering Organizational Behavior Is Essential to Your Career
2. Your Personality and Style
3. Decision Making
4. Fundamentals of Motivation
5. Motivating Individuals in Their Jobs
6. Health and Stress at Work
7. Communication and Interpersonal Relationships
8. Cross-Cultural Relationships
9. Groups and Their Influence
10. Improving Team Decision Making
11. The Challenge of Leadership
12. Leadership Roles and Skills
13. Power and Influence
14. Conflicts Good and Bad
15. Designing Effective Organizations
16. Organizational Structure as a Design Tool
17. Organizational Culture
18. Changing Organizations
19. OB Is for Life

ABOUT THE AUTHOR
Rae André has held professional positions at MCA, Inc., IBM, and General Motors Corporation. Dr. André has served on the Board of Directors of the Organizational Behavior Teaching Society.

ABOUT THE BOOK
With a focus on the development of students' interpersonal skills, An Experiential Approach to Organization Development, 8/e, provides a comprehensive, realistic, innovative, and practical introduction to the field.

The eighth edition presents new and revised information to help keep course material fresh and relevant.

FEATURES
- Get students involved in the learning process: An experiential approach
- Offer a variety of support: Learning aids
- Incorporate currency: Approximately 35% of the material is new or revised
- Present a logical succession: A practical organization
- Appeal to visual learners: New illustrations have been added
Illustrations of real-life challenges faced by organizational development professionals during the course of their day-to-day work.

Overview of the various situations that organizations find themselves in, and an appreciation of such situations from the point of view of managers, team members, OD consultants, and other stakeholders.

A walk-through of the various things to consider during the process of organizational change.

CONTENTS

Part I: An Introduction to Organization Development
1. The Field of Organization Development
2. Definitions and Historical Overview of Organization Development
3. Values, Assumptions, and Beliefs in OD

Part II: Theory and Management of OD
4. Foundations of Organization Development
5. Managing the OD Process
6. Action Research and Organization Development

Part III: OD Interventions
7. An Overview of OD Interventions
8. Training Experiences
9. Team Interventions
10. Intergroup and Third-Party Peacemaking Interventions
11. Comprehensive OD Interventions
12. Structural Interventions and the Applicability of OD

Part IV: Key Considerations and Issues
13. Issues in Consultant–Client Relationships
14. Power, Politics, and Organization Development
15. The Future and Organization Development

ABOUT THE AUTHOR
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UNDERSTANDING AND MANAGING ORGANIZATIONAL BEHAVIOR, 5/e
Jennifer George
Gareth R. Jones
ISBN: 9788131724965
₹ 789.00 Pages: 712

ABOUT THE BOOK
Understanding and Managing Organizational Behavior, 5e, provides an authoritative and practical introduction to the subject—Organizational Behavior. A cutting-edge coverage of topics and issues combined with a wealth of learning tools and examples help students to experience behaviors in organizations and guide them to become better managers. In this fifth edition, the authors, George and Jones, merge comprehensive coverage with outstanding applications to illustrate how to manage the growing challenges associated with working in modern virtual organizations.

FEATURES
- Opportunities and challenges posed by globalization and diversity in understanding and managing organizational behavior today
- ‘Ethics in Action’ Boxes: Discussions of current events and issues that encourage the student to think about and discuss organizational ethics and morality
- New York Times Cases in the News: Recent articles from the New York Times, which illustrate chapter content, show chapter content in a different and relevant light, and illuminate some of the challenges and opportunities for OB related to the chapter content
- Experiential Exercises: An in-depth, team-based exercise at the end of each chapter, which presents Students with a real-life problem in organizational behavior that they address based on the chapter content
- Chapter-opening vignettes describe realistic business problems

CONTENTS
1. Introduction to Organizational Behavior
2. Individual Differences: Personality and Ability
3. Values, Attitudes, and Moods and Emotions
5. Learning and Creativity
6. The Nature of Work Motivation
7. Creating a Motivating Work Setting
8. Pay, Careers, and Changing Employment Relationships
10. The Nature of Work Groups and Teams
11. Effective Work Groups and Teams
12. Leaders and Leadership
13. Power, Politics, Conflict, and Negotiation
14. Communicating Effectively in Organizations
15. Cost Management Concepts and Cost Behavior
16. Decision Making and Organizational Learning
17. Organizational Design and Structure
18. Organizational Culture and Ethical Behavior
19. Organizational Change and Development
20. Research Methods in Organizational Behavior

ABOUT THE AUTHORS
Jennifer M. George is the Mary Gibbs Jones Professor of Management and Professor of Psychology in the Jesse H. Jones Graduate School of Management at Rice University.
Gareth Jones is a Professor of Management in the Mays Business School at Texas A and M University.
ABOUT THE BOOK

Behavior in Organizations, 10e, shows students the real world of OB through its blend of cutting-edge research and practical applications. This text then challenges students to take theory one step further by having them put the concepts into action. The many changes in the tenth edition reflect the authors’ never-ending mission to present a balance between knowledge and application, while including coverage on the latest advances in the field.

FEATURES
- For one-semester, undergraduate and graduate level courses in Organizational Behavior.
- Unique and current insight on the everyday processes and phenomena of OB.
- Behavior in Organizations shows students the real world of OB through its blend of cutting-edge research and practical applications. This text then challenges students to take theory one-step further by having them put the concepts into action.
- The many changes in the tenth edition reflect the authors’ never-ending mission to present a balance between knowledge and application, while including coverage on the latest advances in the field.

CONTENTS
Part 1: Introduction to Organizational Behavior
1. The Field of Organizational Behavior
2. Organizational Justice, Ethics, and Corporate Social Responsibility

Part 2: Basic Human Processes
3. Perception and Learning: Understanding and Adapting to the Work Environment
4. Individual Differences: Personality, Skills, and Abilities
5. Coping with Organizational Life: Emotions and Stress

Part 3: The Individual in the Organization
6. Work-Related Attitudes: Prejudice, Job Satisfaction, and Organizational Commitment
7. Motivation in Organizations

Part 4: Group Dynamics
8. Group Dynamics and Work Teams
9. Communication in Organizations
10. Decision-Making in Organizations
11. Interpersonal Behavior at Work: Conflict, Cooperation, Trust, and Deviance

Part 5: Influencing Others
12. Power: Its Uses and Abuses in Organizations
13. Leadership in Organizations

Part 6: Organizational Processes
14. Organizational Culture, Creativity, and Innovation
15. Organizational Structure and Design
16. Managing Organizational Change: Strategic Planning and Organizational Development

ABOUT THE AUTHOR

Jerald Greenberg, The University of Texas at Arlington

MANAGEMENT OF ORGANIZATIONAL BEHAVIOR, 10/e

Paul Hersey
Kenneth H. Blanchard
Dewey E. Johnson

ABOUT THE BOOK

Forty years in the making, Management of Organizational Behavior, 10e, is a readable text that makes behavioral sciences come alive through real life examples and progressive ideology.

FEATURES
- For over forty years, Hersey and Blanchard have offered students some of the most significant theory and research developed by thought leaders in behavioral science.
- This text presents the most relevant research findings from the behavioral sciences, with insights gained through working with clients around the world.
- The tenth edition includes concepts and theories that have stood the test of time, as well as emergent trends that are transforming our workplaces as rapidly as our technologies.

CONTENTS
1. Management: An Applied Behavioral Sciences Approach
2. Motivation and Behavior
3. Motivating
4. Leadership: An Initial Perspective
5. Leadership: Situational Approaches
6. Determining Effectiveness
7. Situational Leadership®
8. Situational Leadership®: The Perception, and Impact of Power
9. Situational Leadership®: Training and Development
10. The Situational Leader and Constructive Discipline
11. Self-Awareness and Leadership Style
12. Effective Communication
13. Leading Effective Teams
14. Implementing Situational Leadership®: Managing Performance
15. Implementing Situational Leadership®: Building Commitments
16. Planning and Implementing Change
17. Leadership Strategies for Organizational Transformations
18. The Organizational Cone

ABOUT THE AUTHORS
Paul Hersey, (Formerly of) Nova Southeastern University
Kenneth H. Blanchard, Cornell University
Dewey E. Johnson, (Formerly of) California State University, Fresno

ORGANIZATIONAL CHANGE AND DEVELOPMENT
Kumkum Mukherjee
ISBN: 9788131773420
₹ 329.00 | Pages: 216

ABOUT THE BOOK
The area of organizational development and change has undergone rapid changes over the last few years, both locally and in the global arena. Organizational Change and Development has tried to encapsulate and present the important concepts and practices that have emerged in the recent times. Indian case studies and examples have been incorporated to enable students to understand, appreciate and relate to the theories stated in the book. In addition to discussing in detail the primary forces of change, specific steps of organizational development and intervention strategies have also been elaborately dealt with.

FEATURES
- Opening Case at the start of each chapter initiates the reader into the particular area of study
- Learning Objectives help to comprehend the aim of the chapter
- Features like “Managers’ Essence” portray real-time scenarios
- Concept Check and Interactive Exercises will engage the reader in active learning
- Definitions and important concepts presented prominently to help in developing clear understanding
- Glossary at the end of the chapter for a quick recapitulation of the concepts in the chapter
- Review questions at the end of the chapter offers a self check of the understanding

CONTENTS
1. Understanding Organizations
2. Organizational Effectiveness and Change
3. Organizational Culture and Climate
4. Conflict and Negotiation in Organization
5. Management of Group Processes
6. Leadership and Change
7. Power and Politics
8. Process of Employee Empowerment
9. Management of Diversity Including Gender Issues and Cross-cultural Dynamics
10. Organizational Change
11. Organization Development
12. Agents for Organization Development
13. Organization Development and Its Steps
14. Different OD Intervention Strategies

ABOUT THE AUTHOR

ORGANIZATIONAL THEORY, DESIGN AND CHANGE, 7/e
Gareth R. Jones
Mary Mathew
ISBN: 9789352865291
₹ 649.00 | Pages: 528

ABOUT THE BOOK
Organizational Theory, Design, and Change continues to provide students with up-to-date and contemporary treatment of the way managers attempt to increase organizational effectiveness. By making organizational change the centerpiece in a discussion of organizational theory and design, this text stands apart from other books in the market. The seventh edition has been updated to reflect the most recent trends in real-world managing techniques. Examples have been updated to provide vivid illustrations of such techniques in action.

FEATURES
- Over 65% of the in-chapter boxes and 90% of the closing cases are new and the rest have been updated.
- New material on the changing nature of problems involved in managing functional, product, and divisional structures and ways IT can be used to improve their performance.
- New material on the strategy–structure relationship, and new coverage about the reasons companies need to continuously examine and change their global strategies and structures.
- New material on online software development and craftwork technology and its importance in the growing services area.
• Expanded discussion of how to manage technology to create successful virtual organizational structures, such as those used by Accenture and PeopleSoft.
• A major focus is the recent ongoing changes in the mobile computing, smartphone, and software applications and the consequent effects on the changes in the competitive environment and the way companies have been changing their structures and control systems to manage these issues.
• Increased coverage of ethical issues involved in the stakeholder approach to organizations and their implications for organizational effectiveness, such as new “green” environmental coverage, and new coverage of disasters such as the BP oil spill, ethics in health care, and fraud in disguising the quality and price of goods and services.
• Explanations of the most recent developments in organizational structure, such as the product team structure, outsourcing, and network organizations because of advancements in IT.

CONTENTS

Part 1: The Organization and Its Environment
1. Organizations and Organizational Effectiveness
2. Stakeholders, Managers, and Ethics
3. Organizing in a Changing Global Environment

Part 2: Organizational Design
4. Basic Challenges of Organizational Design
5. Designing Organizational Structure: Authority and Control
6. Designing Organizational Structure: Specialization and Coordination
7. Creating and Managing Organizational Culture
8. Organizational Design and Strategy in a Changing Global Environment
9. Organizational Design, Competences, and Technology

Part 3: Organizational Change
10. Types and Forms of Organizational Change
11. Organizational Transformations: Birth, Growth, Decline, and Death
12. Decision Making, Learning, Knowledge Management, and Information Technology
13. Innovation, Intrapreneurship, and Creativity
14. Conflict, Power, and Politics

ABOUT THE AUTHORS
Gareth R. Jones is Professor, Department of Management, Texas AandM University.
Mary Mathew is Associate Professor, Department of Management Studies, Indian Institute of Science, Bangalore.

ABOUT THE BOOK
Over half a million students worldwide have used Management and Organizational Behavior, 10e, to help in learning the essential introduction to management and organizational behavior. Written in an engaging style and packed with contemporary references to management research and practice, this book continues to be the text of choice for students studying organizational behavior. A range of real life examples and case studies illustrate the theories of human behavior at work, and the influence of individuals, leaders and groups on organizational performance.

A range of real life examples and case studies illustrate the theories of human behavior at work, and the influence of individuals, leaders and groups on organizational performance. Using frequent questions and exercises, a clear layout, and additional online resources, this book will enable students to:
• Think critically about topical issues and debates.
• Develop personal and professional skills for work and study.
• Reinforce and assess knowledge and understanding.
• Navigate through the text efficiently and effectively.
• Succeed in project work, research and exams.

FEATURES
• Accessible, engaging and student-focused
• Comprehensive text that lasts as a reference guide well beyond the end of the course
• Managerial viewpoint illustrates current and future working perspective of student reader
• Tried-and-tested, trusted authorship blending classic theory with up-to-date examples and research
• A teaching text that includes instructor manual support, classroom and project exercises, PowerPoint slides and a test bank of over 1,000 questions.

CONTENTS

Part 1: The Organisational Setting
1. The Nature of Organisational Behaviour
2. Approaches to Organisation and Management
3. The Nature and Context of Organisations

Part 2: The Individual
4. Individual Differences and Diversity
5. The Nature of Learning
6. Perception and Communication
7. Work Motivation and Job Satisfaction
ORGANISATIONAL CHANGE
Harsh Pathak
ISBN: 9788177584318
₹ 539.00 | Pages: 404

ABOUT THE BOOK
Business is changing at a break-neck speed, so managers must be increasingly active in reorganizing their firms to gain a competitive edge. This textbook provides a discussion of change in relation to the complexities of organizational life, offering comprehensive coverage of the significant ideas and issues associated with change at all levels of organizational activity from the strategic to the operational and at the individual, group, organizational and societal levels. Taking both a theoretical and a practical approach to the issues of organizational change, the text seeks to meet both the academic and applied aims of most business and management courses. The book is ideal for both MBA students and those studying for the more specialist degrees in organizational change. Its structure and content also make it accessible to final-level undergraduate business studies students.

FEATURES
- Takes a conceptual and analytical approach to the way that theory and research in relation to organizations and change is explored and critiqued
- Includes practical elements in its provision of descriptions and worked examples of different approaches to effecting change
- Asks readers to undertake challenging activities to encourage the application of ideas and learning from the text to personal experience
- One closing case wraps up the discussion in each chapter
- Practicing Organizational Change: Class tested end-of-chapter experiential exercises give students experience with organizational theory
- Case for Analysis: 20 case studies provided at the end are meant to be used in class to facilitate discussion

CONTENTS
1. Business Organization: The Domain of Change
2. Organizational Culture and Change
3. Concept of Change
4. Organizational Resistance to Change
5. Organizational Change and Change Agents
6. Strategic Management of Change
7. Organizational Diagnosis
8. Organizational Development
9. Manager as Catalyst of Change
10. Learning Organization: The Ultimate Objective of Management of Change
11. Some Models of Organizational Change

ABOUT THE AUTHOR
Harsh Pathak, MBA, LLB, Ph.D. (Strategic Management and International Laws), is a practicing advocate at the Supreme Court of India.
step-by-step analyses of the theoretical concepts have been taken a step further by the examples used. In-depth studies of organizations, such as the Reliance Group, ECIL, ITC, Aravind Eye Care, BHEL, United Breweries Group, help readers by providing them with an insight into the fine blend of the concepts and the practical applications of organization theory.

FEATURES

- Chapter-opening vignettes provide commentaries on the key concept of the chapter.
- OT Close-Up boxes illustrate the theory with case studies from the Western as well as the Asian business world.
- Summaries help the reader to revise and recapitulate.
- For Review and Discussion allows the reader to analyze and apply organizational skills.
- Cases in Organization Theory includes a set of eighteen long case studies that further emphasize the importance of organization theory within the management sciences.
- Companion Web site provides a comprehensive Lesson Plan for the instructors and PowerPoint slides for the students.

CONTENTS

Part I: Introduction: What’s it all About
1. An Overview
2. The Evolution of Organization Theory
3. Organizational Effectiveness
4. Dimensions of Organization Structure

Part II: The Determinants: What Causes Structure
5. Organization Size
6. Technology
7. Environment
8. Power-Control

Part III: Organizational Design: Choosing the Right Structural Form
9. Organizational Design Options
11. Adhocracy: A Closer Look

Part IV: Applications: Contemporary issues in Organization Theory
12. Managing the Environment
13. Managing Organizational Change
14. Managing Organizational Conflict
15. Managing Organizational Culture
16. Managing Organizational Evolution

Part V: Applications: Cases in Organization Theory

ABOUT THE AUTHORS

Stephen P. Robbins is Professor Emeritus at San Diego State University, Southern Illinois University at Edwardsville, University of Baltimore, Concordia University in Montreal, and University of Nebraska at Omaha.

Mary Mathew is an Associate Professor at the Department of Management Studies, Indian Institute of Science (IISc), Bangalore.
**Part 3: Groups in Organizations**

9. Communication  
10. Basics of Group Behavior  
11. From Groups to Teams  
12. Characteristics of Leaders  
13. Power and Politics in Organizations  
14. Conflict in Organizations

**Part 4: Organizational Systems**

15. Organization Structure and Design  
16. Creating and Maintaining Organizational Culture  
17. Organizational Change

**ABOUT THE AUTHORS**

Stephen P. Robbins received his Ph.D. from the University of Arizona. He previously worked for Shell Oil Company and Reynolds Metals Company and has taught at the University of Nebraska at Omaha, Concordia University in Montreal, the University of Baltimore, Southern Illinois University at Edwardsville, and San Diego State University. He is currently professor emeritus in management at San Diego State.

Timothy A. Judge earned his Ph.D. from the University of Illinois at Urbana-Champaign. His past academic experience includes working at the University of Notre Dame, King Abdullah University in Saudi Arabia, University College in London, the University of Florida, the University of Iowa, Cornell University, Charles University in the Czech Republic, Comenius University in Slovakia, and the University of Illinois at Urbana-Champaign.

**ORGANIZATIONAL BEHAVIOR, 18/e**  
Stephen P. Robbins  
Timothy A. Judge  
Neharika Vohra  
ISBN: 9789353067038  
₹ 929.00 | Pages: 800

**ABOUT THE BOOK**

Long considered the standard for all organizational behavior textbooks, the Eighteenth Edition continues its tradition of making current, relevant research available to students in the language that they understand. While maintaining its hallmark features—clear writing style, cutting-edge content, and engaging pedagogy—Organizational Behavior, 18e has been updated to reflect the most recent research within the field of organizational behavior. In addition to comprehensive and thorough revisions of the core material, this edition reflects important research and topical issues facing organizations, managers, and employees. Examples from Indian organizations are added to make it relevant to the readers.

**FEATURES**

These features have been rewritten and contain new content: Opening Vignette, OB Poll, Globalization, and Myth or Science? An Employability Skills Matrix at the beginning of each chapter provides students with a visual guide to features that support the development of skills employers are looking for.

- Opening-Chapter Vignettes and cases bring current business trends and events to the forefront so students are kept up-to-date on the current managerial landscape. Some of the new cases are on OYO Rooms, Accenture Vaahini, Bengal Chemicals and Pharmaceuticals Limited, M.S. Dhoni, and Nestlé India (Maggi), to name a few.
- A modified Chapter 5: Personality, Learning, and Values including an extensive discussion on “Learning”
- New photos and captions link the chapter content to contemporary real-life worldwide situations to enhance students’ understanding of the hands-on application of concepts.
- New and updated profiles of real company leaders (for example, N.R. Narayan Murthy of Infosys, Rioyaz Amlani of MOCHA Coffees, Falguni Nayar of Nykaa, Uday Kotak of Kotak Mahindra Bank, etc.) throughout the text illustrate how course concepts have helped their success.
- Each end of chapter includes Experiential Activities, Ethical Dilemmas, and Cases. Also, 5 Comprehensive Cases at the end of the text provide more application practice than any other text available.

**CONTENTS**

1. What Is Organizational Behavior?  
2. Diversity in Organizations  
3. Attitudes and Job Satisfaction  
4. Emotions and Moods  
5. Personality, Learning, and Values  
6. Perception and Individual Decision Making  
7. Motivation Concepts  
8. Motivation: From Concepts to Applications  
10. Understanding Work Teams  
11. Communication  
12. Leadership  
13. Power and Politics  
14. Conflict and Negotiation  
15. Foundations of Organization Structure  
16. Organizational Culture  
17. Organizational Change and Stress Management

**ABOUT THE AUTHORS**

Stephen P. Robbins is professor emeritus of management at San Diego State University and the world’s best-selling textbook author in the areas of both management and organizational behavior.

Timothy A. Judge is currently the Matherly-McKethan eminent scholar in Management at the Warrington College of Business Administration at the University of Florida.

Neharika Vohra is a professor at IIM Ahmedabad.
ABOUT THE BOOK
This successful text provides a discussion of change in relation to the complexities of organizational life with an emphasis on applying the theory into practice. The book is structured in three parts. The first part considers the causes and nature of change. Part two ‘opens up’ the organization to expand on issues of structuring for change, the cultural and political contexts for change and how to lead change. Part three moves firmly into addressing the more practical considerations of designing, planning and implementing change.

FEATURES
- Comprehensive coverage of the significant ideas and issues associated with change at all levels of organizational activity from the strategic to the operational and at the individual, group, organizational and societal levels
- Takes a conceptual and analytical approach to the way that theory and research in relation to organizations and change is explored and critiqued
- Includes practical elements in its provision of descriptions and worked examples of different approaches to ‘doing’ change
- Asks readers to undertake challenging activities to encourage the application of ideas and learning from the text to personal experience
- Provides end of chapter additional reading and suggested Websites for readers wishing to pursue ideas and issues further

CONTENTS
I. The Context and Meaning of Change
1. Organisations and their changing environments
2. The nature of organisational change

II. Organisations for Change
3. Organisational structure and change
4. Cultures for change
5. The politics of change
6. The leadership of change: individuals
7. The leadership of change: teams

III. Strategies for Managing Change
8. Hard systems models of change
9. Soft systems models
10. A changing future
quality management

TOTAL QUALITY MANAGEMENT, 5/e
Dale H. Besterfield
Carol Besterfield-Michna
Mary Besterfield-Sacre
Glen H. Besterfield
Hemant Urdhwareshe
Rashmi Urdhwareshe

ISBN: 9789353066314
Pages: 649

ABOUT THE BOOK
Over the years, total quality management has become very important for improving a firm’s processing capabilities to sustain competitive advantages. And in the last few years, the world has gone through many major changes in terms of information technology, quality system standards, customer satisfaction levels, economic changes, approaches of the government, and political alignments on the national and international level. Keeping these developments in mind, Total Quality Management, 5th ed. has been revised to focus on encouraging a continuous flow of incremental improvements from the bottom of the organization’s hierarchy.

FEATURES
New TQM Exemplary Examples include Indian Space Research Organization (ISRO), Unique Identification Authority of India (UIDAI), Narayana Heath, and Ashok Leyland
- Information about Zero Defect and Effect (ZED) program to make the readers aware of the quality movement in India
- New concepts such as Hoshin Kanri and Line of Sight
- Updated discussion on satisfaction surveys in India, American Customer Satisfaction Index (ACSI) and other customer satisfaction standards, Net Promoter Score (NPS), Industry 4.0 capturing the IT revolution and evolution of TQM

CONTENTS
1. Introduction
2. Leadership
3. Customer Satisfaction
4. Employee Involvement
5. Continuous Process Improvement
6. Supplier Partnership
7. Performance Measures
8. Benchmarking
9. Information Technology
10. Quality Management Systems
11. Environmental and Occupational Health and Safety Management System
12. Quality Function Deployment
13. Quality by Design
14. Failure Mode and Effect Analysis
15. Products Liability
16. Total Productive Maintenance
17. Management Tools
18. Statistical Process Control
19. Experimental Design
20. Taguchi’s Quality Engineering

ABOUT THE AUTHORS
Dale H. Besterfield, Professor Emeritus, Southern Illinois University
Carol Besterfield-Michna
Glen Besterfield, Associate Professor, University of South Florida
Mary Besterfield-Sacre, Associate Professor, University of Pittsburgh
Hemant Urdhwareshe, Director, Institute of Quality and Reliability, Pune; Fellow, American Society for Quality
Rashmi Urdhwareshe, Director, Automotive Research Association of India
About the Book

Appropriate for Business, Engineering, and Engineering Technology, and for courses in Quality Management, Management of Organizations, Quality Improvement, and Quality Assurance. Quality Management: Creating and Sustaining Organizational Effectiveness, 2e, explores how quality management has progressed from an emphasis on the management of quality to a focus on the quality of managing, operating, and integrating customer service, marketing, production, delivery, information, and finance areas throughout an organization’s value chain. New or updated chapters on lean, Six Sigma, ISO 9000, and supply chain management cover the latest areas that are critical to companies competing in today’s global environment. Designed to enable students to recognize the cornerstones of creating and sustaining organizational effectiveness, this text is based on key quality initiatives, including Six Sigma, the Malcolm Baldrige National Quality Award, ISO 9000, lean manufacturing, and value creation.

Features

■ Hallmark Features: Coverage of topics essential to the industry, including customer focus creation, value creation, leadership, process improvement and management, strategic planning, measures of performance, supply chain management, human resources management, knowledge and information management, project management and business results. Provides students with a solid understanding of what it takes manage an effective organization.
■ Student-friendly narrative: Offers students an engaging writing style that makes the material more stimulating and accessible.
■ End-of-chapter cases that review an effective organization. Gives students insight to an actual organization from seven different points of view so they have a tangible example of the subject matter.
■ Examples from a host of industries and organizations. Furnishes students with real world situations that illustrate the broad range of applicability of topics while provoking further interest in the material.

Contents

1. Organizational Effectiveness.
2. Organizational Philosophy.
4. Creating a Customer Focus.
5. Organizational Leadership.

6. Strategic Planning.
8. Managing the Supply Chain
12. Lean Tools and Techniques
15. Business Results.
Appendix 1. Z Tables.
Appendix 2. X-bar and R chart factors.
Appendix 4. Websites for Quality.
Appendix 5. Attribute Charts. Appendix A: Data Sheets.

About the Author

Donna C. Summers, University of Dayton

In 2-color!!

Total Quality Management, 3/e
Poornima M. Charantimath

About the Book

This book follows a business approach that looks critically at the products and services the company provides in relation to the processes it employs to create them. Special features chapter opening vignettes, Marginal additions, Updated ISO standards, An Introduction to Integrated Management system and updated audit process. Another USP of this book is now it is in 2 colour format.

Features

■ Chapter opening vignettes
■ Marginal additions, in the name of birds eye view
■ Updated ISO standards
■ An Introduction to Integrated Management system
■ Updated audit process.
■ Box items - Explaining innovative practices in TQM arena
■ TQM related discussion forum
■ Updated Key terms and summary

Contents

1. Quality Concepts
2. Quality Gurus
3. The Philosophy of Total Quality Management
4. Leadership and Strategic Planning
5. TQM Kitemarks
7. Six Sigma
8. Quality Improvement Tools
9. Kaizen—Continuous Improvement
10. Breakthrough Improvement
11. Benchmarking
12. Business Process Re-engineering
14. Total Productive Maintenance
15. Customer-driven Quality
16. TQM in Services
17. Quality Management System
18. Management Audit

ABOUT THE AUTHOR
Poornima M. Charantimath is a professor in the area of total quality management and entrepreneurship development at Karnataka Law Society’s Institute of Management Education and Research, Belgaum.

Strategic Management

GAINING AND SUSTAINING COMPETITIVE ADVANTAGE, 4/e
Jay B. Barney

ISBN: 9789332550155
₹ 639.00 | Pages: 512

ABOUT THE BOOK
Gaining and Sustaining Competitive Advantage, 4e provides students and practitioners with the most up-to-date research in a way that helps them see how the concepts can be applied to the real business world. This book explores the impact of the recent global business changes in relation to the competitive context of firms and their ability to generate and sustain competitive advantages.

The fourth edition has been thoroughly updated to include the latest research in the field.

FEATURES
- Updated Examples: This text is full of examples from Fortune, Business Week, and the Wall Street Journal, most of which have been updated or changed entirely in the fourth edition.
- Provide an accessible approach: An Organized Framework to Integrating Strategic Management Research.
- Put it all together: Strategy Formulation and Implementation, Combined.

Capture interest: The material presented in this text was carefully selected to help spark students’ natural curiosity and provide them with a basis to apply the concepts to.

Highlight what matters: Chapter Summary and Review Questions. Students often have a difficult time pinpointing the most important elements of the reading.

CONTENTS
1. Introduction: What Is Strategy?
2. Firm Performance and Competitive Advantage
3. Evaluating Environmental Threats
4. Evaluating Environmental Opportunities
5. Evaluating Firm Strengths and Weaknesses: The Resource-Based View
6. Product Differentiation
7. Cost Leadership
8. Flexibility: Real Options Analysis Under Risk and Uncertainty
9. Tacit Collusion: Cooperation to Reduce Competition
10. Vertical Integration Strategies
11. Diversification Strategies
12. Implementing Corporate Diversification
13. Merger and Acquisition Strategies
14. Strategic Alliances
15. International Strategies

ABOUT THE AUTHOR
Jay Barney is a Presidential Professor of strategic management and the Lassonde Chair of Social Entrepreneurship of the Entrepreneurship and Strategy Department in the David Eccles Business School, The University of Utah.

Strategic Management and Competitive Advantage: Concepts and Cases, 5/e
Jay B. Barney
William Hesterly

ISBN: 9789332559400
₹ 679.00 | Pages: 546

ABOUT THE BOOK
Strategic Management and Competitive Advantage, 5e, is the first undergraduate textbook to introduce a theory-based, multi-chapter organizing framework to add additional structure to the field of strategic management. The authors have focused on presenting material that answers the question: does this concept help students analyze real business situations? This carefully crafted approach provides students with all the tools necessary for strategic analysis.
FEATURES

■ Less Is More: Streamlined look, resisting the tendency to let the text get longer with every new edition.
■ The VRIO Framework: A theory-based, multi-chapter organizing mechanism that provides a decision-making framework for students to use in analyzing business situations. VRIO (that is, value, rarity, imitability, and organization) integrates two existing theoretical frameworks: the positioning perspective and the resource-based view.
■ The Fundamental Concepts: Contains all the core ideas and theories essential to a strategy course. Ideas such as five forces framework, value chain analysis, generic strategies, and corporate strategy are included.
■ New Topics: Two newer topics in the field have also been included in this edition of the book: The Business Model Canvas (in Chapter 1) and Blue Ocean Strategies (in Chapter 5).

CONTENTS

Part I: The Tools of Strategic Analysis
2. Evaluating a Firm’s External Environment
3. Evaluating a Firm’s Internal Capabilities
   End-of-Part 1 Cases

Part II: Business-Level Strategies
4. Cost Leadership
5. Product Differentiation
   End-of-Part 2 Cases

Part III: Corporate Strategies
6. Vertical Integration
7. Corporate Diversification
8. Organizing to Implement Corporate Diversification
9. Strategic Alliances
10. Mergers and Acquisitions
11. International Strategies
   End-of-Part 3 Cases

Appendix: Analyzing Cases and Preparing for Class Discussions

ABOUT THE AUTHORS

Jay Barney is a Presidential Professor of strategic management and the Lassonde Chair of Social Entrepreneurship of the Entrepreneurship and Strategy Department in the David Eccles Business School, The University of Utah.

William Hesterly is the Associate Dean for Faculty and Research as well as the Dumke Family Endowed Presidential Chair in Management in the David Eccles School of Business, University of Utah.

ABOUT THE BOOK

This book is for MBA strategic management or business policy courses. This is the book that enables students to transfer conceptual classroom learning to strategic application in their professional lives.

FEATURES

■ All chapter begin by highlighting dynamic companies and their leaders who make the strategic decisions
■ Nineteen cases of top Indian companies included at the end of the book
■ Indian examples in chapter inserts provide students with the strategic approach adopted by these companies
■ With the interactive feature ‘How Would You Do That,’ students have a chance to place themselves into role of a strategic decision maker at a well-known company

CONTENTS

Part I: Strategy and Strategic Leadership in Dynamic Times
1. Introducing Strategic Management
2. Leading Strategically Through Effective Vision and Mission

Part II: The Internal and External Environment of Strategy
3. Examining the Internal Environment: Resources, Capabilities, and Activities
4. Exploring the External Environment: Macro and Industry Dynamics

Part III: Business, Corporate, and Global Strategies
5. Creating Business Strategies
6. Crafting Business Strategy for Dynamic Contexts
7. Developing Corporate Strategy
8. Looking at International Strategies

Part IV: Strategy Vehicles for New Directions
9. Understanding Alliances and Cooperative Strategies
10. Studying Mergers and Acquisitions

Part V: Implementation, New Ventures, and Governance in Dynamic Contexts
11. Organizational Structure, Systems, and Processes
12. Considering New Ventures and Corporate Renewal
13. Corporate Governance in the Twenty-First Century
Part VI: Case Studies: Pulling it all Together
15. Bharat Heavy Electricals Ltd.: Implementing Vision and Mission
17. Turnaround Strategy of COCA-COLA INDIA Inc.: Subsidiary of the Coca-Cola Company
18. Vodafone-Entry to India
19. Competitive Advantage—Airtel
20. Macroanalysis and Resource-based View for Alcatel-Lucent
22. Reliance Communication
23. Global Strategy—Acquisition of i-flex Solutions Limited by Oracle Corporation
24. Developing Competencies—Infosys Technologies Ltd.
25. Pharmaceutical Industry: Distinctive Competencies and Generic Strategies
26. IDEA Cellular
27. Thermax: Global Value Chain Management
28. The Expansion of Vincor
29. Developing Competitive Advantage—Wipro
30. Strategic Growth of Tata Steel
31. Implementation of the Balanced Scorecard as a Means of Corporate Learning: The Porsche Case
32. Biocon: World’s Envy—India’s Pride
33. Spicejet (Beyond 2008): Rise Above the World so High
34. Upgrading Internationalizing Business Strategies for Reinventing the Company’s Fortunes: A Case of Tata Motors
35. David Walentas’ Two Trees Management Company: A Case of Deliberate Entrepreneurship

ABOUT THE AUTHORS
Mason A. Carpenter is from University of Wisconsin—Madison
Wm. Gerard Sanders is from Brigham Young University
Prashant Salwan is from Indian Institute of Management, Indore.

FEATURES
- A brand-new COHESION CASE on The Hershey Company (2015) is provided, which allows the learners to apply strategy concepts to Hershey at the end of each chapter through new, innovative Assurance of Learning Exercises.
- Brand new, one-page MINI-CASES appear at the end of each chapter, complete with questions designed to apply chapter concepts. Some of the companies under discussion including Indian ones are: Kroger Company, Walt Disney Company, S. K. Metallic Engineering Works (Indian), LinkedIn, A3 Foods (Indian), Yeravani Chenchu Colony (Indian), Hilton Worldwide, NPK International (Indian), etc.
- Original, half-page ACADEMIC RESEARCH CAPSULES are presented in each chapter to showcase how new strategic-management research is impacting business practice.
- Some more examples of Indian companies included to help learners relate the concepts within their context are Axis Bank, Kingsher, Amara Raja Group, Tanishq, Tata Nano, Decathlon, and ITC.

CONTENTS
Part 1: Overview of Strategic Management
1. The Nature of Strategic Management
   The Cohesion Case: The Hershey Company, 2015 (HSY)
Part 2: Strategy Formulation
2. The Business Vision and Mission
3. The External Assessment
4. The Internal Assessment
5. Strategies in Action
6. Strategy Analysis and Choice
Part 3: Strategy Implementation
8. Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues
Part 4: Strategy Evaluation
Part 5: Key Strategic-Management Topics
10. Business Ethics, Social Responsibility, and Environmental Sustainability
11. Global and International Issues
Part 6: Strategic-Management Case Analysis
12. How to Prepare and Present a Case Analysis

ABOUT THE BOOK
Strategic Management Concepts: A Competitive Advantage Approach, 16/e
Fred R. David
Forest R. David
ISBN: 9789353062835
INR 549.00 | PAGES: 472

in.pearson.com
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Forest R. David, Strategic Planning Consultant

ESSENTIALS OF STRATEGIC MANAGEMENT, 5/e
J. David Hunger
Thomas L. Wheelen
ISBN: 9789332550094
₹ 409.00 | Pages: 208

ABOUT THE BOOK
This brief text offers a concise explanation of the most important concepts and techniques in strategic management. Further, cases and simulations are a perfect supplement to Essentials of Strategic Management, 5/e while its brevity also makes it suitable for use in corporate and executive training programs.

This edition contains new information to reflect the latest changes in the discipline while remaining brief and to the point.

FEATURES
■ Provide an accessible organization of information:
  □ The Strategic Decision-making Model, based on the underlying processes of environmental scanning, strategy formulation, strategy implementation, and evaluation and control is presented in chapter 1 and provides an integrated framework for readers to follow throughout the book.
  □ The Resource-based View of the Firm (including Barney’s VRIO framework) is presented in chapter 4 and serves as a foundation for organizational analysis.

■ Make learning and studying easier:
  □ Chapter opening vignettes appear at the beginning of each chapter where they help illustrate the coming material and reinforce the concepts that have already been discussed.
  □ Every chapter also concludes with a list of key terms and a set of discussion questions useful for studying purposes and for assessing knowledge before moving on to the next chapter.

■ Examples of new material include:
  □ Contrasting the agency theory with the stewardship theory.
  □ Increased material on sustainability and moral relativism.
  □ PESTEL analysis has been added to environment scanning.
  □ A discussion of brands has been added to the material on marketing resources.

■ Open innovation has been added to the discussion of R&D strategy.

CONTENTS
Part 1: Introduction to Strategic Management
1. Basic Concepts of Strategic Management
2. Corporate Governance, Ethics, and Social Responsibility

Part 2: Scanning the Environment
3. Environmental Scanning and Industry Analysis
4. Internal Scanning: Organizational Analysis

Part 3: Strategy Formulation
6. Strategy Formulation: Corporate Strategy
7. Strategy Formulation: Functional Strategy and Strategic Choice

Part 4: Strategy Implementation and Control
8. Strategy Implementation: Organizing for Action
10. Evaluation and Control

Part 5: Introduction to Case Analysis
11. Suggestions for Case Analysis
Appendix A: Suggested Techniques for Case Analysis and Presentation
Appendix B: Resources for Case Research
Appendix C: Strategic Audit of a Corporation

ABOUT THE AUTHORS
J. David Hunger, Iowa State University, St. John’s University
Thomas L. Wheelen, Wheelen and Associates, Saint Petersburg, Florida

CASE STUDIES IN STRATEGIC MANAGEMENT: A PRACTICAL APPROACH
Sanjay Mohapatra
ISBN: 9788131759844
₹ 409.00 | Pages: 248

ABOUT THE BOOK
Through handpicked cases from a variety of areas and business houses, this book illustrates how strategic management can be used to achieve better operational performance and strengthen their services by aligning business goals with performance measures.
FEATURES
- Twelve cases, carefully chosen and developed to illustrate the key issues of strategic management
- Cases drawn from different sectors like agriculture, insurance, retail, to name a few
- Discussion questions at the end of each case to make it more interactive.

CONTENTS
1. Case Study on RMRB International: Strategic Direction for a Research Organization
2. Case Study on Merger and Acquisition: Coromandel Fertilizers Limited
3. Case Study on Tata Chemicals Limited: Growth with Responsibility
4. Case Study on Monsanto: Customized Global Marketing Strategy in India
5. Case Study on DCM Shriram Consolidated Ltd: An Early Adopter of MIS
6. Case Study on the Hub and Spoke Model of HDFC Bank for Agriculture and Microfinance Business
7. Case Study on ICICI Lombard
8. Case Study on Reliance Life Insurance: Use of Information System as a Strategic Management Tool
9. Case Study on Pantaloons: Value for Money
10. Case Study on RPG: From Regional to International Music
11. Case Study on Tata Sky: Strategic Advantage Through Technology
12. Case Study on ICICI Bank: Leadership in Retail Banking Through Technology Adoption

ABOUT THE AUTHOR
Sanjay Mohapatra, Associate professor in Xavier Institute of Management Bhubaneswar (XIMB).
ABOUT THE BOOK

Concepts in Strategic Management and Business Policy, 15e, has continued to develop around three key themes—globalization, innovation, and sustainability—which was introduced in the previous edition. In the current order of things around the world, these three strategic issues comprise the cornerstone all organizations must build upon to push their businesses forward.

In addition to this, the authors have taken a class-tested approach to strategy with new focus on environmental sustainability. This book contains a Strategic Management Model that runs through the first 12 chapters and is made operational through the Strategic Audit, a complete case analysis methodology. The Strategic Audit provides a professional framework for case analysis in terms of external and internal factors and takes the student through the generation of strategic alternatives and implementation programs.

FEATURES

- A new Chapter (9) on Global Strategy to address the key issues of entry, international coordination, stages of international development, international employment, and measurement of performance.
- New and updated vignettes on sustainability (which is widely defined as business sustainability), globalization (which we view as an expectation of business), and innovation (which is the single most important element in achieving competitive advantage) appear in every chapter of the text.
- Every example, chapter opening, and story along with chapter-end discussion questions have been updated.
- This includes chapter opening vignettes examining companies such as: Tesla, Pizza Hut, Bombardier, Wal*Mart, Caterpillar, and United Airlines among many others.
- Some Indian cases and examples on companies like Amazon India, Satyam, Tata Group (including TCS and Tata Nano), Kingfisher, ITC, Amara Raja Group, Vodafone, Kingfisher, and Asian Paints have been added to bring the discussion a bit closer to home.

CONTENTS

Part I: Introduction to Strategic Management and Business Policy
1. Basic Concepts of Strategic Management
2. Corporate Governance
3. Social Responsibility and Ethics in Strategic Management

Part II: Scanning the Environment
4. Environmental Scanning and Industry Analysis
5. Organizational Analysis and Competitive Advantage

Part III: Strategy Formulation
7. Strategy Formulation: Corporate Strategy
8. Strategy Formulation: Functional Strategy and Strategic Choice

Part IV: Strategy Implementation and Control
9. Strategy Implementation: Global Strategy
10. Strategy Implementation: Organizing and Structure
11. Strategy Implementation: Staffing and Directing
12. Evaluation and Control

Part V: Introduction to Case Analysis
13. Suggestions for Case Analysis

Part VI: Cases in Strategic Management

ABOUT THE AUTHORS

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Alan N. Hoffman, Bentley University
Purva kansal, Panjabi University, Chandigarh

TESTIMONIALS

Concepts in Strategic Management and Business Policy is a very good book on the subject. It brings the sustainability theme into focus and equips students with the strategic concepts they need to know as they face issues such as climate change, global warming, and energy availability. The Indian adaptation brings several Indian examples, managerial practices, caselets, and case studies. It will be useful for students to understand strategic management and business policy specific to the Indian context.

Dheeraj Sharma, Faculty in Marketing and Organizational Behavior, Indian Institute of Management Ahmedabad, India

This is a comprehensive book on the concepts in strategic management, explaining theories through various pedagogical features. The first 11 chapters are focused around strategic management models, and in the beginning of each chapter a vignette is provided which provides students a structure for both content and case analysis. In the new edition, new cases like Diversification at ITC, The Satyam Scam, Nano Tries to Change the Auto Industry, Haldiram’s Sweet and Tangy Strategy, The Success of R&D in India, ESOP Options in India, and Research in Motion gives the students a flavor and insight into the application of the concepts in real-life situations.

Suresh K. Chadha
Professor and Chairman, University Business School, Panjab University, Chandigarh
Apart from being a conceptually strong text on strategic management, I feel, the book has also brought itself closer to home by maintaining a balance between theories and utilizing examples from Indian companies, such as, ITC Bingo, Nirma, Pantaloons, Big Bazaar, and Dabur, to compliment the theory. This will be help Indian students easily adapt various concepts in the Indian context.

Himanshu Sharma, Director, Unistar Outsourcing India Pvt Ltd.

This book provides a comprehensive and holistic perspective on the concepts and application of strategic management. Inclusion of Indian examples and case studies in particular add to the richness of the content, providing an opportunity to the management students to appreciate the utility and applicability of theoretical concepts of the subject.

Anil Gupta, Professor, The Business School and the School of Hospitality and Tourism Management, University of Jammu

EXPLORING STRATEGY: TEXT AND CASES, 11/e
Gerry Johnson
Richard Whittington
Kevan Scholes
Duncan Angwin
Patrick Regnér

ISBN: 9789353067960

ABOUT THE BOOK
With over one million copies sold worldwide, Exploring Strategy has long been the essential strategy text for managers of today and tomorrow. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions about organisations- how they grow, how they innovate and how they change. Texts and Cases also provides a wealth of extra case studies written by experts in the subject to aid and enrich your understanding. Examples are taken from events and organisations as diverse as Glastonbury, Mondelez and Formula 1 racing.

FEATURES
■ Learning outcomes
■ Illustrations
■ Case examples
■ ‘Thinking Differently’ boxes
■ Part commentaries

CONTENTS
1. Introducing Strategy
2. Macro Environmental Analysis
3. Industry and Sector Analysis
4. Resources and Capabilities
5. Stakeholders and Governance
6. History and Culture
7. Business Strategy and models
8. Corporate Strategy and Diversification
9. International Strategy
10. Entrepreneurship and Innovation
11. Mergers, Acquisitions and Alliances
12. Strategy in Action
13. Strategy Development Processes
14. Organizing and Strategy
15. Leadership and Strategic Change
16. The Practice of Strategy

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Kevan Scholes, Sheffield Hallam University
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TRAINING IN INTERPERSONAL SKILLS: TIPS FOR MANAGING PEOPLE AT WORK, 6/e
Stephen P. Robbins
Phillip L. Hunsaker

ISBN: 9789332549845

ABOUT THE BOOK
By developing and practicing the material in Training in Interpersonal Skills: Tips for Managing People at Work, 6/e, students can learn how to build productive relationships for any situation. This text also helps students master the skills necessary for personal and organizational effectiveness such as self-management, communication, teaming, and problem solving.

The sixth edition includes several new pedagogical tools-such as self-assessment quizzes, exercises, cases, etc.-and information on the importance and usage of social networking.

FEATURES
■ Get students engaged in the material: Pedagogical Tools. Role-plays, cases, self-assessments, and exercises have been added to this edition.
Self-Assessment Questionnaires: By taking these questionnaires students will discover if they have:
- Locus of control
- Type A personality
- Passive/assertive/aggressive behavior

Managers Application Tips boxes have been added to describe the results from each of the self-assessment questions.

The Behavior Skills Learning Model: Each chapter in Training in Interpersonal Skills is organized around the social learning model, which has been proven to be a successful pedagogical aid.

Provide the latest information: New Topics. The importance and usage of social networking, impression management, persuasion tactics of social proof, and ingratiations, group process loss, and facilitating stages of team development have been added to this edition.

CONTENTS

Part I: Self-Awareness
1. Skills: An Introduction
2. Self-Awareness: A Point of Departure
4. Applying Emotional Intelligence

Part II: Communicating
5. Sending Interpersonal Messages
6. Listening and Reading Nonverbal Messages
7. Providing Feedback
8. Communicating Across Cultures

Part III: Motivating
9. Goal Setting
10. Coaching, Counseling, and Mentoring
11. Empowering People Through Delegation

Part IV: Leading
12. Politicking
13. Applying Leadership Style
14. Managing Change

Part V: Teaming
15. Facilitating Teamwork
16. Valuing Diversity

Part VI: Problem Solving
17. Ethical Decision Making
18. Creative Problem Solving
19. Resolving Conflicts
20. Persuading
21. Negotiating

ABOUT THE AUTHORS
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Advertising

ADVERTISING MANAGEMENT, 5/e

Rajeev Batra
John G. Myers
David A. Aaker

ISBN: 9788177588507
₹ 689.00 | Pages: 754

ABOUT THE BOOK

The fifth edition provides a perfect blend of state-of-the-art theory with current management practice and has been updated, to include current research and readings. The overriding objective of the book is to provide an approach to the management of advertising that is sophisticated, thoughtful, and state-of-the-art, while being practical and relevant to real-world advertising planning, decision making, and control.

FEATURES

- Features many new chapters as well as new material in existing chapters.
- Includes cases, readings, exercises, and discussion questions
- Complete coverage of goal setting framework, positioning, and segmentation, message strategy, message tactics, media strategy and media tactics

CONTENTS

I. Introduction
   1. The Field of Advertising Management
   2. Advertising Planning and Decision Making
II. Objective Setting and Market Positioning
   3. Integrated Marketing Communications
   4. Setting Goals and Objectives
   5. How Advertising Works: Some Research Results
   6. Segmentation and Positioning
III. Message Strategy
   7. Attention and Comprehension
   8. Understanding Benefit-Based Attitudes
   9. Associating Feelings with the Brand
   10. Brand Equity, Image and Personality
   11. Group Influence and Word-of-Mouth Advertising
IV. Message Tactics
   12. Creative Approaches
   13. The Art of Copywriting
   14. Advertising Copy Testing and Diagnosis
   15. Production and Implementation
V. Media Strategy and Tactics
   16. Media Strategy: Setting Media Budgets
   17. Media Tactics: Allocating Media Budgets
VI. The Broader Environment
   18. Advertising Regulation
   19. Advertising and Society
   20. Global Marketing and Advertising

ABOUT THE AUTHORS

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John G. Myers, the University of California, Berkeley
David A. Aaker, The University of California, Berkeley

INTEGRATED ADVERTISING, PROMOTION AND MARKETING COMMUNICATIONS, 6/e

Kenneth E. Clow
Donald E. Baack

ISBN: 9789332518377
₹ 809.00 | Pages: 460

ABOUT THE BOOK

The carefully integrated approach of this text blends advertising, promotions, and marketing communications together, providing students with the information they need to understand the process and benefits of successful IMC campaigns.

FEATURES

- Integrated Campaigns in Action
- Increased Emphasis on Social Media
- Interviews with Advertising Professionals
- Lead-in vignettes
- International marketing discussions
- Critical-thinking exercises and discussion questions
- Integrated learning exercises
- Creative Corner exercises
- Cases

CONTENTS

Part 1: The IMC Foundation
   1. Integrated Marketing Communications
   2. Corporate Image and Brand Management
   3. Buyer Behaviors
   4. The IMC Planning Process
Part 2: IMC Advertising Tools
   5. Advertising Management
   6. Advertising Design: Theoretical Frameworks and Types of Appeals
   7. Advertising Design: Message Strategies and Executional Frameworks
Part 3: IMC Media Tools
   8. Traditional Media Channels
   9. Digital Marketing

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Part 4: IMC Promotional Tools
10. Database and Direct Response Marketing
11. Sales Promotions
12. Public Relations and Sponsorship Programs

Part 5: IMC Integration Tools
13. Regulations and Ethical Concerns
14. Evaluating an Integrated Marketing Program

ABOUT THE AUTHORS
Kenneth E. Clow, University of Louisiana at Monroe
Donald E. Baack, Pittsburg State University

ABOUT THE BOOK
The books in the Frameworks series are well structured and provide a step-by-step guide to essential principles. They develop a basic framework of understanding to underpin further study of core business, financial and legal subjects in the higher education curriculum. The fourth edition of Advertising has been fully revised and updated, meeting the requirements of several examination syllabuses. There is new material on leading-edge printing and communications technology and a completely new chapter on the advertiser and the Internet.

FEATURES
- Contains chapters on writing copy, designing advertisements, the advertising department and corporate identity
- Includes a greatly expanded directory of contacts in the advertising industry
- Covers, and is recommended for the LCCI Third Level Certificate and CAM Certificate in Communications, valuable also for CIM and HNC/D students
- Contains updated material on advertising departments, TV franchises, radio stations, codes of practice, sponsorship, corporate video and satellite broadcasting

CONTENTS
1. Advertising and the Marketing Function
2. The Advertising Department
3. Types of Advertising
4. The Advertising Agency
5. Advertising Media: Above-the-line
6. Advertising Media: Below-the-line
7. Sales Promotion
8. Sponsorship
9. Direct Mail and Direct Response
10. Exhibitions
11. Copywriting
12. Layout and Typography
13. Printing Processes
14. Public Relations
15. Corporate Advertising
16. Corporate Identity
17. Advertising Research
18. Law and Ethics of Advertising
19. Planning and Executing an Advertising Campaign
20. The Advertiser and the Internet

ABOUT THE AUTHOR
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INTEGRATED MARKETING COMMUNICATION: PENTACOM, 4/e
Philippe Malaval
Marie-Helene Abbo
Muneesh Kumar
Jean-Marc Decaudin

ABOUT THE BOOK
Integrated Marketing Communication: Pentacom, 4/e is a unique and comprehensive book on integrated communication. The title of the book includes the word ‘Pentacom’ as it focuses on five major categories of communications (B-to-C, B-to-B, internal, financial and corporate communication). It also enables readers to understand and implement communication strategies targeted at five major targets, such as consumers, business customers and clients, employees, shareholders, and public authorities. Finally it has been tailored for five potential types of players, such as consumer goods manufacturers, industrial goods companies, local authorities, public administration and services, as well as non-governmental and non-profit organizations.

This book is designed for students in business schools and universities pursuing courses in management and mass media or communication. Its application-oriented approach, allows the book to serve as a very useful guide for practicing managers who desire to make their communications with different targets in different contexts more effective.

CONTENTS
Part I: Fundamentals and Techniques of Communications
1. Corporate and Organizational Communication Theories
2. The Communication Plan
3. Advertising Media
4. Direct Communication
5. e-Advertising and Digital Communication
6. Sales Promotion
7. Event Communications
8. Public Relations, Press Relations and Lobbying

Part II: Marketing Communications
9. Image and Brand Communications
11. B-to-B Communication: Main Characteristics and Techniques
12. International Communication

Part III: Communications for Corporations and Organizations
13. Corporate Communication: Environmental Protection and
14. Financial communication
15. Internal communication
16. Crisis Communication
17. Communication for public services and local authorities

ABOUT THE BOOK
Advertising tracks the changes in today’s dynamic world of media and marketing communication—as well as the implications of these changes to traditional practice—and presents them to students through an accessible, well-written approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today’s advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

FEATURES
■ Increased Integrated Marketing Communication (IMC) Focus. The word “advertising” has come to refer to a variety of marketing communication tools and functions. The broader focus of IMC in this edition includes all the various forms of marketing communication—multi-platform, as well as multimedia—and the discussion is embedded seamlessly throughout the book.
■ The Ten Key IMC-based Principles: With an increased emphasis on IMC in the ninth edition, this text has also developed a set of ten key IMC-based principles for brand communication. These principles evolve within the chapters as various IMC concepts are introduced, explained, and come together as a set in a much revised.
■ Chapter 18: Special Advertising Campaigns: This IMC wrap-up chapter explains IMC campaigns and distinguishes campaigns from the management of a Total Communication program.
■ Emphasize the importance of the brand—Increased Brand Focus: Instead of presenting advertising as an isolated piece of the marketing puzzle, this text has increased its emphasis on the importance of advertising in relation to brand communication.
■ Highlight the social media revolution—New Interactive and Social Media Discussions: Today’s social media revolution marks a major change in the way advertising operates. The impact and implications of this shift—from company-controlled to consumer-controlled media—is highlighted and explained throughout this text.

CONTENTS
Part 1: Principle: Back to Basics
1. Advertising
2. Brand Communication
3. Brand Communication and Society

Part 2: Principle: Be True to Thy Brand—and Thy Consumer
4. How Brand Communication Works
5. Segmenting and Targeting the Audience
6. Strategic Research
7. Strategic Planning

Part 3: Practice: Developing Breakthrough Ideas in the Digital Age
8. The Creative Side
9. Promotional Writing
10. Visual Communication

Part 4: Principle: Media in a World of Change
11. Media Basics
12. Paid Media
13. Owned, Interactive, and Earned Media
14. Media Planning and Negotiation

Part 5: Principle: IMC and Total Communication
15. Public Relations
16. Direct Response
17. Promotions
18. The Principles and Practice of IMC
19. Evaluating IMC Effectiveness

Appendix
Glossary
Notes

ABOUT THE AUTHOR
Nancy Mitchell, is associate professor of history at North Carolina State University

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$809.00 | Pages: 672

ABOUT THE BOOK
Advertising tracks the changes in today’s dynamic world of media and marketing communication—as well as the implications of these changes to traditional practice—and presents them to students through an accessible, well-written approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today’s advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

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17. Promotions
18. The Principles and Practice of IMC
19. Evaluating IMC Effectiveness

Appendix
Glossary
Notes

ABOUT THE AUTHOR
Nancy Mitchell, is associate professor of history at North Carolina State University
ABOUT THE BOOK
From new product development to product elimination, this book holistically covers the entire product life cycle, including analysis of new product innovation strategy, new product ideas screening, product testing, managing growing and mature products, and product deletion. The nature and practice of these processes are central to the firm’s overall strategy for competitiveness, and this book repeatedly emphasises the fundamental relationship between the success of a product and the survival of the firm. Whether they are studying at undergraduate, postgraduate or MBA levels, students will find this book essential to their understanding of this important subject area.

FEATURES
■ Provides a comprehensive review of the principles and practices of the product life cycle, giving readers full understanding of the subject
■ Contains original insights and ideas based on the author’s practical experience, which give a real world context to the subject
■ Illustrated with European case studies at the end of every chapter to ensure readers think practically
■ Learning objectives to guide students through each topic
■ Revision questions to test understanding

CONTENTS
Part I: The Theoretical Foundations
1. Competition and product strategy
2. The product in theory and practice
3. Buyer behaviour
4. The product life cycle in theory and practice
5. Product portfolios
Part II: New Product Development
6. The importance, nature and management of the new product development process
7. New product strategy
8. Idea management for new product development
9. Screening new product ideas
10. Concept development and testing
11. Business analysis
12. Product testing

Part III: Product Management
13. Commercialization: test marketing and launching the new product
14. Managing growth
15. Managing the mature product

Part IV: Product Elimination
16. Controlling the product line: an overview of the deletion decision
17. Reaching the decision to delete a product
18. Implementing the deletion decision
19. Reprise

ABOUT THE AUTHORS
Michael Baker is Emeritus Professor of Marketing at the University of Strathclyde where he founded the Department of Marketing in 1971. Susan Hart is Professor of Marketing at Strathclyde University.
companies, such as TCS, ITC, Taj Hotels, and Marico, have been incorporated to illustrate case studies and examples.

- Some of the specific new topics reviewed in depth in this edition are as follows:
  - Marketing in a recession
  - Brand communities
  - Luxury branding
  - Brand characters
  - Brand personas
  - Brand makeovers
  - Shopper marketing
  - Person branding
  - Social currency
  - Brand potential
  - Brand extension scorecard
  - Culture and branding
  - Brand flashbacks
  - Future brand priorities

ABOUT THE AUTHORS
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Ambi M. G. Parameswaran is Executive Director, FCB Ulka Advertising, India’s third largest advertising group.

Isaac Jacob is Professor and former Head of the Department (Marketing), K J Somaiya Institute of Management Studies and Research (SIMSR), Mumbai.

TESTIMONIALS
This book provides contextual insights that are remarkably astute and visionary. Highlighting various Indian case studies, the book offers a ring-side view of academic learnings with empirical findings through a measured prism of rooted deductions.

Dr Bhaskar Das, Group Coo, Zee Media Corporation

The book has illustrated concepts using brands which are well-known by today’s consumers who are young, aspirational, global, and interconnected.

Rajan Saxena, Vice-Chancellor, Narsee Monjee Institute of Management Studies, Mumbai

This four-color Indian adaptation of Strategic Brand Management by Ambi M. G. Parameswaran and Professor Isaac Jacob is a delight to read. The Indian examples and case studies will help students relate to the concepts and theories explained in the book.

Dr Prafulla Agnihotri, Director, Iim Trichy

The authors have dissected and analyzed brands across several categories and have provided deep insights into the dynamics of brand building. This book will educate and enlighten both students and practitioners of brand management.

Ranjan Kapur, Country Manager-WPP India

The fourth edition has been enhanced significantly with Indian case studies, thanks to Dr Parameswaran and Professor Jacob’s vast experience in the professional and academic sphere.

Sanjiv Sarin, Coo, Tata Coffee Ltd

This book provides excellent examples of traditional and contemporary Indian and international brands, including e-brands and their challenges of brand management. A must-read for any practitioner, academic, and student of business management.

Professor Monica Khanna, K J Somaiya Institute of Management Studies and Research, Mumbai

ABOUT THE BOOK
Developments in the realm of digitalization, cultural scenario and in consumer decision making—witnessed in the last couple of years—had brought about a need to revise Consumer Behaviour and Branding: Concepts, Readings and Cases-The Indian Context. The new edition has been titled as Consumer Behaviour: The Indian Context. The text has been holistically updated to reflect rapid changes in the Indian and global markets and the valuable feedback received from subject matter experts, students and working professionals engaged in the discipline.

FEATURES
- New examples to reflect changing lifestyles and consumer decisions
- Extensive discussion on digitalization and consumer behaviour
- Strong conceptual base that stimulates the thought process of the readers
- Specific applications to illustrate the practical usefulness of concepts
- Indian cases that have been drawn from real-life brands
- Attractive visuals of brands to illustrate the concepts discussed

CONTENTS
1. Consumer Behaviour and Brands in the Digital Era
2. Consumer Decision Making and Branding Strategies
3. The Concept of Perception and Its Impact on Marketing Strategies
4. Learning Principles and Their Usefulness to Branding Associations
5. The Role of Motivation and Personality Dimensions in Brand Associations

ISBN: 9789332586499

₹ 549.00  |  Pages: 348
6. Attitudes and Their Impact on Branding Strategies
7. Diffusion of Innovation: The Acceptance of New Products and Brands
8. The Concept of Reference Groups and Their Implications on Branding
9. Dimensions of Culture and Branding
10. Retailing and Consumer Behaviour Linkages to Branding

ABOUT THE AUTHOR
S. Ramesh Kumar is Professor of Marketing, IIMB Chair of Excellence at IIM Bangalore. He has a mix of industrial and teaching/research experience of over 30 years. His areas of interests are exploring the application of marketing/consumer behavior concepts to the Indian context. He has also adapted the 11th edition of Consumer Behavior by Leon Schiffman and Joseph Wisenblit.

CASE STUDIES IN CONSUMER BEHAVIOUR
S. Ramesh Kumar
ISBN: 9788131774489
Pages: 280

ABOUT THE BOOK
Case Studies in Consumer Behaviour is the gold standard marketing cases because of its content and organization consistently reflect the latest changes in today’s marketing theory and practice. To help students understand how to create value and gain loyal customers, the book presents fundamental marketing information in a comprehensive format, organized around an innovative customer-value framework.

FEATURES
■ Brief cases on companies highlighting interesting information and unique marketing practices
■ In-depth research and background provided for case studies to facilitate effective discussion
■ These cases also show readers how they can apply the chapter’s material to the marketing decision-making process

CONTENTS
1. Romantic Rides or Fiery Thrills: Positioning a new brand of Motorcycle in the Indian context
2. Exploring consumer perception about premium watches in the Indian context
3. Super Shampoo products and the Indian mass market
4. Himalaya Herbal Toothpaste: Category and Brand Involvement in an emerging market
6. Importance of Experiential Marketing in Marketing Communication
7. Ethnic Consumer Consulting
8. Kraft Foods: The Coffee Pod Launch (A)
9. Living Arts Center of Mississauga
10. Molson Canadian—The Rant
11. Logitech: Launching a Digital Pen
12. The Global Branding of Stella Artois
13. The Home Depot Canada: Renovating Strategy
14. Molson Canada : Social Media Marketing
15. Jewellworld.com Online jewelry shopping in China
16. Future Shop: Retail Customer Research
17. Exploring category benefits for brand building: Kaya and the beauty care market

ABOUT THE AUTHOR
S. Ramesh Kumar is Professor of Marketing, Indian Institute of Management, Bangalore.

CONSUMER BEHAVIOR, 12/e
Leon G. Schiffman
Joseph Wisenblit
S. Ramesh Kumar
ISBN: 9789353069834
Pages: 704

ABOUT THE BOOK
Consumer Behavior, 12th Edition explores how the examination and application of consumer behavior is central to the planning, development, and implementation of successful marketing strategies. Additionally, the present edition has been molded keeping in mind that the Indian marketing context has several unique aspects that are different from a developed market. The diversity and nuances of such a context have been captured in the backdrop of conceptual frameworks. With an emphasis on developing a variety of useful skills, this text prepares students for careers in brand management, advertising, and consumer research. The 12th Edition has been significantly updated to address contemporary trends and issues, including

FEATURES
■ The impact of modern technology on marketing and consumer behavior, with coverage of the value exchange between consumers and marketers, astute positioning, and more.
■ The role of new media providing students with a thorough understanding of how marketers can engage with consumers across social media platforms, manage successful, targeted campaigns, and track and measure the results.
■ A new section exploring the extents that hidden motives have on consumer behavior in Chapter 3.
Inclusion of updated cases and caselet features such as the “Touch of Reality” that connects concepts with the reality of Indian context and “Conceptual Theme” elaborating the application of theoretical concepts.

- Application of classical theories as well as the appreciation of contemporary research.
- Dozens of new ad illustrations, including of Indian brands like Tata, Soulful, Peter England, and Yakult, to help students visualize how the topics discussed affect real marketing decisions.

CONTENTS

Part I: Consumers, Marketers, and Technology
1. Consumer Behavior and Technology
2. Market Segmentation and Real-Time Bidding

Part II: The Consumer as an Individual
3. Consumer Motivation and Personality
4. Consumer Perception and Positioning
5. Consumer Learning
6. Consumer Attitude Formation and Change

Part III: Communication and Consumer Behavior
7. Persuading Consumers
8. From Print and Broadcast to Social Media and Mobile Advertising
9. Reference Groups and Communities, Opinion Leaders, and Word-of-Mouth

Part IV: Social and Cultural Settings
10. The Family and Its Social Standing
11. Cultural Values and Consumer Behavior
12. Cross-Cultural Consumer Behavior: An International Perspective

Part V: Consumer Decision-Making, Marketing Ethics, and Consumer Research
13. Consumer Decision-Making and Diffusion of Innovations
14. Marketers’ Ethics and Social Responsibility
15. Consumer Research

ABOUT THE AUTHORS
Leon G. Schiffman, Professor Emeritus of Marketing and E-Commerce, Peter J. Tobin College of Business, St. John’s University, New York City.
Joe Wisenblit, Professor of Marketing, Stillman School of Business, Seton Hall University, New Jersey.
S. Ramesh Kumar, IIMB Chair of Excellence, Professor of Marketing, Indian Institute of Management Bangalore.

CONSUMER BEHAVIOR: BUYING, HAVING, AND BEING, 11/e
Michael R. Solomon

ISBN: 9789332557468

r.899.00 | Pages: 608

ABOUT THE BOOK
Consumer Behavior: Buying, Having, and Being, 11/e, is modeled to help MBA and undergraduate students understand this subject in its entirety. Despite being a textbook, the author, Michael R. Solomon, has carried out the discussion in a manner which has both professional and personal relevance to the reader, regardless of whether he or she is a student, teacher, or businessperson. The present edition has been extensively revised and updated to capture the major trends and changes in marketing that impact the study of consumer behavior. This book goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people’s social experiences.

FEATURES
- A reorganized table of contents with 12 chapters divided in three sections it starts with introducing the reader to the framework of consumer decision-making to diving deeper into micro influences such as perception and learning and culminating with examining the macro variables such as group dynamics and lifestyles.
- Six new end-of-chapter cases and six updated end-of-chapter cases.
- A strong focus on social media platforms and how they change consumer behavior.
- A new chapter titled ‘Consumer and Social Well-Being’ that highlights pressing ethical issues relevant to consumer behavior such as privacy, sustainability, and addiction.
- Significant coverage of major emerging topics including big data, the digital self, gamification, and contextual influences on decision-making such as priming and nudging.

CONTENTS

Section 1: Foundations of Consumer Behavior
1. Buying, Having, and Being: An Introduction to Consumer Behavior
2. Decision Making and Consumer Behavior
3. Cultural Influences on Consumer Decision Making
4. Consumer and Social Well-Being

Section 2: Internal Influences on Consumer Behavior
5. Perception
6. Learning and Memory
7. The Self
8. Attitudes and Persuasion

Section 3: External Influences on Consumer Behavior
9. Group and Situational Effects on Consumer Behavior
10. Consumer Identity I: Sex Roles and Subcultures
11. Consumer Identity II: Social Class and Lifestyles

ABOUT THE AUTHOR
Michael R. Solomon, Saint Joseph’s University

### B2B Marketing

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<th>BUSINESS MARKET MANAGEMENT (B2B): UNDERSTANDING, CREATING, AND DELIVERING VALUE, 3/e</th>
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<tr>
<td>James C. Anderson</td>
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ABOUT THE BOOK
Anderson builds the book around a framework of understanding, creating, and delivering value.

The third edition of this text retains the framework for understanding, delivering, and creating value that was established in the first edition, giving the readers a framework for understanding the topic. Viewed from an international perspective—rather than a purely American one—Business Market Management draws upon best business practices, allowing readers to understand cultural and regional differences. Topics include: market sensing, understanding firms as customers, crafting market strategy, managing market offerings, business channel management, gaining customers, and sustaining reseller and customer relationships.

FEATURES
- Crafting Marketing Strategy
- Managing Market Offerings
- Managing Customers
- Regard Value as the Cornerstone
- Focus on Business Market Processes
- Stress Doing Business across Borders
- Accentuate Working Relationships and Business Networks

### Contents

#### Section I: Introduction and Overview
1. Business Market Management: Guiding Principles

#### Section II: Understanding Value
2. Market Sensing: Generating and Using Knowledge about the Market
3. Understanding Firms as Customers
4. Crafting Market Strategy

#### Section III: Creating Value
5. Managing Market Offerings
6. New Offering Realization
7. Business Channel Management

#### Section IV: Delivering Value
8. Gaining New Business
9. Sustaining Reseller Partnerships
10. Managing Customers

ABOUT THE AUTHOR
James C. Anderson is the William L. Ford Distinguished Professor of Marketing and Wholesale Distribution, and Professor of Behavioral Science in Management at the Kellogg School of Management, Northwestern University.

### BUSINESS TO BUSINESS MARKETING

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ABOUT THE BOOK
Written from a highly practical perspective, Business to Business Marketing aims to help students with limited marketing experience understand the concepts in business-to-business marketing. Overall, this text emphasizes the dynamic realities of the marketplace while reinforcing the most important principles and practices that students need to know.

FEATURES
- Prepare students for the reading—Accessible Chapter-opening Material.
- Help students make the connection between concepts—Continuing Case.
- Reinforce the material with practical experience—Case Studies.
- Use the author team’s personal insight as a resource—Author-Written Instructor's Manual.
CONTENTS
1. Introduction to Business-to-Business Marketing
2. Business-to-Business Environment: Customers, Organizations, and Markets
3. Organizational Buying and Buyer Behavior
4. The Legal and Regulatory Environment
5. Concepts and Context Of Business Strategy
6. Market Research and Competitive Analysis
7. Segmenting, Targeting, and Positioning
8. Developing the Product, Service, and Value of The Offering
9. Innovation and Competitiveness
14. Channel Relationships and Supply Chains
15. Communicating with the Market
16. Business Ethics and Crisis Management Case Studies

ABOUT THE BOOK
This market-leading, forward thinking textbook comprehensively addresses the impact of new technologies on the principles and practices of Direct Marketing.

FEATURES
■ Clear writing style
■ Innovative illustrations and photographs bring the story to life
■ Full of up-to-date examples of international brands
■ Comprehensive summaries and end-of-chapter questions
■ Full cases at the end of each chapter synthesises information and shows how the theory applies to real life

CONTENTS
Part I: Introducing Direct Marketing
1. What is direct marketing?
2. The database
Part II: Using Direct Marketing to Analyse the Marketing Situation
3. The customer database: analysis and applications
4. Using external databases in direct marketing

Part III: Setting Objectives and Strategies within Direct Marketing
5. Direct marketing objectives and strategies
6. The strategic influences on direct marketing
7. Relationship marketing and CRM
8. The Internet
9. Social networks: a new perspective for direct marketing

Part IV: Direct Marketing Implementation and Control
10. Offers and incentives in direct marketing
11. Direct marketing media
12. Acquisition Media
13. Creative practice and consumer behaviour in direct marketing
14. Testing, budgeting and research in direct marketing

ABOUT THE AUTHOR
Alan Tapp is Senior Lecturer at Bristol Business School at the University of West England.

International/Global Marketing

ABOUT THE BOOK
International Marketing and Export Management, 7e, offers an accessible and authoritative perspective on international marketing with a strong export management orientation, comprehensively describing the evolving competitive landscape as created by technological advances and international trade patterns. The seventh edition retains its clear and informed coverage of the opportunities for companies of all sizes and in all industries in the export of goods, services, intellectual property and business models.

Written in a no-nonsense style, the book has been updated to offer the most up-to-date discussion of the literature in the area, as well as new and engaging cases and examples in every chapter.

FEATURES
■ Updated to take account of the global economic crisis
■ New cases studies including BP’s problems in the Gulf of Mexico and Toyota’s worldwide recalls, along with more practical examples and vignettes throughout the text
■ Increased coverage of the service sector
■ New material on the increased importance of the BRIC countries (Brazil, Russia, India and China) and their rapid export-led growth
■ Greater emphasis on corporate social responsibility and ethics

CONTENTS
1. International Marketing and Exporting
2. Bases of International Marketing
3. The International Environment: Culture, Economic and Competition
4. The International Environment: Government, Political and Legal forces
5. Export Market Selection: Definition and Strategies
6. Information for International Market(ing) Decisions
7. Market Entry Strategies
8. Export Entry Modes
9. Non-export Entry Modes
10. Product Decisions
11. Pricing Decisions
12. Financing and Methods of Payment
13. Promotion and Marketing Communication
14. Handling Export Orders and Supply Chain Management
15. Organization of International Marketing Activities

ABOUT THE AUTHORS
Gerald Albaum is Research Professor at the Robert O. Anderson Schools of Management, University of New Mexico, and Professor Emeritus of Marketing at the University of Oregon, USA.
Edwin Duerr is a Professor Emeritus of International Business at San Francisco State University, USA.

GLOBAL MARKETING, 4/e
Svend Hollensen
Madhumita Banerjee
ISBN: 9788131728147
₹ 859.00 | Pages: 792

ABOUT THE BOOK
Drawing on an incomparable breadth of international examples, Global Marketing, 4/e, not only demonstrates how global marketing works, but also how it relates to real decisions around the world. Written from the perspective of firms competing in international markets, irrespective of their country of origin, this book provides a complete and concentrated overview of the total international planning process.

FEATURES
■ A truly global marketing book, with new up-to-date cases and exhibits from all parts of the world, including Europe, the Middle East, Africa, the Far East, North and South America and India

GLOBAL MARKETING, 9/e
Warren J. Keegan
Mark C. Green
ISBN: 9789352865284
₹ 729.00 | Pages: 624

ABOUT THE BOOK
Marking the 20th anniversary of this series of textbooks, this Ninth Edition of Global Marketing builds on the tradition and
successes of previous editions. Its environmental and strategic approach outlines the major dimensions of the global business environment. In this edition, as in all previous editions, the authors' goal has been to write a book that's authoritative in content yet relaxed and assured in style and tone. Students have consistently praised Global Marketing for its simple, readable language and clarity. The Ninth Edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns, and crises facing global markets. New cases have been added while others have been revised as the text considers recent geopolitical developments and technological changes affecting global marketing.

**FEATURES**

- **NEW! and REVISED! Cases** were written to encourage student interest and learning, stimulate class discussion, and enhance the classroom experience for students and instructors.
- **NEW! Updated to reflect recent geopolitical changes**, the text includes material on uprisings in North Africa and the Arab world and changes in the political climate of China.
- **NEW! Considers the broad concerns of the eurozone and Russia.**
- **NEW! Updates regarding the post-recession recovery of the United States.**
- **Although all of these storylines continue to unfold as this edition goes to press, the text looks to offer up-to-date, original insights into the complexities and subtleties of these shifts in the external environment and their implications for global marketers.**
- **The text is written in clear, simple, easy-to-understand language**, providing conceptual and analytical tools that help and prepare students to understand global marketing.
- **NEW! All tables containing key company, country, and industry data** have been updated.
- **UPDATED! Discussion of the BRICS nations has been updated** to incorporate the impact of slowing growth in China and the decline of commodity prices.
- **NEW! New discussion of social media is integrated throughout the Ninth Edition**. Chapter 15 has been completely revised and updated to include discussion of location-based mobile platforms, cloud computing, tablets, wearable devices, and other cutting-edge topics.
- **UPDATED! The Innovation, Entrepreneurship, and the Global Startup sidebar has been expanded** to include profiles of more visionary business leaders from around the world.

**CONTENTS**

Part I: Introduction
1. Introduction to Global Marketing

Part II: The Global Marketing Environment
2. The Global Economic Environment
3. The Global Trade Environment
4. Social and Cultural Environments
5. The Political, Legal, and Regulatory Environments
6. Global Information Systems and Market Research
7. Segmentation, Targeting, and Positioning
8. Importing, Exporting, and Sourcing

Part IV: The Global Marketing Mix
10. Brand and Product Decisions in Global Marketing
11. Pricing Decisions
12. Global Marketing Channels and Physical Distribution
14. Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication
15. Global Marketing and the Digital Revolution

Part V: Strategy and Leadership in the Twenty-First Century
16. Strategic Elements of Competitive Advantage
17. Leadership, Organization, and Corporate Social Responsibility

**ABOUT THE AUTHOR**

Warren J. Keegan, Lubin School of Business, Pace University, New York City and Westchester and Visiting Professor at ESSEC (France)
Mark C. Green, Simpson College

**GLOBAL MARKETING MANAGEMENT, 8/e**

Warren J. Keegan
Gautam Dutta

ISBN: 9789332584327

© 699.00  Pages: 504

**ABOUT THE BOOK**

Global Marketing Management , Eighth Edition, presents the latest developments in global marketing within the context of the whole organization, making internal and external connections where appropriate for a deeper understanding of global business from a managerial point of view.

**FEATURES**

- Integrated discussion of Internet marketing throughout the book
- Intensified focus on culture's influence on marketing communications both from the customer's and manager's perspective
- New chapter--Global Social and Environmental Responsibility
- Latest research and theory from the leading academic and business publications
- Illustrative stories adapted from current business management press
Experiential exercises that require students to apply concepts presented in the chapter to realistic business situations
Chapter-at-a-glance outline for easy identification of the chapter structure and main topics
Cases cover consumer, industrial, low tech and high tech, product and services marketing and include companies like Ikea, Harley Davidson, and Swatch.
A special focus on the big emerging markets. China and India, in particular, but also Brazil, Russia, South Africa, Indonesia, and Turkey (the BRIC-ITs) and countries in all of the emerging world regions from the Americas, Asia, Europe, the Middle East, and Africa.

CONTENTS
1. Introduction to Global Marketing
2. The Global Economic Environment
3. The Political, Legal, and Regulatory Environments of Global Marketing
4. The Global Cultural Environment
5. Global Customers
6. Global Marketing Information Systems and Research
7. Segmentation, Targeting, and Positioning
8. Global Entry and Expansion Strategies
9. Competitive Analysis and Strategy
10. Product Decisions
11. Pricing Decisions
12. Global Marketing Channels
13. Global Integrated Marketing Communications
14. Global Organization and Leadership: Managing the Global Marketing Effort
15. The Future of Global Marketing

ABOUT THE AUTHOR
Warren J. Keegan is Distinguished Professor of Marketing and International Business and Director of the Institute for Global Business Strategy at the Lubin School of Business, Pace University, New York City and Westchester.

ABOUT THE BOOK
Global Marketing, explores the concept that in most countries around the world, there is a spurt of interest in the globalization of businesses, whether they are small or big.

FEATURES
The opening vignettes are strategically placed to kindle curiosity in students and, more importantly, to create a learning focus. The end-of-chapter questions, exercises, references and further reading sections are intended to encourage the readers in their areas of interest. In addition to providing an in-depth understanding of global marketing, the book also suggests effective tools and techniques that budding managers can adopt in a global company set-up. Further, the book has been written keeping in mind the requirement of a teacher who is offering a three-credit course in global marketing where each chapter of the book can be considered as inputs for each session.

CONTENTS
1. Global Market Participation Decisions
2. Negotiating Cultural Factors
3. Negotiating Political-Legal Factors
4. Negotiating Economic Environment
5. Deciding on International Market Section
6. Deciding on Entry Modes
7. Deciding on Product
8. Deciding on Brand
9. Deciding on Pricing
10. Deciding on Distribution
11. Deciding on Global Promotion
12. Research Agenda in Cross-border Marketing
13. Organising for Global Marketing

ABOUT THE AUTHOR
Gautam Dutta is a Faculty Member in the Marketing Discipline at Indian Institute of Foreign Trade Delhi, Kolkata.

TESTIMONIALS
This book introduces a conceptual and pragmatic framework for export market identification. As a concept, it is a ‘must-know’ and ‘must-read’ for entrepreneurs venturing into international business, both potential and existing. It will be useful not only for penetrating the markets but also for expanding existing international ventures.

Sanjeev Nandwani, Additional DGFT & Zonal Development Commissioner for SEZ (East & NE Region)
The inputs that have been assimilated in the text shall undoubtedly lead the readers to the best understanding of the fundamentals required to be successful in the sphere of global marketing. By incorporating so many Indian cases and examples, the Indian marketing plane has been virtually linked to the difficult terrain of world marketing practices. It will, in fact, inculcate a new passion among potential Indian marketers aiming at globally acclaimed marketing practices.

Dr P K Haldar Professor & Immediate Past Head, Department of Commerce & Former Dean, Faculty of Arts & Commerce, Tripura University
The main USP of the book are the Indian case studies. Students and readers will definitely find Mahindra or Mirza case studies refreshing and relevant. This will help students who are pursuing international business course.

Professor Subhrangshu Sekhar Sarkar
Dean, Management Studies Tezpur University, Assam
ABOUT THE BOOK
Highly readable and up-to-date, this casebook provides marketing students with the opportunity to gain valuable experience in case analysis through active participation and discussions. They also foster learning through the development of independent thought, creativity, interpersonal communication, and decision-making skills. This collection of twelve cases is drawn from different sectors like FMCG, automobiles, and the petroleum sector.

FEATURES
- Presents the most up-to-date and contemporary case scenarios, from companies like Hindustan Unilever, BPCL, and Maruti
- Designed so that students can work individually or as teams
- Makes classroom more interactive through different approaches like discussion questions and class discussions
- The cases running across diverse industries equip students with the dynamics of the current industrial status, preparing them for applications in real-world situations

CONTENTS
1. Fair and Lovely: Creating Demand
2. BPCL: Usher in a Retail Revolution
3. Frooti’s Innovative Campaign
4. Britannia Industries Ltd.: Revitalizing a Brand
5. Haldiram’s: Getting the Four Ps Right
6. Maruti Suzuki
7. Coca-Cola
8. Bharti Airtel: Ringing in a Revolution
9. All Out’s Audacious Strategy
10. Discovery Channel: Going Local
11. Project Shakti: Tapping the Fortune at the Bottom of the Pyramid
12. Food for Further Thought

ABOUT THE AUTHOR
Sidharth Balakrishna is a management consultant and an alumnus of IIM Calcutta, who has been involved in MBA coaching for almost seven years now.
**Marketing Management**

MARKET-BASED MANAGEMENT, 6/e
Roger Best

ISBN: 9789332549678
₹ 649.00 | Pages: 576

**ABOUT THE BOOK**

Measuring performance and profitability in marketing is becoming more and more important in the business world. Best focuses on marketing performance, and profitability, and the role marketing strategies play in building the profits of a business.

This edition further builds on the metrics and analytics focus, while incorporating the rise of technology in marketing.

**FEATURES**

- Shows the importance of the numbers behind the strategy: Updated Metrics and Analytics Coverage. New and updated sections appear throughout this edition highlighting the importance of metrics and analytics.
- Helps students evaluate marketing performance: with New Marketing Performance Tool.
- Covers the hottest new marketing trend: Coverage of Social Media. Social media is now pervasive in marketing, but students will need a way to evaluate its effectiveness.
- Shows students the context: Updated Stericycle Marketing Plan. Stericycle’s 2010 financial performance and marketing profitability were updated.

**INTERNET MARKETING: STRATEGY, IMPLEMENTATION AND PRACTICE, 3/e**
Dave Chaffey

ISBN: 9788131725191
₹ 889.00 | Pages: 584

**ABOUT THE BOOK**

Internet Marketing is an invaluable resource for all students studying e-marketing, e-commerce or Internet marketing at second, third or postgraduate level, as well as specialist courses involving Internet marketing. It should also prove particularly useful for practitioners wishing to update their e-marketing skills.

**FEATURES**

- Comprehensive coverage of all the major aspects of marketing on the internet, including internet marketing communications, relationship marketing on the internet, and online service quality
- Greater focus on strategy and development, with a revised chapter on Improving E-Marketing Performance

**CONTENTS**

Part I: Internet marketing fundamentals
1. Introduction to Internet marketing
2. The Internet micro-environment
3. The Internet macro-environment

Part II: Internet strategy development
4. Internet marketing strategy
5. The Internet marketing mix
6. Relationship marketing using the Internet

Part III: Internet marketing: implementation and practice
7. Delivering online service quality
8. Interactive marketing communications
9. NEW NAME! Improving E-Marketing Performance
10. Business-to-Consumer Internet marketing
11. Business-to-Business Internet Marketing

**ABOUT THE AUTHOR**

Dave Chaffey, University of Derby

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**FUNDAMENTALS OF DIGITAL MARKETING, 1/e**
Puneet Bhatia

ISBN: 9789332587373
₹ 519.00 | Pages: 496

**ABOUT THE BOOK**

Fundamentals of Digital Marketing is a comprehensive textbook that cracks the digital marketing ‘code’ with a view to reaching, engaging, and serving the ever-changing consumer. The book presents multiple industry-relevant frameworks for successful digital marketing and caters to the need of not only management students but also media professionals, marketing managers, brand marketers, budding entrepreneurs and even individuals seeking to
create a personal brand online and understand the basics of digital marketing concepts, tools, and techniques from grounds-up.

**FEATURES**
- Outlines the move from ‘E-marketing’ to ‘Digital Marketing’ landscape
- Underlines a practically-oriented digital marketing model (ASCOR Framework)
- Provides a detailed approach to executing Digital Transformation
- Showcases multi-industry deployable frameworks
- Details concepts through topical Case Studies of India-specific brands
- Includes Digital Application exercises based on Indian businesses
- Devotes a complete chapter to careers in digital marketing
  - Not Just for Students: Anyone can buy/use the book for self-marketing, business, in their corporate role
  - Simplified Language for Indian Readers: Concepts explained with relatable Indian examples and illustrations
  - Industry Deployable Concepts: Concepts in FODM can be applied to market any product digitally
  - Indian Case Studies: Biggest differentiator as none of the other titles have India specific case studies in market
  - Digital-Only Application Exercises (India-Based brands): A big USP is the digital exercises on Indian brands
  - Not just Concepts but Careers: Last chapter details DM Jobs as of today and how to approach them

**CONTENTS**

**Part I- Basics of Digital Marketing**
1. Introduction to Digital Marketing
2. Digital Marketing Models Creation
3. The Consumer for Digital Marketing

**Part II- Digital Marketing Strategy Development**
4. Digital Marketing Assessment Phase
5. Digital Marketing Strategy Definition

**Part III- Digital Marketing Planning & Setup**
6. Digital Marketing Communications and Channel Mix
7. Digital Marketing Operations Set-up

**Part IV- Digital Marketing Execution**
8. Digital Marketing Campaign Management
9. Digital Marketing Execution Elements

**Part V- Digital Business- Present & Future**
10. Digital Business- Landscape & Emerging Areas
11. A Career in Digital Marketing

**ABOUT THE AUTHORS**
Puneet Singh Bhatia is a digital marketing and media professional with over 13 years of experience in providing marketing consulting, operations and delivery services for prestigious international and Indian clients including Google, Viacom, RTL Group, Wiley, New York Times, Apple, Twitter, Reliance, Hindu, Hindustan Times, Anand Bazaar Patrika, etc.
CONTENTS

1. Defining Marketing for the New Realities
2. Developing and Implementing Marketing Strategies and Plan
3. Capturing Marketing Insights and Forecasting Demand
4. Creating Long-term Loyalty Relationships
5. Analyzing Consumer and Business Markets
6. Identifying Market Segments and Targets
7. Crafting the Brand Positioning
8. Creating Brand Equity and Driving Growth
9. Setting Product Strategy and Introducing New Offerings
10. Designing and Managing Services
11. Developing Pricing Strategies and Programs
12. Designing and Managing Integrated Marketing Channels
13. Managing Retailing, Wholesaling, and Logistics
14. Designing and Managing Integrated Marketing Communications
15. Managing Digital Communications
16. Managing Mass Communications
17. Managing Personal Communications
18. Conducting Marketing Responsibly in the Global Economy

ABOUT THE AUTHORS

Philip Kotler is an American marketing author, consultant, and professor; currently the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College.

IN 4-COLOR!!

PRINCIPLES OF MARKETING, 17/e

Philip Kotler
Gary Armstrong
Pratul Agnihotri

ISBN: 9789352865611

ABOUT THE BOOK

In a fast-changing, increasingly digital and social marketplace, it’s more vital than ever for marketers to develop meaningful connections with their customers. Principles of Marketing, 15/e, helps students master today’s key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework.

Thoroughly revised to reflect the major trends impacting contemporary marketing, this edition is packed with stories illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

FEATURES

■ The seventeenth edition adds fresh coverage in both traditional marketing areas and on fast-changing and trending topics
■ This new edition continues to build on its customer engagement framework—creating direct and continuous customer involvement in shaping brands, brand conversations, brand experiences, and brand community. New coverage and fresh examples throughout the text address the latest customer engagement tools, practices, and developments.
■ The text's active and integrative presentation includes learning enhancements such as annotated chapter-opening stories, a chapter-opening objective outline, explanatory author comments on major chapter sections and figures, and Real Marketing highlights that provide in-depth examples of marketing concepts and practices at work.
■ The seventeenth edition provides new discussions and examples of the growth in global marketing.
■ The seventeenth edition of Principles of Marketing builds on five major customer value and engagement themes
■ This edition, takes a practical marketing-management approach, providing countless in-depth, real-life examples and stories that engage students with marketing concepts and bring modern marketing to life.
■ A wealth of chapter-opening, within-chapter, and end-of-chapter learning devices help students to learn, link, and apply major concepts:
■ Content rich case studies have been added

CONTENTS

Part 1 Defining Marketing and the Marketing Process
1. Marketing: Creating Customer Value and Engagement
2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships

Part 2: Understanding the Marketplace and Consumer Value
3. Analyzing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Consumer Markets and Buyer Behavior
6. Business Markets and Business Buyer Behavior

Part 3: Designing a Customer Value–Driven Strategy and Mix
7. Customer Value–Driven Marketing Strategy: Creating Value for Target Customers
8. Products, Services, and Brands: Building Customer Value

Philip Kotler is an American marketing author, consultant, and professor; currently the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College.

IN 4-COLOR !!

PRINCIPLES OF MARKETING, 17/e

Philip Kotler
Gary Armstrong
Pratul Agnihotri

ISBN: 9789352865611

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9. Developing New Products and Managing the Product Life Cycle
10. Pricing: Understanding and Capturing Customer Value
11. Pricing Strategies: Additional Considerations
12. Marketing Channels: Delivering Customer Value
13. Retailing and Wholesaling
15. Advertising and Public Relations
16. Personal Selling and Sales Promotion
17. Direct, Online, Social Media, and Mobile Marketing

Part 4: Extending Marketing
18. Creating Competitive Advantage
19. The Global Marketplace
20. Sustainable Marketing: Social Responsibility and Ethics

ABOUT THE AUTHORS
Philip Kotler is S. C. Johnson and Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University.
Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.

IN 4-COLOR!!
MARKETING MANAGEMENT, 15/e
Philip Kotler
Kevin Lane Keller
ISBN: 9789332587403
Pages: 870

ABOUT THE BOOK
The world of marketing is changing everyday—and in order for students to have a competitive edge, they need a textbook that reflects the best of today’s marketing theory and practices. Marketing Management, 15/e, is the gold standard marketing text because its content and organization consistently reflect the latest changes in today’s marketing theory and practice.

The fifteenth edition is updated wherever appropriate to provide the most comprehensive, current, and engaging marketing management text as possible.

FEATURES
- In-text boxes like Marketing Insights and Marketing Memo boxes provide vivid illustrations of chapter concepts using actual companies and situations
- Address today’s economic, environmental, and technological changes in marketing
- Four key dimensions of holistic marketing—internal marketing, integrated marketing, relationship marketing, and performance marketing—are woven throughout the text.

CONTENTS
Part 1: Understanding Marketing Management
1. Defining Marketing for the New Realities
2. Developing Marketing Strategies and Plans
3. Creating Long-Term Loyalty Relationships

Part 2: Capturing Marketing Insights
4. Collecting Information and Forecasting Demand
5. Conducting Marketing Research

Part 3: Connecting with Customers
6. Analyzing Consumer Markets
7. Analyzing Business Markets
8. Tapping into Global Markets

Part 4: Building Strong Brands
9. Identifying Market Segments and Targets
10. Crafting the Brand Positioning
11. Creating Brand Equity
12. Addressing Competition and Driving Growth

Part 5: Creating Value
13. Setting Product Strategy
14. Designing and Managing Services
15. Introducing New Market Offerings
16. Developing Pricing Strategies and Programs

Part 6: Communicating Value
17. Designing and Managing Integrated Marketing Communications
19. Managing Digital Communications: Online, Social Media, and Mobile
20. Managing Personal Communications: Direct and Database Marketing and Personal Selling

Part 7: Delivering Value
21. Designing and Managing Integrated Marketing Channels
22. Managing Retailing, Wholesaling, and Logistics

Part 8: Conducting Marketing Responsibly for Long-Term Success
23. Managing a Holistic Marketing Organization for the Long Run

ABOUT THE AUTHORS
Philip Kotler is S. C. Johnson and Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University.
Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College.
ABOUT THE BOOK
An Introduction to the World of Marketing Using a Proven, Practical, and Engaging Approach, Marketing: An Introduction shows students how customer value—creating it and capturing it—drives every effective marketing strategy. Using an organization and learning design that includes real-world examples and information that help bring marketing to life, the text gives readers everything they need to know about marketing in an effective and engaging total learning package.
The Thirteenth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies, leaving students with a richer understanding of basic marketing concepts, strategies, and practices.

FEATURES
- Marketing at Work highlights provide countless in-depth, real-life examples and stories from Netflix, Google, Amazon, Nike, Harley-Davidson, and more, which engage students with basic marketing concepts and bring the marketing journey to life. Every chapter contains a First Stop opening story plus Marketing at Work highlight features that reveal the drama of modern marketing.
- End-of-chapter features summarize important chapter concepts and highlight important themes, such as marketing ethics; financial marketing analysis; and online, mobile, and social media marketing, facilitating student understanding and ease of learning.
- UPDATED! Discussions and examples of the explosive impact of exciting new digital marketing technologies—from online, mobile, and social media engagement technologies; to “real-time listening” and “big data” research tools; real-time dynamic pricing; digitizing the in-store shopping experience, and social selling; as well as other new communications technologies
- Coverage in both traditional marketing areas and on fast-changing and trending topics, such as customer engagement marketing, customer co-creation and empowerment, real-time customer listening and marketing, consumer privacy, sustainability, global marketing, and much more.

CONTENTS
Part 1: Defining Marketing and the Marketing Process
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12. Engaging Customers and Communicating Customer Value Advertising and Public Relations
13. Personal Selling and Sales Promotion
14. Direct, Online, Social Media, and Mobile Marketing

Part 4: Extending Marketing
15. The Global Marketplace
16. Sustainable Marketing Social Responsibility and Ethics
Appendix 1. Company Cases
Appendix 2. Marketing Plan
Appendix 3. Marketing by the Numbers
Appendix 4. Careers in Marketing

ABOUT THE AUTHOR
Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He holds undergraduate and masters degrees in business from Wayne State University in Detroit, and he received his Ph.D. in marketing from Northwestern University.

Philip Kotler is S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master’s degree at the University of Chicago and his Ph.D. at M.I.T., both in economics.

Mark Oliver Opresnik is Professor of Marketing and Management and Member of the Board of Directors at SGMI St. Gallen Management Institute. He is also Professor of Business Administration at Luebeck University of Applied Sciences, as well as a visiting professor to international universities such as the European Business School in London and East China University of Science and Technology in Shanghai.
ABOUT THE BOOK

Emerging markets have generated tremendous interest among practitioners as well as academics throughout the world. Case Studies in Marketing Management provides a rich set of cases that are structured to be compatible with any textbook in the basic marketing course. Several cases are drawn from the renowned Ivey Business Case collection in discussion with Prof. Paul Beamish, based on his intricate understanding of the emerging markets, and the editor’s rich academic experience with regard to the Indian context. The cases were selected specifically to blend theory with practice, with a difficulty level that encourages effective comprehension of the issues involved. The Indian cases added to the collection illustrate the finer aspects that a management student needs to be aware of while dealing with the Indian context. Indian business schools have suffered a dearth of Indian cases, especially ones that offer consumer insights that challenge students.

CONTENTS

Case 1: Shanghai Jahwa: Liushen Shower Cream (A)
Case 2: HyundaiCard’s Marketing Strategy
Case 3: ITC in Rural India
Case 4: Ontario Machinery Ring (A): Problem Definition
Case 5: Cineplex Entertainment: The Loyalty Program
Case 6: Super Shampoo Products and the Indian Mass Market
Case 7: Tinplate Company of India: Need for a Conceptual Focus
Case 8: Shoppers Stop: Targeting the Young
Case 9: Air Miles Canada: Rebranding the Air Miles Reward Program
Case 10: Kids Market Consulting
Case 11: The Wii: Nintendo’s Video Game Revolution
Case 12: SaskTel
Case 13: Hanson Production: Pricing for Opening Day
Case 14: Synnex International: Transforming Distribution of High-tech Products
Case 15: Shiny Provision Store: Retailing Challenges in the Indian Context
Case 16: The Brand in the Hand: Mobile Marketing at Adidas
Case 17: Nike Inc.: Developing an Effective Public Relations Strategy
Case 18: Spectrum Brands, Inc.: The Sales Force Dilemma
Case 19: Launch of the Ford Fiesta Diesel: The World’s Most Efficient Car
Case 20: Dabur India Ltd.: Globalization
Case 21: Sat and Co.: Market Orientation

Case 23: Nano Tata-Logy: The People’s Car
Case 24: Louis Vuitton in India
Case 25: Romantic Rides or Fiery Thrills: Positioning a Motorcycle Brand in the Indian Context

ABOUT THE AUTHOR

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

SUSTAINABLE MARKETING

Diane Martin
Data John Schouten

ABOUT THE BOOK

As the engine that drives the global economy, marketing leaves an enormous footprint on the environment and society. To help readers make a lasting impression in their marketing efforts, Martin/Schouten provides the concepts behind valuable, and lucrative, sustainable marketing strategies.

FEATURES

- Applying the theory: Mini-Cases—Help students make the connections to contemporary marketing application and decision-making skills with the mini-cases that are included in every chapter of the text. Examples of these cases include:
  - Urban Growth Boundaries
  - IBM’s Real Estate and Site Operations (RESO) Group
  - Stonyfield Farms
  - Bon Appetit Management Company
  - Johnson and Johnson
- Sparking discussion: Critical Thinking Activities—These activities, featured in every chapter, help students think about and discuss the tough issues in sustainable marketing practices. Examples include:
  - Can an oil company become sustainable?
  - Calculate your own carbon footprint
  - Talkin’ bout my generation
  - A balance sheet for human capital
  - Dell and the blogs
- Going beyond: Virtual Field Trips. The Virtual Field Trip feature in this text directs students on where to find more information about sustainability online. Some of the topics for Virtual Field Trips include:
  - Finding the CSR Statements of Well-known Firms Online
  - Patagonia’s Footprint Chronicles
  - Digging Deep in the Information Gold Mine
Examining Brand Sustainability
Starbucks Crowdsourcing

CONTENTS
1. An Introduction to Sustainable Marketing
2. Sustainable Marketing Strategy
3. Ethical Dimensions of Sustainable Marketing
4. The Marketing Environment and Processes
5. Consumer Behavior and Sustainable Marketing
6. Measurement and Research for Sustainable Marketing
7. Market Segmentation, Targeting, and Positioning for Sustainability
8. Global Problems, Global Opportunities
9. Sustainable Products and Services
10. Sustainable Branding and Packaging
11. Marketing Channels: Sustainability in the Value Chain
12. Sustainable Pricing
13. Sustainable Marketing Communication
14. Sustainability in the Promotion Mix: Methods, Media, and Customer Relationships
15. Digital Media and Sustainable Marketing

ABOUT THE AUTHORS
Data John Schouten is a professor of Marketing and Consumer Behaviour at the University of St.Gallen, Switzerland.

MARKETING MANAGEMENT, 4/e
Russell S Winer
Ravi Dahr
ISBN: 9789332543140
Rs 629.00 | Pages: 496

ABOUT THE BOOK
Marketing Management, 4/e, reflects the dynamic environment inhabited by today’s marketers, helping readers understand this increasingly global marketplace and the impact of technology on making strategic marketing decisions. Its modern, strategy-based approach covers critical, fundamental topics required for professional success.

The fourth edition features Ravi Dahr of Yale University, who is one of the world’s leading scholars in behavioral decision-making, as a new coauthor.

FEATURES
■ Helping students understand the decision-making aspects: Strategic Framework.
■ For undergraduate and graduate Marketing Management courses.
■ Goes beyond the basic concepts with a strategic focus and integration of IT and global perspectives.

Cultivating a customer relationship management program: Unique CRM Chapter.
Updated! Changing with the field: Updated Focus on Information Technology

CONTENTS
Part I: Marketing Philosophy and Strategy
1. Marketing and the Job of the Marketing Manager
2. A Strategic Marketing Framework
Part II: Analysis for Marketing Decisions
3. Marketing Research
4. Analyzing Consumer Behavior
5. Organizational Buying Behavior
6. Market Structure and Competitor Analysis
Part III: Marketing Decision Making
7. Product Decisions
8. New Product Development
9. Pricing
10. Communications and Advertising Strategy
11. Sales Promotion
12. Channels of Distribution
13. Customer Relationship Management
14. Direct Channels of Distribution: Personal Selling and Direct Marketing
15. Special Topic: Strategies for Service Markets

ABOUT THE AUTHOR
Russell S. Winer, New York University
Ravi Dahr, Yale University

ESSENTIAL GUIDE TO MARKETING PLANNING, 3/e
Marian Burk Wood
ISBN: 9789332535589
Rs 549.00 | Pages: 299

ABOUT THE BOOK
Essential Guide to Marketing Planning, 3/e, takes you step-by-step through the process of developing a creative, effective marketing plan for any product.

Marian Burk Wood’s friendly, no-nonsense approach offers practical guidance on how to research, prepare and present a great marketing plan. Packed with real-life examples, up-to-date marketing ideas and a detailed sample plan, this book is the perfect tool for the marketing planners of tomorrow.
FEATURES

- Every chapter opens with a timely example of marketing in action at a well-known organisation, giving the reader a feel for how planning is used in the working environment.
- Thorough coverage of all the recent developments in marketing, from crowdsourcing, mobile marketing and social media to pop-up shops, showrooming and sustainable marketing.
- Case studies from some of the world’s most successful companies (including Nike and Michelin) as well as those rising to rule the markets of tomorrow (such as Google and Uniqlo). Answering the case questions will reinforce understanding of the concepts and strengthen planning skills.
- ‘Apply your knowledge’ exercises challenge the reader to translate principles into practice by analysing a specific organisation’s marketing activities.
- ‘Build your own marketing plan’ exercises direct the reader through the main steps in preparing a strong, relevant marketing plan and 20 detailed checklists guide students through the marketing planning process.

CONTENTS

1. Introduction to marketing planning today
2. Analysing the current situation
3. Analysing customers and markets
4. Segmenting, targeting and positioning
5. Planning direction and objectives
6. Planning for products and brands
7. Planning for pricing
8. Planning for channels and logistics
9. Planning for communications and influence
10. Supporting the marketing mix
11. Planning metrics and performance measurement
12. Planning implementation and control
Appendix: Sample marketing plan: Lost Legends Luxury Chocolatier

ABOUT THE AUTHOR

Marian Burk Wood, M.B.A., has held vice-presidential level positions in corporate and non-profit marketing with Citibank, JP Morgan Chase and the National Retail Federation. Visit her blog at: http://essentialmarketingplanning.blogspot.com/

MARKETING MANAGEMENT: INDIAN CASES

Prachi Gupta
Ashita Aggarwal
Hufrish Majra
Isaac Jacob

ISBN: 9789332587106    ₹ 319.00 | Pages: 212

ABOUT THE BOOK

Marketing Management: Indian Cases is a casebook companion aimed to help readers understand the concepts of marketing in the Indian context. The booklet carries 23 contemporary cases which provide in-depth analysis of different marketing principles and theories as applied by various companies in India and Asia. This casebook will be useful for students pursuing MBA and PGDBM courses.

FEATURES

- Explore marketing mix with MTR Foods
- Understand customer value with India’s e-commerce space and Flipkart
- Delve into the world of Information System and data utilization with Starbucks and Amazon
- Learn to leverage corporate trust and technology strength in the B2B market with Zicom
- Comprehend marketer’s challenges and complexities with Facebook’s strategies in India and China
- Mahindra & Mahindra explains consumer segmentation strategies
- Kellogg’s Corn Flakes shows the way to find market for a product
- Fevicol demonstrates how to reinvent brand and sales
- Oreo illustrates the advantages of effective integrated marketing communication
- Comprehend digital marketing with Wonder Cement
- Unilever shows the way to build brand and market with holistic marketing initiatives

CONTENTS

1. MTR Foods – A Marketing Marvel
2. Customer Value – Explored, Created, Communicated & Delivered
3. Customer Loyalty – The Ultimate objective of every Marketer
4. Starbucks India: The Human Coffee Experience
5. The Techy Amazon Insight
6. Consumer Behaviour – Its wide facets and deep implications
7. ZICOM – Leveraging Corporate Trust and Technical Strengths in the B2B Market
8. Facebook: Business Connections in India and China
9. Who will buy XYLO- Mahindra and Mahindra Automotive Sector
10. Kellogg’s Cornflakes in India: Finding a platform that connects
11. Nivea – Managing a Legacy Brand
12. The Call of the Competition
13. Fevicol- The Iconic Bond
14. Designing and managing services
15. Aachi Masala – Entering the North Indian Masala category
16. Slicerooms: A Slice of Time, A cut of profits!
17. Oreo In India – Launching and Establishing a Global Brand in India Using Integrated Marketing Communications effectively
18. Wonder Cement – Building a strong brand Through Digital marketing
19. A case study on Direct Marketing of Wedding Return Gifts
20. Selling process in Animal Nutrition and Health Industry
21. Amazon.com adapts its Retail Business in India
22. E-Marketing Models: Retailers Perspectives a case of Groupon
23. Unilever: working beyond the horizon

in.pearson.com
ABOUT THE BOOK

Marketing Research, 8/e continues to provide students with a “nuts and bolts” introduction to the field of marketing research. Intended for students with no prior background in marketing research, the book teaches the basic fundamental statistical models needed to analyze market data. This new edition has been condensed and reorganized for a more streamlined approach. An integrated case study throughout the text helps students relate the material to the real world—and their future careers. All information has been updated to offer the most current insights on forces shaping marketing research, such as the impact of social media and mobile technologies.

FEATURES
- **Influence of Social Media** is based on research and discussion with marketing professionals to give students the latest information on industry practices regarding growing platforms.
- **Mobile Marketing Research** allows students to grasp a rapidly expanding technology that’s having a huge impact on the industry today, which provides faster access to information than traditional research methods.
- **International Perspectives** allow students to compare marketing research from around the globe.
- **Presentation of Industry Data** is featured in a completely rewritten Chapter 2, which now provides an international perspective on marketing research practice.
- **Insights from Marketing Research Professionals** give students a more academic and realistic perspective of marketing research.

CONTENTS
1. Introduction to Marketing Research
2. The Marketing Research Industry
3. The Marketing Research Process and Defining the Problem and Research Objectives
4. Research Design
5. Secondary Data and Packaged Information
6. Qualitative Research Techniques
7. Evaluating Survey Data Collection Methods
8. Understanding Measurement, Developing Questions, and Designing the Questionnaire
9. Selecting the Sample
10. Determining the Size of a Sample
11. Dealing with Field Work and Data Quality Issues
13. Implementing Basic Differences Tests
14. Making Use of Associations Tests
15. Understanding Regression Analysis Basics
16. The Research Report

ABOUT THE AUTHOR

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MARKETING RESEARCH: AN APPLIED ORIENTATION, 7/e

ABOUT THE BOOK

Marketing Research: An Applied Orientation, 7/e, takes a unique applied and managerial orientation that illustrates the interaction between marketing-research decisions and marketing management decisions. This text is comprehensive, practical, and presents balanced coverage of both qualitative and quantitative material. The seventh edition is even more current, contemporary, illustrative, and sensitive to user needs.

FEATURES
- **New cases** on marketing research firms and tools Purple Audacity, IMRB, Qualisys Research considered as standard in the industry
- The vignette titled ‘Real Research’ features real companies from a wide range of businesses, both big and small.
- **Decision Research** includes scenarios that present a real-life marketing situation and ask the student to assume the role of a consultant and recommend appropriate marketing research and management decisions.
- **Active Research** consists of short, integrated, and manager-oriented exercises in which students have the opportunity to do research on the Internet and play the role of a marketing researcher and a marketing manager.
- **Experiential Research** exercises allow students to act out the research concepts discussed in the chapter.
- **Project Research** uses a real-life project that covers all aspects of marketing research and is used as a running example throughout the book.
CONTENTS

Part I: Introduction and Early Phases of Marketing Research
1. Introduction to Marketing Research
2. Defining the Marketing Research Problem and Developing an Approach

Part II: Research Design Formulation
3. Research Design
4. Exploratory Research Design: Secondary Data
5. Exploratory Research Design: Qualitative Research
6. Descriptive Research Design: Survey and Observation
7. Causal Research Design: Experimentation
8. Measurement and Scaling: Fundamentals and Comparative Scaling
9. Measurement and Scaling: Noncomparative Scaling Techniques
10. Questionnaire and Form Design
11. Sampling: Design and Procedures
12. Sampling: Final and Initial Sample Size Determination

Part III: Data Collection, Preparation, Analysis, and Reporting
13. Fieldwork
14. Data Preparation
15. Frequency Distribution, Cross-Tabulation, and Hypothesis Testing
16. Analysis of Variance and Covariance
17. Correlation and Regression
18. Discriminant and Logit Analysis
19. Factor Analysis
20. Cluster Analysis
21. Multidimensional Scaling and Conjoint Analysis
22. Structural Equation Modeling and Path Analysis
23. Report Preparation and Presentation
24. International Marketing Research

ABOUT THE AUTHORS
Naresh Malhotra, Georgia Institute of Technology, USA
Satyabhusan Dash, Professor, IIM Lucknow, Noida Campus

ABOUT THE BOOK
Essentials of Marketing Research: A Hands-On Orientation, presents a concise overview of marketing research via a do-it-yourself approach that engages students. Building on the foundation of his successful previous titles—Basic Marketing Research: Integration of Social Media and Marketing Research: An Applied Orientation—author Naresh Malhotra covers concepts at an elementary level, deemphasizing statistics and formulas. Sensitive to the needs of today’s undergraduates, Malhotra integrates online and social media content, and provides current, contemporary examples that ground course material in the real world.

FEATURES
- Give students a framework for understanding
- Essentials of Marketing Research is organized around the well-accepted six-step framework for conducting marketing research, which imparts structure and unifies content. The steps are as follows:
  - Problem definition
  - Approach to the problem
  - Research design
  - Field work
  - Data preparation and analysis
  - Communicating the research via a formal report
- A six-step process diagram appears in each chapter, showing how the chapter content relates to this framework.
- One of the book’s strengths is the way it illustrates the interaction between marketing research decisions and marketing management decisions. Each chapter shows how marketing research decisions influence marketing management decisions and vice versa, yielding a highly applied and managerial learning experience. The text shows how marketing researchers apply various marketing concepts and techniques, and how managers implement marketing research findings in order to improve marketing results.

CONTENTS

Part 1: Introduction and Early Phases of Marketing Research
1. Introduction to Marketing Research
2. Defining the Marketing Research Problem and Developing an Approach

Part 2: Research Design Formulation
3. Research Design, Secondary and Syndicated Data
4. Qualitative Research
5. Survey and Observation
6. Experimentation and Causal Research
7. Measurement and Scaling
8. Questionnaire and Form Design
9. Sampling Design and Procedures

Part 3: Data Collection, Analysis, and Reporting
10. Data Collection and Preparation
12. Data Analysis: Hypothesis Testing Related to Differences, Correlation, and Regression
13. Report Preparation and Presentation
   Running Case with Real Data and Questionnaire
   Comprehensive Critical Thinking Case
   Comprehensive Cases with Real Data and Questionnaires
ABOUT THE AUTHOR
Naresh K. Malhotra, Senior Fellow, Georgia Tech CIBER and Regents’ Professor Emeritus, Scheller College of Business, Georgia College of Technology, USA

MARKETING RESEARCH
Naval Bajpai
ISBN: 9789332536371

FEATURES
■ A basic knowledge of the various techniques used in marketing research is essential for the success of every market researcher. Marketing Research helps readers understand basic and advanced concepts of marketing research in a scientific and systematic manner.
■ Using a wide variety of cutting-edge pedagogical tools, this book guides students to make the best use of marketing research. The focus on topical issues and examples from the Indian subcontinent will help students and practitioners correlate the theories to the actual practice in the market.
■ The Research in Action feature links the concepts discussed in the chapter to actual industry practice.
■ The case study at the end of each chapter acquaints learners with a variety of organizational scenarios that they may encounter in the future.
■ Numerous examples and problems framed using real data from Indiastat.com and CMIE highlight the business applications of marketing research methods.

CONTENTS
I Introduction to Marketing Research
1. Marketing Research: An Introduction
2. Marketing Research Process Design
II Research Design Formulation
3. Measurement and Scaling
4. Questionnaire Design
5. Sampling and Sampling Distributions
III Sources and Collection of Data
6. Secondary Data Sources
7. Data Collection: Survey and Observation
8. Experimentation
9. Fieldwork and Data Preparation
IV Descriptive Statistics and Data Analysis
10. Descriptive Statistics: Measures of Central Tendency
11. Descriptive Statistics: Measures of Dispersion
13. Statistical Inference: Hypothesis Testing for Two Populations
14. Analysis of Variance and Experimental Designs
15. Hypothesis Testing for Categorical Data (Chi-Square Test)
16. Correlation and Simple Linear Regression Analysis
17. Multivariate Analysis I: Multiple Regression Analysis
18. Multivariate Analysis II: Discriminant Analysis and Conjoint Analysis
19. Multivariate Analysis III: Factor Analysis, Cluster Analysis, Multidimensional Scaling and Correspondence Analysis
20. Sales Forecasting
V Result Presentation
21. Presentation of Result: Report Writing
VI Applications of Marketing Research
22. Marketing Mix Research: Product, Price, Place and Promotion Research

ABOUT THE AUTHOR
Naval Bajpai is a Professor of Statistics at the ABV Indian Institute of Information Technology and Management, Gwalior.
research and customer information management, making it ideal for supporting the delivery of single semester modules on marketing research.

FEATURES

■ Links current marketing research techniques with real-life marketing research practice, providing case histories explaining how marketing research has been used by leading brands such as Sony Ericsson, Lynx, Airmiles, the Metro Newspaper, Dove and Allied

■ Covers the newest developments within marketing research including online research, multi-mode interviewing and web analytics.

■ Includes articles on current issues in marketing research such as declining response rates, the growth in customer insight departments, using social media for research, and international research observation using surveillance cameras.

■ Integrates marketing research with the rapidly developing areas of customer information management such as loyalty cards, databases and customer records.

■ Provides chapter-by-chapter suggestions for further reading and websites.

CONTENTS

1. The role of marketing research and customer information in decision making
2. The marketing research process
3. Secondary data and customer databases
4. Collecting observation data and monitoring online user-generated contents
5. Collecting and analysing qualitative data
6. Collecting quantitative data
7. Designing questionnaires
8. Sampling methods
9. Analysing quantitative data
10. Presenting the research results

Marketing research in action: case histories
Case 1: Lynx - launching a new brand
Case 2: Sony Ericsson - understanding the mobile phone market
Case 3: AIR MILES - researching advertising effectiveness
Case 4: The Metro - newspaper media research and understanding the reader
Case 5: Birmingham airport - researching customer satisfaction
Case 6: Gu - establishing a community for research
Case 7: English Rugby - researching participation
Case 8: Malta and MTV - researching attitudes
Case 9: Allied Domecq - researching lifestyles
Case 10: Dove - researching beauty for a communications campaign

Current issues in marketing research
Issue 1: Marketing research versus customer insight
Issue 2: Merging marketing research with customer databases
Issue 3: Observation and surveillance cameras
Issue 4: Declining response rates
Issue 5: Challenges of business-to-business research

Issue 6: Difficulties in achieving representative samples
Issue 7: Research and social media
Issue 8: Multimode interviewing
Issue 9: Using technology for data collection
Issue 10: Clients going direct to respondents
Issue 11: International research
Issue 12: The respondents’ view of research

Appendix 1: Statistical tables
Appendix 2: Snap Getting Started Guide

ABOUT THE AUTHOR

Alan Wilson is Professor of Marketing at the University of Strathclyde Business School.

Research Methodology

BUSINESS RESEARCH METHODS, 2/e

Naval Bajpai

ISBN: 9789332585515

₹ 709.00 | Pages: 856

ABOUT THE BOOK

Business Research Methods, 2e, provides students with the knowledge, understanding and necessary skills to conduct business research. The reader is taken step-by-step through a range of contemporary research methods, while numerous worked examples and real-life case studies enable students to relate with the context and thus grasp concepts effectively. Keeping in mind the developments in the subject area and necessary feedback from the users of this book, the latest edition has been extensively revised to include the necessary updates. The revision has been carried out in three ways: (i) by adding a few topics in existing chapters, (ii) by restructuring chapters pertaining to multivariate techniques, and (iii) by including a new chapter – Chapter 20: Confirmatory Factor Analysis, Structural Equation Modelling and Path Analysis.

FEATURES

■ New topics: In Chapter 3, reliability analysis is discussed as an appendix. In Chapter 12, three new topics – post hoc comparisons in ANOVA, three-way ANOVA and multivariate analysis of variance (MANOVA) – have been included. As a routine feature of the book, use of SPSS for all these topics have also been discussed.

■ Restructuring Chapters of Multivariate Techniques: Chapter 17 is being restructured as ‘Discriminant Analysis and Logistic Analysis’ with the latter as a newly inserted
Chapter 18 is also being rearranged by including two important topics: Factor Analysis and Cluster Analysis. Chapter 19 is being redesigned by including Conjoint Analysis, Multidimensional Scaling and a new topic – Correspondence Analysis.

- New Chapter: A new chapter covering Confirmatory Factor Analysis, Structural Equation Modelling and Path Analysis has been introduced as Chapter 20.
- Additional Reading Material: This edition also gives readers access to Pearson’s online portal, MLSA, which is a widely popular repository for various additional reading and practice material.

CONTENTS

Part I: Introduction to Business Research
1. Business Research Methods: An Introduction
2. Business Research Process Design

Part II Research Design Formulation
3. Measurement and Scaling
4. Questionnaire Design
5. Sampling and Sampling Distributions

Part III Sources and Collection of Data
6. Secondary Data Sources
7. Data Collection: Survey and Observation
8. Experimentation
9. Fieldwork and Data Preparation

Part IV Data Analysis and Presentation
10. Statistical Inference: Hypothesis Testing for Single Populations
11. Statistical Inference: Hypothesis Testing for Two Populations
12. Analysis of Variance and Experimental Designs
13. Hypothesis Testing for Categorical Data (Chi-Square Test)
14. Non-Parametric Statistics
15. Correlation and Simple Linear Regression Analysis
16. Multiple Regression Analysis
17. Discriminant Analysis and Logistic Regression Analysis
18. Factor Analysis and Cluster Analysis
19. Conjoint Analysis, Multidimensional Scaling and Correspondence Analysis
20. Confirmatory Factor Analysis, Structural Equation Modeling and Path Analysis

Part V Result Presentation
21. Presentation of Result: Report Writing

ABOUT THE AUTHOR

Naval Bajpai is a Professor of Statistics at the ABV Indian Institute of Information Technology and Management, Gwalior.
ABOUT THE AUTHOR
Dr. S. S. Vinod Chandra is working as the Director, Computer Centre, University of Kerala. Since 1999, he has taught in various Engineering Colleges in Kerala. Dr. S. S. Vinod Chandra holds a Ph.D. from University of Kerala and M.Tech. from CUSAT with first rank. He has discovered four microRNAs in the human cell. He has five IPRs in algorithms.

Dr. S. Anand Hareendran is currently working as an Associate Professor, Department of Computer Science and Engineering, Muthoot Institute of Technology and Science, Kochi. He obtained his Ph.D. in Computer Science from University of Kerala. His current areas of research include machine learning algorithms, association rule mining and bioinspired methodologies. He has a modest number of research journal publications and has two IPRs in algorithm formulation.

ABOUT THE BOOK
The subject of Management Research Methodology is enthralling and complex. A student or a practitioner of management research is beguiled by uncertainties in the search and identification of the research problem, intrigued by the ramifications of research design, and confounded by obstacles in obtaining accurate data and complexities of data analysis. This book seeks a balanced treatment of all these aspects and blends problem-solving techniques, creativity aspects, mathematical modelling and qualitative approaches in order to present the subject of Management Research Methodology in a lucid and easily understandable way.

FEATURES
- Clear explanation of concepts and principles
- Chapter objectives in each chapter
- Practice questions and numerical problems in each chapter
- Selected suggested readings for each chapter
- Inclusion of special topics like creativity, soft system methodology, mathematical modelling and heuristics programming
- Glossary of key terms

CONTENTS
Part I. Scientific Method in Management Research
1. Scientific Method
2. Overview of Research in Management

Part II. Research Problem
3. Problem Solving
4. Formulation of Research Problem
5. Research Proposal

Part III. Research Design—Types of Research
6. Experimental Research
7. Ex Post Facto Research
8. Modeling Research I
9. Modeling Research II—Heuristics and Simulation

Part IV. Research Design for Data Acquisition
10. Measurement Design
11. Sample Design

Part V. Acquisition and Preparation of Research Data
12. Data Collection Procedures
13. Data Preparation and Preliminary Data Analysis

Part VI. Data Analysis and Reporting
14. Hypothesis Testing—Univariate Analysis
15. Bivariate Analysis and Hypothesis Testing
16. Analysis of Experimental Data
17. Multivariate Analysis of Data—Dependence Analysis
18. Multivariate Analysis of Data II—Interdependence Analysis
19. Report Writing

ABOUT THE AUTHORS
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RESEARCH METHODOLOGY: A STEP BY STEP GUIDE FOR BEGINNERS, 2/e
Ranjit Kumar

ISBN: 9788131704967
Price: ₹679.00
Pages: 352

ABOUT THE BOOK
This book is designed specifically for students who do not have any previous experience or knowledge of Research Methodology. This practical step-by-step approach provides students with a strong framework of methods and procedures used in both quantitative and qualitative research covering the different concepts through the use of simple examples and providing theoretical knowledge in a simple to complex progression. This clear and concise text focuses on developing research skills in student through providing qualitative and
quantitative approaches in an integrated manner. The writing style provides clear guidance through each section to simplify understanding of the normally complex area.

FEATURES
■ Eight step model provides students with a strong content framework and this practical step-by-step method gives clear guidance as to what is in each section.
■ Clear and concise writing style provides guidance through each section to simplify understanding of this normally complex area.
■ Combines both qualitative and quantitative research ensuring that a student is exposed to both research types at the same time.
■ The paradigms of research have been expanded to present integrated methods and procedures that constitute the core of quantitative and qualitative research using field examples.

CONTENTS
I. Formulating a research problem
  1. Research: a way of thinking
  2. The research process: a quick glance
  3. Reviewing the literature
  4. Formulating a research problem
  5. Identifying variables
  6. Constructing hypotheses
II. Conceptualising a research design
  7. The research design
  8. Selecting a study design
III. Constructing an instrument for data collection
  9. Selecting a method of data collection
  10. Collecting data using attitudinal scales
  11. Establishing the validity and reliability of a research instrument
IV. Selecting a sample
  12. Sampling
  13. V. Writing a research proposal
  14. Writing a research proposal
VI. Collecting data
  15. Considering ethical issues in data collection
VII. Processing data
  16. Processing
  17. Displaying data
VIII. Writing a research report
  18. Writing a research report
  19. IX. Application of research in evaluation
  20. Research methodology and practice evaluation

ABOUT THE AUTHOR
Ranjit Kumar taught at Curtin University for 28 years. He has recently set up his own research consultancy in Western Australia.
Retail Management

RETAIL MANAGEMENT: A STRATEGIC APPROACH, 13/e
Barry Berman
Joel R Evans
Patrali Chatterjee
Ritu Srivastava

ISBN: 9789332587694
₹ 859.00 | Pages: 752

ABOUT THE BOOK
Retail Management: A Strategic Approach, 13/e is a contemporary text which will enable the readers to thrive in today’s retailing industry. It advocates one of the fundamental principle that retailers have to plan for and adapt to an ever-changing and complex environment. Without a pre-planned strategy, retailers may fail and be unable to cope with the market environment. This text helps readers become good retail planners and decision makers. This edition includes updated data which reflects the current global economic scenario with an extensive coverage of omnichannel retailing.

FEATURES
- All data and examples reflect current Indian economic and world situations as much as possible, incorporating the need to take into account the economic environment that has dramatically affected so many businesses and consumers.
- Boxes include thought-provoking questions on technology in retailing in India, retailing around the world, ethics in Indian retailing, and careers in retailing.
- Many photos and images have been replaced and updated throughout.
- A strategic decision-making orientation, with many illustrative flowcharts, figures, tables, and photos. The chapter coverage is geared to the six steps used in developing and applying a retail strategy, which are first described in Chapter 1.
- Full coverage of all major retailing topics—including merchandising, consumer behavior, information systems, omnichannel retailing, store location, operations, logistics, service retailing, the retail audit, retail institutions, franchising, human resource management, computerization, and retailing in a changing environment.
- A real-world approach focusing on both small and large retailers.
- Updated Indian retail cases have been added as in Shoppers Stop, Café Coffee Day, P C Chandra Jewellers, Airtel, Landmark, Ferns & Petals, Crossword and many more.

CONTENTS
Part 1: An Overview of Strategic Retail Management
1. An Introduction to Retailing
2. Building and Sustaining Relationships in Retailing
3. Strategic Planning in Retailing

Part 2: Situation Analysis
4. Retail Institutions by Ownership
5. Retail Institutions by Store-Based Strategy Mix
6. Web, Nonstore-Based, and Other Forms of Nontraditional Retailing

Part 3: Targeting Customers and Gathering Information
7. Identifying and Understanding Consumers
8. Information Gathering and Processing in Retailing

Part 4: Choosing a Store Location
9. Trading-Area Analysis
10. Site Selection

Part 5: Managing a Retail Business
11. Retail Organization and Human Resource Management
13. Operations Management: Operational Dimensions

Part 6: Merchandise Management and Pricing
14. Developing Merchandise Plans
15. Implementing Merchandise Plans
16. Financial Merchandise Management
17. Pricing in Retailing

Part 7: Communicating with the Customer
18. Establishing and Maintaining a Retail Image
19. Promotional Strategy

Part 8: Putting It All Together
20. Integrating and Controlling the Retail Strategy

ABOUT THE AUTHORS
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RETAILING: AN INTRODUCTION, 5/e
Roger Cox
Paul Brittain

ISBN: 9788131704714
₹ 679.00 | Pages: 348

ABOUT THE BOOK
This book provides a comprehensive introduction to all aspects of retailing and the fundamental elements of retail management and a retail organisation’s activities so that the reader will have a solid platform on which to build. Intended
not only for students in college and universities, the book serves as an invaluable tool for those already working in selling, marketing or retailing who require more knowledge of how retailing works. It is also the perfect resource for aspiring retail managers who may have received little formal training on the subject.

FEATURES
- Coverage of internet and online retailing
- New chapter on general management with a focus on the skills managers need to succeed
- New section on supply chain management

CONTENTS
I. Retailing and the consumer
1. The retail industry
2. Retail organizations
3. Economics of retailing
4. Grand strategies
5. International retailing
6. Retail planning and strategy
7. Retailing research
8. The retailing environments
9. Consumer buying behaviour
10. Segmentation

II. The retail mix
11. Store location
12. Product decisions
13. Buying
14. Stock management
15. Pricing
16. Advertising
17. Personal selling
18. Sales promotion and public relations
19. Atmosphere and layout
20. Customer service decisions

III. Administration
21. General management
22. Financial planning
23. Human resources
24. Property and location development
25. Store management
26. Technology in retailing
27. Retailing and the law
28. The future of retailing

ABOUT THE AUTHORS
Roger Cox currently works as a freelance trainer and research consultant. He has published five books and served as a CIM examiner for 12 years.
Paul Brittain is a Senior Lecturer in Marketing and Retailing at Nottingham Business School, Nottingham Trent University.

ABOUT THE BOOK
Retail Marketing Management, 2/e, will be invaluable for students of retail marketing and retail marketing management at undergraduate level, as well as those studying retailing, retail studies and retail management at undergraduate level. HND students of Retail Marketing will also find the text useful. This text takes an integrated approach to explaining the process of internationalisation, and the inclusion of plenty of international examples reinforces this approach.

FEATURES
- Greater coverage of Marketing Planning chapter now split into two to allow greater coverage and keep in-line with recent developments in this field
- Floor plan illustrations and more visual tools utilized expanding the understanding of the theory
- Web references at the end of each Chapter, and further suggested reading
- A clear and accessible writing style
- Learning objectives, illustrations, examples, mini case studies and revised revision questions
- A coherent structure, which provides a logical overview of the development of a retail marketing management strategy

CONTENTS
1. An Introduction to retailing as an activity
2. An introduction to retail marketing
3. Consumer behaviour and retail operations
4. The management of service and quality in retailing
5. The retail marketing mix and product
6. Merchandise Management
7. Retail pricing
8. Retail promotion
9. Retail logistics and distribution
10. Methods and approaches to retail marketing planning
11. Retail location strategies and decisions
12. The management of a retail brand
13. The applications of IT to retail marketing
14. Consumerism and ethics in retailing
15. International retailing
16. The future of retailing

ABOUT THE AUTHOR
David Gilbert is a Professor of Marketing at the Surrey European Management School, University of Surrey.
ABOUT THE BOOK

Although retailing in its various formats has been in existence in our country from time immemorial, much of it was confined to family or mom-and-pop stores. Now, various established business corporations are busy setting up shop and retailing goods and services in every nook and corner of India. They have a passion to be closer to consumers. At this time when the country’s retailing business is going through its phase of consolidation and modernization, there is a compelling need for those involved in retailing — and those who intend to be involved — to comprehend this phenomenon systematically so that they can practice it perfectly. Retail Management, 5e is an effort in this direction.

FEATURES

■ Captures retailing that has changed with the times. It highlights the modern principles of Indian and International Retail Management.

■ Provides retail experiential learning. Contextual case studies and retailing insights have been included to render a better understanding of each functional area of Retail Management.

■ Blends theory with practice. This book elucidates the key operational areas of Retail Management in a practical and application oriented perspective.

■ Deals with every detail of retail (Retail is Detail). In this book, all the retail specialty areas of Retail Management such as Merchandising, Buying, Category Management, Retail Pricing & Visual Merchandising have been discussed in detail.

■ Expounds modern online retail convergence. This book addresses the growth of various online and omni-channel retail models that serve the emerging modern consumer needs.

CONTENTS

Sections 1
1. Introduction to Retailing
2. Trends in Retailing
3. Retail Economics
4. Retail Strategies
5. International Retailing
6. Retail Formats
7. Rural Retailing in India
8. Mall Management

Sections 2
9. Merchandise Planning
10. Buying in Retail
11. Category Management
12. Pricing Strategies
13. Private Labels
14. Supply Chain Management in Retailing

Sections 3
15. Store Planning, Store Design and Store Layout
16. Retail Location Management
17. Retail Store Operations
18. Retail Legislations and Taxation
19. Human Resource Management (HRM) in Retailing
20. Customer Service Management
21. Role of Personal Selling in Retailing

Sections 4
22. Consumer Behaviour
23. Retail Marketing and Advertising
24. Visual Merchandising and Displays
25. Franchising in Retailing
26. Retail Research

Sections 5
27. Retail Management Information Systems
28. Omnichannel Retailing
29. Online Retailing (E-Commerce)
decade prompted the need of a revised edition to make the book more relevant to the evolving rural marketing needs and challenges. The present edition, while retaining the key strengths of the previous edition, builds on it by introducing new material relevant for today’s readers. The pedagogy of the book has been expanded to make learning easier and interesting. It includes learning objectives, chapter opening vignettes, snapshots, memo boxes and many more features.

FEATURES
- A chapter on ‘Role of Government in Rural India’ has been added as Chapter 12.
- The chapter ‘Future of Rural Marketing’ has now become Chapter 13.
- Latest data on rural markets from Census 2011 has been included.
- New cases and discussion questions have been added in various chapters to make the text relevant to the current scenario.

CONTENTS
1. The Call of Rural India
2. The Rural Marketing Environment
3. Rural Consumer Behaviour
4. Rural Marketing Research
5. Segmenting and Targeting Rural Markets
6. Product Strategy
7. Pricing Strategies
8. Distribution in Rural Markets
9. Communication Strategies for Rural Markets
10. Rural Services Marketing
11. Marketing in Small Towns
12. Role of Government in Rural India
13. The Future of Rural Marketing

ABOUT THE AUTHOR
Pradeep Kashyap, known as the father of rural marketing in India, founded MART in 1993. A transparent, team-based, non-hierarchical, flat organization based on ethical and spiritual principles, MART has emerged as India’s leading rural consultancy organization.

CASES IN RURAL MARKETING: AN INTEGRATED APPROACH
C. S. G. Krishnamacharyulu
Lalitha Ramakrishnan

ISBN: 9788131701881

Casebook Cases in Rural Marketing: An Integrated Approach has emerged as an exciting and dynamic discipline. One way of learning this discipline is through case method. Cases provide the students an opportunity to develop an appreciation to the real-life problem situations, help unfold challenges and sharpen the skills of analysis and decision making.

FEATURES
- Helpful hints on how to analyze cases
- Guidance on preparing case analysis and written and oral presentations of case analysis
- Two model case analysis
- Forty cases, drawn mostly from real-world marketing useful to teach rural as well as urban marketing

CONTENTS
I. Orientation
1. Case Method
2. Marketing Decisions and Models
3. Rural Marketing
4. Model Case Analysis

II. Rural Marketing Perspectives
5. New Marketing Opportunities
6. Customisation
7. Promotion of Solar Energy Use

III. Market Analysis and Information System
8. Rural Search
9. Measuring MKTORIZATION
10. Segmentation Dilemma
11. Success Needs System
12. Testing Innovation

IV. Product Strategies
13. Brand Reengineering
14. Rural Financing Strategy
15. Silky Routes
16. Launching the Killer
17. Devil or Angel?

V. Price Strategies
18. Rural Treasure Hunt
19. Price Battle
20. Chavi Gumao Radio Bajao
21. Pricing Dilemma
22. Price Points Strategy

VI. Promotion Strategies
23. Ruralfind
24. A Tale of Tiles
25. Ethics in Advertising
26. Protecting Savings
27. Gunny Sack Race

VII. Distribution Strategies
28. Silent Revolution
29. Road to Success
30. Viability of Agri Value Chain
31. Choosing the Right Horse
32. Marketing, Not Modernisation
ABOUT THE AUTHORS
Dr. C. S. G. Krishnamacharyulu is Professor, School of Business Management, Sri Venkateswara University, Tirupati.
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RURAL MARKETING: TEXT AND CASES, 2/e
C. S. G. Krishnamacharyulu Lalitha Ramakrishnan
ISBN: 9788131732632

ABOUT THE BOOK
The second revised and enlarged edition of *Rural Marketing: Text and Cases, 2/e*, while retaining the popular features of the first edition, provides a more comprehensive coverage of the changing profiles, issues and practices in the context of rural marketing. Built on the general marketing management framework, the book discusses the strategic issues that influence marketing in rural areas by highlighting numerous examples from India. A clear and compelling writing style, cutting-edge learning tools and completely revised chapters make *Rural Marketing* an indispensable guide for students and professionals striving to make a career in rural marketing.

FEATURES
- Offers readers a comprehensive coverage of rural marketing practices
- Eight new chapters that blend concepts with real-time practices
- Focuses on emerging issues in the arena of rural marketing
- Complete coverage of social marketing and the service and agri-inputs sectors
- Facilitates analysis of rural consumer behaviour and evaluation of competitors practices

CONTENTS
Part I: New Horizons
1. Rural Marketing Opportunities
2. Understanding the Rural Economy
3. Rural Marketing Experiences

Part II: Insights
4. Rural Consumer Behaviour
5. Rural Marketing Research
6. Selecting and Attracting Markets

Part III: Designing Strategies
7. Product Strategy
8. Pricing Strategy
9. Distribution Strategy
10. Rural Retailing
11. Promotion Strategy

Part IV: Applications
12. Marketing of Consumer Products
13. Marketing of Agri-inputs
14. Marketing of Services
15. Social Marketing
16. Agricultural Marketing
17. Marketing of Rural Industry Products

Part V: Looking Into the Future
18. Future of Rural Marketing

Part VI Cases

ABOUT THE AUTHORS
C. S. G. Krishnamacharyulu retired as Professor and Head of the Department of Management Studies, Sri Venkateswara University, Tirupati.
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SERVICES MARKETING: PEOPLE TECHNOLOGY STRATEGY, 8/e
Jochen Wirtz Christopher Lovelock Jayanta Chatterjee
ISBN: 9789332587687

ABOUT THE BOOK
Services Marketing: People, Technology, Strategy, 8e, is a globally renowned textbook for services marketing. This book takes a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Incorporating the latest academic research, industry trends and technology, social media and case examples, the present edition is suitable for students who want to gain a wider managerial view of the subject.

FEATURES
- The nature of the modern service economy, B2B services, outsourcing and offshoring are covered in Chapter 1. The Service-Profit Chain, featured in Chapter 15 in the previous editions, has been moved here to serve as a guiding framework for the book.
- Chapter 7 is now tightly organized around the 5WS model, a new section on the services marketing communications funnel has been added, and the coverage of new media (including social media, mobile apps, and QR codes) is significantly expanded.
Chapter 8 has a new section on emotionprints, and covers service blueprinting in more detail.
Chapter 11 has new sections on a service-oriented culture, how to build a climate for service, effective.

CONTENTS

Part I: Understanding Service Products, Consumers, and Markets
1. Creating Value in the Service Economy
2. Understanding Service Consumers
3. Positioning Services in Competitive Markets

Part II: Applying the 4 Ps of Marketing to Services
4. Developing Service Products and Brands
5. Distributing Services through Physical and Electronic Channels
6. Service Pricing and Revenue Management
7. Service Marketing Communications

Part III: Managing the Customer Interface
8. Designing Service Processes
9. Balancing Demand and Capacity
10. Crafting the Service Environment
11. Managing People for Service Advantage

Part IV: Developing Customer Relationships
12. Issues in Consultant–Client Relationships
13. Power, Politics, and Organization Development
14. The Future and Organization Development

ABOUT THE AUTHOR

Jochen Wirtz is Professor of Marketing at the National University of Singapore (NUS), an international fellow of the Service Research Center at Karlstad University, Sweden, and academic scholar at the Cornell Institute for Healthy Futures (CIHF) at Cornell University, USA.

The late Christopher Lovelock was one of the pioneers of services marketing. He consulted and conducted seminars and workshops for managers all around the world, with a particular focus on strategic planning in services and managing the customer experience. From 2001 to 2008, he had been an adjunct professor at the Yale School of Management, where he taught services marketing in the MBA program.

Jayanta Chatterjee is an Adjunct Professor at IIT Kanpur and is a visiting professor at Design Factory, Finland, and AIT Bangkok. He is an engineer manager, entrepreneur, professor, author, and consultant who has 45 years of professional experience in different countries.

ABOUT THE BOOK

The last thirty years have witnessed a steady increase in the contribution of the services sector to economic growth. In fact, the contribution of services to the economies of the USA—the first to be declared a service economy with the services sector contributing more than 50 per cent of the GDP—and other developed countries continues to grow even now. However, in recent times, even developing economies have come to rely on the services sector for economic growth. Organizations have come to realize that services—characterized by intangibility, perishability and variability—are different from goods; hence, their marketing requires the use of specifically formulated strategies. It is no surprise then that services marketing has evolved as a specialized branch of study. Present-day managers need this knowledge to effectively drive the growth of their organizations. The second edition of Services Marketing, with an enhanced conceptual foundation, meets this requirement of students, managers and marketing professionals. This thoroughly revised and updated edition retains the best loved features of the first edition, while improving on the pedagogy. The enhanced pedagogy and coverage in this edition in conjunction with the lucid and pithy style of the author make this book perfect for students of business administration, commerce and management.

FEATURES

■ Improved Pedagogy: Opening vignettes, case lets, margin notes and assignments added to each chapter to highlight real-problems and organizational strategies and to foster the analytical and problem solving abilities of students
■ Cases: Five short cases appended at the end of the book to encourage students to explore the real-world problems that services organizations face
■ Enhanced Teaching and Learning Package: Supplements comprise an online question bank for students, and PowerPoint lecture slides and instructors’ manual for instructors

CONTENTS

1. Introduction to Services Marketing
2. Marketing Management: Core Concepts
3. The Marketing Environment
4. The Services Sector in the Indian Economy
5. Consumer Behaviour in Services
6. Marketing Information System and Research
7. Services Strategy
8. Market Segmentation
9. Competition Analysis and Strategies
10. Service Demand Management
11. The Service Product
12. Service Branding and Positioning
13. Physical Evidence
14. Pricing
15. Distribution
16. Internal Marketing
17. External Marketing
18. Interactive Marketing
19. Service Quality Management
20. Service Failures and Recovery
21. Customer Relationship Management
22. International Marketing of Services
23. Consumer Protection in Services
24. Services Marketing in India

ABOUT THE AUTHOR
K. Rama Mohana Rao is a professor of marketing in Andhra University.

STRATEGIC MARKETING FOR NON-PROFIT ORGANIZATIONS, 7/e
Philip Kotler
Alan R. Andreasen

ISBN: 9789332549517
¥629.00 | Pages: 528

ABOUT THE BOOK
This best-selling text focuses on the impact of nonprofit marketing in the social sector and the growing intersection between nonprofit management and the business world.

FEATURES
■ Pressure To Adopt Business Models: Nonprofit and government agencies are being pressured to adopt business models and frameworks to guide their operations
■ Growing Appreciation for Business Concepts: The social sector is increasingly populated at the top and middle-management levels by individuals with business backgrounds and appreciation for what business concepts and tools can do for their new environments
■ The seventh edition emphasizes the challenges of nonprofit marketing and having to influence multiple audiences for long-term success.
■ Nonprofits are recognizing that branding is critical at the organizational level and have even made efforts to determine the value of their organizational branding. This concept is critical for specific campaigns as in the truth campaign of the American Legacy Foundation and more non-profits are seeking ways to replicate their success. Chapter 7 focuses on the challenges of implementing a branding focus and how it is carried out.

CONTENTS
Section I Developing a Customer Orientation
1. The Growth and Development of Nonprofit Marketing

Section II Strategic Planning and Organization
2. Developing a Customer-Centered Mindset
3. Strategic Marketing Planning
4. Understanding Consumer Behavior
5. Acquiring and Using Marketing Information
6. Segmentation, Positioning, and Branding
7. Branding

Section III Designing the Marketing Mix
8. Managing the Organization’s Offerings
9. Developing and Launching New Offerings
10. Managing Perceived Costs
11. Facilitating Marketing Behaviors
12. Formulating Communications Strategies
13. Managing Communications: Advertising and Personal Persuasion
14. Managing Public Media and Public Advocacy

Section IV Developing and Organizing Resources
15. Generating Funds
16. Attracting Human Resources: Staff, Volunteers, and Boards
17. Working with the Private Sector

Section V Organizing and Controlling Marketing Strategies
18. Organizing for Implementation
19. Marketing Evaluation, Monitoring, and Control

ABOUT THE AUTHOR
Philip Kotler is one of the world’s leading authorities on marketing. He is the S. C. Johnson and Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University.

MARKETING STRATEGY AND COMPETITIVE POSITIONING, 4/e
Graham Hooley
John Saunders
Nigel F. Piercy
Brigitte Nicoulaud

ISBN: 9788131727997
¥779.00 | Pages: 632

ABOUT THE BOOK
Marketing Strategy and Competitive Positioning, 4/e, deals with the process of developing and implementing a marketing
strategy and how these processes can be managed to gain and sustain superior performance in the market place. The 4th edition contains 3 new chapters: Competing Through the New Marketing Mix, Strategic Customer Management, Corporate Social Responsibility. Thoroughly updated with new examples and the latest research findings, this new edition also boasts updated case studies in each chapter, taken from recent editions of the Financial Times, that illustrate the practical implications of the issues raised.

CONTENTS

Part I: Marketing Strategy
1. Market-led strategic management
2. Strategic marketing planning

Part II: Competitive Market Analysis
3. The Changing Market Environment
4. Customer analysis
5. Competitor analysis
6. Understanding the Organisational Resource Base
7. Forecasting future demand and market requirements

Part III: Identifying Current and Future Competitive Positions
8. Segmentation and positioning principles
9. Segmentation and positioning research
10. Selecting market targets

Part IV: Competitive Positioning Strategies
11. Creating Sustainable Competitive Advantage
12. Competing through the New Marketing Mix
13. Competing through innovation and new product development

Part V: Implementing the Strategy
14. Strategic customer management
15. Strategic alliances and networks
16. Strategy implementation and internal marketing
17. Corporate Social Responsibility
18. Twenty-first Century Marketing

ABOUT THE AUTHORS
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John Saunders, Professor of Marketing, AUDENCIA Grande Ecole Nantes, France
Nigel F. Piercy, University of Warwick
Brigitte Nicoulaud, Aston Business School

ABOUT THE BOOK
Over the past quarter of a century, Selling and Sales Management has proved itself to be the definitive text in this exciting and fast-paced subject area. This new edition comes fully updated with new case studies, using working businesses to connect sales theory to the practical implications of selling in a modern environment. This edition contains the results from cutting-edge research that differentiates it from most of its competitors. The book continues to place emphasis on global aspects of selling and sales management. Topics covered include technological applications of selling and sales management, ethics of selling and sales management, systems selling and a comprehensive coverage of key account management.

FEATURES
- New case studies and practical exercises.
- Fully updated coverage of strategic selling and partnering.
- Expanded coverage of ethical issues.
- Enhanced discussion of the role of social media in selling.
- Expanded coverage of the management of sales channels.
- Increased number of examination questions at the end of each chapter.

CONTENTS

Part I: Sales perspective
1. IV: Development and role of selling in marketing
2. Sales strategies

Part II: Sales environment
3. Consumer and organisational buyer behaviour
4. Sales settings
5. International selling
6. Law and issues

Part III: Sales technique
7. Sales responsibilities and preparation
8. Personal selling skills
9. Key account management
10. Relationship selling
11. Direct marketing
12. Internet and IT applications in selling and sales management
Part IV: Sales management
13. Recruitment and selection
14. Motivation and training
15. Organisation and compensation

Part V Sales control
16. Sales forecasting and budgeting
17. Salesforce evaluation
18. Appendix: Case studies and discussion questions

ABOUT THE AUTHORS
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Geoffrey Lancaster is a Chairman of Durham Associated Ltd. and Professor of University of North London and Chief Examiner, Institute of Sales and Marketing Management.

SALES AND DISTRIBUTION MANAGEMENT, 6/e
Richard R. Still
Edward W. Cundiff
Norman A. P. Govoni
Sandeep Puri

ISBN: 9789332587090
₹ 699.00 | Pages: 612

ABOUT THE BOOK
Sales and Distribution Management, 6e provides insights toward delineating the areas in which sales managers make decisions, analyzing decision alternatives and criteria in the sales areas, and providing cases as real-life examples of decision situations. It applies a management approach to an analysis of the sales executive’s job, the duties and responsibilities involved, and the planning and implementation of sales and marketing programmes.

FEATURES
- All chapters have been modified keeping in mind the Indian perspective.
- Several recent and up-to-date examples on case studies have been included.
- 5 new chapters on Distribution Management emphasizing the role of channel partners, channel management, channel information systems, logistics and supply chain management have been included.

CONTENTS
1. Sales Management and the Business Enterprise
2. Sales Management, Personal Selling, and Salesmanship
3. Setting Personal-Selling Objectives
4. Determining Sales-Related Marketing Policies
5. Formulating Personal-Selling Strategy
6. The Effective Sales Executive
7. The Sales Organization
8. Sales Department Relations
9. Sales Personnel Management
10. Recruitment and Selection
11. Sales Training
12. Motivating Sales Personnel
13. Compensating Sales Personnel
14. Managing Expenses of Sales Personnel
15. Sales Meeting and Sales Contests
16. Controlling Sales Personnel: Evaluating and Supervising
17. The Sales Budget
18. Targets and Sales Management
19. Sales Territories
20. Sales Control and Cost Analysis
21. Marketing Channels
22. Managing the Channel Partners
23. Channel Information Systems
24. Logistics and Supply Chain Management
25. International Sales and Channel Management
26. Cases Studies

ABOUT THE AUTHORS
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SELLING TODAY: PARTNERING TO CREATE VALUE, 14/e
Gerald L. Manning
Michael Ahearne
Barry L. Reece

ISBN: 9789353060428
₹ 699.00 | Pages: 552

ABOUT THE BOOK
Selling Today: Partnering to Create Value helps students understand the value of developing personal selling skills by exposing them to a personal selling academic theory, role play scenarios, and real-world applications and ethical dilemmas. With the largest number of “learn by doing” materials available in any personal selling text, the 14th Edition offers instructors teaching tools to strengthen the student learning process. As the developed nations of the world transition from a production focus to a sales and service focus, this cutting-edge new edition prepares students to succeed as members of a new generation of businesspeople.

FEATURES
- NEW! Net Systems Regional Accounts Management case study exposes students to the strategic sales-planning responsibilities associated with moving multiple accounts successfully through the sales process for a company called NewNet Systems.
■ **UPDATED! Social Media and Selling Today boxed inserts** have been carefully updated and expanded to reflect strategies for utilizing social media in selling in today’s information-driven business world.

■ **UPDATED! The Latest research and trends** from academic journals and trade references provide extensive referencing of academic articles found in the *Journal of Personal Selling and Sales Management*, *Journal of Marketing*, *Harvard Business Review*, and others. Plus, topics and trends in selling garnered from numerous trade publications such as *Selling Power*, *ThinkSales*, *Value Added 21 Selling*, *Sales and Marketing Management*, and *The American Salesperson* have been integrated throughout the 14th edition.

■ **Partnership selling principles**, so important to today’s successful selling and marketing strategies, are presented and clearly illustrated throughout the text. Strategic alliances—the highest form of partnering—are discussed in detail.

■ **Value-added selling strategies** are presented throughout the text to outline how salespeople today are guided by a new principle of personal selling: Partnerships are established and maintained only when the salesperson creates customer value.

## CONTENTS

### Part 1: Developing a Personal Selling Philosophy
1. Relationship Selling Opportunities in the Information Economy
2. Evolution of Selling Models That Complement the Marketing Concept

### Part 2: Developing a Relationship Strategy
3. Ethics: The Foundation for Partnering Relationships That Create Value
4. Creating Value with a Relationship Strategy
5. Communication Styles: A Key to Adaptive Selling Today

### Part 3: Developing a Product Strategy
6. Creating Product Solutions
7. Product-Selling Strategies That Add Value

### Part 4: Developing a Customer Strategy
8. The Buying Process and Buyer Behavior
9. Developing and Qualifying Prospects and Accounts

### Part 5: Developing a Presentation Strategy
10. Approaching the Customer with Adaptive Selling
11. Determining Customer Needs with a Consultative Questioning Strategy
12. Creating Value with the Consultative Presentation
13. Negotiating Buyer Concerns
14. Adapting the Close and Confirming the Partnership
15. Servicing the Sale and Building the Partnership

### Part 6: Management of Self and Others
16. Opportunity Management: The Key to Greater Sales Productivity
17. Management of the Sales Force

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**ABOUT THE BOOK**

Small and medium enterprises (SMEs) dominate our market and contribute to almost half of India’s manufacturing output. In spite of this, smaller organizations have often failed to a significant degree due to lack of market understanding of this sector. *Marketing Issues in SMEs: Cases from India* offers a comprehensive analysis of the challenges faced by SMEs in India, and guides them to develop a coherent understanding of the required marketing strategies to avail better opportunities. This book is a compilation of ten case studies that highlight the entrepreneurial journeys from the real world. The intensive research and rigorous analyses is supported by a lively approach which provides valuable experience to students of marketing and upcoming entrepreneurs.

**CONTENTS**

1. NOVA Bicycle Industries: The Diversification Puzzle
2. Rakesh Chemicals (P) Ltd: The Pricing Muddle
3. Cheers Food and Beverages
5. Bharat International
6. Allumez Infotech: Social Marketing Approach to Business
7. Moniba Pumps: A Sales Enigma
8. Jawand Sons: The Domestic Market Entry
9. Prodigy Recruitment Consultants: Managing Brand Extensions
10. Giltech Phyto World: The Marketing Strategy

**ABOUT THE AUTHORS**

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ACCOUNTING
& FINANCE
ABOUT THE BOOK
The market-leading text with the most comprehensive, flexible coverage of AIS available. This market-leading text delivers the most comprehensive and flexible coverage of the our major approaches to teaching AIS, while allowing instructors the flexibility to reorder chapters and focus the material to suit their individual course needs. This new edition has been updated to cover all of the most recent developments in AIS and to show AIS has changed the roles of an accountant.

Teaching and Learning Experience
This texts presents a better teaching and learning experience—for you and your students. Here’s how:
- Students see the concepts in action
- Up-to-date information covers critical topics
- Students get numerous opportunities to practice and hone their skills
- Instructors get the flexibility to tailor the material to fit their individual course needs

FEATURES
- Integrated chapter-opening cases introduce important material and reinforce key concepts.
- Key concepts and topics are identified
- Several key issues/problems to be solved as presented
- The cases are referenced throughout the chapter
- Chapter summaries present solutions to the problems and issues raised in the case

- A real-world view in the focus boxes and real-world examples help students understand how companies are using the latest IT developments to improve their AIS.
- Up-to-date information covers critical topics, such as:
  - Fraud and computer fraud
  - Internal control frameworks COSO, COSO-ERM, and COBIT
  - Information security countermeasures, including the security and control implications associated with virtualization and cloud computing

- Hands-on Excel exercises, many based on “how-to” tutorials that appeared in recent issues of the Journal of Accountancy, help readers hone their computer skills.

- Numerous problems in every chapter provide additional opportunities to demonstrate mastery of key concepts.
- Cases in each chapter encourage reader to delve deeper into specific topics.
- Chapter quizzes let readers self assess their understanding of the material. Detailed explanations about the correct answer to each quiz question are provided.
- Extensive use of graphics enhances students’ understanding of the concepts through hundreds of figures, diagrams, flowcharts, and tables.

CONTENTS
Part I: Conceptual Foundations of Accounting Information Systems
1. Accounting Information Systems: An Overview
2. Overview of Transaction Processing and Enterprise Resource Planning Systems
3. Systems Documentation Techniques
4. Relational Databases

Part II: Control and Audit of Accounting Information Systems
5. Computer Fraud
6. Computer Fraud and Abuse Techniques
7. Control and Accounting Information Systems
10. Information Systems Controls for System Reliability--Part 3: Processing Integrity and Availability
11. Auditing Computer-Based Information Systems

Part III: Accounting Information Systems Applications
12. The Revenue Cycle: Sales to Cash Collections
13. The Expenditure Cycle: Purchasing to Cash Disbursements
14. The Production Cycle
15. The Human Resources Management and Payroll Cycle
16. General Ledger and Reporting System

Part IV: The REA Data Model
17. Database Design Using the REA Data Model
18. Implementing an REA Data Model in a Relational Database
19. Special Topics in REA Modeling

Part V: The Systems Development Process
20. Introduction to Systems Development; Systems Analysis
21. AIS Development Strategies
22. Systems Design, Implementation, and Operation

ABOUT THE AUTHORS
Marshall B. Romney, Brigham Young University
Paul J. Steinbart, Arizona State University
ABOUT THE BOOK
Thoroughly researched and examined, this book provides important recent contributions on contemporary issues to the literature of accounting and finance from leading scholars. With the global economic environment being more dynamic than ever before, these issues are important for business executives, accounting and finance practitioners, researchers, and students. Among the topics discussed are globalization of accounting standards, accounting for financial instruments, fair value accounting, accounting for intangibles, corporate governance and accounting, accounting for social and environmental costs, accounting for employee stock option plans, obstacles to the development of high-quality accounting standards, small company reporting, accounting ethics, technology reporting, and global economic meltdown.

CONTENTS
2. Full Cost Accounting: A Stepping Stone for Corporate Sustainability Reporting
3. Intangible Assets: New Paradigm Initiatives
5. Corporate Governance and Corporate Reporting Practices—An Overview of the Conceptual Landscape
7. ESOP Valuation and Disclosures in India
8. Transition from AS 14 to IFRS 3: The Roadmap to Accounting for Business Communications
10. IFRS for SMEs vs Full IFRS: A Comparison of Form and Contents
11. Obstacles to the Development of Optimal Accounting Standards: Accounting and Political Issues
12. The Philosophical Aspects of Accounting Ethics
13. A Note on Global Financial Crises (From an Indian Perspective)
14. M-M Hypothesis of Dividend Irrelevance in the Backdrop of Taxation Laws in India
15. Performance of NGOs: A Study of Selected Districts of West Bengal
16. Personal Carbon Trading: A Life Style-based Carbon Control Mechanism
17. GARCH Models: A Key to Capture Volatility of Financial Data

ABOUT THE AUTHORS

Malayendu Saha, author of ‘Intangible Assets—New Paradigm Initiatives’, is a professor and coordinator of MBA (Finance) Programme in the Department of Commerce at the University of Calcutta.

ABOUT THE BOOK
Auditing: Principles and Techniques is an attempt to explain the concepts, principles and techniques of auditing, and their applications in practical situations, in a simple and lucid language. The primary object of writing this book is to meet the requirements of undergraduate students of commerce stream for all the Universities in India. However, this book will also be very useful for the students doing M.Com, C.A., MBA and other professional courses. This book is also useful for a layman who is interested in knowing basics of auditing principles and techniques.

FEATURES
- Important and latest case decisions to give legal implications of the topic along with different provisions of the Companies Act and SEBI Guidelines
- Model answers to the questions, both objective and subjective, to show the students the right approach to answer the questions
- Worked out examples, glossary and case studies
- ‘Points to Ponder’ at the end of chapter for quick revision
- Modern techniques of auditing emphasised, retaining the basic concepts and principles of auditing
- Theories and concepts of auditing explained in a simple way
- Illustrative examples to make the subject simple, understandable, and relevant in practice and interesting to learn
CONTENTS
1. Nature of Auditing
2. Different Types of Auditing
3. Techniques and Procedures of Auditing
4. Internal Control, Internal Check and Internal Audit
5. Vouching
6. Verification and Valuation of Assets and Liabilities
7. Depreciation
9. Company Audit
10. Divisible Profit and Dividends
11. Audit Report and Certificate
12. Audit of Banks
13. Audit of Insurance Companies
14. Investigation
15. Recent Trends in Auditing
16. Professional Ethics and Misconduct
17. Special Audit
18. Audit of Sole-proprietorship and Partnership Firm
19. Audit of the Accounts of Government and Public Sector Undertaking
20. Auditing in an EDP Environment

ABOUT THE AUTHOR
Dr. Sanjib Kumar Basu is a qualified chartered accountant of the Institute of Chartered Accountants of India. At present, he is teaching at St. Xavier’s College, Kolkata both at undergraduate and postgraduate levels.

AUDITING AND ASSURANCE, 2/e
Sanjib Kumar Basu

ABOUT THE BOOK
Auditing and Assurance 2e, explains the concepts, principles, and techniques of auditing with a detailed presentation of their applications in real-life situations. With its simple and lucid language, this student-friendly and syllabi-oriented book covers recent developments in the legal and regulatory framework, governing the auditing work in India.

Captures recent developments
- Comprehensive discussion of the Companies Act, 2015, affecting the auditing practices
- Full coverage of the newly introduced CARO 2015 for the latest provisions governing the audit practices
- Emphasis on the modern techniques of auditing while retaining the basic concepts and principles
- Revised and updated case and worked-out examples

Student-friendly features
- Concise and complete coverage of topics, with chapters divided into various sections and sub-sections to help find relevant matter easily

Rich chapter-end features
- Case studies which require utilizing the learning from the chapter to assess and resolve the situation
- ‘Points to Ponder’ for quick revision
- Exercises with expected questions in exams

ABOUT THE AUTHOR
Sanjib Kumar Basu is the Dean of Postgraduate Department of Commerce, St. Xavier’s College (Autonomous), Kolkata.

Cost/Managerial Accounting

ABOUT THE BOOK
Cost Accounting provides key data to managers for planning and controlling as well as costing products, services and customers. The topics covered in this book are of great value in personal financial management. This book is suitable for both undergraduate and postgraduate students of business study courses, offered by universities across India. It also meets the requirement of the students of CA, ICWA, CFA, CAIIB and CS.

FEATURES
- A lucid and engaging style of writing
- Provides an in-depth coverage of all conceivable topics on the subject
- Step-by-step explanation of concepts and principles supported with numerous examples
- Exercises have been designed to give students a hands-on experience in cost accounting
- Uses learning tools such as chapter outline, learning objective, detailed chapter summaries, end-of-chapter questions and problems to help the reader grasp the subject much better

CONTENTS
1. Overview of Cost Accounting
2. Basic Concepts of Cost
3. Cost Sheet/Statement of Cost
4. Material Control/Inventory Control
5. Pricing of Materials
6. Labour
7. Overheads Analysis
8. Overhead Rates
9. Reconciliation of Cost and Financial Accounts
10. Contract Costing
11. Service Costing/Operating Costing
12. Process Costing
13. Marginal Costing
14. Budgetary Control
15. Standard Costing

ABOUT THE AUTHOR
K. Alex is an associate professor of commerce, St. Joseph’s College, Tiruchirappalli, Tamil Nadu.

CONTENTS
1. How Management Accounting Information Supports Decision Making
2. Cost Classification and Using Cost in Decision Making
3. Accumulating and Assigning Costs to Products
4. Activity-Based Cost Systems
5. Measuring and Managing Customer Relationships
6. Measuring and Managing Process Performance
7. Measuring and Managing Life-Cycle Costs
8. Behavioral and Organizational Issues in Management Accounting and Control Systems
9. Using Budgets for Planning and Coordination
10. The Balanced Scorecard and Strategy Map
11. Financial Control

ABOUT THE AUTHORS
Anthony Atkinson, professor in the School of Accountancy at the University of Waterloo.
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Arun Kumar is currently a professor of finance and accounting at the Department of Management Studies, Indian Institute of Technology Madras (IIT-M), Chennai.

ABOUT THE BOOK
This sixth edition of Management Accounting: Information for Decision Making and Strategy Execution, 6/e has been redesigned and updated to provide students with a clear and structured understanding of concepts. It integrates state-of-the-art thinking on recent innovations in management accounting and spells out how measurement and management systems can be used for sustainable value creation. Though this book is primarily intended for management students, it will also be useful to practicing managers who would benefit from learning to use the techniques of management accounting to drive value in their organizations.

FEATURES
- Cases drawn from Harvard Business School Publications
- New chapter on measuring and managing customer relationships
- Completely revised chapter on the fundamental cost concept
- Coverage of recent innovation in target costing, environmental costing, strategic maps and balance scorecards.
- Detailed discussion on cost accounting in the South Asian context

ABOUT THE BOOK
Students interact with businesses every day—where they work, where they shop, even where they blog. At the core of these businesses are rock-solid managerial accounting fundamentals that students don’t always see. In their new text, Managerial Accounting, 3/e, the authors show the connection between accounting concepts and the businesses students interact with. By presenting the accounting decisions made in companies like Target and J. Crew, this text’s precise coverage of the core concepts gets students engaged in the learning process.

This edition features a new sustainability theme, and most chapters offer improved and new content.
FEATURES

■ Content Improvements: The technical sections of this edition have been enhanced in order to make them easier for students to understand; specifics include:
   □ New Chapter 11 on standard costs and variances
   □ Revised section on CGM in Chapter 2
   □ Revised section on variable costing in Chapter 6
   □ Revised sections on three types of decisions in Chapter 8
   □ A new section on transfer pricing in Chapter 10
   □ A new section on choosing a cost structure in Chapter 6

■ Continued Modernization: This edition includes expanded information on:
   □ Lean operations (Chapter 4)
   □ Use of Excel for creating regression equations (Chapter 6)
   □ Use of Excel for time value of money (Chapter 12)
   □ The impact of credit and debit card transactions on budgeting (Chapter 9)

CONTENTS

1. Introduction to Managerial Accounting
2. Building Blocks of Managerial Accounting
3. Job Costing
4. Activity Based Costing, Lean Operations, and the Costs of Quality
5. Process Costing
6. Cost Behavior
7. Cost-Volume-Profit Analysis
8. Relevant Costs for Short-Term Decisions
9. The Master Budget
10. Performance Evaluation
11. Standard Costs and Variances
12. Capital Investment Decisions and the Time Value of Money
14. Financial Statement Analysis

ABOUT THE AUTHORS

Karen Wilken Braun is an associate professor for the Weatherhead School of Management at Case Western Reserve University.
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3. Cost Management Systems and Activity-Based Costing
4. Relevant Information for Decision Making with a Focus on Pricing Decisions
5. Relevant Information for Decision Making with a Focus on Operational Decisions

II. Accounting for Planning and Control
6. Introduction to Budgets and Preparing the Master Budget
7. Flexible Budgets and Variance Analysis
8. Management Control Systems and Responsibility Accounting
9. Management Control in Decentralized Organizations

III. Capital Budgeting
10. Capital Budgeting

IV. Product Costing
11. Cost Allocation
12. Accounting for Overhead Costs

V. Basic Financial Accounting
14. Basic Accounting: Concepts, Techniques, and Conventions
15. Understanding Corporate Annual Reports: Basic Financial Statements
16. Understanding and Analyzing Consolidated Financial Statements

ABOUT THE AUTHOR
Charles T. Horngren is the Edmund W. Littlefield Professor of Accounting, Emeritus, at Stanford University.

ABOUT THE BOOK
Cost accounting provides key data to managers for planning and controlling, as well as costing products, services, even customers. Cost Accounting, 16e focuses on how this discipline would help managers make better decisions, as cost accountants are increasingly becoming integral members of company’s decision-making teams. In order to emphasize this prominence in decision making, the authors have used the ‘different costs for different purposes’ theme throughout this book. By focusing on basic concepts, analyses, uses, and procedures instead of procedures alone, they have recognized cost accounting as a managerial tool for business strategy and implementation. This textbook also prepares students for the rewards and challenges they face in the professional cost accounting world of today and tomorrow.

FEATURES
- Sustainability strategies and the methods that companies use to implement sustainability with business goals.
- Ideas based on academic research regarding the weights to be placed on performance measures in a balanced scorecard.
- Details on the transfer pricing strategies used by multinational technology firms such as Apple and Google to minimize income taxes.
- Current trends in the regulation of executive compensation.
- Evolution of enterprise resource planning systems and newer simplified costing systems that practice lean accounting.
- New material around recent trends in big data and data analytics in predicting costs and when making demand forecasts.

CONTENTS
1. The Manager and Management Accounting
2. An Introduction to Cost Terms and Purposes
3. Cost–Volume–Profit Analysis
4. Job Costing
5. Activity-Based Costing and Activity-Based Management
6. Master Budget and Responsibility Accounting
7. Flexible Budgets, Direct-Cost Variances, and Management Control
8. Flexible Budgets, Overhead Cost Variances, and Management Control
9. Inventory Costing and Capacity Analysis
10. Determining How Costs Behave
11. Decision Making and Relevant Information
12. Strategy, Balanced Scorecard, and Strategic Profitability Analysis
14. Cost Allocation, Customer-Profitability Analysis, and Sales-Variance Analysis
15. Allocation of Support-Department Costs, Common Costs, and Revenues
16. Cost Allocation: Joint Products and Byproducts
17. Process Costing
18. Spoilage, Rework, and Scrap
20. Inventory Management, Just-in-Time, and Simplified Costing Methods
21. Capital Budgeting and Cost Analysis
22. Management Control Systems, Transfer Pricing, and Multinational Considerations
23. Performance Measurement, Compensation, and Multinational Considerations

ABOUT THE AUTHORS
Charles T. Horngren was the Edmund W. Littlefield Professor of Accounting, Emeritus, at Stanford University. A certified public accountant, Horngren served on the Accounting Principles Board for six years, the Financial Accounting Standards Board Advisory Council for five years, and the Council of the American Institute of Certified Public Accountants for three years.
Srikant M. Datar is the Arthur Lowes Dickinson Professor at the Harvard Business School. He served as Senior Associate Dean from 2000 to 2010.

Madhav V. Rajan is the Robert K. Jaedicke Professor of Accounting and Senior Associate Dean for Academic Affairs at Stanford University’s Graduate School of Business. He is also Professor of Law (by courtesy) at Stanford Law School.

ABOUT THE BOOK
This text provides leading-edge treatment of innovative management accounting issues used by major companies throughout the world. It takes a systematic management-oriented approach to advanced management topics. Each chapter is accompanied by cases to illustrate the concepts discussed. It is suitable for upper level advanced management or cost accounting courses at the undergraduate or MBA/graduate level. It assumes knowledge of management and/or cost accounting.

FEATURES
- Comprehensive coverage of Activity-Based-Costing and the Balanced Scorecard method as the unifying framework throughout the text.
- Transfer pricing, chapter 9 updated to reflect more modern approaches.
- Chapter 10 will prominently feature Economic Value Added (EVA).
- New cases illustrating ABC and the Balanced Scorecard will be incorporated throughout.
- Topics no longer central issues in today’s environment have been deleted, i.e., joint costs and extensive variance analysis.

CONTENTS
3. Assigning Support and Service Department Costs. Service Department Costs.
7. Decentralization.
10. Financial Measures of Performance: Investments and EVA.

ABOUT THE AUTHOR
Robert S. Kaplan Harvard Business School

ABOUT THE BOOK
Focussing squarely on the needs of today’s business and non-specialist accounting students, the aim of this book is to set management accounting into a contemporary real world context, helping students to apply the theories they learn to management situations and to use clear thinking to obtain the best financial outcome. Proctor will assist the reader in the core areas of understanding the principles of management accounting.
mastering the numerical aspects of the subject, interpreting the results and understanding the contribution management accounting can make to the management process. Frequently praised for the quality and clarity of writing, this book combines appropriate depth of coverage with a manageable size and a clear and uncluttered layout. It takes an explicitly managerial and practitioner perspective throughout and features really strong application to the real business world.

FEATURES

- Interesting case studies from real companies demonstrate the application of ideas to real business
- Quality question and answer material enables students to get to grips with the computational aspects of the course
- An excellent ‘Manager’s Point of View’ feature in every chapter, written by a high-level manager looks at the practical aspects of tackling managerial problems with management accounting tools

CONTENTS

Part I: Foundations
1. Cost behaviour
2. The difference between profit and cash

Part II: Financial Management
3. Ratio Analysis and financial management
4. Working capital management

Part III: Decision Making
5. Variable costing and breakeven analysis
6. Short-term decisions using variable costing
7. Short-term decisions using relevant costing
8. Capital investment appraisal for long-term decisions

Part IV: Product Costing and Pricing
9. Product costs using absorption costing
10. Product costs using activity-based costing
11. Comparison of profits under absorption and variable costing
12. Pricing your products
13. Divisional performance and transfer pricing

Part V: Budgetary Control
14. Budgets and their creation
15. Using budgets to control operations
16. Budgets, behaviour and beyond budgeting
17. Balanced scorecards
18. Not-for-profit organizations

ABOUT THE AUTHOR

Ray Proctor is currently a Senior Lecturer in Accounting at Coventry University and a tutor on the Management Accounting module of the Warwick University MBA.

ABOUT THE BOOK

This book sets a new standard for the textbooks with rich pedagogy and an easy-to-understand approach that aims at equipping students with a solid grounding in the concepts in corporate accounting. The book is made up of independent chapters dealing with a particular aspect of corporate accounting. The text in each chapter is accompanied with illustrative material and many questions and problems for better grasp of the subject. It not only meets the requirements of the undergraduate students of different Indian universities but it can also be useful for the students of CA, CS, MBA and ICWA.

FEATURES

- Concepts explained with the help of diagrams and step-by-step illustrations
- Exercises comprising objective-type questions, essay-type questions, unsolved questions (with answers)
- Over 600 solved illustrations and over 300 chapter-end

CONTENTS

1. Corporate Accounting (Company Accounts)—Issue of Share Capital
2. Underwriting of Shares and Debentures
3. Redemption of Preference Shares
4. Issue and Redemption of Debentures
5. Acquisition of Business (Purchase of Business)
6. Profits Prior to Incorporation
7. Final Accounts of Companies
8. Valuation of Goodwill and Shares
9. Amalgamation, Absorption and External Reconstruction
10. Liquidation of Companies
11. Internal Reconstruction
12. Holding Company Accounts
13. Accounts of Banking Companies
14. Insurance Company Accounts
15. Double Account System
16. Cash Flow Statement

ABOUT THE AUTHOR

Dr. V. Rajasekaran has more than 35 years of teaching experience. Accountancy has been his area of specialization. His more than 50 research papers have been published in leading educational journals.
COST ACCOUNTING
V. Rajasekaran
R. Lalitha

ISBN: 9788131732076
₹ 599.00 | Pages: 848

ABOUT THE BOOK
The book sets a new standard for cost accounting textbooks. It aims at equipping students with a solid grounding in the concepts of cost accounting.

With rich pedagogy and an easy-to-understand approach, it meets the specific requirements of the undergraduate students of different Indian universities. This book can also be useful for the students of CA, CS, MBA and ICWA level of Indian universities.

FEATURES
- Accounting treatment is carried out in a novel way. For each principle, a separate model sum is provided and it is solved step-by-step without leaving any minute workings
- Accounting concepts are first defined and all such important concepts are explained in detail by way of illustrations

CONTENTS
1. Cost Accounting – An Overview and General Principles
Part II. Elements of Cost
2. Direct Material
3. Direct Labour and Direct Expenses
4. Overheads
5. Activity Based Costing
Part III. Costing Methods
6. Single or Output Costing
7. Job, Batch and Back Flush Costing
8. Contract Costing
9. Process Costing
10. Operating Costing
11. Reconciliation of Cost and Financial Accounts
12. Integrated Accounting System
Part IV. Cost Allocation and Accumulation
13. Joint Products and By-Products-Costing and Other Aspects
14. Part V: Costing For Planning and Control
15. Budgetary Control Systems & Standard Costing
Part VI. Costing for Decision and Control Purposes
16. Marginal Costing
17. Break-Even and Cost Volume Profit Analysis
18. Differential Costing

ABOUT THE AUTHOR
Dr. Rajasekaran has more than 35 years of teaching experience. Accountancy has been his area of specialization.

Financial Accounting
FINANCIAL ACCOUNTING FOR MANAGERS, 3/e
Sanjay Dhamija

ISBN: 9789352868339
₹ 529.00 | Pages: 504

ABOUT THE BOOK
Financial Accounting for Managers, 3e seeks to provide a comprehensive coverage of the basic principles of financial accounting, incorporating the latest accounting norms and standards. This book is primarily meant to be used in postgraduate programmes of various universities and institutions, and can be used as an introductory course on accounting. This edition would also be helpful to practicing managers – both in finance and non-finance areas, so that they can sharpen their skills in understanding and analyzing financial and accounting information.

FEATURES
- Concepts discussed in the text have been reinforced with the help of solved instances both within the text and at the end of every chapter.
- Case studies have been included in all chapters based on information from annual reports and real-life situations.
- Requirements of the Companies Act 2013 have been suitably incorporated.
- In view of the convergences of Indian accounting standards with IFRS, accounting and reporting have been discussed based upon the applicable Ind-AS.

CONTENTS
1. Introduction To Accounting
2. Generally Accepted Accounting Principles And Accounting Standards
3. Accounting Cycle
4. Financial Statements Of Companies
5. Statement Of Profit And Loss
6. Balance Sheet
7. Accounting For Revenue
8. Accounting And Valuation Of Inventory
9. Accounting For Fixed Assets And Depreciation
10. Accounting For Investments
11. Cash Flow Statement
12. Consolidated Financial Statements
13. Disclosures In Annual Reports
14. Analysis Of Financial Statements
15. Financial Shenanigans
ABOUT THE AUTHOR
Sanjay Dhamija is currently working as a Professor of Finance and Accounting at International Management Institute, New Delhi. A doctorate in finance (FPM) from IMI, Delhi, he completed his M.Com from Delhi School of Economics and LLB from Delhi University. He is a Fellow Member of the Institute of Cost Accountants of India (F.C.M.A) and the Institute of Company Secretaries of India (F.C.S). He is also a Chartered Financial Analyst from ICFAI. He has attended management programs at Harvard Business School, Wharton Business School, and the University of Maryland.

CONTENTS

Part 1: The Foundation
4. Measurement of Profit and Financial Position: IV Corporate Entities
5. Vertical Financial Statements of Corporate Entities in Accordance with IFRS Converged Indian Accounting Standards (Ind AS) Schedule III
6. Specific: Day Books

Part 2: Concepts and Principles
7. Conceptual Framework of Financial Statements in Accordance with Indian Accounting Standards (Ind As)
8. GAAPs and Fair Value Measurement

Part 3: Asset Valuation
9. Valuation of Tangible Fixed Assets
10. Depreciation on Tangible Fixed Assets
11. Valuation of Assets under Finance lease and Intangible Assets, Amortization and Asset Impairment
12. Valuation of Inventories

Part 4: Understanding the Annual Report
15. Other Mandatory Financial Reports

Part 5: Financial Statement Analysis
16. Quality of Earnings: Window Dressing, Creative Financial Practices and Issues Related to Quality of Disclosures in Reported Earnings
18. Financial Statement Analysis and the Tool Kit of the Analyst: II Earnings Per Share (EPS) Analysis
20. Construction and Analysis of Corporate Statement of Cash Flows

Part 6: More on Financial Reporting and Analysis
22. Analysis of Information from Sources Other than Annual Reports and Inter-company Comparison
23. Analysis of Group Performance: Consolidated Financial Reporting

ABOUT THE AUTHOR
Ambrish Gupta is Senior Professor and Chairman of Finance Area at FORE School of Management, New Delhi.

INTRODUCTION TO FINANCIAL ACCOUNTING, 11/e
Charles T. Horngren
Gary L. Sundem
John A. Elliott
Danna R. Philbrick

ISBN: 9789352862474

FEATURES
■ Covers text and problem material based on classic issues arising in the last 30 years.
■ Contains several chapters that have been rewritten keeping in mind the latest changes in the Indian Accounting Standard.
■ Includes Business First Boxes in each chapter which provide insights into operations at well-known domestic and international companies, accenting today’s real-world issues.
■ Contains various cases studies pertaining to the Indian context.

CONTENTS
1. Accounting: The Language of Business
2. Measuring Income to Assess Performance
3. Recording Transactions
4. Accrual Accounting and Financial Statements
5. Statement of Cash Flows
6. Accounting for Sales
7. Inventories and Cost of Goods Sold
8. Long-Lived Assets
9. Liabilities and Interest
10. Stockholders’ Equity
11. Intercompany Investments and Consolidations
12. Financial Statement Analysis

ABOUT THE BOOK
Introduction to Financial Accounting, 11e, focuses upon the most widely accepted accounting theory and practice with an emphasis on using and analyzing the information in financial statements. This adaptation title describes the underlying concepts of accounting and several accounting procedures such as transaction analysis, journalizing, and posting based on the Indian context. The book deals with important topics that all managers should know and all business management students should study, and is oriented not only to the user of financial statements but also potential accounting practitioners. The ultimate objective of this adaptation title is to help in the understanding of financial position and prospects, which is achieved by a focus on the balance sheet equation.

FINANCIAL ACCOUNTING
V. Rajasekaran
R. Lalitha

ISBN: 9788131731802

FEATURES
■ Concepts in accounting explained with the help of diagrams and step-by-step illustrations
■ Selected model questions from different universities
■ More than 400 solved examples

CONTENTS
1. Accounting as an Information System
3. Accounting Standards
4. Accounting Process
5. Accounting Process—From Trial Balance to Final Accounts and Final Accounts of Non-corporate Business Entities
6. Accounting for Not-for-profit Organisations
7. Financial Statements from Incomplete Records (Single Entry System)
8. Measurement of Business Income
9. Revenue Recognition and Recognition of Expenses
10. The Nature of Depreciation
11. Inventory—Valuation
12. Accounting for Hire-Purchase and Installment
13. Accounting for Inland Branches
14. Dissolution of Partnership
15. Financial Statement Analysis
16. Accounting Ratios
17. Cash Flow Statement

ABOUT THE AUTHOR
Dr. Rajasekaran has more than 35 years of teaching experience. Accountancy has been his area of specialization. His more than 50 research papers have been published in leading educational journals.

FINANCIAL ACCOUNTING
P. C. Tulsian
ISBN: 9788177582284
₹ 699.00 | Pages: 1190

ABOUT THE BOOK
The present text has been class-tested for more than 20 years. Rich in pedagogy and written in an easy-to-understand manner, this book adopts a fresh and novel approach to the study of accounting keeping in view the specific requirements of the students appearing in the B.Com. examination of the Indian universities and other professional examinations.

FEATURES
- 1000 practical questions
- 500 explanatory illustrations
- 500 solved problems along with necessary working notes and alternative solutions (if any)
- 300 theoretical questions
- 100 exhibits to acquaint students with various accounting treatments and formats
- 300 true or false Questions with answers
- Illustrations
- B.Com examination problems
- Professional examination problems
- Multiple-choice questions

CONTENTS
1. Introduction to Accounting
2. Generally Accepted Accounting Principles
3. Accounting Standards
4. Accounting Policies
5. Accounting Equations
6. Journalizing, Posting and Balancing
7. Subsidiary Books I: Cash Book
8. Subsidiary Books II: Other Books
9. Financial Statements
10. Financial Statements of Not-for-Profit Organization
11. Depreciation, Provisions and Reserves
12. Valuation of Inventory
13. Accounting for Partnership: Dissolution of a Firm
14. Partnership: Insolvency, Piecemeal Distribution, Sale of a Firm, and Amalgamation of Firms
15. Accounts from Incomplete Records
16. Accounting for Hire Purchase
17. Accounting for Branches
18. Use of Computers in Accounting

ABOUT THE AUTHOR
Prof. P. C. Tulsian is Professor, Ramjas College, University of Delhi. A prolific writer, he has authored 25 books on the subject. He is a fellow member of the Institute of Chartered Accountants of India and an associate member of the All India Management Association.

FINANCIAL AND MANAGEMENT ACCOUNTING: AN INTRODUCTION, 5/e
Pauline Weetman
ISBN: 9789332511200
₹ 869.00 | Pages: 824

ABOUT THE BOOK
This revised and fully-updated edition continues to provide students with a clear and well-structured introduction to financial and management accounting.

The fifth edition of Weetman’s Financial and Management Accounting retains all of the classic features that have contributed to the book’s success such as clarity of expression, the focus on the accounting equation, student activities, real-life commentaries running through each chapter, and the inclusion of the Safe and Sure Annual Report as a real world example of a listed company.
FEATURES
- Fully in line with IFRS, but provides comparative analysis with UK GAAP where relevant.
- Experience-driven conversations between two managers appear at intervals throughout the text, providing a valuable insight into the type of interpretative comment which the reader may find more taxing.
- Fully redesigned text to aid navigation and understanding for students, including a unique colour-coding system to make technical material more accessible.
- Activity-based costing, strategic management accounting, the balanced scorecard and benchmarking are included in the main management accounting chapters.
- Updated terminology and presentation to reflect the requirements of the International Accounting Standards Board from 2009 and the UK Companies Act 2006.
- New case studies containing examples from real-world companies reflect current issues such as cash flow management in Marks & Spencer, cost control at Debenhams, performance benchmarking at Argos.

CONTENTS
Part 1: A conceptual framework: setting the scene
1. Who needs accounting?
2. A systematic approach to financial reporting: the accounting equation
3. Financial statements from the accounting equation
4. Ensuring the quality of financial statements
Part 2: Reporting the transactions of a business
5. Accounting information for service businesses
6. Accounting information for trading businesses
Part 3: Recognition in financial statements
7. Published financial statements
8. Non-current (fixed) assets
9. Current assets
10. Current liabilities
11. Provisions and non-current (long-term) liabilities
12. Ownership interest
Part 4: Analysis and issues in reporting
13. Ratio analysis
14. Reporting corporate performance
15. Reporting cash flows

MANAGEMENT ACCOUNTING
Part 5: Setting the scene and defining the basic tools of management accounting
16. Functions of management accounting
17. Classification of costs
18. Product costs: materials, labour and overheads
Part 6: Job costs and stock valuation
19. Job costing

Part 7: Decision making
20. Breakeven analysis and short-term decision making
21. Preparing a budget
22. Standard costs
23. Performance evaluation and feedback reporting
Part 8: Capital investment appraisal and business strategy
24. Capital investment appraisal
25. Business strategy and management accounting

ABOUT THE AUTHOR
Pauline Weetman BA, BSc (Econ), PhD, CA, FRSE, is Professor of Accounting at the University of Edinburgh.

Financial Institutions and Markets

BOND MARKETS, ANALYSIS AND STRATEGIES, 8/e
Frank J. Fabozzi
ISBN: 9789332518285
₹ 899.00 | Pages: 702

ABOUT THE BOOK
An applied approach to understanding bond markets. Through its applied approach, Fabozzi’s Bond Markets, Analysis and Strategies 8e, prepares students to analyze the bond market and manage bond portfolios without getting bogged down in the theory. This edition has been streamlined and updated with new content, and features overall enhancements based on previous editions’ reader and instructor feedback.

FEATURES
- Treasury and Agency Securities includes a thoroughly revised discussion on agency securities.
- Corporate Debt Instruments is a completely revised chapter covering bank loans (particularly leveraged loans) and collateralized loan obligations.
- Municipal Securities has been revised to eliminate the details of different types of municipal revenue bonds and the inclusion of Build America Bonds.
- Nonagency Residential Mortgage-Backed Securities includes an extensive revision on the market following the
subprime mortgage meltdown that can be traced back to the summer of 2007.

Bond Portfolio Management Strategies, parts of which are included in Chapter 23 (Active Bond Portfolio Management Strategies) and Chapter 24 (Indexing), provides a more structured discussion of bond portfolio management strategies. This discussion also describes active and passive strategies, and the bond portfolio management team.

CONTENTS
1. Introduction
2. Pricing of Bonds
3. Measuring Yield
4. Bond Price Volatility
5. Factors Affecting Bond Yields and the Term Structure of Interest Rates
6. Treasury and Federal Agency Securities
7. Corporate Debt Instruments
8. Municipal Securities
9. International Bonds
10. Residential Mortgage Loans
11. Agency Mortgage Pass-Through Securities
12. Agency Collateralized Mortgage Obligations and Stripped Mortgage-Backed Securities
13. Nonagency Residential Mortgage-Backed Securities
14. Commercial Mortgage Loans and Commercial Mortgage-Backed Securities

ABOUT THE AUTHOR
Frank J. Fabozzi, EDHEC Business School

FEATURES
- Chapter Previews at the beginning of each chapter tell students where the chapter is heading, why specific topics are important, and how they relate to other topics in the book.
- Numerical Examples guide students through solutions to financial problems using formulas, time lines, and calculator key strokes.
- Summary Tables are useful study aids for reviewing material.
- Key Statements are important points that are set in boldface type so that students can easily find them for later reference.
- Graphs with captions, numbering over 60, help students understand the interrelationship of the variables plotted and the principles of analysis.
- Summaries at the end of each chapter list the chapter’s main points.
- Key Terms are important words or phrases that appear in boldface type when they are defined for the first time and are listed at the end of each chapter.
- End-of-Chapter Questions help students learn the subject matter by applying economic concepts, and feature a special class of questions that students find particularly relevant, titled “Predicting the Future.”

CONTENTS
Part I: Introduction
1. Why Study Financial Markets and Institutions?
2. Overview of the Financial System

Part II: Fundamentals of Financial Markets
3. What Do Interest Rates Mean and What Is Their Role in Valuation?
4. Why Do Interest Rates Change?
5. How Do Risk and Term Structure Affect Interest Rates?
6. Are Financial Markets Efficient?

Part III: Central Banking and the Conduct of Monetary Policy
7. Why Do Financial Institutions Exist?
8. Why Do Financial Crises Occur and Why Are They So Damaging to the Economy?

Part IV: Financial Markets
9. Central Banks and the Federal Reserve System
11. The Money Markets
12. The Bond Market
13. The Stock Market
14. The Mortgage Markets

Part V: Fundamentals of Financial Institutions
15. The Foreign Exchange Market

Part VI: The Financial Institutions Industry
16. The International Financial System
17. Banking and the Management of Financial Institutions
18. Financial Regulation
20. The Mutual Fund Industry
21. Insurance Companies and Pension Funds
22. Investment Banks, Security Brokers and Dealers, and Venture Capital Firms

Part VII: The Management of Financial Institutions
23. Risk Management in Financial Institutions
24. Hedging with Financial Derivatives

ABOUT THE AUTHORS
Frederic S. Mishkin is the Alfred Lerner Professor of Banking and Financial Institutions at the Graduate School of Business, Columbia University.
Stanley G. Eakins has notable experience as a financial practitioner, serving as vice president and comptroller at the First National Bank of Fairbanks and as a commercial and real estate loan officer.

FEATURES
- The demand and supply forces underlying the provision of financial statement data
- The properties of numbers derived from financial statements
- The key aspect of decision that use financial statement information
- The features of the environment in which these decisions are made

CONTENTS
1. The Demand for Financial Statement Information
2. The Supply of Financial Statement Information
3. Financial Statement Analysis: Introductory Techniques
5. Financial Statement Numbers and Alternative Accounting Methods
6. Cross Sectional Analysis of Financial Statement Information
7. Time-Series Analysis of Financial Statement Information
8. Forecasting Financial Statement Information
9. Capital Markets and Information Efficiency
10. Asset Pricing and Financial Information
11. Capital Markets and Corporate Information Releases
12. Equity Securities and Financial Information
13. Corporation Restructuring and Financial Information
14. Debt Ratings, Debt Securities, and Financial Information
15. Distress Analysis and Financial Information
16. Credit Decisions and Financial Information

ABOUT THE AUTHOR
George Foster is from Stanford University.
Fraser and Ormiston take students behind the financial reports to assess the real financial condition and performance of U.S. companies. Understanding Financial Statements 10e retains its reputation for readability, concise coverage, and accessibility, and gives students the conceptual background and analytical tools necessary to understand and interpret business financial statements. Its ultimate goal is to improve students’ ability to translate financial statement numbers into a meaningful map for business decisions and enable each student to approach financial statements with enhanced confidence.

FEATURES
- A supplementary text for a variety of Business courses, including Financial Statement Analysis, Investments, Personal Finance, and Financial Planning and Analysis.
- Valuable Resources: This text contains everything a student needs to enhance their understanding of key topics including:
  - Self-tests at the end of chapters with solutions provided
  - Chapter-end study questions and problems
  - Glossary of key terms available in the index.
- Footnotes: Throughout the text footnotes provide resources that may be used by instructors to form the basis of a reading list for students
- Examples, Study Questions, and Problems: All chapters include coursework that is relevant to today’s student. This material illustrates accounting concepts and the current accounting environment.
- Comprehensive Analysis Problem: At the end of each chapter, problems based on the Eastman Kodak 2007 Form 10-K and Annual Report illustrate how to complete a financial statement analysis using the template available online www.prenhall.com/fraser.
- Cases: Up-to-date cases based on real-world companies appear throughout this text.

CONTENTS
1. Financial Statements: An Overview
2. The Balance Sheet
3. Income Statement and Statement of Stockholders’ Equity
4. Statement of Cash Flows
5. The Analysis of Financial Statements

Financial Management/Corporate Finance

FINANCIAL MANAGEMENT: PRINCIPLES AND APPLICATIONS, 13/e
Sheridan Titman
Arthur J. Keown
John D. Martin

ABOUT THE BOOK
Students often struggle to see how financial concepts relate to their personal lives and prospective careers. Financial Management: Principles and Applications gives students a big picture perspective of finance and how it is important in their personal and professional lives. Utilizing five key principles, the 13th Edition provides an approachable introduction to financial decision-making, weaving in real world issues to demonstrate the practical applications of critical financial concepts.

FEATURES
- Financial Analysis Tools provide quick reference guides for decision-making tools used in financial analysis. Appearing throughout the book, these helpful boxes display names, details, and summaries of calculations and formulas.
- Concept Checks give students chances to test themselves before moving on with two to five questions. These help clarify topics and make sure concepts are understood at the end of specific sections.
- A running glossary appears in the margins to define key terms found within each section.
- Finance in a Flat World boxes demonstrate how each chapter’s content applies to international business, including the ongoing global financial crisis.
- Regardless of Your Major boxes, found at the beginning of each chapter, incorporate examples from other business school majors to show the wide range of applicability finance has to students and their career paths.
- The Business of Life boxes link important financial concepts to personal finance matters, helping students see key principles in action.
- Fundamental equations appear throughout each chapter so students can reference formulas for assignments and problems.
- Checkpoint Worked Examples allow students to assess their progress and knowledge at specific points throughout the text.
CONTENTS

Part 1: Introduction to Financial Management
1. Getting Started—Principles of Finance
2. Firms and the Financial Markets
3. Understanding Financial Statements

Part 2: Valuation of Financial Assets
5. The Time Value of Money—The Basics
6. The Time Value of Money—Annuities and Other Topics
8. Risk and Return—Capital Market Theory
9. Debt Valuation and Interest Rates
10. Stock Valuation

Part 3: Capital Budgeting
11. Investment Decision Criteria
13. Risk Analysis and Project Evaluation
14. The Cost of Capital

Part 4: Capital Structure and Dividend Policy
15. Capital Structure Policy
16. Dividend and Share Repurchase Policy

Part 5: Liquidity Management and Special Topics in Finance
17. Financial Forecasting and Planning
18. Working-Capital Management
19. International Business Finance
20. Corporate Risk Management

ABOUT THE AUTHORS
Sheridan Titman, University of Texas at Austin
Arthur J. Keown, Virginia Polytechnic Inst. and State University
John D. Martin, Baylor University

FINANCIAL MANAGEMENT, 3/e
Jonathan Berk
Peter DeMarzo

NEW TO THIS EDITION:
- New ‘Global Financial Crisis’ boxes highlight the ongoing sovereign debt crisis and financial crisis of 2007-2009, with analysis focused on the core concepts that underlie financial decision making.
- Seven new practitioner interviews support the book’s practical perspective and incorporate timely viewpoints related to recent financial turmoil in the United States and abroad.
- New examples with non-annual interest rates in Chapter 4 provide applications of time value of money concepts in a personal loan context.
- Chapter 6, “Valuing Bonds,” now appears after Chapter 5, “Interest Rates,” providing an immediate application of time value of money concepts to fixed debt and continuity in the interest rate determination coverage across the two chapters.
- New ‘Using Excel’ boxes provide hands-on instruction of Excel techniques and include screenshots to serve as a guide for students.
- Updated text discussions, figures, and tables throughout.

FEATURES
- Modern Research: Berk and DeMarzo introduce recent advances in finance research throughout the book. For example, Chapter 16, “Financial Distress, Managerial Incentives, and Information,” is a full-chapter treatment of the effects of financial distress, agency issues, and asymmetric information on the firm’s choice of capital structure.
- Modern Practice: throughout Corporate Finance the authors connect finance concepts to practice. Chapter 18, “Capital Budgeting with Leverage,” shows the relationship between the WACC, APV, and Flow-to-Equity methodologies, and stresses the role of the firm’s leverage policy. Then, a unique capstone to capital budgeting, Chapter 19, “Valuation and Financial Modeling: A Case Study,” illustrates the application and real-world implementation of valuation techniques.

ABOUT THE BOOK
This Global Edition has been edited to include enhancements making it more relevant to students outside the United States. Using the unifying valuation framework based on the Law of One Price, top researchers Jonathan Berk and Peter DeMarzo set the new standard for corporate finance textbooks. Corporate Finance blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager. With this ideal melding of the core with modern topics, innovation with proven pedagogy, Berk and DeMarzo establish the new canon in finance.

For programs and professors who would like a streamlined book that is specifically tailored to the topics covered in the first one-semester course, Corporate Finance: The Core is also available by Jonathan Berk and Peter DeMarz.
6. Valuing Bonds
7. Investment Decision Rules
8. Fundamentals of Capital Budgeting
9. Valuing Stocks
10. Capital Markets and the Pricing of Risk
11. Optimal Portfolio Choice and the Capital Asset Pricing Model
12. Estimating the Cost of Capital
13. Investor Behavior and Capital Market Efficiency
14. Capital Structure in a Perfect Market
15. Debt and Taxes
16. Financial Distress, Managerial Incentives, and Information
17. Payout Policy
18. Capital Budgeting and Valuation with Leverage
19. Valuation and Financial Modeling: A Case Study
20. Financial Operations
21. Option Valuation
22. Real Options
23. Raising Equity Capital
24. Debt Financing
25. Leasing
27. Short-Term Financial Planning
28. Mergers and Acquisitions
29. Corporate Governance
30. Risk Management
31. International Corporate Finance

ABOUT THE BOOK
Fundamentals of Corporate Finance’s applied perspective cements students’ understanding of the modern-day core principles, giving them a problem-solving methodology and profiling real-life financial management practices—all within a clear valuation framework.

FEATURING
- NEW! Using Excel boxes have been expanded and provide hands-on instruction of how to use Excel to solve financial problems and include screenshots to serve as a guide for students.
- NEW! Time value of money chapters have been reorganized to quickly build the fundamental concepts and then apply them to both annual and more frequent cash flows.
- NEW! New centralized coverage of financial ratios in a specific section in Chapter 2 provides students with the tools to analyze financial statements.
- NEW! Over 50 new problems have been added and many others refined, with the authors again personally writing and solving each one.

CONTENTS
Part 1: Introduction
1. Corporate Finance and the Financial Manager
2. Introduction to Financial Statement Analysis

Part 2: Interest Rates and Valuing Cash Flows
3. Time Value of Money: An Introduction
4. Time Value of Money: Valuing Cash Flow Streams
5. Interest Rates
6. Bonds
7. Stock Valuation

Part 3: Valuation and The Firm
8. Investment Decision Rules
9. Fundamentals of Capital Budgeting
10. Stock Valuation: A Second Look

Part 4: Risk and Return
11. Risk and Return in Capital Markets
12. Systematic Risk and the Equity Risk Premium
13. The Cost of Capital

Part 5: Long-Term Financing
14. Raising Equity Capital
15. Debt Financing

Part 6: Capital Structure and Payout Policy
16. Capital Structure
17. Payout Policy

Part 7: Financial Planning and Forecasting
18. Financial Modeling and Pro Forma Analysis
20. Short-Term Financial Planning

Part 8: Special Topics
21. Option Applications and Corporate Finance
22. Mergers and Acquisitions
23. International Corporate Finance

ABOUT THE AUTHORS
Jonathan Berk, University of California, Berkeley
Peter DeMarzo
Jarrad Harford, University of Washington
ABOUT THE BOOK

Fundamentals of Financial Management, 13/e, provides a practical introduction to understanding the financial management of companies in today’s rapidly changing business world. Maintaining its dedication to the financial decision-making process and the analysis of value creation, this new edition develops a more international scope and introduces new topics into the debate.

Current discussions on corporate governance, ethical dilemmas, globalization of finance, strategic alliances, and the growth of outsourcing have been added with examples and boxed features to aid understanding and provide a more global perspective of financial management.

This book is particularly well-suited for introductory courses in financial management, for a professional qualification and as a reference for practitioners. This also appears on the reading list for Association of Chartered Certified Accountants (ACCA) Qualification Paper (F9) Financial Management. It is also a suggested reading for Certified Management Accountant (CMA) examination.

FEATURES

■ Covers the 3 key areas of financial management decisions: investment, financing and asset management
■ New additional coverage of short-term financing and overdrafts, corporate social responsibility and binomial real options.
■ New expanded ‘Chapter 9 Cash and Marketable Securities Management’
■ New coverage of Islamic finance decisions: investment, financing and asset management
■ New additional coverage of short-term financing and overdrafts, corporate social responsibility and binomial real options.
■ New expanded ‘Chapter 9 Cash and Marketable Securities Management’
■ New coverage of Islamic finance

CONTENTS

Part One: Introduction to Financial Management
1. The Role of Financial Management
2. The Business, Tax and Financial Environments

Part Two: Valuation
3. The Time Value of Money
4. The Valuation of Long-Term Securities
5. Risk and Return
Appendix A: Measuring Portfolio Risk
Appendix B: Arbitrage Pricing Theory

6. Financial Statement Analysis
Appendix: Deferred Taxes and Financial Analysis
7. Funds Analysis, Cash-Flow Analysis, and Financial Planning
Appendix: Sustainable Growth Modeling

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ABOUT THE AUTHORS

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ACCOUNTING AND FINANCE

PRINCIPLES OF MANAGERIAL FINANCE, 13/e
Lawrence J. Gitman
Chad J. Zutter

ISBN: 9789332587595

859.00
Pages: 944

ABOUT THE BOOK

Principles of Managerial Finance, 13/e has enhanced its learning goal system, which integrates pedagogy with concepts and practical applications. The system concentrates on the material students need to know in order to make effective financial decisions in an increasingly competitive business environment. The strong pedagogy and generous use of examples—including personal finance examples—make this text an easily accessible resource for in- and out-of-class learning.

FEATURES


Guide students through the material: The Proven Learning System. This edition has enhanced its learning goal system, which integrates pedagogy with concepts and practical applications. The system concentrates on the material students need to know in order to make effective financial decisions in an increasingly competitive business environment.

Help students make the connections: The Overarching Organization of this text conceptually links the firm’s actions and its value, as determined in the financial market. Each major decision area is presented in terms of both risk and return factors and their potential impact on owner’s wealth.

Take the concepts abroad: International Considerations. In today’s world international considerations are essential to the study of business in general—and finance in particular. As in prior editions, discussions of international dimensions are integrated throughout the chapters, learning goals, and end-of-chapter content.

For instructors who devote more time to international considerations, a separate chapter on international managerial finance is available at the end of the text.

Why This Chapter Matters to You is a feature that helps motivate interest by discussing how the topic relates to the concerns of other major business disciplines and personal finance decisions.

Personal Finance examples link the concepts, tools, and techniques of each chapter. Numerous examples of personal finance problems can be found throughout the homework material.

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ABOUT THE AUTHOR

Lawrence J. Gitman is an emeritus professor of finance at San Diego State University. Dr. Gitman has published more than 50 articles in scholarly journals as well as textbooks covering undergraduate- and graduate-level corporate finance, investments, personal finance, and introduction to business. He is past president of the Academy of Financial Services, the San Diego Chapter of the Financial Executives Institute, the Midwest Finance Association, and the FMA National Honor Society.

Chad J. Zutter is the Joseph P. and Angela A. Campolo Faculty Fellow and an associate professor of finance at the University of Pittsburgh. His research has a practical, applied focus and has been the subject of feature stories in, among other prominent outlets, The Economist and CFO Magazine. His papers have been cited in arguments before the U.S. Supreme Court and in consultation with companies such as Google and Intel.
FEATURES
- Addition of new study topics such as managing agency problems, the stock market index in India in September 2010 and how companies issue new shares
- New Indian cases on Patni Computer Systems Limited, Bhushan Cosmetics, Arvind Juicer and Mixer and Paras Biscuits to facilitate better understanding
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FINANCIAL MANAGEMENT AND POLICY
James C. Van Horne
Sanjay Dhamija

ABOUT THE BOOK
Highly respected for its effective integration of financial theory and practice, this classic text explores the rapidly evolving and exciting theory of finance as it relates to corporate’s investment in assets, financing, and dividends. It explains the ways in which analytical techniques are brought to bear on financial decision making and supplies the institutional material necessary for a solid understanding of the environment in which financial decisions are made.

FEATURES
- Three new chapters- ‘Financial Environment in India’, ‘Emerging Methods of Financing’, and ‘Corporate Governance and Sustainability’
- Several new case studies from companies like Indian Oil Corporation Ltd, Hindustan Unilever Limited, Hero Honda Motors, Apollo Tyres and Reliance Power
- Extensive coverage of relevant topics such as efficient markets, share repurchase, empirical evidence, annuity, electronic funds transfers and loan pricing.
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ABOUT THE AUTHOR
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ABOUT THE BOOK
Financial Services aims to make the complex nature of financial products and services simple and easy to comprehend. The book provides the analytical framework for a range of financial products and services offered by various financial institutions and agencies in India. The simplified presentation of regulatory and legislative frameworks is an important characteristic of this book. Financial Services discusses concepts with the help of real-life Indian examples, boxes, questions, and case studies. The content of this book is class-tested with management students in different institutions over the last 20 years.

FEATURES

■ Learning Tools: Uses tools such as learning objectives, marginalia, solved examples, boxes, figures, tables, and chapter summaries to help the reader grasp complex concepts
■ Indian Perspective: Provides comprehensive coverage of traditional and contemporary financial products and services and their delivery mechanisms in India. The regulations governing financial products and services are also covered in detail
■ Real-world Data: The use of data from sources such as SEBI, NSE, BSE, and NHB helps the reader apply the concepts and theories discussed in the book to systems and events in the real world
■ Analytical Approach: Cases, practical examples, and practice problems are designed to help students apply the theory discussed in the chapters

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22. Housing Finance
23. Factoring and Forfaiting Services

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Thummuluri Siddaiah is Professor of Management at Sri Venkateswara University, Tirupati. He is the principal of Sri Venkateswara University College of Commerce, Management and Computer Science, Tirupati, and the dean of the faculty.
ABOUT THE BOOK
Management of Banking and Financial Services 4/e, provides a thorough landscape of the banking and financial services in the country. The book addresses the issues of rapid globalization, competition nurtured by customer awareness, threat of security invasion and fraud in an era of technology savvy world, demands for transparency and the regulator’s overdrive to capital efficiency or asset quality. It has updated chapters on credit risk management, solvency, interest rate volatility and adequate liquidity which should be measured and managed. All the chapters have been rigorously updated.

FEATURES
- Chapters related to banking, where many reforms have been carried out, have been substantially updated and revised to include monetary policies, sources of bank funds, counter cyclical buffer, credit appraisal, demonetization and many more.
- The questions at the end of each chapters range from simple objective type questions to numerical problems to facilitate a better understanding of the concepts.
- New topics have been included for possible research such as Peer to Peer (P2P) Lending, HDFC borrows through Masala Funds, European Central Bank’s decision to bailout Greece, RBI’s Liabilities and Assets, Basel Committee on Banking Supervision, Kingfisher Airlines etc.
- The book is divided into six parts. Each part delves into the environment of banking and financial services, banking structure, sources and uses of bank funds, risk management in banks, cash management and consolidation of the financial sector through mergers and acquisitions.

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ABOUT THE AUTHORS
Padmalatha Suresh is an alumnus of the IIM Ahmedabad. She also holds a degree in LLB and CAIIB. She has more than three decades of industry experience at senior levels, primarily in banking, and briefly in the IT sector. Her long exposure to the banking sector has enabled her to evaluate banking and financing strategies, risk entailments and options for redressing them as also commentate on banking, in general, and infrastructure finance, in particular.

Professor Justin Paul is known as an author/co-author of eight text books. He is also an author of four Ivey-Harvard case studies, which are used in classrooms worldwide. He is currently the youngest full professor with the graduate school of business University of Puerto Rico, San Juan, PR, USA and a visiting professor with the Deakin University, Melbourne, Australia.

Indian Financial System

ABOUT THE BOOK
The Indian Financial System: Markets, Institutions and Services, 5/e is a comprehensive text that encompasses new developments in the financial system and discusses various components such as financial markets and institutions, instruments, agencies and regulations in an analytical and critical manner.
The book is divided into four sections, each constituting the various topics under the umbrella of financial systems. It details the relationship between financial system and economic growth, historical perspective of the Indian financial system, objectives of financial sector reforms, elements of financial markets, new financial instruments such as floating rate bonds, zero coupon bonds, securitized paper, etc., management of non-performing assets by banks, factoring and forfaiting, housing finance and leasing and hire purchase to name a few.

FEATURES
- All amendments and changes up to June 2017 have been incorporated in this edition. The new guidelines relating to new monetary policy framework, new base rate calculation, money market instruments such as commercial paper; certificate of deposits, repos and tri-repos etc., have been discussed.
- New guidelines relating to capital financing by start-ups, delisting, external commercial borrowings, foreign portfolio investors, list of securities have been covered.
- Various initiatives taken by the RBI and the government to curb the menace of non-performing assets of the banks have been included. The recent Insolvency and Bankruptcy Code 2016 (IBC) by the government has been simplified for the students.
- Fluidity of the language makes it an easy read wherein the text has been made more student friendly by simplifying the context of the topics.

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Part V: Financial Regulation
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ABOUT THE AUTHOR
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International Finance

INTERNATIONAL FINANCE: THEORY AND POLICY, 10/e
Paul R. Krugman
Maurice Obstfeld
Marc Melitz

ABOUT THE BOOK
International Finance: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of the discipline. An intuitive introduction to international finance theory is followed by detailed coverage of policy applications. With this new tenth edition, the author team of Nobel Prize-winning economist Paul Krugman, renowned researcher Maurice Obstfeld, and Marc Melitz of Harvard University continues to set the standard for International Finance courses.

FEATURES
- The text presents a balance of theoretical and practical coverage of international finance. Chapters on core theory are followed by a series of application chapters that confront policy questions using the newest empirical work, data, and policy debates. This structure enables students to grasp theoretical concepts and then see those same concepts in action, aiding retention and highlighting the relevance of course material. Highlights include:
  - A unified model of open-economy macroeconomics that provides students with a cohesive approach to the theory, based on an asset-market approach to exchange rate determination with expectations in a central role.
  - A discussion of the international monetary experience that stresses the idea that different exchange rate systems lead to different policy coordination problems.
  - Give students learning tools to master course material
  - Chapter-opening Learning Goals list the essential concepts so students understand what they need to take away from each chapter.
Case Studies illustrate theory using real-world applications and provide important historical context.

Special Boxes offer vivid illustrations of points made in the text. Topics include the political backdrops underlying the theories of Ricardo and Hume, the story of Bolivian hyperinflation, and adjustments to asymmetric shocks.

End-of-chapter Problems, many of which cite real data or policies, allow students to practice what they’re learning. They range from routine computational drills to more analytical questions and problems.

Further Reading sections at the end of each chapter provide annotated bibliographies of both seminal works and recent articles, encouraging students to explore the material further.

Provide the most updated coverage.

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1. Introduction
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11. Developing Countries: Growth, Crisis, and Reform

ABOUT THE AUTHOR
Paul R. Krugman, Princeton University
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Marc Melitz, Harvard University

ABOUT THE BOOK
Renowned for its authoritative, comprehensive coverage of contemporary international finance, Multinational Business Finance trains the leaders of tomorrow’s multinational enterprises to recognize and capitalize on the unique characteristics of global markets. Because the job of a manager is to make financial decisions that increase firm value, the authors have embedded real-world mini-cases throughout to apply chapter concepts to the types of situations managers of multinational firms face.

The Fourteenth Edition, attempts to capture the rapid evolution of our global marketplace, taking a closer look at the types of organizations that permeate the widespread arena, competition and opportunities in emerging markets, and how financial leadership can integrate the strategic and financial challenges that global businesses face today.

FEATURES
In order to create a shorter, comprehensive text for today’s more complex courses, the authors have merged and integrated a number of concepts and chapters:

- Chapters on currency derivatives—futures, options, and swaps—have been combined.
- Chapters on translation exposure and operating (economic) exposure have been revised to capture the industry’s growing interest and concern over these currency-based company exposures.
- Chapters on the financial structures and capital sourcing strategies employed by multinational firms have been restructured and reorganized for a tighter presentation.

EXPANDED! Use of fundamental theoretical foundations like that of the foreign currency/interest rate box diagram and the triangular structure of the Impossible Trinity.

NEW! Select second-level complexity of content is delivered in appendices devoted to topics such as algebraic derivation of international parity conditions, foreign currency option pricing theory, advanced topics in transaction exposure hedging, foreign subsidiary funding and capitalization, and more.

NEW! Nine chapter mini-cases explore the current global financial market’s many challenges.

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ABOUT THE BOOK
International Financial Management: An Analytical Framework, 2/e, blends the core concepts and theories of international finance with practical applications and examples. With its coverage of real-world data, recent developments in the world of finance, and examples of financial and economic practices and policies in the Indian as well as the global context, the book is designed to help the reader understand the implications of financial theory for decision making.

FEATURES
- Comprehensive Coverage: International Financial Management covers all major contemporary issues in international finance
- Learning Tools: The book uses tools such as learning objectives, marginalia, solved examples, figures, tables, and chapter summaries to help the reader grasp even topics as complex as currency options, financial swaps, and currency futures
- Indian Perspective: Coverage of economic and financial policies and practices in India—including India’s foreign exchange market, balance of payments, share in international trade, policy on imports and foreign investments, and accounting and taxation system—make the text relevant for Indian students
- Real-world Data: The use of data from sources such as RBI, UNCTAD, and IMF helps the reader apply the concepts and theories discussed in the book to systems and events in the real world
- Analytical Approach: Cases, practical examples, and practice problems are designed to help managers and executives in making financial decisions from an international perspective

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16. Multilateral Financial Institutions

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INVESTMENTS
MODERN INVESTMENT THEORY, 5/e
Robert A Haugen

ABOUT THE BOOK
This text offers accurate and intuitive coverage of investments, with an emphasis on portfolio theory. It includes extensive discussion of capital asset pricing, arbitrage pricing, pricing of derivative securities, interest rates, and bond management. Stock valuation, estimating future earnings and dividends, and fixed income markets are examined. Calculus is useful, but not required, since it is used only in the appendixes to the main discussions in the chapters.
The book differentiates itself in the following respects.

- First, the coverage of portfolio theory is complete and detailed, covering four chapters including a unique graphical explanation of the Markowitz procedure, as well as a new chapter on asset allocation using comprehensive simulations with real data.
- Second, extensive coverage is given to the issues related to capital asset pricing. The capital asset pricing model is covered in great detail. Emphasis is given to discriminating between the properties of the model that derive from economics and the properties that derive from definitional identities. The coverage of the arbitrage pricing theory is both complete and up-to-date. The issues involved in testing both CAPM and APT are also explored in detail. Indian cases have been added and data updation.

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ABOUT THE AUTHOR

Robert Arthur Haugen was a financial economist and a pioneer in the field of quantitative investing. He was President of Haugen Custom Financial Systems and also consulted and spoke globally.

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT, 7/e
Donald E. Fischer
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Ashwini. K. Pradhan

ISBN: 9789353066284

$ 729.00| Pages: 536

ABOUT THE BOOK

Security Analysis and Portfolio Management, 7e is a classical text about investing in securities. It is aimed at providing a comprehensive introduction to the areas of security analysis and portfolio management. The text emphasizes the “how-to” aspects of the subject by using detailed real-world examples throughout. An attempt has been made to make the text as nonmathematical as possible. Only simple algebra and some elementary statistics are used in the book.

The present adaptation ensures that the Indian readers are easily able to relate to examples from the Indian securities market. In the process, some of the chapters have been rearranged and enhanced to bring the discussion in line with contemporary presentation of security risks and returns.

FEATURES

- A new Chapter 3 dealing with the concept of returns and risk, and qualification of that risk in terms of a surrogate, that is, standard deviation.
- The original Chapter 3 has been integrated with chapters 17, 18, and 19 and rearranged into chapters 3, 4, 5, and 6.
- A discussion on Discounted Cash Flow method of valuing a company and a practical example of a listed company in India have been included.
- A new chapter on a contemporary topic ‘behavioral finance (Chapter 20)’ has been added.
- New Indian and global examples and cases have been added to make the discussions contemporary.

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21. Managed Portfolios and Performance measurements

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SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT, 2/e
M. Ranganatham
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ISBN: 978131759202
₹ 699.00 I Pages: 792

ABOUT THE BOOK
The revised and enlarged second edition of Security Analysis and Portfolio Management, 2/e, provides a more comprehensive coverage of concepts. It has been expanded to strengthen the conceptual foundation and incorporates the latest research and up-to-date thinking in all the chapters.

FEATURES
- Completely new chapters on portfolio risk analysis, portfolio building process, mutual fund management, portfolio performance evaluations and hedging portfolio risk have been included.
- An Indian perspective has been presented through cases and examples to help students from Indian business schools relate to the concepts discussed in the book.
- Each chapter begins with a feature called ‘The Situation’, in which managers in a fictitious company must make certain key decisions in the derivatives market.
- The chapters are interspersed with Business Snapshots that provide interesting facts related to the topic discussed in the chapter. These additional bits of information help retain the students’ interest and provide them with insights into real-world events.

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GLOBAL INVESTMENTS, 6/e
Bruno Solnik
Dennis McLeavey
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₹ 689.00 I Pages: 592

ABOUT THE BOOK
Global Investments 6e, of the previously titled International Investments, provides accessible coverage of international capital markets using numerous examples to illustrate the
applications of concepts and theories. The new title reflects the current understanding that the distinction between domestic and international is no longer relevant and that asset management is global. This book is ideal for CFA® (Chartered Financial Analyst) candidates, advanced finance undergraduates, and MBA students, and it has been adopted by the CFA Institute as part of the curriculum to deliver the Candidate Body of Knowledge for the CFA.

The text is also widely used by professionals working in the investments area as the level is accessible to students and portfolio managers without recent training in portfolio theory.

FEATURES

- Recent academic and practitioner research is integrated into coverage of fundamental concepts.
- Content is updated and revised for use in the CFA® program and reviewed by CFA® Charter holders.
- Learning Outcome Statements guide the reader to all major points in the chapter and follow the progression of topics in the chapter.
- The model-in-action approach motivates students to engage with content by using valuation and portfolio-management skills learned in the chapter to solve problems.
- A global perspective allows this text to be used successfully in courses and professional seminars around the world.

CONTENTS

1. Currency Exchange Rates
2. Foreign Exchange Parity Relations
3. Foreign Exchange Determination and Forecasting
4. International Asset Pricing
5. Equity: Markets and Instruments
6. Equity: Concepts and Techniques
7. Global Bond Investing
8. The Case for International Diversification
9. Derivatives
10. Currency Risk Management
11. Global Performance Evaluation
12. Structuring the Global Investment Process

ABOUT THE AUTHORS
Bruno Solnik, HEC School of Management - Paris
Dennis McLeavey, Chartered Financial Analyst Institute.

Risk Management and Insurance

FINANCIAL DERIVATIVES
Aman Chugh
Divik Maheshwari

ABOUT THE BOOK
This book on derivatives is a complete textbook for students pursuing a course specialisation in Finance. It deals primarily in foreign exchange and interest rate derivatives (as different from other books which primarily focus on Equity Derivatives, which comprises 5% of world’s derivative market), which comprises 90% of the world’s derivative market, i.e. approx USD 5 trillion per day.

FEATURES

- Detailed theory and practical facts arising from rich experience of authors gained while working with large commercial and global investment banks.
- Each concept is backed by explanation and examples from real world.
- Includes Foreign Exchange and Interest Rate Derivatives which are executed by investors and banks in real world. This is a unique value proposition of this book.
- Rare screen shots of Thomson Reuters also feature in this book to give students a flair of the real world

CONTENTS

1. Universe of Derivatives—Facts
2. Derivatives Introduced—Indian Perspective
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4. ETC FX Concepts
5. FX Options Concepts
6. FX Options Valued
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8. Interest Rate Product Vanilla to Exotic
9. Money Market Instruments
10. Indianomics
11. Fundamental Analysis & Data Releases
12. Profiting from Technical Analysis
13. ISDA Agreement Documenting Derivatives

ABOUT THE AUTHORS
Aman Chugh has vast experience and expertise in currency and rates derivative markets, which he has gained while working as Regional Head FX Channels in Global Markets Group of ICICI Bank.

Divik Maheshwari is working as Vice President in Fixed Income Division within Investment Banking vertical of Credit Suisse AG at Mumbai.
INTRODUCTION TO RISK MANAGEMENT AND INSURANCE, 10/e
Mark S. Dorfman
David A. Cather
ISBN: 9789332549487
₹ 679.00 | Pages: 504

ABOUT THE BOOK
Drawing from the author’s extensive teaching experience, this book introduces students to basic insurance concepts from the consumer’s point of view and equips them with the tools to make intelligent, informed insurance purchasing decisions.

The tenth edition has been reorganized and fully updated to highlight the increased importance of risk management and insurance in business and society. In particular, the tenth edition refocuses its attention on corporate risk management, reflecting its growing importance in today’s economy.

FEATURES
- Comprehensive Coverage: Introduction to Risk Management provides solid coverage of the most critical concepts and issues.
- Broad Appeal: Introduction to Risk Management and Insurance, 10/e, offers valuable insight for every student whether they want to simply understand how to buy a personal auto policy, gain risk management knowledge to help them in management, or pursue a career in insurance.
- Critical Thinking and Moral Reasoning: Helping students sharpen their critical-thinking skills, the book provides many opportunities for logical analysis.
- Communication Emphasis: The book equips students with invaluable insight to help them improve communication skills and avoid common pitfalls.
- Understanding Human Behavior: Emphasizing that insurance is not all stats and terminology, the book includes intriguing discussions of the role of human behavior in insurance transactions.

CONTENTS
1. Introduction to Enterprise Risk Management and Insurance
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4. Risk-Handling Techniques: Loss Control, Risk Transfer, and Loss Financing
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6. Fundamentals of Insurance
7. Insurable Perils and Insuring Organizations
8. Insurance Functions
10. Insurance Regulation
11. Insurance Contracts
12. The Personal Auto Policy
13. Homeowners Insurance (HO)
14. Professional Financial Planning
15. Life Insurance Policies
17. Annuities
18. Health Insurance and Disability Income
19. Employee Benefits
20. Social Security
21. Unemployment and Workers’ Compensation Insurance
22. Commercial Property Insurance
23. Commercial Liability Insurance

ABOUT THE AUTHORS
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David A. Cather, Pennsylvania State University – name has to be added

OPTIONS, FUTURES AND OTHER DERIVATIVES, 10/e
John C. Hull
Sankarshan Basu
ISBN: 9789352866595
₹ 779.00 | Pages: 928

ABOUT THE BOOK
Since the first edition of this book was published in 1988, there have been many developments in the options and the derivatives markets. The 10th edition of Options, Futures, and Other Derivatives has taken into account these fast-paced changes, and presents the reader with an up-to-date scenario.

Like earlier editions, this book has been designed to serve the wider spectrum of the market. It is appropriate for students pursuing graduate courses in business, economics, and financial engineering. It can be used for advanced undergraduate courses involving quantitative skills. Many practitioners who are involved in derivatives markets may also find the book useful.

FEATURES
- OIS discounting is now used throughout the book. This makes the presentation of the material more straightforward and more theoretically appealing.
- A rewrite of the chapter on swaps (Chapter 7) to improve presentation and reflect changing market practices.
- A new chapter (Chapter 9) on valuation adjustments (CVA, DVA, FVA, MVA, and KVA).
- A new chapter on equilibrium models of the term structure (Chapter 31).
- More details on the calculation of Greek letters and smile dynamics.
- More discussion of the expected shortfall measure and stressed risk measures, reflecting their increasing use in
regulation and risk management. Coverage of the SABR model.
■ Updated material on CCPs and the regulation of OTC derivatives.
■ Improved material on martingales and measures, tailing the hedge, bootstrap methods, and convertible bonds.
■ Updating of examples to reflect current market conditions.
■ New end-of-chapter problems and revisions to many old end-of-chapter problems.
■ New version of the software DerivaGem.

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19. The Greek letters  
20. Volatility smiles  
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28. Martingales and measures  
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30. Convexity, timing, and quanto adjustments  
31. Equilibrium models of the short rate  
32. No-arbitrage models of the short rate  
33. HJM, LMM, and multiple zero curves  
34. Swaps Revisited  
35. Energy and commodity derivatives  
36. Real options  
37. Derivatives mishaps and what we can learn from them

ABOUT THE BOOK
Fundamentals of Futures and Options Markets covers much of the same material as Hull’s acclaimed title, Options, Futures, and Other Derivatives. However, this text simplifies the language for a less mathematically sophisticated audience. Omitting calculus completely, the book is suitable for any graduate or undergraduate course in business, economics, and other faculties.

The Ninth Edition has a flexible structure that can be used for any course length. Instructors can choose to cover only the first 12 chapters, finishing with binomial trees, or to cover chapters 13-25 in a variety of different sequences. Each chapter from 18 onwards can be taught independently as its own unit. No matter how you elect to divide the material, Fundamentals of Futures and Options Markets offers a wide audience a sound and easy-to-grasp introduction into financial mathematics.

FEATURES
■ UPDATED! Streamlined material based on recent trends in the derivatives market makes the text both more appealing and logical.
■ The derivatives market’s move towards IOS discounting has continued since the last edition, and changes have been made to the first seven chapters to reflect this trend.
■ LIBOR discounting is no longer presented as a way to value instruments such as swaps and forward rate agreements. Instead, the valuation of these instruments requires a) forward rates for the rate used to calculate payments (usually LIBOR), and b) the zero-coupon, risk-free zero curve used for discounting (usually the OIS zero curve).
■ Information Throughout Has Been Brought Up-to-date
■ New regulations concerning the clearing and trading of OTC derivatives has been expanded on throughout the text.
■ REVISED! Chapter 7 on swaps has been majorly reworked to improve material presentation and reflect the derivatives market’s move to OIS discounting.
■ UPDATED! Discussion of the impact of daily settlement when futures contracts are used for hedging has been expanded.
■ UPDATED! Details on the calculation and use of Greek letters are included.
■ UPDATED! Discussion of the expected shortfall measure reflects its increasing importance in the field.

ABOUT THE AUTHORS
John C. Hull is a Maple financial group professor of Derivatives and Risk Management at Joseph L. Rotman School of Management, University of Toronto
Sankarshan Basu is a Professor of finance and control at Indian Institute of Management Bangalore
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21. Interest rate options
22. Exotic options and other nonstandard products
23. Credit derivatives
24. Weather, energy, and insurance derivatives
25. Derivatives mishaps and what we can learn from them

ABOUT THE AUTHORS
John Hull is the Maple Financial Professor of Derivatives and Risk Management at the Joseph L. Rotman School of Management, University of Toronto. He is an internationally recognized authority on derivatives and risk management with many publications in this area.
FEATURES

■ Concrete Applications complement the pricing discussions. Chapters on financial engineering, corporate applications, and real options all address practical problems.
■ An emphasis on core economic principles helps students develop a deeper, more intuitive understanding of derivatives markets and instruments. For example, the idea that options are a form of insurance is presented at the outset.
■ Integrated treatment of forward contracts and options. The initial chapters cover both forwards and options, illustrating how they are used and incorporating an extended example of hedging by gold-mining and gold-buying firms. This approach helps to unify option pricing; in particular, it makes it clear that the formula for pricing stock options is the same as the formula for pricing currency options.
■ Formulas are motivated, placed in context, and explained intuitively. The goal is to help students build intuition about pricing models through their applications so they can know when a price does not make sense and why. The author provides the student with a framework for thinking about commonality among various derivative instruments.
■ The Theme of Applied Computation is emphasized. Using the pre-programmed Excel spreadsheets that are packaged with the book, students can become more comfortable and fluent with pricing models and their use in spreadsheets, even before they understand the precise mathematical underpinnings.

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Part Five: Advanced Pricing Theory and Applications
Chapter 18: The Lognormal Distribution

Chapter 19: Monte Carlo Valuation
Chapter 20: Brownian Motion and Ito’s Lemma
Chapter 21: The Black-Scholes-Merton Equation
Chapter 22: Risk-Neutral and Martingale Pricing
Chapter 23: Exotic Options: II
Chapter 24: Volatility
Chapter 25: Interest Rate and Bond Derivatives
Chapter 26: Value at Risk
Chapter 27: Credit Risk

ABOUT THE AUTHOR

Robert L. McDonald, Northwestern University

DERIVATIVES AND RISK MANAGEMENT

Sundaram Janakiramanan

ISBN: 9788131755143

£ 649.50 | Pages: 544

ABOUT THE BOOK

The widespread use of derivative instruments—considered to be one of the main causes of the 2008 financial crisis—has not flagged since the global economic meltdown. Contrary to popular belief, the improper use of derivatives, not the nature of derivative securities themselves, caused the collapse of 2008. In India, derivatives were introduced as late as 2000. Today, the National Stock Exchange is the number one trading spot in the world for index futures. The volume of trade of both financial and commodity-related derivatives has increased significantly over the past few years. During this period, the market has witnessed the introduction of several new products designed specifically for India, making it necessary for finance professionals to understand the working of these products in addition to the existing derivatives—a need that this book fulfills.

FEATURES

■ Explains concepts through detailed examples and problems
■ Includes three unique chapters: ‘Derivatives in India’, ‘Stock Futures and Stock Index Futures’, and ‘Exotic Options’
■ Uses learning tools such as learning objectives, figures, tables, chapter summaries and end-of-chapter questions, problems and cases
■ Presents snapshots of real-world situations through chapter-opening boxes
■ Includes a detailed glossary and bibliography

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13. Combinations of Options: Trading Strategies
14. Put–Call Parity
15. The Binomial Options Pricing Model
16. The Black–Scholes Options Pricing Model
17. Currency Options, Interest Rate Options and Options on Futures
18. Greeks in Options
19. Exotic Options
20. Credit Derivatives

ABOUT THE AUTHOR
Sundaram Janakiramanan is currently Associate Professor and Head of Programme, Finance at SIM University, Singapore.

DERIVATIVES AND RISK MANAGEMENT
R. Madhumathi
M. Ranganatham

ISBN: 9788131759936
₹ 629.00 I Pages: 672

ABOUT THE BOOK
Through the incorporation of real-life examples from Indian organizations, Derivatives and Risk Management provides cutting-edge material comprising new and unique study tools and fresh, thought-provoking content. The organization of the text is designed to conceptually link a firm’s actions to its value as determined in the derivatives market. It addresses the specific needs of Indian students and managers by successfully blending the best global derivatives and risk management practices with an in-depth coverage of the Indian environment.

FEATURES
- Each chapter begins with a feature called ‘The Situation’, in which managers in a fictitious company must make certain key decisions in the derivatives market
- Details about the Indian derivatives market, including the latest data from the various stock exchanges
- The chapters are interspersed with boxes that provide interesting facts related to the topic discussed in the chapter
- Examples and case studies drawn from organizations based in India offer an extensive view of the functioning style of Indian companies across diverse sectors
- Net-wise Exercises expose students to online data so that they can access a wealth of information on various additional topics related to the chapter and also apply the chapter concepts to this data

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19. Measuring Risk Characteristics of Derivative Instruments
20. Derivative Hedge Accounting

ABOUT THE AUTHORS
R. Madhumathi is Professor, Department of Management Studies, Indian Institute of Technology Madras.
M. Ranganatham was Professor and Head of the Department of Commerce at the University of Madras, Chennai.
ABOUT THE BOOK

Redja’s Principles of Risk Management and Insurance provides an in-depth examination of major risk themes. Using rich and up-to-date content on the basic concepts of risk and insurance, and introductory and advanced topics in traditional and enterprise risk management, the text is relevant to a wide number of disciplines in the business realm.

Fully updated and revised, the Thirteenth Edition now covers global topics ranging from natural disasters and terrorism, to domestic issues like the ever-evolving Affordable Care Act and Healthcare Reform. Principles of Risk Management and Insurance sets itself apart by placing primary emphasis on insurance consumers and blends basic risk management and insurance principles with consumer considerations, allowing students to apply basic concepts to their own personal risk management and insurance programs.

FEATURES

- NEW! Technically accurate and up-to-date material has been reviewed by numerous experts, especially in areas where changes occur rapidly.
- NEW! In-depth discussion of healthcare reform, including the broken healthcare delivery system in the United States that led to enactment of the Affordable Care Act (ACA)
- Learning Objectives are provided at the beginning of each chapter to give students a brief introduction to the main concepts in the reading.
- Chapter Opening examples provide hypothetical situations to help familiarize students with the topics that will be addressed in the chapter.
- Insight Boxes are valuable learning tools that provide real-world application of the concepts discussed in the chapter.
- Numerous website references in each chapter present valuable Internet resources for students to supplement their learning.
- Real-world examples of risk and insurance concepts are discussed in the text.

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25. Commercial Property Insurance
26. Commercial Liability Insurance
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Mergers & Acquisitions

CREATING VALUE FROM Mergers AND ACQUISITIONS, 2/e
Sudi Sudarsanam

ISBN: 9789332558663
156.00 | Pages: 816

ABOUT THE BOOK

Creating Value from Mergers and Acquisitions, 2e, provides an international and multidisciplinary perspective of M&A, and considers M&A as a process and not a mere transaction. The author draws upon economics, finance, strategy, law, organizational theories to formulate a five-stage model and emphasizes the need to understand the interconnected nature of these stages. The book’s central focus is on the challenges to using M&A as an instrument to create shareholder value, how M&A risks can be mitigated and how odds of success in acquisitions can be increased.

This book is suitable for those studying advanced undergraduate and MBA courses in industrial organizations, finance, business strategy, and corporate governance, as well as those preparing for professional exams. The rigorous integration of the conceptual, empirical, and practical aspects of M&A means that researchers and practitioners will also find this book extremely useful.
FEATURES
- Short illustrations in every chapter highlight standard practices and explain complex issues.
- User-friendly tables and figures make complex empirical data easier to comprehend.
- Most chapters contain a short case study to highlight important issues.
- Case studies and review questions enable further discussion and study.
- A balanced treatment of M&A drawing upon the conceptual, empirical, and practitioner perspectives is provided.
- Emphasis is laid on critical examination and empirical validation of theoretical predictions.

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7. Cross-border acquisitions
8. Strategic alliances as an alternative to mergers and acquisitions
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11. Acquisition decision process: organizational, psychological and governance perspectives
12. Target selection for acquisition

Part 3: Deal Structuring and Negotiation
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21. Organizational and human aspects of post-acquisition integration
22. Post-acquisition audit and organizational learning
23. Meeting the challenges of mergers and acquisitions

ABOUT THE BOOK
A complete, yet concise, treatment of mergers and acquisitions, restructuring and corporate control as well as valuation, cost of capital, and strategic financial planning.

FEATURES
- Develops all technical material from the ground up without excessive jargon.
- Addresses some of the important questions that arise from both the bidding and target firm during a merger or restructuring.

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ABOUT THE AUTHORS
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Kwang S. Chung, Chung-Ang University, Seoul
Susan E. Hoag

ABOUT THE BOOK
This book, meant fundamentally for undergraduate- and graduate-level courses on mergers and acquisitions as well business and corporate finance, economics and strategy methodically combines conceptual and enhanced empirical data. It offers students a practical insight into understanding mergers and acquisitions as well as corporate restructuring in the arrangement of strategic planning experienced by managers in all business organizations.

FEATURES
■ Chapters on strategic processes, theory of mergers and tender offers, the timing of merger activity, empirical tests of corporate restructuring and divestitures are fully updated
■ Explains the merger and acquisition process within a broad framework of company’s strategic plans
■ Features Indian cases like Aditya Birla Nuvo, the inorganic growth of Videocon, the mergers and acquisitions of Indian companies and Crompton Greaves’s growth strategy

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21. Merger Arbitrage
22. Implementation and Management Guides for M&As

ABOUT THE AUTHORS
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Mark L. Mitchell is from Harvard Business School and CNH Partners
J. Harold Mulherin is from Claremont McKenna College
Prashant Salwan is from Indian Institute of Management, Indore

Valuation

ABOUT THE BOOK
For upper-division undergraduate and MBA students as well as business professionals.
Seeing the economic realities of the modern corporation through an integrated approach.
Titman/Martin presents an integrated approach to both project and enterprise valuation, showing readers the economic
realities that today’s modern corporations face. This text also goes beyond standard DCF analysis by including additional valuation methods that are commonly used in practice, such as comparables, simulations, and real options.

The second edition includes an increased emphasis on enterprise valuation, a new chapter on financial forecasting, and enhanced examples and illustrations.

**FEATURES**

- Getting involved in the material: End-of-Chapter Problems and Mini-Cases
- Helping students gain a deeper understanding of valuation skills: Special Features. Industry Insights delve more deeply into how the tools developed in the book are used in practice.
- Technical Insights provide further explanations of mathematics, methodologies, and analytical tools.
- Behavioral Insights focus on irrational choices and biases that impact how investment choices are made in practice.
- Practitioner Insights provide perspective from a broad spectrum of professionals who use the various valuation methodologies discussed in the text.
- Did You Know? side comments highlight interesting, relevant financial lore.

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**Part III: Financial Statements and Valuation**
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10. Valuation in a Private Equity Setting

**Part V: Futures, Options, and the Valuation of Real Investments**
11. Using Futures and Options to Value Real Investments
12. Managerial Flexibility and Project Valuation: Real Options

**ABOUT THE AUTHOR**
Sheridan Titman, University of Texas at Austin
DECISION SCIENCE
ABOUT THE BOOK
Written in a simple, straightforward style, Business Forecasting 9/e, presents basic statistical techniques using practical business examples to teach students how to predict long-term forecasts.

FEATURES
- Emphasis has been placed on the application of theoretical concepts and techniques by incorporating end-of-chapter exercises such as:
  - Twelve additional cases.
  - Thirty-two new problem sets.
  - Minitab Applications are presented at the end of each chapter with step-by-step guidance.
  - Excel 2003 Applications have been added to demonstrate how a forecasting problem is solved.
- All chapters in this edition have been revised to enhance the clarity of the writing and increase teaching and learning effectiveness. Six sections have been constructed which include:
  - Background material on the nature of forecasting and a quick review of statistical concepts.
  - The exploration of data patterns, averaging, smoothing techniques, and an introduction to time series decomposition in terms of underlying components.
- The authors have tried several different approaches to help faculty and students use the computer for forecasting. This edition features the following:
  - Minitab instructions.
  - Excel instructions.
  - Three data collections are available on the Companion Website.
  - Examples of different computer outputs are placed throughout the text.

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Appendix A: Derivations.
Appendix B: Data for Case Study 7.1.
Appendix C: Tables.
Appendix D: Data Sets and Databases.

ABOUT THE BOOK
The world of business statistics has grown larger, expanding into and combining with other disciplines. And, in a reprise of something that occurred a generation ago, new fields of study – this time with names such as informatics, data analytics, and decision science – have emerged.

The seventh edition of Business Statistics presents a comprehensive study of all these developments while retaining the rich pedagogy and style of the earlier editions. The guiding philosophy of the book has been to help students see the relevance of statistics in their own careers by providing examples drawn from the functional areas in which they may be specializing. The cases and learnings will give students an ample practice in understanding how to apply statistics to business and to familiarize students with the use of spreadsheet and statistical software.

FEATURES
- Important Things to Learn First: Created to help students get a jumpstart on the course and provide coverage of those things that would be helpful to know even before the first class of the term.
- In-margin notes that reinforce hard-to-master concepts and provide quick study tips for mastering important details.
- Online PDF documents (available for download as explained in Appendix C) that provide additional insights or explanations to important statistical concepts or details about the results presented in this book.

CONTENTS
1. Defining and Collecting Data
2. Organizing and Visualizing Variables
3 Numerical Descriptive Measures
4 Basic Probability
5 Discrete Probability Distributions
6 The Normal Distribution
7 Sampling Distributions
8 Confidence Interval Estimation
9 Fundamentals of Hypothesis Testing: One-Sample Tests
10 Two-Sample Tests and ANOVA
11 Chi-Square Tests
12 Simple Linear Regression
13 Multiple Regression
14 Statistical Applications in Quality Management (online)
15 Decision Analysis (online)
16 Forecasting (online)

ABOUT THE AUTHOR
David M. Levine is Professor Emeritus of Statistics and Computer Information Systems at Baruch College, City University of New York.

David F. Stephan is an independent instructional technologist. He was an Instructor/Lecturer of Computer Information Systems at Baruch College (City University of New York) for over 20 years.

Kathryn A. Szabat is Associate Professor and Chair of Business Systems and Analytics at La Salle University.

Dr P. K. Viswanathan, Professor (Analytics & Operations), Great Lakes Institute of Management, Chennai, India has a rich and long expertise in various fields comprise academics, research, industry, training, and consulting.

BUSINESS STATISTICS, 2/e
Naval Bajpai
ISBN: 9788131797006
₹ 709.00 Pages: 832

ABOUT THE BOOK
Business Statistics 2e, presents the value-added tools in the process of converting data into useful information. The step-by-step approach used to discuss three main statistical software applications, MS Excel, Minitab, and SPSS, which are critical tools for decision making in the business world, makes this book extremely user-friendly. Advanced versions of statistical software have now entered the market and made the revision of the book’s features mandatory.

FEATURES
- In keeping with the prevalent trends, all problems, figures, screenshots, and procedure have been updated using IBM SPSS 21, Minitab 16, and MS Excel 2010
- Statistics in Action sets the tone for each chapter and focuses on the business applications of the theories discussed in the chapter.
- Problems framed using data from organizations such as CMIE and Indiastat.com relate statistical analysis to the business environment in India.
- Formulas listed at the end of each chapter help in quick recapitulation.

CONTENTS
1. Introduction to Statistics
2. Charts and Graphs
3. Measures of Central Tendency
4. Measures of Dispersion
5. Probability
6. Discrete Probability Distributions
7. Continuous Probability Distributions
8. Sampling and Sampling Distributions
10. Statistical Inference: Hypothesis Testing for Single Populations
11. Statistical Inference: Hypothesis Testing for Two Populations
12. Analysis of Variance and Experimental Designs
13. Hypothesis Testing for Categorical Data (Chi-Square Test)
14. Simple Linear Regression Analysis
15. Multiple Regression Analysis
16. Time Series and Index Numbers
17. Statistical Quality Control
18. Non-Parametric Statistics
19. Statistical Decision Theory

ABOUT THE AUTHOR
Naval Bajpai is Professor of Statistics at the ABV Indian Institute of Information Technology and Management, Gwalior.

BUSINESS ANALYTICS, 2/e
James R. Evans
ISBN: 9789332582095
₹ 669.00 Pages: 655

ABOUT THE BOOK
Business Analytics, 2/e, teaches the fundamental concepts of the emerging field of business analytics and provides vital tools in understanding how data analysis works in today’s organizations. Students will learn to apply basic business analytics principles, communicate with analytics professionals, and effectively use...
and interpret analytic models to make better business decisions. Author James Evans takes a balanced, holistic approach and looks at business analytics from descriptive and predictive perspectives.

FEATURES
Content is organized into five parts to guide students through the information:

■ Part 1: Foundations of Business Analytics. The first two chapters provide the basic foundations needed to understand business analytics and Microsoft Excel, and show students how to manipulate data and develop simple spreadsheet models.

■ Part 2: Descriptive Analytics. Chapters 3 through 7 focus on the fundamental tools and methods of data analysis and statistics, focusing on visual representations of data, descriptive statistical measures, probability distributions and data modeling, sampling and estimation, and statistical inference.

■ Part 3: Predictive Analytics. Chapters 8 through 12 develop approaches for building and analyzing predictive models, applying regression and forecasting techniques, simulation and risk analysis, and an introduction to data mining.

■ Part 4: Prescriptive Analytics. Chapters 13 through 17 explore linear, integer, and nonlinear optimization models and applications including optimization with uncertainty.

■ Part 5: Making Decisions. Chapter 18 focuses on philosophies, tools, and techniques of decision analysis.

CONTENTS
1. Introduction to Business Analytics
2. Analytics on Spreadsheets
3. Visualizing and Exploring Data
4. Descriptive Statistical Measures
5. Probability Distributions and Data Modeling
6. Sampling and Estimation
7. Statistical Inference
8. Trendlines and Regression Analysis
9. Forecasting Techniques
10. Introduction to Data Mining
11. Spreadsheet Modeling and Analysis
12. Monte Carlo Simulation and Risk Analysis
13. Linear Optimization
14. Applications of Linear Optimization
15. Integer Optimization
16. Decision Analysis

ABOUT THE AUTHOR
James R. Evans, is professor in the Department of Operations, Business Analytics, and Information Systems in the College of Business at the University of Cincinnati. Dr. Evans has published numerous textbooks in a variety of business disciplines, including statistics, decision models, and analytics, simulation and risk analysis, network optimization, operations management, quality management, and creative thinking.

ABOUT THE BOOK
Appropriate for experimental scientists in a variety of disciplines, this market-leading text offers a readable introduction to the statistical analysis of multivariate observations. Its primary goal is to impart the knowledge necessary to make proper interpretations and appropriate techniques for analyzing multivariate data. Ideal for a junior/senior or graduate level course that explores the statistical methods for describing and analyzing multivariate data, the text assumes two or more statistics courses as a prerequisite.

FEATURES

■ Accessible level:
  • Presents the concepts and methods of multivariate analysis at a level that is readily understandable by readers who have taken two or more statistics courses.
  • Emphasizes the applications of multivariate methods and, consequently, they have made the mathematics as palatable as possible. The use of calculus is avoided.

■ Organization and approach:
  • Contains the methodological tools of multivariate analysis in chapters 5 through 12.
  • The approach in the methodological chapters (chapters 5-12) is to keep the discussion direct and uncluttered.
  • An abundance of examples and exercises based on real data. It includes, in some cases, snapshots of the corresponding SAS output.
  • Targeted presentation of key concepts:
    • Directs students’ attention to essential material.
  • Emphasis on applications of multivariate methods.
  • A clear and insightful explanation of multivariate techniques.

CONTENTS
I. Getting Started
1. Aspects of Multivariate Analysis.
2. Sample Geometry and Random Sampling.
II. Inferences about Multivariate Means and Linear Models
5. Inferences About a Mean Vector.
6. Comparisons of Several Multivariate Means.
7. Multivariate Linear Regression Models.

III. Analysis of a Covariance Structure
8. Principal Components.
10. Canonical Correlation Analysis

IV. Classification and Grouping Techniques
11. Discrimination and Classification.
12. Clustering, Distance Methods and Ordination.

ABOUT THE BOOK
Statistics for Management, 8e, is a comprehensive textbook designed to help students understand the statistical concepts and applications used in business and management situations. In the manner of the earlier editions, this edition too omits complex notations in favor of graphic and verbal explanations and aims to explain the subject with a practical orientation. Examples from the real world are discussed to explain how the textbook principles work in professional practice. Written in a simple and lucid language, this book is an excellent resource for students pursuing management courses.

FEATURES
- Emphasis on providing easy-to-understand explanation of statistical topic a strong real-world focus
- Offers three types of end-of-chapter exercise – Basic Concepts (exercises without scenarios), Applications (with scenarios), and Self-Check Exercises (with worked-out solutions right in the section)
- Increase in the number of real-world examples in the end-of-chapter sections Review and Application Exercises
- Includes new problems and cases specifically covering the Indian scenario
- Provides a stepwise guide along with relevant snapshots for running various tools on the SPSS software and the MS Excel Package

ABOUT THE AUTHORS
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David S. Rubin, The University of North Carolina at Chapel Hill
Sanjay Rastogi, Indian Institute of Foreign Trade, New Delhi

STATISTICS FOR MANAGERS, USING MICROSOFT EXCEL, 8/e
David M. Levine
David F. Stephan
Kathryn A. Szabat

ABOUT THE BOOK
As Business Statistics evolves and becomes an increasingly important part of one’s business education, how business statistics gets taught and what gets taught becomes all the more important. Th eighth edition of Statistics for Managers Using Microsoft Excel encompasses ways to help students see the relevance of statistics in their own careers and acquaint them with the various tools that will enable them to apply statistics in their professional domains.

FEATURES
- First Things First Chapter: This new chapter provides an orientation that helps students understand the importance of business statistics and get ready to use Microsoft Excel even before they obtain a full copy of this book
- Getting Ready to Analyze Data in the Future: This newly expanded version of Chapter 17
Using Statistics scenario that serves as an introduction to business analytics methods. That introduction, in turn, explains several advanced Excel features while familiarizing students with the fundamental concepts and vocabulary of business analytics.

- Expanded Excel Coverage: Workbook instructions replace the In-Depth Excel instructions in the Excel Guides and discuss more fully OS X Excel (“Excel for Mac”).
- Many More Exhibits: Stand-alone summaries of important procedures that serve as a review of chapter passages. Exhibits range from identifying best practices, such “Best Practices for Creating Visualizations” in Chapter 2, to serving as guides to data analysis such as the pair of “Questions to Ask” exhibits in Chapter 17.
- New Visual Design: This edition uses a new visual design that better organizes the chapter content and provides a more uncluttered, streamline presentation

**CONTENTS**
First Things First 1
1. Defining and Collecting Data
2. Organizing and Visualizing Variables
3. Numerical Descriptive Measures
4. Basic Probability
5. Discrete Probability Distributions
6. The Normal Distribution and Other Continuous Distributions
7. Sampling Distributions
8. Confidence Interval Estimation
10. Two-Sample Tests
11. Analysis of Variance
12. Chi-Square Tests and Nonparametric Tests
13. Simple Linear Regression
14. Introduction to Multiple Regression
15. Multiple Regression Model Building
16. Time-Series Forecasting
17. Getting Ready To Analyze Data In The Future
18. Statistical Applications in Quality Management (online)
19. Decision Making (online)

**ABOUT THE AUTHORS**
David M. Levine is Professor Emeritus of Statistics and Computer Information Systems at Baruch College, City University of New York.

David F. Stephan is an independent instructional technologist. He was an Instructor/Lecturer of Computer Information Systems at Baruch College (City University of New York) for over 20 years.

Kathryn A. Szabat is Associate Professor and Chair of Business Systems and Analytics at La Salle University.

**STATISTICS FOR BUSINESS AND ECONOMICS, 6/e**
Paul Newbold
William L. Carlson
Betty Thorne

ISBN: 9788131719275

**ABOUT THE BOOK**
This classic text is known for its accuracy and statistical precision. This text enables students to conduct serious analysis of applied problems in contrast to merely running simple “canned” applications to help students become stronger analysts and future managers. It is also at a mathematically higher level than most business statistics texts.

**FEATURES**
- Provides numerous examples: Each statistical example and solution is presented in the context of a real world business problem
- Provides detailed step-by-step examples, figures and graphs, and interpretation of data
- Provides applications of statistics to functional areas such as marketing, finance, accounting, management, and economics

**CONTENTS**
1. Why Study Statistics?
2. Describing Data: Graphical
3. Describing Data: Numerical
4. Probability
5. Discrete Random Variables and Probability Distributions
6. Continuous Random Variables and Probability Distributions
7. Sampling and Sampling Distributions
8. Estimation: Single Population
9. Estimation: Additional Topics
11. Hypothesis Testing: Additional Topics
12. Simple Regression
13. Multiple Regression
14. Regression Analysis: Additional Topics
15. Nonparametric Statistics
16. Goodness-of-Fit Tests and Contingency Tables
17. Analysis of Variance
18. Introduction to Quality
19. Time Series Analysis and Forecasting
20. Sampling: Additional Topics
21. Statistical Decision Theory

**ABOUT THE AUTHORS**
Bill Carlson is Professor of Economics and Department Chair of the Economics Department at St Olaf College, where he has taught for 29 years.

Betty Thorne is Professor and Chair of the Department of Decision and Information Sciences in the School of Business Administration at Stetson University in DeLand, Florida.
ABOUT THE BOOK
Statistics for Business: Decision Making and Analysis takes a sophisticated approach to teaching statistics in the context of making good business decisions. The authors show students how to recognize and understand each business question, use statistical tools to do the analysis, and how to communicate their results clearly and concisely.

FEATURES
- 4-M Examples (Motivation, Method, Mechanics, Message) provide a consistent methodology used for worked-out examples. This approach gives students a consistent structure for solving problems and presenting their findings in the appropriate context.
- Running Business examples start each chapter by framing a business question to motivate the contents of the chapter. The example is referenced throughout the chapter when new statistical methods are presented.
- Statistics in Action case studies follow each of the four parts of the book.
- More than 150 exercises are new or have been updated to provide readers with the most up-to-date and relevant data available.
- 30 new What Do You Think? questions check students’ comprehension of the important ideas in the preceding section, ensuring that they understand the concepts before moving on in the chapter.

CONTENTS
Part I: Variation
1. Introduction
2. Data
3. Describing Categorical Data
4. Describing Numerical Data
5. Association between Categorical Variables
6. Association between Quantitative Variables

Part II: Probability
7. Probability
8. Conditional Probability
9. Random Variables
10. Association between Random Variables
11. Probability Models for Counts
12. The Normal Probability Model

Part III: Inference
13. Samples and Surveys
14. Sampling Variation and Quality
15. Confidence Intervals
16. Statistical Tests
17. Comparison
18. Inference for Counts

Part IV: Regression Models
19. Linear Patterns
20. Curved Patterns
21. The Simple Regression Model
22. Regression Diagnostics
23. Multiple Regression
24. Building Regression Models
25. Categorical Explanatory Variables
26. Analysis of Variance
27. Time Series
28. Alternative Approaches to Inference
29. Regression with Big Data
30. Two-Way Analysis of Variance

ABOUT THE AUTHORS
Robert Stine has taught at the Wharton School since 1983, during which time he has regularly taught business statistics. Dean Foster has taught at the Wharton School since 1992 and previously taught at the University of Chicago.

USING MULTIVARIATE STATISTICS, 6/e
Barbara G. Tabachnick
Linda S. Fidell
ISBN: 9789352861750
₹ 799.00  Pages: 1064

ABOUT THE BOOK
Using Multivariate Statistics, 6th edition provides advanced undergraduate as well as graduate students with a timely and comprehensive introduction to today’s most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics. This text’s practical approach focuses on the benefits and limitations of applications of a technique to a data set — when, why, and how to do it. Upon completing this book, readers should be able to:
- Learn to conduct numerous types of multivariate statistical analyses
- Find the best technique to use
- Understand Limitations to applications
- Learn how to use SPSS and SAS syntax and output

FEATURES
- Provides hands on guidelines for conducting numerous types of multivariate statistical analyses
Maintains a practical approach, still focusing on the benefits and limitations of applications of a technique to a data set — when, why, and how to do it

Presents a comprehensive introduction to today’s most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics.

CONTENTS
1. Introduction
3. Review of Univariate and Bivariate Statistics
4. Cleaning Up Your Act: Screening Data Prior to Analysis
5. Multiple Regression
6. Analysis of Covariance
7. Multivariate Analysis of Variance and Covariance
9. Discriminant Analysis
10. Logistic Regression
11. Survival/Failure Analysis
12. Canonical Correlation
13. Principal Components and Factor Analysis
14. Structural Equation Modeling
15. Multilevel Linear Modeling
16. Multiway Frequency Analysis

ABOUT THE AUTHOR
Barbara Tabachnick is Professor Emerita of Psychology at California State University, Northridge, and co-author with Linda Fidell of Using Multivariate Statistics and Experimental Designs Using ANOVA.

FEATURES
- The problems discussed in the examples and in the exercises are related to the Business
- Mathematics question papers

CONTENTS
1. Introduction to Business Mathematics
2. Algebra
3. Theory of Sets and Its Business Applications
4. Ratio
5. Functions and Graphs
6. Quadratic Functions and Theory of Quadratic Equations
7. Permutation and Combination
8. Mathematical Induction and Binomial Theorem
9. Sequence and Series-its Application to Business
10. Compound Interest and Annuities
11. Coordinate Geometry
12. Locus and Equation to a Locus
13. Straight Line
14. Circle
15. Matrix and its Applications to Business
16. Application of Matrix Concept
17. Differential Calculus and its Business Applications
18. Applications of Integral Calculus to Business
19. Functions and Their Applications to Business
20. Linear Programming and its Application to Business
21. Transportation Problem
22. Probability Theory
23. Correlation and Regression Analysis
24. Concept of Shares

ABOUT THE AUTHORS
P. Mariappan is from the department of Mathematics at Bishop Heber College, Trichirappalli. He has been involved in academics and research in the field of applied mathematics for more than twenty-five years.

ABOUT THE BOOK
Business Mathematics focuses on transforming learning and teaching math into its simplest form by adopting learning by application approach. The book is refreshingly different in its approach, and endeavors to motivate student to learn the concept and apply them in real-life situations. It is purposely designed for the undergraduate students of management and commerce and covers wide range of syllabuses of different universities offering this course.
FEATURES

- Each topic explained in the simplest manner with the help of step-by-step illustration and solved example.
- Chapters include:
  - More than 900 solved problems
  - More than 2300 unsolved problems
  - Graphical presentations and figures to support argument, reinforce logic and to boost up visual memory.
- Similar concepts and chapters grouped together to ensure clarity in understanding.

CONTENTS

1. Surds
2. Indices and Logarithm
3. Quadratic Equation
4. Complex numbers
5. Set, Relations and Function
6. Profit-Loss, Discount, Commission and Brokerage
7. Simple Interest, Average Due Dates and Rebate on Bills Discounted
8. Compound Interest and Depression
9. Annuity
10. Limit and Continuity
11. Different Calculus (Derivative)
12. Integral Calculus (Indefinite and Definite Integration)
13. Application of Calculus
14. Point
15. Straight Line
16. Straight lines
17. Circle
18. Parabola
19. Ellipse
20. Hyperbola
21. Determination
22. Matrix Algebra
23. Permutation and Combination
24. Binomial Expansion
25. Principle of Mathematical Induction
26. Sequence and Series

ABOUT THE AUTHOR

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Operations Management

IN 2-COLOR !!

MyLab | South Asia

OPERATIONS MANAGEMENT: SUSTAINABILITY AND SUPPLY CHAIN MANAGEMENT, 12/e
Jay Heizer
Barry Render
Chuck Munson
Amit Sachan

ISBN: 9789332586703
₹ 779.00  Pages: 816

ABOUT THE BOOK
The book presents a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market. This edition employs a strategic framework that identifies and illustrates facilities, inventory, transportation, and information as the key factors of operations management—to help readers better understand concepts important to today’s operations management professionals. Students and practitioners will be able to relate the operations management theories discussed in the book to their actual practice in the Indian companies.

FEATURES
■ Sixteen new case studies on operations management strategies in the Indian context, such as Indigo Airlines, Micromax, Indian Railways, etc, have been added.
■ Nineteen ‘OM in Action’ boxed matter focusing on the operations management concepts in the Indian context, such as Toyota, Cipla, Air India, Flipkart, etc., have been incorporated.
■ Balanced and up-to-date coverage of examples from the service and manufacturing sectors in the Indian scenario have been added in each chapter.
■ Well-structured questions like ‘Discussion Questions’ and ‘Self Test’ questions have been provided with each chapter so that students can test their understanding and understand difficult concepts.

CONTENTS
Part I: Introduction to Operations Management
1. Operations and Productivity
2. Operations Strategy in a Global Environment
3. Project Management
4. Forecasting
Part II: Designing Operations
5. Design of Goods and Services
6. Managing Quality
7. Process Strategy
8. Location Strategies
9. Layout Strategies
Part III: Managing Operations
11. Supply Chain Management
12. Inventory Management
13. Aggregate Planning and S&OP
14. Material Requirements Planning (MRP) and ERP
15. Short-Term Scheduling
16. Lean Operations
17. Maintenance and Reliability

ABOUT THE AUTHORS
Jay Heizer is Professor Emeritus, the Jesse H. Jones Chair of Business Administration, Texas Lutheran University, Seguin, Texas. He has taught operations management courses in undergraduate, graduate, and executive programs.
Barry Render is Professor Emeritus, the Charles Harwood Professor of Operations Management, Crummer Graduate School of Business, Rollins College, Winter Park, Florida. He is currently Consulting Editor to Pearson Press.
Chuck Munson is Professor of Operations Management, Carson College of Business, Washington State University, Pullman, Washington.
Amit Sachan is Assistant Professor of Operations Management, Indian Institute of Management (IIM), Ranchi since June 2011. Professor Sachan has attended Global Colloquium on Participant-Centred Learning (GLOCOLL) at Harvard Business School campus, Boston, US.

TESTIMONIALS
Scores of books on operations management are available in the market. But none of them as comprehensive and explains concepts as lucidly as this book.

Dr. Kappagantula C. L., Professor, VIT Business School, Vellore
What makes this edition compelling is that it addresses all relevant aspects of operations management, including societal and ecological dimensions.

Dr. Kampan Mukherjee, Professor (Operations Management), Dean (Planning and Development), and Chairperson (Center of Excellence on Sustainability), IIM Kashipur, Uttarakhanda
I compliment the authors and contributors of this book on creating content that is contemporary and easy to understand.

R. Jayaraman, Professor, S. P. Jain Institute of Management and Research, Mumbai
This book must be on the reading list of everyone who wants to get a firm grounding in operations management for the 21st century.

Dr. Indrajit Mukherjee, Associate Professor, Shailiesh J. Mehta School of Management, IIT Bombay
This is an excellent book ... A South Asian perspective is provided [in the book] through relevant examples drawn from India, and the online content adds additional value.

Dr. Sajeev Abraham George, Associate Professor and Head (Operations Management), S. P. Jain Institute of Management and Research, Mumbai

This book provides an admirable combination of academic rigor and real-life stories.

Rakesh Shrivastava, Professor, Goa Institute of Management

This book is an incredible collection of well-explained concepts, apt examples, and case studies of real-world operations management practices, and easy-to-understand and perfectly placed graphics.

Ellur Anand, Assistant Professor, Alliance School of Business, Bengaluru

ABOUT THE BOOK

This international market-leading book, aimed at both students and practising managers, provides a comprehensive and balanced introduction to service operations management. Building on the basic principles of operations management, the authors examine the operations decisions that managers face in controlling their resources and delivering services to their customers. Combining a unique practical approach with a detailed theoretical underpinning, the authors provide tools, frameworks and techniques for operational analysis and improvement and set operations management within the wider business context, bringing a valuable ‘real world’ perspective to this growing area. Each chapter includes definitions of key terms, real-world examples and case studies with exercises, questions to test both understanding and application together with recommended further reading and suggested web sites to deepen your knowledge.

FEATURES

- Operations focused. This book has a clear operations focus and is concerned with managing operations. It explores operational issues, problems and decisions. It exposes students to the problems faced by service operations managers and helps practising managers deal with those issues. Each of the main chapters addresses ‘how to’ deal with a particular problem or challenge.
- Frameworks and tools. Each chapter provides tools, frameworks and techniques that will help students and managers not only analyse existing operations but also understand better how they can deal with the issues that operations managers face.
- International real world illustrations. Each chapter includes a number of short illustrations from around the world that show how organisations have either identified or dealt with the particular issues being discussed.
- Underpinned by theory. Appropriate theoretical underpinning and developments are included in an unobtrusive and accessible way. References, web links and suggestions for further reading are also provided.
- Managing people. This book contains a significant ‘managing people’ element, including employees and customers, as well as managing and changing the culture of the organisation as a whole.
- E-service. Information technology, e-service and virtual operations are integrated into the book and their operational implications explored.
- State of the art. The book contains some of the most recent ideas and information, covering in particular world-class service, performance management, service concept, the customer experience and service processes.
- Summaries. Each chapter concludes with a bullet-point checklist summarising the key points structured using the questions at the start of each chapter.
- Questions for managers. At the end of each chapter there are some questions aimed at practising managers, which they can ask of their/an operation. These questions encourage readers to apply the material in the chapter to their situation and allow them to understand better, challenge and improve their service operations.
- Discussion question. Each chapter provides general discussion questions to help students both assess and apply the material to a variety of situations.
- Case exercises. Each chapter (with the exception of chapter 1) concludes with a case exercise suitable for class discussion. The cases are short but focused on the topic and are a rich source of material for debate and development.

CONTENTS

Part I: Introduction
1. Introducing Service Operations Management
2. Understanding the Challenges for Operations Managers

Part II: Frame
3. Developing and Using the Service Concept

Part III: Connect
4. Understanding Customers and Relationships
5. Managing Customer Expectations and Perceptions
6. Managing Supply Networks and Supplier Relationships

Part IV: Deliver
7. Designing the Customer Experience
8. Designing the Service Process
9. Measuring, Controlling and Managing
10. Managing People
11. Managing Service Resources

Part V: Improve
12. Driving Continuous Improvement
13. Learning from Problems
14. Learning from Other Operations

Part VI: Implement
15. Creating and Implementing the Strategy
16. Understanding and Influencing Culture
17. Building a World-class Service Organisation

ABOUT THE AUTHORS
Robert Johnston is Professor of Operations Management at Warwick Business School.

Graham Clark is Senior Lecturer in Operations Management at Cranfield School of Management and Director of the Executive MBA Programme.

Michael Shulver is a Senior Teaching Fellow in the Operations Management Group at Warwick Business School where he is the Academic Director of the School’s BSc in Management.

ABOUT THE BOOK
Operations Management, 12/e provides a comprehensive framework for addressing operational process and supply chain issues and uses a systemized approach while focusing on issues of current interest. The authors provide ample opportunities for students to experience the role of a manager with challenging problems, cases, and experiential exercises.

FEATURES
- New Chapter Opening Vignettes—Aimed at engaging and stimulating students’ interest by profiling how real companies like CVS Pharmacy, Airbus, Microsoft, Ford Motor Company, and the Burj Khalifa, the tallest building in the world, apply specific operational issues.
- A Unifying Central Figure introduces each chapter that embodies the philosophy of operations management, that adheres to the “building block” approach.
- Discussions in certain chapters have been updated to highlight the latest in technology and its effects on the operations of a firm. Some of them are listed here:
  - New—Chapter 3, “Quality and Performance,” introduces a systems approach to total quality management and emphasizes its importance with an integrating diagram that explains the interactions between continuous improvement, employee involvement, management commitment, and analytical process thinking.
  - New—Chapter 1, “Using Operations to Create Value,” includes a discussion on the Internet of things (IoT), which relates to the interconnectivity of objects that can collect and exchange data without human intervention.
  - New—Chapter 14, “Supply Chain Integration,” teaches students how a disruptive technology such as additive manufacturing (AM, also called 3-D printing) can reduce material inputs and make supply chains more flexible.
- The present edition also includes India-specific discussions like Rail Sampark—139, which has proved to be monumental in addressing the various challenges faced by rail users. The Times of India example has been given to show how effective resource planning can do wonders for a company.

CONTENTS
Part 1: Managing Processes
1. Using Operations to Create Value
2. Process Strategy and Analysis
3. Quality And Performance
4. Capacity Planning
  Supplement B Waiting Lines
5. Constraint Management
6. Lean Systems
7. Project Management

Part 2: Managing Customer Demand
8. Forecasting
9. Inventory Management
  Supplement C Special Inventory Models
10. Operations Planning And Scheduling
  Supplement D Linear Programming
11. Resource Planning

Part 3: Managing Supply Chains
12. Supply Chain Design
13. Supply Chain Logistic Networks
14. Supply Chain Integration
15. Supply Chain Sustainability

ABOUT THE AUTHORS
Lee J. Krajewski, Professor Emeritus, The Ohio State University and the University of Notre Dame
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Larry P. Rittzman, Professor Emeritus, The Ohio State University and Professor Emeritus at Boston College
Samir K. Srivastava, Professor, Indian Institute of Management Lucknow
ABOUT THE BOOK

Operations Management: Theory and Practice, 3/e, is the outcome of continuous testing of alternative ideas, concepts, and pedagogical designs with MBA students, working executives from diverse industries, and research scholars. The basic concept of this book is to incorporate the salient features one usually finds in international textbooks, and at the same time, enrich the book with contextually relevant examples.

FEATURES

■ New chapter: Sustainability, is increasingly becoming important for businesses. Several of the current students will be required to play a key role in managing businesses that are also sustainable in their operations. In order to equip the students with the necessary understanding of the related issues, a new chapter—Chapter 3 titled Sustainability in Operations—has been introduced in this edition.

■ Updated material: Several topics, such as the design of manufacturing processes, lean management, and Six Sigma, have been revised to make them more comprehensive. Moreover, many of the ideas at Work boxes, such as Café Coffee Day (CCD), and the data provided in the tables have been updated to reflect recent events. The description of the new attempts by businesses to address sustainability and project management pertaining to Terminal 3 of Indira Gandhi International Airport, New Delhi, is an example in this category.

■ Additions to the end-of-chapter exercises: Mini Projects and Net-wise Exercises have been updated.

■ Video Insights: This is a new feature introduced in this edition. In an era of media convergence and availability of useful information on the Internet, the students need to benefit from these and expand their understanding and scope of application of the concepts discussed in the book. To facilitate this process, over 15 videos have been identified and their URLs have been provided so that students can pursue them. These videos cover the actual working of a variety of manufacturing and service.

ABOUT THE AUTHOR

B. Mahadevan, Indian Institute of Management, Bangalore

PRODUCTION AND OPERATIONS MANAGEMENT, 6/e

Alan Muhlemann
Keith Lockyer
J.S. Oakland

ABOUT THE BOOK

Structured around the 5Ps model—Product, Plant, Processes, Programmes and People— this book is one of the most comprehensive texts dealing with production and operations management. This edition includes a chapter on classification and coding and one giving examples of the use of work study. Greater coverage is given to quality and reliability, short-term forecasting and linear programming; and new material on OPT, MRP and MRPII is also included.

FEATURES

■ Gives a more strategic view of production and operations management with fully revised, amplified and updated account of changes and new developments in the field over recent years

■ Contains new chapters on such topics as manufacturing strategy and operations management in service environments

■ Includes balanced discussions of the newer ‘panaceas’—TQM, OPT, JIT, MRP, MRPII

CONTENTS

1. Strategy and Interfaces
2. The Product or Service
3. The Plant or Facilities
4. The Processes
5. The Programmes or Resource Plans
6. The People

ABOUT THE AUTHORS

J.S. Oakland, All at The University of Bradford Management Centre
ESSENTIALS OF OPERATIONS MANAGEMENT
Nigel Slack
Robert Johnston
Alistair Brandon-Jones
ISBN: 9789332519473
₹ 729.00  Pages: 352

ABOUT THE BOOK
Essentials of Operations Management is a brand new concise version of the market-leading text Operations Management. It has been developed for students on short courses in operations management—for example, doing an initial course at undergraduate, postgraduate or post-experience level. In this book the authors have set the standards in Operations Management which other textbooks seek to emulate: Expert authorship, an engaging writing style, and an interesting collection of cases combine to communicate the importance of managing operations and processes within a successful organisation.

FEATURES
- Exclusive access to online resources in MyOMLab, which will enable you to check your understanding, apply knowledge and techniques, and prepare for exams and assessments— all in your own time and at your own pace.
- Full matrix of case studies used in the book, listing the company name and size, region, and sector/activity it falls into, enabling you to successfully plan your teaching.
- Operations in Practice boxes bring to life the operational issues faced by real businesses.
- Critical Commentaries show a diversity of viewpoints in this wide-spanning discipline, encouraging class debate.
- Short cases help to consolidate students’ learning of major themes.

CONTENTS
1. Operations management
2. Operations strategy
3. Social, environmental and economic performance
4. The design of services and products
5. Process design
6. Location, layout and flow
7. Supply network management
8. Capacity management
9. Inventory management
10. Planning and control
11. Lean synchronization
12. Quality management
13. Operations improvement

ABOUT THE AUTHORS
Nigel Slack is the professor of Operations Management and Strategy at Warwick University.
Robert Johnston is a Professor of Operations Management at Warwick Business School and Associate Dean, responsible for finance and resources.
Alistair Brandon-Jones is a lecturer in Operations and Supply Management at the University of Bath, School of Management, and a visiting lecturer at Warwick Medical School.

Operations Research / Quantitative Techniques
MANAGERIAL DECISION MODELING WITH SPREADSHEETS, 3/e
Nagraj Balakrishnan
Barry Render
Ralph M. Stair
ISBN: 9789332518216
₹ 829.00  Pages: 589

ABOUT THE BOOK
It’s important that textbooks support decision modeling courses by combining student’s ability to logically model and analyze diverse decision-making scenarios with software-based solution procedures. This book offers the perfect balance of the decision modeling process and the use of spreadsheets to set up and solve decision models.

The third edition has been updated to reflect the latest version of Excel.

FEATURES
- Present the latest: Updated Software Coverage.
  - All of the Excel coverage in this text has been updated to Excel 2007/2010.
  - The illustration of Microsoft Project and Crystal Ball has been updated to their latest versions.
  - The software program, Excel Modules, that accompanies this text has also been updated to suit Excel 2010 as well as 32-bit and 64-bit systems.
- Show today’s new techniques: New Topics.
- Highlight the real-world implications: Decision Modeling in Action Boxes.

CONTENTS
1. Introduction to Managerial Decision Modeling
2. Linear Programming Models: Graphical and Computer Methods

Operations Research / Quantitative Techniques
3. Linear Programming Modeling Applications with Computer Analyses in Excel
4. Transportation, Assignment, and Network Models
5. Integer, Goal, and Nonlinear Programming Models
6. Project Management
7. Decision Analysis
8. Queuing Models
9. Simulation Modeling
10. Forecasting Models
11. Inventory Control Models

ABOUT THE AUTHORS
Nagraj Balakrishnan is Professor and Graduate Coordinator in the Department of Management at Clemson University.
Barry Render is the Charles Harwood Professor of Operations Management at Crummer Graduate School of Business, Rollins College.
Ralph Stair has been Professor of Management Science at Florida State University for twenty years and is now entering its phased retirement program.

ABOUT THE BOOK
Quantitative Analysis for Management, 12/e, is a textbook aimed at helping undergraduate and graduate students develop an in-depth understanding of business analytics, quantitative methods, and management science. To enable students connect how the techniques presented in this book apply in the real world, computer-based applications Entrepreneurship 1e, is aimed at helping students transform their entrepreneurial dreams into reality. The book is organized in a way that will help readers explore the nature of entrepreneurship, provides models for new venture creation, and describes ways to help entrepreneurs succeed. Part One, consisting of four chapters, establishes a foundation for the course. Part Two, comprising three chapters, describes product development, legal protection of innovations, and the human side of enterprise in services. Part Three, which again has three chapters, concentrates on market research and development. Part Four, comprising four chapters, emphasizes the roles of entrepreneurs in their organizations, and examples are a major focus of this edition. Mathematical models, with all the necessary assumptions, are presented in a clear and jargon-free language. The solution procedures are then applied to example problems alongside step-by-step “how-to” instructions.

FEATURES
- An introduction to business analytics is provided.
- Excel 2013 is incorporated in all the chapters.
- The transportation, assignment, and network models have been combined into one chapter (that is, Chapter 9) focused on modeling with linear programming.
- Specialized algorithms for the transportation, assignment, and network methods have been combined into Online Module 8.
- New examples, over 25 problems, 8 QA in Action applications, 4 Modeling in the Real World features, and many new case studies have been added throughout the textbook. Other problems and case studies have been updated.

CONTENTS
1. Introduction to Quantitative Analysis
2. Probability Concepts and Applications
3. Decision Analysis
4. Regression Models
5. Forecasting
6. Inventory Control Models
7. Linear Programming Models: Graphical and Computer Methods
8. Linear Programming Applications
9. Transportation and Assignment Models
10. Integer Programming, Goal Programming, and Nonlinear Programming
11. Network Models
12. Project Management
13. Waiting Lines and Queuing Theory Models
14. Simulation Modeling
15. Markov Analysis
16. Statistical Quality Control

ABOUT THE AUTHORS
Barry Render is Professor Emeritus, the Charles Harwood Professor of Management Science at the Roy E. Crummer Graduate School of Business, Rollins College, Winter Park, Florida.
Ralph M. Stair, Jr, is Professor Emeritus at Florida State University.
Michael E. Hanna is Professor of Decision Sciences at the University of Houston-Clear Lake (UHCL).
T. N. Badri is Associate Professor of Operational Research at Great Lakes Institute of Management, Chennai.
ABSTRACT THE BOOK

The aim of the 5th edition of Operations Strategy is to provide a treatment of operations strategy that is clear, well structured and interesting. The book seeks to apply some of the ideas of operations strategy to a variety of businesses and organizations. The text provides a comprehensive coverage of the more important ideas and issues, which are relevant to most organizations.

FEATURES

- The introduction of long case studies which can be used to form the basis of a whole course in operations strategy. The cases are long enough to provide depth and serve as illustrations, and can be used to supplement class sessions.
- Many new and updated examples, which cover the topical issues in operations strategy, such as the VRIO framework, and concepts related to product/service innovation have been discussed.
- Several caselets on Indian organizations like Patanjali, Akshaya Patra, Fabindia, Sun Pharma, etc, have been discussed.
- The case study section includes two major Indian case studies—Adani Agri Logistics Limited and Green Dust. Both these case studies highlight issues with technology, and supply chain trust and culture, and also bring the concept of reverse logistics and sustainability in an Indian context.

CONTENTS

1. Operations strategy—developing resources and processes for strategic impact
2. Operations performance
3. Substitutes for strategy
4. Capacity strategy
5. Purchasing and supply strategy
6. Process technology strategy
7. Improvement strategy
8. Product and service development and organisation
9. The process of operations strategy – formulation and implementation
10. The process of operations strategy – monitoring and control

ABOUT THE AUTHOR

Nigel Slack is the Professor of Operations Management and Strategy at Warwick University.
ABOUT THE AUTHORS

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ABOUT THE BOOK

This textbook lays the basic concepts and applications of operations research bare to the student’s benefit. Written in a lucid, well-structured and easy-to-understand language, the key topics are explained with adequate depth and self-explanatory flow charts. A wide range of solved examples and end-of-chapter exercises makes this book an ideal companion for active learners.

FEATURES

- Detailed explanation on dynamic programming and sensitivity analysis.
- In-depth coverage of transportation problem and assignment problem.
- Over 200 solved examples.
- Over 200 end of chapter exercises.

CONTENTS

1. Introduction
2. Linear Programming Problem
3. Sensitivity Analysis
4. Transportation Problem
5. Assignment Problem
6. PERT-CPM
7. Sequencing
8. Queuing Theory
9. Dynamic Programming
10. Non-linear programming

ABOUT THE AUTHOR

P Mariappan is from the department of Mathematics at Bishop Heber College, Tiruchirappalli, Tamilnadu.
ABOUT THE BOOK

Specially designed to meet the requirements of management students, this reader-friendly and example-driven book on quantitative techniques presents a comprehensive coverage of the subject. The key highlight of the book is its focused approach achieved by combining relevant topics from business statistics and quantitative analysis. It discusses a wide range of concepts such as basic statistics, probability, decision and game theories, linear programming, sampling, regression analysis, and forecasting. Extensive syllabi research and instructor reviews have ensured that the chapters in the book cover the curriculum of major Indian universities. The emphasis on the interpretation of results rather than computation makes this book highly relevant. Students are encouraged to apply their learning to real-life challenges through a multitude of problems provided in the text.

FEATURES

- Concepts explained using examples set in the form of managerial problems
- Step-by-step approach to problem solving
- Rich pedagogy for effective learning
- Includes questions from university examinations
- Comprehensive supplement package including instructors’ solution manual and PowerPoint lecture slides

CONTENTS

1. Introduction to Statistics: Grouping and Displaying Data
2. Measures of Central Tendency and Dispersion
3. Fundamentals of Probability
4. Probability Distributions
5. Decision Theory
6. Game Theory
7. Linear Programming
8. Transportation and Assignment Models
9. Simulation
10. Sampling and Estimation
11. Hypothesis Testing
12. Regression Analysis
13. Forecasting and Time-Series Analysis

ABOUT THE AUTHORS

David M. Levine is Professor Emeritus of Statistics and Computer Information Systems at Baruch College, City University of New York. Barry Render is Professor Emeritus, the Charles Harwood Professor of Management Science at the Roy E. Crummer Graduate School of Business, Rollins College, Winter Park, Florida. Ralph M. Stair, Jr., is Professor Emeritus at Florida State University. Michael E. Hanna is Professor of Decision Sciences at the University of Houston-Clear Lake (UHCL).

ABOUT THE BOOK

Operations Research provides a broad focus on algorithmic and practical implementation of Operations Research (OR) techniques, using theory, applications, and computations to teach students OR basics. The book can be used conveniently in a survey course that encompasses all the major tools of operations research, or in two separate courses on deterministic and probabilistic decision-making.

With the Tenth Edition, the author preserves classical algorithms by providing essential hand computational algorithms as an important part of OR history. Based on input and submissions from OR students, professors, and practitioners, the author also includes scenarios that show how classical algorithms can be beneficial in practice. These entries are included as Aha! Moments with each dealing with stories, anecdotes, and issues in OR theory, applications, computations, and teaching methodology that can advance the understanding of fundamental OR concepts.

The Companion Website for Operations Research, 10/e provides valuable resources for both students and instructors. Resources include case studies that require students to employ OR tools from multiple chapters, Excel, TORA, and AMPL files as well as additional chapters and appendixes.

FEATURES

- Added text mini-updates appear throughout the book.
- Computational issues in the revised simplex method appear in Chapter 7, including a comparison between product form and the LU decomposition used with the revised simplex method.
- Using a brief introduction, inventory modeling is presented within the more encompassing context of supply chains.
This edition adds **two new case analyses**, resulting in a total 17 fully-developed real-life applications.

- **By popular demand**, **all problems now appear at end of their respective chapters and are cross-referenced** by text section to facilitate making problem assignments.
- **New problems** have been added.
- **TORA software** has been updated. Excellent support software, both for understanding the OR algorithms (e.g., interactive TORA and Excel spreadsheets) and for solving large practical OR problems (e.g., AMPL and Excel Solver) relieves the tedium of hand computations and allows students to concentrate on understanding the OR concepts. Each chapter includes subsections named Excel Solver, Excel spreadsheets, TORA, and AMPL Moments that explain how computations are carried out, both at a tutorial level and in practice.

- **Fully-developed case studies are available on the Companion Website.** Chapter 26 presents 15 fully-developed real-life applications, with summaries given in pertinent chapters, to emphasize the practical applications of OR.

### CONTENTS

1. What Is Operations Research?
2. Modeling with Linear Programming
3. The Simplex Method and Sensitivity Analysis
4. Duality and Post-Optimal Analysis
5. Transportation Model and Its Variants
6. Network Models
7. Advanced Linear Programming
8. Goal Programming
9. Integer Linear Programming
10. Heuristic and Constraint Programming
11. Traveling Salesperson Problem (TSP)
12. Deterministic Dynamic Programming
13. Inventory Modeling (with Introduction to Supply Chains)
14. Review of Basic Probability
15. Decision Analysis and Games
16. Probabilistic Inventory Models
17. Markov Chains
18. Queuing Systems
19. Simulation Modeling
20. Classical Optimization Theory
22. Appendix A: Statistical Tables
23. Appendix B: Partial Answers to Selected Problems

### ABOUT THE AUTHOR

Hamdy A. Taha is a University Professor Emeritus of Industrial Engineering with the University of Arkansas, where he taught and conducted research in operations research and simulation.
ABOUT THE BOOK

The goal of the Second Edition is to make the tools of optimization modeling and analysis even more widely accessible to advanced undergraduate and beginning graduate students, as well as to researchers and working practitioners who use it as a reference for self-study. The emphasis lies in developing skills and intuitions that students can apply in real settings or later coursework. Like the first, the Second Edition covers the full scope of optimization (mathematical programming), spanning linear, integer, nonlinear, network, and dynamic programming models and algorithms, in both single and multiobjective contexts. New material adds large-scale, stochastic and complexity topics, while broadly deepening mathematical rigor without sacrificing the original’s intuitive style.

FEATURES

- Coverage of linear programming techniques is expanded to encompass dual and primal-dual methods.
- Mathematical rigor is added to justifications of methods throughout the book, including tracking computational orders.
- Assignments on the Hungarian Algorithm along with minimum and maximum spanning tree methods make these crucial topics more accessible than ever.
- The nonlinear now includes coverage of the popular Sequential Quadratic programming method.
- Chapter 13 is entirely devoted to large-scale optimization techniques including Delayed Column Generations, Lagrangian Relaxation, Dantzig-Wolfe Decomposition, and Benders’ Partitioning.
- Stochastic optimization is covered for the first time with Stochastic Programming and Markov Decision Processes.
- Added sections rigorously formalize optimality conditions for linear programming, and cutting plane theory.

CONTENTS

1. Problem Solving with Mathematical Models
2. Deterministic Optimization Models in Operations Research
3. Improving Search
4. Linear Programming Models
5. Simplex Search for Linear Programming
6. Duality, Sensitivity, and Optimality in Linear Programming
7. Interior Point Methods for Linear Programming
8. Multiobjective Optimization and Goal Programming
9. Shortest Paths and Discrete Dynamic Programming
10. Network Flows and Graphs
11. Discrete Optimization Models
12. Exact Discrete Optimization Methods
13. Large-Scale Optimization Methods
14. Computational Complexity Theory
15. Heuristic Methods for Approximate Discrete Optimization
16. Unconstrained Nonlinear Programming
17. Constrained Nonlinear Programming

ABOUT THE AUTHOR

Dr. Ronald L. (Ron) Rardin retired as Distinguished Professor Emeritus in 2013 after a 40-year record of leadership as an educator and researcher in optimization methods and their application culminating after 2007 as John and Mary Lib White Distinguished Professor of Industrial Engineering on the faculty of the University of Arkansas-Fayetteville. Dr. Rardin obtained his B.A. and M.P.A. degrees from the University of Kansas, and after working in city government, consulting and distribution for five years, a Ph.D. at Georgia Institute of Technology.

MANAGING BUSINESS PROCESS FLOWS, 3/e

Ravi Anupindi
Sunil Chopra
Sudhakar D. Deshmukh
Jan A. Van Mieghem
Eitan Zemel

ABOUT THE BOOK

A structured, data-driven approach to understanding core operations management concepts.
It shows how managers can design and manage process structure and process drivers to improve the performance of any business process.
The third edition retains the general process-view paradigm while providing a sharper, more streamlined presentation of the development of ideas in each chapter all of which are illustrated with contemporary examples from practice.

FEATURES

- Better presentation of material through each of its four parts, this text guides students from an introduction on process management and strategy to integration, explaining how the concepts work in a business setting.
- Connect theory with practice: The chapter opening-vignettes and real-life examples in this edition have been updated in order to show students how the concepts can be applied in today’s workplace.
- Provide the latest information: The new content in this edition reflects what’s affecting businesses today.
CONTENTS

Part I: Process Management And Strategy
1. Products, Processes, and Performance
2. Operations Strategy and Management

Part II: Process Flow Metrics
3. Process Flow Measures
4. Flow-Time Analysis
5. Flow Rate and Capacity Analysis
6. Inventory Analysis

Part III: Process Flow Variability
7. Managing Flow Variability: Safety Inventory

Part IV: Process Integration
10. Lean Operations: Process Synchronization and Improvement

ABOUT THE AUTHORS
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PROJECT MANAGEMENT, 3/e
Harvey Maylor
ISBN: 9788177580365
Pages: 428

ABOUT THE BOOK
The third edition of this successful textbook represents a major development in content, approach and pedagogy. Combining a strong academic approach with relevant practical cases, the text skillfully shows the range of issues that face project managers through the logic of the 4-D project cycle. Project Management is used extensively to accompany courses on undergraduate, masters and MBA programmes, as well as for in-company training and for professionals wanting to bring themselves up-to-date with developments in the field.

FEATURES
- Six new chapters including expanded coverage of structures and frameworks, strategy, planning and review
- New topics include critical chain project management and supply chain management
- New pedagogical features including learning objectives for each chapter, end of chapter summaries and improved sign-posting to sources of further information
- Considers the subject from a strategic perspective, covering both the role of projects in the execution of organisational strategy and the application of strategic principles in projects

- Covers a wide range of project settings, from the traditional large-scale industrial projects through to small-scale personal projects, in both service and manufacturing settings

CONTENTS
I. Introduction
1. Structures and frameworks
2. Define the Project
3. Strategy and project management
4. Project definition

II. Design the Project Process
5. Time planning
6. Critical chain project management
7. Cost and quality planning
8. Plan analysis and risk management

III. Deliver the Project (Do It!)
9. Project organisation: structures and teams
10. Management and leadership in project environments
11. Control of projects
12. Supply chain issues
13. Problem-solving and decision-making
14. Project completion and review
15. Improving project performance

ABOUT THE AUTHOR
Dr Harvey Maylor is Lecturer in Operations and Project Management at the University of Bath School of Management, and a Visiting Professor at NIMBAS (Netherlands) and Kasetsart University (Bangkok, Thailand).

Supply Chain Management

INTRODUCTION TO MATERIALS MANAGEMENT, 8/e
Stephen N. Chapman
J. R. Tony Arnold
Ann K. Gatewood
Lloyd M. Clive
ISBN: 9789386873248
Pages: 424

ABOUT THE BOOK
Introduction to Materials Management is an introductory text written for students in community colleges and universities. It is used in technical programs, such as industrial engineering and manufacturing engineering; in business, operations and supply chain management programs; and by those already in industry, whether or not they are working in materials management. The text covers all the basics of supply chain management, manufacturing planning and control systems, purchasing,
physical distribution, process, quality and its management using Lean, Six Sigma and Total Quality Management. The writing style is simple and lucid, and the material, examples, questions, and problems lead the student logically through the text.

FEATURES

- All chapters have been updated to reflect new techniques and technology.
- New case studies have been added.
- Several special topic boxes have been added relating to non-manufacturing settings such as service industries.
- End-of-chapter problems have been revised and some new ones added throughout the text.
- Expansion of purpose and impact of strategic planning, including environmental and sustainability issues. This allows students to understand the importance of the field at a higher level, including impacts and benefits to society as a whole.
- Additional information included on demand management.
- Additional information included on lean production concepts and Theory of Constraints. Theory of Constraint provides an interesting and potentially effective alternative method to think about several of the concepts in the book, and can help students compare and contrast Theory of Constraint with non-Theory of Constraint approaches. (See Ch. 6)
- A brief introduction to Project Management has been added to Ch. 6 to provide students initial exposure to a skill today’s employers are looking for.
- In addition, we have retained several features from previous editions.
  - Margin icons to note key concepts
  - Key terms listed at the end of each chapter
  - Example problems within the chapters
  - Chapter summaries
  - Questions and problems at the end of each chapter

CONTENTS

1. Introduction to Materials Management
2. Production Planning System
3. Master Scheduling
4. Material Requirements Planning
5. Capacity Management
6. Production Activity Control
7. Purchasing
8. Forecasting and Demand Management
9. Inventory Fundamentals
10. Order Quantities
11. Independent Demand Ordering Systems
12. Physical Inventory and Warehouse Management
13. Introduction to Quality

ABOUT THE AUTHORS

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9. Price and total cost of ownership (TCO)
10. Negotiations

Part 3 Applications
11. Project procurement
12. Procurement of commodities
13. International and global sourcing
14. Capital procurement
15. Retail procurement and efficient consumer response (ECR)
16. Services procurement
17. Corporate social responsibility

Part 4 E-Procurement Systems and Contract Management
18. E-procurement systems
19. Contract management and performance measurement

ABOUT THE AUTHORS
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David Farmer, Henley Management College
Barry Crocker, Salford University
David Jessop, formerly Professor of Purchasing and Supply, University of Glamorgan
David Jones, RGU

BUSINESS LOGISTICS/SUPPLY CHAIN MANAGEMENT, 5/e
Ronald H. Ballou
Samir K. Srivastava

ABOUT THE BOOK
Business Logistics/Supply Chain Management, 5/e, covers the planning, organizing, and controlling of activities such as transportation, inventory maintenance, order processing, purchasing, warehousing, materials handling, packaging, customer service standards, and product scheduling. It is specifically designed to help learners solve the actual problems that they will encounter in today’s market place. It provides the basic decision making tools and concepts used for finding cost reduction and strategic opportunities.

FEATURES
- The contents have been modified to suit the requirements of Indian sub-continent students
- A large number of contextual examples about logistics and supply chain practices of Indian manufacturing and service industries
- Special emphasis is given to strategic planning and decision making
- Emphasis is given to logistics / supply chain in a worldwide setting to reflect the growing internationalization and globalization of business in general

- Attention is given to the integrated management of supply chain activities
- Many practical examples are given to show the applicability of the material

CONTENTS

I. Introduction and Planning
1. Business Logistics/Supply Chain—A Vital Subject
2. Logistics/Supply Chain Strategy and Planning

II. Customer Service Goals
3. The Logistics/Supply Chain Product
4. Logistics/Supply Chain Customer Service
5. Order Processing and Information Systems

III. Transport Strategy
6. Transport Fundamentals
7. Transport Decisions

IV. Inventory Strategy
8. Forecasting Supply Chain Requirements
9. Inventory Policy Decisions
10. Purchasing and Supply Scheduling Decisions
11. The Storage and Handling System
12. Storage and Handling Decisions

V. Location Strategy
13. Facility Location Decisions
14. The Network Planning Process

VI. Organization and Control
15. Logistics/Supply Chain Organization
16. Logistics/Supply Chain Control

ABOUT THE AUTHORS
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Samir K. Srivastava, Associate Professor, Indian Institute of Management, Lucknow

LOGISTICS ENGINEERING & MANAGEMENT, 6/e
Benjamin S. Blanchard

ABOUT THE BOOK
An authoritative exploration of logistics management within the engineering design and development process, this book concentrates on the design, sustaining maintenance and support of systems from a lifecycle perspective. This is the only text that deals with logistics and system support: (1) as an integrated entity and an integral part of the overall structure of a total ecosystem (2) from a total system life-cycle perspective from the initial identification of a need through design and development, production, utilization...
and support, and retirement and material disposal and (3) as a major consideration early in the system life cycle during the system engineering design and development process.

FEATURES

- Reflects the current environment throughout, with more emphasis on systems, globalization and international cooperation, outsourcing, horizontal organizations and on the life cycle of systems and life-cycle costing.
- Reorganized and revised text material i.e. System Test and Evaluation Requirements chapter material moved to the System Engineering Process chapter, revised first sections in each chapter, more footnotes added, reorganized bibliography.
- Life-cycle costing (LCC) and LCC analysis coverage expanded.
- New technologies and their applications e.g. electronic Commerce(EC), Information Technology(IT), Electronic Data Interchange(EDI).
- Multi-disciplinary approach includes coverage of reliability, maintainability, human factors and safety, producibility, quality, disposability, and economic feasibility.
- Extensive use of examples, results from case studies, real-world problem exercises, and analytical tools.
- Numerous graphical illustrations, tables, and end-of-chapter questions.

CONTENTS

1. Introduction to Logistics.
2. Reliability, Maintainability, and Availability Measures.
4. Logistics and Supportability Analysis.
5. Logistics in the System Design and Development.
8. Logistics Management.
11. Appendix C: Supplier Evaluation Checklist.
16. Appendix H: List of Abbreviations.
10. Scheduling.
12. Material Handling and Packaging.

IV. Coordination Issues in Integrated Logistics
15. Informational Issues in Integrated Logistics.
16. Integrated Logistics Accounting.
17. Strategic Integrated Logistics Management.

Appendix A. Integrated Logistics Measurement Areas

ABOUT THE AUTHORS
David J. Bloomberg, Western Illinois University
Stephen B. LeMay, Mississippi State University
Joe B. Hanna, Western Illinois University

ABOUT THE BOOK
Supply Chain Management, 7e introduces high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. Using a strategic framework, students are guided through all the key drivers of supply chain performance, including facilities, inventory, transportation, information, sourcing, and pricing. The Seventh Edition weaves in compelling case study examples to illustrate how good supply chain management offers a competitive advantage and how poor supply chain management can damage an organization’s performance. With this textbook, students gain a deeper understanding of supply chains and a firm grasp on the practical managerial levers that can improve supply chain performance.

FEATURES
- Learning objectives help students understand what they need to take away from each chapter.
- The link between supply chain decisions and the financial performance of a firm has been developed in detail in Chapter 3.
- Concepts underlying the design of distribution networks are illustrated in the context of omni-channel retailing in Chapter 4.
- New mini-cases, examples, and exercises with a global focus have been added to help students apply the

Concepts and methodologies in the context of strategic decision-making for a business. Some of these examples in the Indian context include:
- “GST—A Logistics Game Changer in India”, “Jaipur Rugs—Networking Tradition with Modernity,”
- “Outsourcing Maintenance Repair and Operations (MRO) Service by the Indian Aviation Industry,”

CONTENTS
Part I: Building a Strategic Framework to Analyze Supply Chains
1. Understanding the Supply Chain
2. Achieving Strategic fit in a Supply Chain
3. Supply Chain Drivers and Metrics

Part II: Designing the Supply Chain Network
4. Designing Distribution Networks and Applications to Omni-Channel Retailing
5. Network Design in the Supply Chain
6. Designing Global Supply Chain Networks

Part III: Planning and Coordinating Demand and Supply in a Supply Chain
7. Demand Forecasting in a Supply Chain
8. Aggregate Planning in a Supply Chain
9. Sales and Operations Planning in a Supply Chain
10. Coordination in a Supply Chain

Part IV: Planning and Managing Inventories in a Supply Chain
11. Managing Economies of Scale in a Supply Chain Cycle Inventory
12. Managing Uncertainty in a Supply Chain Safety Inventory
13. Linking Product Availability to Profits

Part V: Designing and Planning Transportation Networks
14. Transportation in a Supply Chain

Part VI: Managing Cross-Functional Drivers in a Supply Chain
15. Sourcing Decisions in a Supply Chain
16. Pricing and Revenue Management in a Supply Chain
17. Sustainability and the Supply Chain

Part VII: Online Chapter
18. Information Technology in a Supply Chain

ABOUT THE AUTHORS
Sunil Chopra, Kellogg School of Management
Peter Meindl, Kepos Capital
Dharam Vir Kalra, Guest Faculty, Indian Institute of Management Rohtak

TESTIMONIALS
Globally, all supply chain professionals face a common challenge—how to balance safe and reliable on-time delivery with lower logistics costs. The need for higher reliability, and safe and faster delivery increase the cost of delivery, thus resulting in a problem of optimization. This book provides both theoretical
and practical insights into supply chain concepts required to achieve this very optimization, supported by numerous international as well as Indian case studies.

Vibhas Joshi, Adviser, Commercial & Supply Chain, Moser Baer; Formerly Corporate Head - Supply Chain, Procurement & Commercial, Moser Baer Group

Supply Chain Management, 6e, is a complete compendium covering all aspects of supply chain—strategizing, planning, and execution. It has a rich collection of Indian as well as global case studies and examples. This book is … aimed at students, but it is also useful for industry professionals … trying to formulate an effective supply chain for the respective industries.

Rajeev Mittal, President, QH Talbros Limited

INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

Robert B. Handfield
Ernest L. Nichols Jr.

ISBN: 9789332555273

rä 379.00 Pages: 192

ABOUT THE BOOK

This is a core textbook for courses in Supply Chain Management, or a supplementary text for courses in Purchasing, Materials Management, and Logistics—all in the college of business.

Introduction to Supply Chain Management is the culmination of discussions with procurement, logistics, and operations managers in a number of different industries. This text provides an introduction to the core tasks and challenges required to effectively manage a supply chain. This book is intended to provide students and managers with a topical discussion of what supply chains are, why they are important, and the types of challenges implicit in managing supply chains.

FEATURES

- This text is unique, in that it is believed to be the first textbook to describe the supply chain management strategy the integration of the functions, information, and materials that flow across multiple organizations.
- Analyzes the integration of components associated with the development of new products across multiple organizations i.e., buying materials, transforming materials, and shipping to customers.
- Provides an entire chapter (Chapter 5) of supply-chain management cases.
- Focuses on the major functional activities which include product design, information systems, manufacturing planning and control, inventory management, human resource development, financial planning, forecasting, sales, quality management, and many other areas.
- Enables readers to understand the impact of supply chain management on the competitive success and profitability of the modern organization.
- Enables students to understand the major challenges that lie ahead in deploying an integrated supply chain management strategy, as well as the requirements for overcoming these challenges.

CONTENTS

1. Introduction to Supply Chain Management
   - Information Systems and Supply Chain Management
   - Inventory Management across the Supply Chain
   - Supply Chain Relationships
   - Challenges Facing Supply Chain Managers
   - Purpose of the Book

2. The Role of Information Systems and Technology in Supply Chain Management
   - Introduction
   - The Importance of Information in an Integrated Supply Chain Management Environment
   - Interorganizational Information Systems
   - Information Requirements Determination for a Supply Chain IOIS
   - Information and Technology Applications for Supply Chain Management
   - Summary

3. Managing the Flow of Materials across the Supply Chain
   - Introduction
   - Understanding Supply Chains
   - Reengineering Supply Chain Logistics
   - The Importance of Time
   - Performance Measurement
   - Summary

4. Developing and Maintaining Supply Chain Relationships
   - A Conceptual Model of Alliance Development
   - Developing a Trusting Relationship With Partners in the Supply Chain
   - Resolving Conflicts in a Supply Chain Relationship
   - Summary

5. Cases in Supply Chain Management
   - Case One Consumable Computer Supplies
   - Case Two Computer Hardware and Software
   - Case Three Upscale Men’s Shoes
   - Case Four Biochemicals
   - Case Five Solectron

6. Future Challenges in Supply Chain Management
   - Sharing Risks in Interorganizational Relationships
   - Managing the Global Supply Chain
   - The “Greening” of the Supply Chain
   - Design for Supply Chain Management
   - Intelligent Information Systems
   - When Things Go Wrong
ABOUT THE BOOK

Taking an integrated approach to the supply chain and purchasing process, this comprehensive book draws upon the many disciplines that affect the purchasing and supply chain, and that contribute to a full knowledge of purchasing practice and techniques. Clearly written and covering a wide range of information, models and definitions, this book is an ideal overall resource for any course in Purchasing or Supply Chain Management. The contents clearly cover the syllabus of the Chartered Institute of Purchasing and Supply at both the Foundation and Professional stages and the text will provide a quick source of reference for practitioners on many aspects of purchasing and supply.

FEATURES

- Cases and discussion questions enable students to think critically and debate real scenarios
- Comprehensive glossary for quick reference
- The biggest revision and update for many years
- More strategic coverage, in line with the CIPS course syllabus
- Increased international coverage to broaden students’ perspective and knowledge
- More information on topics such as HRM, enabling students to debate and understand how they relate to the purchasing and supply chain process

CONTENTS

Part I: Introduction and Strategy
1. What is purchasing?
2. Strategy and strategic procurement
3. Logistics and supply chains
4. Structure and supply chains
5. Purchasing structure and design
6. Purchasing procedures

Part II: Strategy, Tactics and Operations (1): Purchasing Factors
7. Supplier relationships
8. Purchasing: product innovation, supplier involvement and development
9. Specifying and managing product quality
10. Matching supply with demand
11. Sourcing and the management of suppliers
12. Buying at the right price

Part III: Strategy, Tactics and Operations (2): Buying Situations
13. Contrasting approaches to supply
14. Buying from overseas

15. Negotiation
16. Support tools
17. Purchasing research, performance and ethics

ABOUT THE AUTHORS

Dr Kenneth Lysons is a graduate of three universities and also possesses a number of diplomas and professional qualifications. He recently retired as a consultant specialising in the fields of purchasing and human relations management.

Dr Brian Farrington is an independent consultant and consults both internationally and to HM Government. He also teaches the Civil Service Staff College Certificate of Competence in Purchasing and Supply.
Each chapter carries an interview of a senior management executive/CEO of a firm that is a supply chain leader within the industry. The interviews highlight the supply chain challenges that real companies face and the innovative supply chain practices that companies have adopted to establish themselves as the market leaders.

The caselets are snippets that present actual industrial practices or unique solutions adopted by companies.

A summary at the end of the chapter recapitulates the important concepts and definitions from the chapter. It allows the students to concentrate on the salient points in the chapter.

Each chapter includes discussion questions at the end of the chapter.

Mini projects are activity and/or analysis-oriented assignments that give the student a clear view of the problems that a supply chain manager faces in the real world.

Exercises are included at the end of selected chapters where key supply chain issues are discussed.

CONTENTS

Part I: Introduction and a Strategic View of Supply Chains
1. The Role of Supply Chain Management in Economy and Organization
2. Supply Chain Strategy and Performance Measures
3. Outsourcing: Make Versus Buy

Part II: Managing Material Flow in Supply Chains
4. Inventory Management
5. Transportation
6. Network Design and Operations: Facility Location

Part III: Managing Information Flow in Supply Chains
7. Demand Forecasting
8. Information Technology in Supply Chain Management

Part IV: Supply Chain Innovations
9. Supply Chain Integration
10. Supply Chain Restructuring
11. Supply Chain Contracts
12. Agile Supply Chains
13. Pricing and Revenue Management
14. Sustainable Supply Chain Management

Part V: Supply Chain Cases
Brand and Company Index
Subject Index

ABOUT THE AUTHOR
Janat Shah, Professor, Indian Institute of Management Udaipur

TESTIMONIALS
“This exceptionally well-written book introduces the concepts of supply chain management in a simple language. The case studies discuss several Indian supply chain issues from a managerial viewpoint.”
Rahul Jagannath Patil, Professor, Indian Institute of Technology Bombay

“This book is an incredible mix of well-explained concepts and case studies. It is probably the best book in this field that covers issues relevant to India. Sincere effort has been made to look at various supply chain issues while maintaining a fine balance between an analytical approach and a qualitative perspective.”
Balram Avittathur, Professor, Indian Institute of Management Calcutta

“This book is an excellent book with comprehensive treatment of theory and practice covering people, process, technology and systems aspects of supply chain management with best practices from the context of emerging economies. Features, such as interview with expert and mini-project, have been included in every chapter are very useful.”
S Venkataramanaiah, Professor, Indian Institute of Management Lucknow

“This is a rare textbook that lucidly interlaces conceptual rigor with practical nuances. The most important feature of this book is the treasure of cases that exemplify the complex and globally relevant Indian context. This is a must-read resource for both academia and industry.”
L S Murty, Professor, Indian Institute of Management Bangalore

“This book is extremely helpful to assimilate difficult concepts like supply chain innovation, vehicle routing problems, inventory models (both deterministic and probabilistic) and postponement strategy with excellent case studies to help students understand the managerial implications. This is also the first book on supply chain management which has addressed Indian supply chain issues. Both MBA and PhD students can find comprehensive coverage of supply chain concepts in this textbook.”
Dr. RameshwarDubey, Associate Professor, Symbiosis International University, Pune
strategic approach to the supply chain, measurements, controls and sustainability practices. The author has used diagrams and examples for students to better appreciate the concepts.

FEATURES
- In Practice box items in every chapter provide examples from real world companies
- End-of-chapter exercises include review questions, Internet exercises, project assignments and video links
- A part devoted to 15 comprehensive case studies
- Large number of cases and box items from Indian companies such as Ambuja Cement Ltd, United Art Logistics, Shri Mahila Griha Udyog Lijjat Papad Cooperative Society, ITC Limited and Zapak Ltd.

CONTENTS
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2. Role of Logistics in Supply Chain
3. Supply Chain vs. Demand Chain
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6. Procurement Methods
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11. Transportation and Freight Management
12. Inventory Management
13. Network Designing
14. Information System and IT Enablement
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15. Alliances and Outsourcing
16. Agile Supply Chain
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19. Supply Chain Optimization
20. Re-engineering SC to Differential Strategies
21. Supply Chain Integration Strategies
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24. Supply Chain Risk Management
25. Pricing, Costing and Financial Decisions
26. Performance Measurement and Controls
Part VI: Sustainability Processes and Practices
27. Sustainability Practices and ‘Greening’ of SC
28. Regulatory Compliance
29. Ethical Orientation

Part VII: Cases
30. Palas Acqua
31. Arihant Consumer Products (ACP)
32. Rem Chemicals
33. Mask Packaging
34. Zapak Ltd
35. Indian Paints
36. Mann Diesel Sales and Services
37. Padmini Motors Ltd
38. Digital Storage (India) Ltd
39. Zara
40. Econ Industry
41. Afcon Watches
42. Zico
43. La Vogue
44. TRIKA Exports

ABOUT THE AUTHOR
Prof. Vinod V. Sople is Director at the Dombivli Campus of ITM Business School.

ABOUT THE BOOK
Logistics Management 3e is essential for creating value for both customers and stakeholders. Effective logistic chains help organizations to compete in both global and domestic markets. The book addresses these issues in five parts which deal with the basics of logistics, logistics mix, strategic approaches in managing logistics, logistics controls and 20 cases. The author has used diagrams and examples to facilitate better comprehension of concepts for students.

FEATURES
- In Practice box items in every chapter provide examples from real world companies
- End-of-chapter exercises include review questions, Internet exercises and video links
- Large number of cases and box items from Indian companies such as Suman Crop Protection, Kapil Health Food Products, ROX Doc-Care, Cadbury Products etc.
CONTENTS
1. Logistics At the Center Of World Trade
2. Customer Service A Key Element in Logistics Strategy
3. Logistics As a Source of Competitive Advantage for the Supply Chain
4. Warehousing A Role Beyond Storage
5. Material Handling Systems—For Exploiting Productivity Potential in Logistics
6. Storage Systems—For Space Efficiency and Storage Density
7. Inventory Management—For Lean Supply Chain
8. Transportation—The Backbone of Logistics
9. Logistical Packaging—For Safe Product Movement, Handling and Storage
10. Logistics Information System—A Vehicle for Supply Chain Competitiveness
11. Logistics Design for Distribution Channels—To Create Time & Space Utilities of Product to the Customers
12. Logistics Outsourcing—An Emerging Trend
14. Technology A Pervasive Factor in Logistics Fulfillment
15. Reverse Logistics—A new wave
16. Global Logistics A Pervasive Role in Wheeling International Trade
17. Strategic Logistics Looking Beyond the Basics
18. Performance Measurements and Controls—To Track and Improve the Health of Supply Chain
20. Logistics Costing—Impacting Product Profitability
21. Quantitative Techniques For Optimization in Logistics
22. Logistics Organization Bridging Business Aspirations through Implementation
23. Green Logistics Journey Towards Sustainability
24. Cases

ABOUT THE AUTHOR
Prof. Vinod V. Sople is Director at the Dombivli Campus of ITM Business School.

FEATURES
■ Numerous relevant, real-world examples spark and hold student interest.
■ The humorous side of logistics and supply chain management is exemplified in the authors’ conversational writing style.
■ NEW! The end-of-chapter cases such as The Adelaide Dairy Company, Fresh Produce Cross-docking Facility, All-Indian Logistics Services and others help students learn the concepts through business situations that include national and international challenges.
■ Fresh insights and perspectives provided by reviewers, adopters, and others—coupled with the expertise of new coauthor A. Michael Knemeyer—keeps the text fresh and up-to-date.

ABOUT THE BOOK
A market-leading text, Contemporary Logistics explores modern logistics from a managerial perspective. These are characterized by geopolitical tensions in parts of the world, steadily increasing trade, supply chain vulnerabilities caused by severe natural disasters, and an unabated pace of technological advancement. In it, readers see theory come to life through timely, practical, and exciting coverage of logistics fundamentals, and challenges and opportunities for logistics managers in today’s dynamic global landscape. The 12th Edition provides the most up-to-date insights and perspectives sourced from reviewers, adopters, and other stakeholders.

CONTEMPORARY LOGISTICS, 12/e
Paul R. Murphy
A. Michael Knemeyer
ISBN: 9789353069735
¥ TBA.00  Pages: 320

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A. Michael Knemeyer, The Ohio State University
ECONOMICS
Developmental Economics

ECONOMIC DEVELOPMENT, 12/e
Michael Todaro
Stephen C Smith

ISBN: 9789332585539

ABOUT THE BOOK
Economic Development—the leading textbook in this field—provides students with a complete and balanced introduction to the requisite theory, driving policy issues, and latest research. Todaro and Smith take a policy-oriented approach, presenting economic theory in the context of critical policy debates and country-specific case studies, to see how theory relates to the problems and prospects of developing countries.

FEATURES
- Teaches economic development within the context of country-specific examples
- Uses the best and most recent available data
- Focuses on a wide range of developing countries
- Recognizes the necessity of treating the problems of development and underdevelopment from institutional, structural, and market perspectives.
- Views development and underdevelopment in both domestic and international contexts, stressing the increasing interdependence of the world economy.
- Considers the economic, social, and institutional problems
- Country-specific Case Studies at the end of each chapter
- Voices of the Poor boxes give students perspective on the issues faced by citizens in developing and underdeveloped nations
- Essential principles of economics relevant to understanding development problems are highlighted in boldface and are explained in detail
- The material is sufficiently broad in scope and rigorous in coverage

CONTENTS
Part I: Principles and Concepts I
1. Introducing Economic Development; A Global Perspective
2. Comparative Economic Development
3. Classic Theories of Economic Growth and Development
4. Contemporary Models of Development and Underdevelopment
Part II: Problems and Policies: Domestic
5. Poverty, Inequality, and Development
7. Urbanisation and Rural-Urban Migration: Theory and Policy
8. Human Capital: education and Health in Economic Development
9. Agricultural Transformation and Rural Development
10. The Environment and Development
11. Development Policymaking and the Roles of Market, State, and Civil Society

Part III: Problems and Policies: International and Macro
12. International Trade Theory and Development Strategy
14. Foreign Finance, Investment, Aid and Conflict: Controversies and Opportunities
15. Finance and Fiscal Policy for Development

ABOUT THE AUTHORS
Michael P. Todaro was Professor of Economics at New York University for eighteen years and Senior Associate at the Population Council for thirty years.
Stephen C. Smith is Professor of Economics and International Affairs at George Washington University.

ECONOMICS, 6/e
John Sloman

ISBN: 9788131715000

ABOUT THE BOOK
Sloman’s Economics has proven to be an extremely popular text, with consistently positive feedback from students. Comprehensive and completely up-to-date, this sixth edition is the ideal introduction for students studying economics for the first time. And it’s carefully designed to enhance learning and help your students to improve their marks too! Suitable for use on principles of economics courses on single or joint honors economics degree programmer, or on introductory economics courses as a part of a business, social science or other degree programmer.

FEATURES
- A wealth of examples and cases used throughout to make the subject relevant to the real world and bring it to life
- Learning features are found throughout the text, such as questions, definitions, and summaries, which encourage students to reflect on what they’ve learnt and highlight the links between different areas of the subject

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Suitable for a range of courses: advanced material is covered for more rigorous courses, but is easily identifiable and can be omitted without hindering understanding of basic concepts.

CONTENTS
I: Introduction
1. Introducing economics

II: Foundations of Microeconomics
2. Supply and demand
3. Government intervention in the market

III: Microeconomics
4. Background to demand
5. Background to supply
6. Profit maximising under perfect competition and monopoly
7. Profit maximising under imperfect competition
8. Alternative theories of the firm
9. The theory of distribution of income
10. Inequality, poverty and policies to redistribute incomes
11. Markets, efficiency and the public interest
12. Applied microeconomics

IV: Foundations of Macroeconomics
13. The national economy
14. Macroeconomic Issues and Analysis: an Overview

V: Macroeconomics
15. The roots of modern macroeconomics
16. Short-run macroeconomic equilibrium
17. Money and interest rates
18. The relationship between the money and goods markets
19. Fiscal and monetary policy
20. Aggregate supply, unemployment and inflation
21. Long-term economic growth
22. Supply-side policies

VI: The World Economy
23. International trade
24. The balance of payments and exchange rates
25. Global and regional interdependence
26. Economic problems of developing countries

ABOUT THE AUTHOR
John Sloman is Principal Lecturer in the School of Economics at the University of the West of England.
III: The Theory of Growth Some Basic Concepts
26. A Simple Growth Model
27. Technical Progress and capital Accumulation

Economic Environment

THE ECONOMICS OF THE ENVIRONMENT
Peter Berck
Gloria Helfand

ISBN: 9789332550384
Price: ₹ 599.00 Pages: 528

ABOUT THE BOOK
The Economics of the Environment completely integrates economics and environmental issues, explaining how both market successes and failures affect the environment. This text also shows students how to measure the value of environmental goods, the use of these measurements in weighing environmental costs against the benefits of economic activity, and the implementation of policies to correct market failures.

FEATURES
- Summaries of key lessons after major chapter and chapter-ending sections.
- Introducing students to active research Real-world Cases. A unique feature to this text is the extended use of one core example per chapter that’s based on actual data.
- Understanding the microeconomic principles in environmental problems Economic Tools. This text includes all of the graphical economic tools necessary for understanding the application of microeconomic principles to environmental problems.
- Seeing the concepts from many angles Multiple Examples. To help students see the concepts in several different situations, this text’s chapters include numerous boxed examples that apply the same concepts to completely new situations.
- Solidifying knowledge Concept Reinforcement. At the end of every chapter, students will find a higher-level set of lessons, as well as end-of-chapter exercises and qualitative questions.

CONTENTS
1. Economics and the Environment
2. Supply and Demand: Market Forces and the Environment
3. Markets and Market Failure: A Cause of Environmental Degradation
4. Consumer Behavior and the Environment
5. Measuring Benefits to Consumers
6. Revealed Preference
7. Stated Preference Methods
8. From Production to Pollution
9. Production, Pollution, Output, and Prices
10. Maximizing Net Benefits in the Presence of Externalities
12. Government Policies for Environmental Protection
13. Enforcement and Political Economy
14. The Time Factor: Discounting
15. Benefit-Cost Analysis
17. Renewable Resource Management
18. Economic Growth and the Environment
19. Sustainability

ABOUT THE AUTHORS
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Indian Economy

THE INDIAN ECONOMY SINCE 1991: ECONOMIC REFORMS AND PERFORMANCE, 2/e
B. A. Prakash

ISBN: 9788131758939
Price: ₹ 629.00 Pages: 720

ABOUT THE BOOK
With a focus on economic reforms and the performance of the Indian economy since 1991, The Indian Economy Since 1991 is the outcome of the collaborative effort of 28 experts who have made significant contributions in research toward the Indian economy. Using a data-based, analytical approach to key economic issues and problems, coupled with extensive coverage and a critical and in-depth analysis of the developments in all major subsectors of the Indian economy, this edited volume examines the impact of the reforms on various fronts such as economic performance, employment, unemployment, planning process, financial and fiscal sectors, external sector, agriculture, industry, infrastructure, health, education, poverty and federal finance since 1991.

The second edition of this volume includes five new chapters covering recent events that have made a significant impact on the Indian economy, such as the global economic crisis, inflation, institutional credit, agricultural growth and the 13th finance commission. An excellent entry-level reader for undergraduate and postgraduate courses in economics, this volume will also serve well as a reference book for students preparing for competitive exams.

ABOUT THE AUTHOR
B.A. Prakash was Professor and Head of the Department of Economics, New University of Kerala, Kariavattom, Thiruvananthapuram.
ABOUT THE BOOK

This book on the Indian economy is an exhaustive text for studying and understanding the world’s third largest economy. Written in a simple and lucid language, the book presents the subject matter in a manner where a reader will be able to easily move from elementary to complex concepts. Special attention has also been paid to discuss the latest developments, policies, and problems related to the Indian economy.

The content coverage has been designed to help students pursuing graduate and postgraduate courses in commerce, economics, and management as well as those pursuing professional programmes such as chartered accountancy, company secretary, and cost and works accountancy.

FEATURES

■ Exhaustive Coverage of Concepts: Designed as a textbook and reference volume, the book provides an in-depth coverage of all conceivable topics on the subject within a framework of 66 chapters.
■ Real-world Cases: Cases included at relevant places in the text to enable students comprehend the economic problems and issues that they are likely to face as administrators and managers.
■ Key words: Key words highlight the important terms discussed in the chapter.
■ Discussion Questions: End-of-chapter questions are designed to check the student’s comprehension of concepts presented in the chapter.

CONTENTS

1. Indian Economy during the British Era
2. Indian Handicrafts and their Decline
3. The Indian Village in Transition
4. The Economic Drain of India
5. Agriculture during the British Era
6. Systems of Land Tenure in the British India
7. The State and Agriculture during the British Era: The Evolution of the Agricultural Policy of the State
8. Fractionalization of Holdings and Food Production: Subdivision and Fragmentation of Holdings
9. Irrigation in India: The Need for Irrigation and Different Kinds of Irrigation Works
10. Famines and the Famine Policy in India
11. The National Food Security Bill 2013
12. The Indian Economy Since Independence
14. India’s National Income and Standard of Living
15. Unequal Distribution: Inequalities of Income and Wealth
16. Capital for Industries and the Managing Agency System During the British Days
17. The S-Band Scam
18. Poverty and its Reduction in Independent India
19. Growth and Development of Commercial Banks
20. Human Resource Development in India
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38. Commercial Banking in India
39. Functions of the Reserve Bank of India
40. Indian Currency System
41. The Indian Capital Market
42. The Indian Stock Market
43. The Securities and Exchange Board of India (SEBI), The Indian Capital Market Regulator
44. Consumer Problems and their Protection in India
45. Investor Protection in India
46. Environment in India (Including a Case Study on Bhopal Gas Tragedy)
47. The Transport Sector
48. India’s Trade
49. The Indian Trade Policy
50. India’s Foreign Trade Since Independence
51. Foreign Trade Policy
52. The Economics of Development
53. Role of the State in Economic Development
54. Economic Planning in India: Meaning, Evolution and Features
55. Stages and Strategies of Economic Growth
56. India and the WTO
57. The World Bank Group and India
58. The International Monetary Fund (IMF) and India
59. Globalization, MNCs and Foreign Capital in India
60. Business Ethics in the Indian Context
61. Corporate Governance in India
62. Corporate Social Responsibility in India
63. Public Finance: Central Government’s Economic Survey and Budget
64. Foreign Direct Investment
65. Financial Sector Reforms in India
66. Corruption, Whistle-Blowing and the Right to Information Act

ABOUT THE AUTHOR
Augustine Celestine Fernando (Late) was a renowned academic with over 50 years of teaching experience. He retired as a senior professor of Economics and Corporate Governance at the Loyola Institute of Business Administration, Loyola College, Chennai.

International Economics

INTERNATIONAL ECONOMICS: THEORY AND POLICY, 10/e
Paul Krugman
Maurice Obstfeld
Marc Melitz

ISBN: 9789332586550
819.00 Pages: 792

ABOUT THE BOOK
International Economics: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of the two main topic areas of the discipline. For both international trade and international finance, an intuitive introduction to theory is followed by detailed coverage of policy applications. With this new tenth edition, the author team of Nobel Prize-winning economist Paul Krugman, renowned researcher Maurice Obstfeld, and Marc Melitz of Harvard University continues to set the standard for International Economics courses. The text’s unified structure presents a balance of theoretical and practical coverage of both trade and finance.

FEATURES
- An integrated, empirical-based treatment of the latest models of trade, such as the gravity, Ricardian, factor endowments, and imperfect competition models,
- A thorough discussion of the causes and effects of trade policy focused on the income-distribution effects of trade,
- An emphasis on the potential substitutability of international trade and international movements of factors of production, featuring an analysis of international borrowing and lending as intertemporal trade—the exchange of present consumption for future consumption,
- A unified model of open-economy macroeconomics that provides students with a cohesive approach to the theory, based on an asset-market approach to exchange rate determination with expectations in a central role.

- A discussion of the international monetary experience that stresses the idea that different exchange rate systems lead to different policy coordination problems.

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1. Introduction
2. World Trade: An Overview
3. Labor Productivity and Comparative Advantage: The Ricardian Model
4. Specific Factors and Income Distribution
5. Resources and Trade: The Heckscher-Ohlin Model
6. The Standard Trade Model
7. External Economies of Scale and the International Location of Production
9. The Instruments of Trade Policy
10. The Political Economy of Trade Policy
11. Trade Policy in Developing Countries
12. Controversies in Trade Policy
15. Money, Interest Rates, and Exchange Rates
16. Price Levels and the Exchange Rate in the Long Run
17. Output and the Exchange Rate in the Short Run
18. Fixed Exchange Rates and Foreign Exchange Intervention
19. International Monetary Systems: An Historical Overview
21. Optimum Currency Areas and the Euro
22. Developing Countries: Growth, Crisis, and Reform

ABOUT THE AUTHORS
Paul R. Krugman, Princeton University
Maurice Obstfeld, University of California, Berkeley
Marc Melitz, Harvard University

THE WORLD ECONOMY: GEOGRAPHY, BUSINESS, DEVELOPMENT, 6/e
Frederick P. Stutz
Barney Warf

ISBN: 9789332536470
659.00 Pages: 504

ABOUT THE BOOK
This comprehensive text explores contemporary geographic topics and perspectives relating to the world economy. The authors provide a strong theoretical and practical foundation for understanding the global economy in an era of shifting borders, restructuring economies, and regional realignments. Economic theory is combined with geography to address critical problems.

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of growth, distribution, and development, along with their impact on international business. Recent geopolitical changes are vividly portrayed in a series of superb full-color maps and striking photographs. The sixth edition includes updated tables and data, color maps, 2009 economic statistics, a detailed analysis of the global shift in world trade and development, eleven new case studies, and a new premium website with videos, weblinks, RSS feeds, and quizzes.

FEATURES

■ Historical treatment of capitalism includes the origins and the processes by which capitalism has expanded over the world. This treatment helps students understand contemporary issues in the long-term context in which the global economy developed, and “denaturalize” capitalism, showing it to be one of many possible socio-economic systems.
■ Contemporary theoretical issues, including political economy, are introduced and applied to current world economic developmental problems.
■ Extensive treatment of service economy acknowledges that services are by far the largest category of economic activity in the world today, and includes explanations of their growth and impacts.
■ In-depth analysis of globalization and international trade and investment is presented, along with the implications for regional growth and development, all supported with current charts and figures.
■ Real-world examples are provided throughout the text. Recent economic and geopolitical changes are portrayed vividly in a series of full-color maps and photographs, which demonstrate the workings of economic geography and the world economy.

CONTENTS

1. Economic Geography: An Introduction
2. The Historical Development of Capitalism
3. Population
4. Resources and Environment
5. Theoretical Considerations
6. Agriculture
7. Manufacturing
8. Services
9. Transportation and Communications
10. Consumption
11. Cities and Urban Economies
12. International Trade and Investment
13. International Trade Patterns

ABOUT THE AUTHORS

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Part 4: Macroeconomic Policy: Its Environment and Institutions

12. Unemployment and Inflation
13. Exchange Rates, Business Cycles, and Macroeconomic Policy in the Open Economy
14. Monetary Policy and the Federal Reserve System
15. Government Spending and Its Financing

ABOUT THE AUTHORS

Andrew B. Abel is a professor at the Wharton School of the University of Pennsylvania.

Ben S. Bernanke was previously the Howard Harrison and Gabrielle Snyder Beck Professor of Economics and Public Affairs at Princeton University.

Dean Croushore is professor of economics and Rigsby Fellow at the University of Richmond.

ABOUT THE BOOK

Macroeconomics: Theory and Policy provides students with comprehensive coverage of all the essential concepts of macroeconomics. A balanced approach between theoretical and mathematical aspects of the subject has been adopted to ensure ease and clarity in learning. The book brings classroom teaching directly to the student with the friendly language that it uses. The purpose behind this book is not only to make the study of macroeconomics simple for the students but to enable them to apply it to every day situations and the prevailing economic state of affairs. The wide coverage of topics has been designed for use in courses on macroeconomics at the undergraduate level of Indian universities.

FEATURES

- Several numerical illustrations to facilitate better understanding
- Generous use of diagrams to enhance understanding of concepts
- Recap boxes to assist students in recapitulating and reviewing the text discussed in every section
- A variety of Review Questions that aim at checking the understanding of the students
- Important definitions in the margin to make reading interesting for the students
- Numerous unsolved numerical problems for practice

CONTENTS

1. Introduction
2. National Income and its Determination
3. Theories of Consumption and Investment Spending
4. An Analysis of the Monetary Sector
6. Inflation and Unemployment
7. The Open Economy Macroeconomics & the Framework of Macroeconomic Policies

ABOUT THE AUTHOR

Vanita Agarwal is Associate Professor in the Department of Commerce, Lakshmibai College, University of Delhi, Delhi, with teaching experience of more than 25 years.
CONTENTS
1. Macroeconomics—What Is It About?
2. Savings, the Balance of Payments, and the Money Supply
3. Consumption
4. Investment
5. The Trade Balance and Exchange Rates
6. The Demand for Money
7. The Labour Market
8. The IS-LM Model
9. Aggregate Demand and Aggregate Supply
10. More on Unemployment
11. Open Economy: The Mundell-Fleming Model
12. Stabilization and Government Deficits
13. Monetary Policy Objectives and Targets
14. Economic Growth
15. Recent Development in Macroeconomics

ABOUT THE AUTHOR
Errol D’Souza currently, a professor of economics at the Indian Institute of Management Ahmedabad.

MACROECONOMICS: THEORIES AND POLICIES, 10/e
Richard T. Froyen
ISBN: 9789332518322
₹ 759.00 Pages: 456

ABOUT THE BOOK
Macroeconomics: Theories and Policies, 10/e, traces the history, evolution, and challenges of Keynesian economics, presenting a comprehensive, detailed, and unbiased view of modern macroeconomic theory.

FEATURES
- Demonstrations of the controversies are presented, which center on well-defined theoretical differences.
- Providing an up-to-date summary of the Keynesian position, including research that has come to be called the new Keynesian economics.
- Offering a detailed analysis of challenges to the Keynesian position.
- Greater emphasis has been placed on interest rates and on inflation targeting strategies, with less of an emphasis on money.
- The chapter on long-run growth has also been moved out of Part II and placed with the chapter on intermediate growth.
- Both the neo-classical growth model and recent models of endogenous growth are discussed as well.

CONTENTS
I. Introduction and Measurement
1. Introduction
II. Classical Economics And The Keynesian Revolution
2. Classical Macroeconomics (I): Equilibrium Output and Employment
3. Classical Macroeconomics (II): Money, Prices, and Interest
4. The Keynesian System (I): The Role of Aggregate Demand
5. The Keynesian System (II): Money, Interest, and Income
7. The Keynesian System (IV): Aggregate Supply and Demand
III. Macroeconomic Theory After Keynes
8. The Monetarist Counterrevolution
10. New Classical Economics
11. Real Business Cycles and New Keynesian Economics
12. Macroeconomic Models: A Summary
IV. Open Economy Macroeconomics
13. Exchange Rates and the International Monetary System
14. Monetary and Fiscal Policy in the Open Economy
V. Economic Policy
15. Optimal Monetary Policy
16. Fiscal Stabilization Policy
VI. Economic Growth
17. Policies for Intermediate-Run Growth

ABOUT THE AUTHOR
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MACROECONOMICS, 12/e
Robert J Gordon
ISBN: 9789332550360
₹ 779.00 Pages: 640

ABOUT THE BOOK
Macroeconomics, 12/e, is widely praised for its ability to present theory as a way of evaluating key macro questions, such as why some countries are rich and others are poor.
Students have a natural interest in what is happening today and what will happen in the near future. Macroeconomics capitalizes on their interest by beginning with business cycles and monetary-fiscal policy in both closed and open economy. After that, Gordon presents a unique dynamic analysis of demand and supply shocks as causes of inflation and unemployment, followed by a dual approach to economic growth in which theory and real-world examples are used to compare rich and poor countries.

**FEATURES**

- Students not only see how theory applies to the real world, but they also learn how to recognize the connections between concepts, such as output and unemployment.
- Because students care most about today’s issues, business cycles and inflation are discussed up front. The IS-LM model is presented early, and an integrated treatment covers monetary and fiscal policy stabilization, fiscal and foreign deficits and national saving, and the interplay between the balance of payments and exchange rates.
- A clear distinction between short- and long-run macro models. Pedagogically designed figures. Color is used consistently throughout chapters to demonstrate the link between theoretical curves and related data graphs.
- Case studies. Directly following theoretical discussions, case studies bring the material to life using real-world examples to which students can relate.
- International Perspective boxes. Students gain a well-rounded view of the global economy through International Perspective boxes that compare economic performance in the United States with selected foreign countries.
- Self-Tests. At the end of every section, Self-Tests immediately check to ensure students retain the topics covered. Answers are provided at the end of each chapter.

**CONTENTS**

1. What Is Macroeconomics?
2. The Measurement of Income, Prices, and Unemployment
3. Income and Interest Rates: The Keynesian Cross Model and the IS Curve
4. Strong and Weak Policy Effects in the IS-LM Model
5. Financial Markets, Financial Regulation, and Economic Instability
6. The Government Budget, the Government Debt, and Limitations of Fiscal Policy
7. International Trade, Exchanges Rates, and Macroeconomic Policy
8. Aggregate Demand, Aggregate Supply, and the Great Depression
10. The Goals of Stabilization Policy: Low Inflation and Low Unemployment
11. The Theory of Economic Growth
12. The Big Questions of Economic Growth
13. The Goals, Tools, and Rules of Monetary Policy
14. The Economics of Consumption Behavior
15. The Economics of Investment Behavior
16. New Classical Macro and New Keynesian Macro
17. Conclusion: Where We Stand

**ABOUT THE BOOK**

One of the challenges of teaching Principles of Macroeconomics is fostering interest in concepts that may not seem applicable to students’ lives. Macroeconomics, Fifth Edition makes economics relevant by demonstrating how real businesses use economics to make decisions every day. Regardless of their future career path—opening an art studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic forces behind their work.

**FEATURES**

- Real-world business chapter-opening cases
- A Personal Dimension: Economics in Your Life feature in each chapter
- An Inside Look features at the end of each chapter
- Making the Connection features help students tie economic concepts to current events and policy issues
- A flexible presentation of aggregate demand and aggregate supply
- An accessible writing style brings concepts to life
- Solved problems throughout the text

**CONTENTS**

Part I: Introduction
1. Economics: Foundations and Models
2. Trade-offs, Comparative Advantage, and the Market System
3. Where Prices Come From: The Interaction of Demand and Supply
4. Economic Efficiency, Government Price Setting, and Taxes
5. The Economics of Health Care

Part II: Firms in the Domestic and International Economies
6. Firms, the Stock Market, and Corporate Governance
7. Comparative Advantage and the Gains from International Trade

Part III: Macroeconomic Foundations and Long-Run Growth
8. GDP: Measuring Total Production and Income
9. Unemployment and Inflation
10. Economic Growth, the Financial System, and Business Cycles
11. Long-Run Economic Growth: Sources and Policies

Part IV: Short-Run Fluctuations
12. Aggregate Expenditure and Output in the Short Run
13. Aggregate Demand and Aggregate Supply Analysis
Part V: Monetary and Fiscal Policy
14. Money, Banks, and the Federal Reserve System
15. Monetary Policy
16. Fiscal Policy
17. Inflation, Unemployment, and Federal Reserve Policy

Part VI: The International Economy
18. Macroeconomics in an Open Economy
19. The International Financial System

ABOUT THE AUTHORS
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MACROECONOMICS POLICY AND PRACTICE 2/e
Frederic S. Mishkin
ISBN: 9789332579439

ABOUT THE BOOK
Help students understand macroeconomics in theory as well as practice.

Macroeconomics: Policy and Practice, Second Edition draws on the rich tapestry of recent economic events to help students understand the policy issues debated by the media and the public at large during these trying times. Building on his expertise in macroeconomic policy making at the Federal Reserve, author Frederic S. Mishkin provides detailed, step-by-step explanations of all models and highlights the techniques used by policy makers in practice.

FEATURES
This text provides a better teaching and learning experience—for you and your students. It will help you to:

- Enable students to connect theory to practice: An aggregate demand and supply model helps students understand theory, while numerous examples help them understand the applications of theory.
- Foster interest via engaging features and updated content: Updates that reflect the latest happenings in the world of economics and student-friendly in-text tools capture student interest.

- Teach your course your way: A flexible structure allows instructors to focus on the particular areas of macroeconomics that match their course goals.

CONTENTS
1. The Policy and Practice of Macroeconomics
2. Measuring Macroeconomic Data
3. Aggregate Production and Productivity
4. Saving and Investment in Closed and Open Economies
5. Money and Inflation
6. The Sources of Growth and the Solow Model
7. Drivers of Growth: Technology, Policy, and Institutions
8. Business Cycles: An Introduction
9. The IS Curve
10. Monetary Policy and Aggregate Demand
11. Aggregate Supply and the Phillips Curve
12. The Aggregate Demand and Supply Model
13. Macroeconomic Policy and Aggregate Demand and Supply Analysis
14. The Financial System and Economic Growth
15. Financial Crises and the Economy
16. Fiscal Policy and the Government Budget
17. Exchange Rates and International Economic Policy
18. Consumption and Saving
19. Investment
20. The Labor Market, Employment, and Unemployment
21. The Role of Expectations in Macroeconomic Policy
22. Modern Business Cycle Theory

ABOUT THE AUTHOR
Frederic Stanley Mishkin is an American economist and Alfred Lerner professor of Banking and Financial Institutions at the Graduate School of Business, Columbia University.

MACROECONOMICS, 6/e
Olivier Blanchard
ISBN: 9789332587601

ABOUT THE BOOK
In Macroeconomics, Blanchard presents a unified, global view of macroeconomics, enabling students to see the connections between goods markets, financial markets, and labor markets worldwide. Organized into two parts, the text contains a core section that focuses on short-, medium-, and long-run markets and three major extensions that offer more in-depth coverage of the issues at hand.
FEATURES

- Current Events. Current macroeconomic events are integrated into each chapter of the book within the text and detailed boxes.
- Implications of Equilibrium. Blanchard offers a underlying model that draws the implications of equilibrium in three sets of markets: the goods market, the financial markets and the labor market.
- From the major economic crisis to the budget deficits of the United States, the detailed boxes in this text have been updated to convey the life of macroeconomics today and reinforce the lessons from the models, making them more concrete and easier to grasp.
- New Chapter on the economic crisis. Chapter 9: The Crisis focuses on the origins of the crisis, the role of the financial system, and the constraints facing fiscal and monetary policy, such as the liquidity trap and the high level of public debt.
- New Chapter 23 on Fiscal Policy has been substantially re-written to focus on the current debt problems of the United States.

CONTENTS

1. A Tour of the World
2. A Tour of the Book
3. The Goods Market
4. Financial Markets
5. Goods and Financial Markets: The IS-LM Model
6. The Labor Market
7. Putting All Markets Together: The AS/AD Model
8. The Phillips Curve, the Natural Rate of Unemployment, and Inflation
9. The Crisis
10. The Facts of Growth
11. Saving, Capital Accumulation, and Output
12. Technological Progress and Growth
13. Technological Progress. The Short, the Medium, and the Long Run
14. Expectations: The Basic Tools
15. Financial Markets and Expectations
16. Expectations, Consumption, and Investment
17. Expectations, Output, and Policy
18. Openness in Goods and Financial Markets
19. The Goods Market in an Open Economy
20. Output, the Interest Rate, and the Exchange Rate
21. Exchange Rate Regimes
22. Should Policy Makers be Restrained?
23. Fiscal Policy: A Summing Up
24. Monetary Policy: A Summing Up
25. Epilogue: The Story of Macroeconomics

ABOUT THE AUTHOR

Olivier Blanchard, a citizen of France, Olivier Blanchard has spent most of his professional life in Cambridge, Massachusetts. After obtaining his PhD in economics at the Massachusetts Institute of Technology in 1977, he taught at Harvard University, returning to MIT in 1982. He was chair of the economics department from 1998 to 2003. Blanchard earned his Bachelors degree at Paris Dauphine University, and his Ph.D. in Economics in 1977 at MIT.

David R Johnson is Professor of Economics at Wilfrid Laurier University. Professor Johnson’s areas of specialty are macroeconomics, international finance and the economics of education. He has an ongoing appointment as C.D. Howe Institute Education Policy Scholar. He most recently was Fulbright Scholar at the University of California, Santa Barbara from January to June 2008. Professor Johnson received his undergraduate degree from the University of Toronto in 1978. He received his Masters degree from the University of Western Ontario and his PhD from Harvard University.

ABOUT THE BOOK

It is increasingly being recognized that teaching economics helps business students better appreciate and envisage the economic forces that shape decisions in the real business world besides developing and strengthening the overall analytical talent of the students. Business schools, both at undergraduate and postgraduate levels, worldwide and in India now ensure that students undertake suitable courses in economics. The purpose of teaching Managerial Economics is to equip business students with the ability to deliberate logically and critically the challenging process of framing business strategies later on in their careers. This book caters to these needs in the Indian context in a detailed manner.

FEATURES

- Definitions of Important Concepts: In every chapter the definitions are given in margin boxes making it simpler for the student to review and learn these important concepts.
- For your information (FYI) Boxes: In every chapter there are some FYI boxes which contain interesting features and supplementary material relevant to the chapter for some additional information.
- Recap: At the end of each section in very chapter a recap has been given the purpose of which is to assist the student in recapitulating and reviewing the text discussed
- Chapter Summary: Each chapter has at its end a brief summary of the entire chapter which is especially useful during examinations for a quick recollection of the chapter.
- Online Resources: PowerPoint presentations and instructor’s resources are provided for all the chapters in the website.
The seventh edition of Managerial Economics is an attempt to provide a resourceful supplement to classroom teachings that will help students understand the importance and utility of economic theory for business decision making. This text is designed for upper-level undergraduate and first-year MBA courses in managerial economics and applied economics. In addition to discussing the applications of economic theory to the firm, this text includes chapters on various tools of analysis that are helpful to business decision makers but that are not part of the core of traditional microeconomic theory. These are demand, production, and cost estimation using regression analysis, forecasting, capital budgeting, and risk analysis. A discussion of linear programming is also available online, along with a review of the time value of money. A review of the mathematical concepts and tools used in the text has been placed on the Companion Website.

FEATURES

- Excel Applications have been developed for the numerical and graphical illustrations used throughout the text. They allow readers to turn the static figures and tables in the text into dynamic illustrations, and they will also strengthen students’ ability to use Excel, which we believe is a critical skill in today’s job market.
- Chapters have been updated and a few of them rewritten to include recent developments and in-depth coverage of current topics.
- Valuable inputs and learnings have been provided by outside experts from improve discussions about other topics of importance and current interest in business. Supply chain systems implementation in companies such as Dell and IBM have also been included to obtain a better idea of the actual challenges of initiating and implementing a supply chain management system.
- A novelty of this edition is a discussion on disruptive technology and its implication. This is with reference to the cab hailing application (app) Uber and OLA that have taken the world by storm.

CONTENTS

1. Introduction
2. The Firm and Its Goals
3. Supply and Demand
4. Demand Elasticity
5. Demand Estimation and Forecasting
6. The Theory and Estimation of Production
7. The Theory and Estimation of Cost
8. Pricing and Output Decisions: Perfect Competition and Monopoly
9. Pricing and Output Decisions: Monopolistic Competition and Oligopoly
10. Special Pricing Practices
11. Game Theory and Asymmetric Information
12. Capital Budgeting and Risk
13. The Multinational Corporation in a Global Setting
14. Government and Industry: Challenges and Opportunities for Today’s Manager
15. The Global Soft Drink Industry
16. Appendix: A Statistical and Financial Tables

ABOUT THE AUTHORS

Paul G. Keat has been a member of the Global Business Faculty at Thunderbird School of Global Management for the past twenty-five years. At present he is an Associate Professor Emeritus. Prior to his coming to Thunderbird, he was associated for many years with the International Business Machines Corporation in professional and managerial capacities.

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ABOUT THE BOOK

Managerial Economics, 4/e, offers a lively presentation of analytical and empirical tools for managerial decision-making. This edition increases the emphasis on managerial applications with more problems, case studies, and questions. With this book, students will not only receive a complete and rigorous introduction to the basic principles of microeconomics, but also learn how the application of economic theory can improve decision-making.

FEATURES

- Includes a major new section on managing risk—including insurance, diversification, and hedging
- Includes a number of new case-examples drawn from actual experiences
- Adds an appendix on consumer choice theory to complement the material on demand theory and analysis
- Contains an optimal mix of Indian and international cases
- Contains new Indian-data based exercises
- Includes computer based exercises
- Includes new topics on “autocorrelation

CONTENTS

Part I: Getting Started
1. Introduction to Managerial Economics
2. Basic Training

Part II: Demand
3. Demand Theory and Analysis
4. Regression Techniques and Demand Estimation
5. Business and Economic Forecasting

Part III: Production and Costs
6. Production Theory and Analysis
7. Cost Theory and Analysis
8. Linear Programming

Part IV: Market Structure
9. Perfect Competition and Monopoly
10. Monopolistic Competition, Oligopoly, and Barriers to Entry
11. Game Theory and Strategic Behavior

Part V: Pricing Decisions
12. Pricing of Goods and Services
13. Pricing and Employment of Inputs

Part VI: Risk and Capital Budgeting
14. Risk and Decision Making
15. Capital Budgeting

Part VII: Technological Change, Location Theory and Taxation
16. Technological Change in a Global Economy
17. Locating the Firm in a Global Economy
18. Taxes and Decision Making
ABOUT THE BOOK
The aim of this text is to make the intriguing subject of economics more accessible and relevant to those studying the subject as part of a businessrelated degree. The book covers all of the major principles of economics but its focus throughout is firmly on applying these economic principles to the real world of business. The third edition of this highly successful textbook is written in a direct and straightforward style, making considerable use of business examples throughout to illustrate how economics can be used to understand business problems and the business environment. It has been thoroughly revised and updated to reflect current issues.

FEATURES
■ A wealth of interesting material and case studies, which show how economics can be used to understand real business situations
■ Coverage of all major topics of economics, but also includes several specialist business chapters and sections
■ Provides a balanced coverage of microeconomic, macroeconomic and international economic issues, with the emphasis on the economics and environment of business
■ Web references at the end of each chapter
■ A range of features to aid learning, including: Definitions in the margin of all key terms; Review questions; A comprehensive Web appendix; Chapter summaries; Technical terms highlighted clearly in the margin

CONTENTS
I. Business And Economics
1. The Business Environment and Business Economics
2. Economics and the World of Business
3. Business Organizations

II. Business And Markets
4. The Working of Competitive Markets
5. Business in a Market Environment

III. Background To Demand
6. Demand and the Consumer
7. Demand and the Firm
8. Product, Marketing and Advertising

IV. Background To Supply
9. Costs of Production
10. Revenue and Profit

V. Supply: Short-Run Profit Maximisation
11. Profit Maximisation under Perfect Competition and Monopoly
12. Profit Maximisation under Imperfect Competition

VI. Supply: Alternative Strategies
13. An Introduction to Business Strategy
14. Alternative Theories of the Firm
15. Growth Strategy
16. The Small-Firm Sector
17. Pricing Strategy

VII. The Firm In The Factor Market
18. Labour Markets, Wages and Industrial Relations
19. Investment and the Employment of Capital

VIII. The Relationship Between Government And Business
20. Reasons for Government Intervention in the Market
21. Government and the Firm
22. Government and the Market

IX. Business In The International Environment
23. Globalisation and Multinational Business
24. International Trade
25. Trading Blocs

X. The Macroeconomic Environment
26. The Macroeconomic Environment of Business
27. The Balance of Payments and Exchange Rates
28. Money and Interest Rates
29. Business Activity, Employment and Inflation

XI. Macroeconomic Policy
30. Demand-Side Policy
31. Supply-Side Policy
32. International Economic Policy

ABOUT THE AUTHORS
John Sloman lectures in the School of Economics at the University of the West of England. He is also Director of the Economics Subject Centre of the UK government-funded Learning and Teaching Support Network (LTSN) for higher education.

Mark Sutcliffe is based at Bristol Business School at the University of the West of England and has many years of experience teaching economics to business studies students.
ABOUT THE BOOK
This new edition of Essential Economics for Business presents the core principles of microeconomics and macroeconomics applied to the world of business while also looking at wider, topical business issues, such as business strategy, corporate social responsibility, ethics and the state of the global environment in which we live. Using up-to-date case studies the 5th edition examines everything from the impact of the financial crisis and the effects of the Brexit vote in the UK, to popular distrust of globalisation and the operation of specific businesses to illustrate how economic theory relates to real business issues.

FEATURES
- Offers the expertise and insights of a prominent economic theorist and a mathematician—both of whom have been teaching mathematics for economists for many years
- Assumes no previous knowledge of calculus, and includes (in appendices) extensive review of elementary algebra
- Focuses on the application of the essential mathematical ideas, rather than the economic theories which build upon them
- Features an abundance of examples and problems

CONTENTS
1. Business and the economic environment
2. The working of competitive markets
3. Demand and the consumer
4. Supply decisions in a perfectly competitive market
5. Pricing and output decisions in imperfectly competitive markets
6. Business growth and strategy
7. Multinational corporations and business strategy in a global economy
8. Labour and employment
9. Government, the firm and the market
10. The economy and business activity
11. National macroeconomic policy
12. The global trading environment
13. The global financial environment

ABOUT THE AUTHOR
John Sloman, Economics Network, University of Bristol
Elizabeth Jones, University of Warwick
ABOUT THE AUTHOR
Knut Sydsaeter is from The University of Oslo. Peter J. Hammond is from Stanford University.

ABOUT THE BOOK
This text provides an invaluable introduction to the mathematical tools that undergraduate economists need. The coverage is comprehensive, ranging from elementary algebra to more advanced material, whilst focusing on all the core topics that are usually taught in undergraduate courses on mathematics for economists.

FEATURES
- The introductory chapters have been restructured to more logically fit with teaching.
- Several new exercises have been introduced, as well as fuller solutions to existing ones.
- More coverage of the history of mathematical and economic ideas has been added, as well as of the scientists who developed them.

CONTENTS
1. Essentials of Logic and Set Theory
2. Algebra
3. Solving Equations
4. Functions of One Variable
5. Properties of Functions
6. Differentiation
7. Derivatives in Use
8. Single-Variable Optimization
9. Integration
10. Topics in Financial Mathematics
11. Functions of Many Variables
12. Tools for Comparative Statics
13. Multivariable Optimization
14. Constrained Optimization
15. Matrix and Vector Algebra
16. Determinants and Inverse Matrices
17. Linear Programming

ABOUT THE AUTHOR
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Peter Hammond, University of Oslo
Arne Strom, University of Oslo
Andrés Carvajal

USING ECONOMETRICS: A PRACTICAL GUIDE, 7/e
A. H. Studenmund

ABOUT THE BOOK
Using Econometrics: A Practical Guide offers students an innovative introduction to elementary econometrics. Through real-world examples and exercises, the book covers the topic of single-equation linear regression analysis in an easily understandable format.

The Seventh Edition is appropriate for all levels: beginner econometric students, regression users seeking a refresher, and experienced practitioners who want a convenient reference.

FEATURES
- A Simple, Practical, and Easy-to-understand Introduction to Econometrics
- The book’s intuitive approach omits matrix algebra and relegates proofs and calculus to the footnotes or exercises to make core concepts easier to grasp.
- An example-oriented approach helps students practice and understand applied economics.
- NEW! Expanded econometric content includes new tests and procedures, such as the Breusch-Pagan test and the Weinstein-Prais Approach to Generalized Least Squares. Other expanded topics include the F-test, confidence intervals, the Language Multiplier test, and the Dickey-Fuller test.

CONTENT
1. An Overview of Regression Analysis
2. Ordinary Least Squares
3. Learning to Use Regression Analysis
4. The Classical Model
5. Hypothesis Testing and Statistical Inference
6. Specification: Choosing the Independent Variables
7. Specification: Choosing a Functional Form
8. Multicollinearity
9. Serial Correlation
10. Heteroskedasticity
11. Running Your Own Regression Project
12. Time-Series Models
13. Dummy Dependent Variable Techniques
14. Simultaneous Equations
15. Forecasting
16. Experimental and Panel Data

ABOUT THE AUTHOR
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ECONOMETRIC ANALYSIS, 8/e
William H. Greene
ISBN: 9789353061074
₹ 925.00 Pages: 1168

ABOUT THE BOOK
Designed to bridge the gap between social science studies and field-econometrics, Econometric Analysis, 8th Edition presents this ever-growing area at an accessible graduate level. The book first introduces students to basic techniques, a rich variety of models, and underlying theory that is easy to put into practice. It then presents students with a sufficient theoretical background to understand advanced techniques and to recognize new variants of established models. This focus, along with hundreds of worked numerical examples, ensures that students can apply the theory to real-world application and are prepared to be successful economists in the field.

FEATURES
- This text is intended for a one-year graduate course for social scientists.
- It includes five chapters on estimation methods used in current research and five chapters on applications in micro- and macroeconometrics.
- Appendix E and Chapter 15 contain a description of numerical methods that will be useful to practicing econometricians.
- The author has revised the presentation throughout the book to streamline the development of topics, in some cases, to improve the clarity of the derivations.

CONTENT
Part I The Linear Regression Model
1. Econometrics
2. The Linear Regression Model
3. Least Squares Regression
4. Estimating the Regression Model by Least Squares
5. Hypothesis Tests and Model Selection
6. Functional Form, Difference in Differences, and Structural Change
7. Nonlinear, Semiparametric, and Nonparametric Regression Models
8. Endogeneity and Instrumental Variable Estimation

Part II Generalized Regression Model and Equation Systems
9. The Generalized Regression Model and Heteroscedasticity
10. Systems of Regression Equations
11. Models for Panel Data

Part III Estimation Methodology
12. Estimation Frameworks in Econometrics
13. Minimum Distance Estimation and the Generalized Method of Moments
14. Maximum Likelihood Estimation
15. Simulation-Based Estimation and Inference and Random Parameter Models
16. Bayesian Estimation and Inference

Part IV Cross Sections, Panel Data, and Microeconometrics
17. Binary Outcomes and Discrete Choices
18. Multinomial Choices and Event Counts
19. Limited Dependent Variables—Truncation, Censoring, and Sample Selection

Part V Time Series and Macroeconometrics
20. Serial Correlation
21. Nonstationary Data

ABOUT THE AUTHOR

INTRODUCTION TO ECONOMETRICS, 3/e
James H Stock
Mark W. Watson
ISBN: 9789352863501
₹ 799.00 Pages: 840

ABOUT THE BOOK
Introduction to Econometrics is designed for a first course in undergraduate econometrics. It differs from other textbooks in three main ways. First, it integrates real-world questions and data into the development of the theory. Second, choice of topics reflects modern theory and practice. Third, theory and assumptions that are provided match the applications. Aim of this text is to teach students to become sophisticated consumers of econometrics and to do so at a level of mathematics appropriate for an introductory course.
The Third Edition Update maintains a focus on currency, while building on the philosophy that applications should drive the theory, not the other way around.

FEATURES

■ Updated treatment of standard errors for panel data regression
■ Discussion of when and why missing data can present a problem for regression analysis
■ The use of regression discontinuity design as a method for analyzing quasi-experiments
■ Updated discussion of weak instruments
■ Discussion of the use and interpretation of control variables integrated into the core development of regression analysis
■ Introduction of the “potential outcomes” framework for experimental data
■ Additional general interest boxes
■ Additional exercises, both pencil-and-paper and empirical

CONTENT

Part I: Introduction and Review
1. Economic Questions and Data
2. Review of Probability
3. Review of Statistics

Part II: Fundamentals of Regression Analysis
4. Linear Regression with One Regressor
5. Regression with a Single Regressor: Hypothesis Tests and Confidence Intervals
6. Linear Regression with Multiple Regressors
7. Hypothesis Tests and Confidence Intervals in Multiple Regression
8. Nonlinear Regression Functions
9. Assessing Studies Based on Multiple Regression

Part III: Further Topics in Regression Analysis
10. Regression with Panel Data
11. Regression with a Binary Dependent Variable
12. Instrumental Variables Regression
13. Experiments and Quasi-Experiments

Part IV: Regression Analysis of Economic Time Series Data
14. Introduction to Time Series Regression and Forecasting
15. Estimation of Dynamic Causal Effects
16. Additional Topics in Time Series Regression

Part V: The Econometric Theory of Regression Analysis
17. The Theory of Linear Regression with One Regressor
18. The Theory of Multiple Regression

ABOUT THE AUTHOR

James H. Stock, Harvard University
Mark W. Watson, Princeton University
and applications showcase the versatility of modern microeconomics.

- **Cross-Chapter Analyses:** Five Cross-Chapter Analyses throughout the text create crucial links between core theories covered in separate chapters, combining Applications with Solved Problems to give students hands-on practice designed to sharpen their analytical and quantitative skills.

- **What-if Policy Analysis:** Economic models are used to probe the likely outcomes of changes in public policies such as taxes, subsidies, barriers to entry, price floors and ceilings, quotas and tariffs, zoning, laws limiting diversification, pollution controls, licensing laws, and laws governing pensions.

**CONTENTS**

1. Introduction
2. Supply and Demand
3. Applying the Supply-and-Demand Model
4. Consumer Choice
5. Applying Consumer Theory
6. Firms and Production
7. Costs
8. Competitive Firms and Markets
9. Applying the Competitive Model
10. General Equilibrium and Economic Welfare
11. Monopoly
12. Pricing and Advertising
13. Oligopoly and Monopolistic Competition
14. Game Theory
15. Factor Markets
16. Interest rates, Investments, and Capital Markets
17. Uncertainty
19. Asymmetric Information
20. Contracts and Moral Hazards

**ABOUT THE AUTHORS**

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**MICROECONOMICS, 3/e**

H. Gravelle
R. Rees

ISBN: 9788131716557

`799.00 Pages: 748`

**ABOUT THE BOOK**

Updated and revised, this is a new edition of one of the best-selling advanced microeconomics texts to be published in Europe. This well-informed book provides a comprehensive exposition of modern microeconomic theory, covering many of the issues currently being researched and debated. The book offers very rigorous, mathematical treatment of the topics discussed making it appropriate for graduate as well as able intermediate level students.

The writing style is clear and concise and the book is particularly liked for the thoroughness with which the concepts are dealt.

**FEATURES**

- Comprehensive coverage of microeconomics
- Clear and careful mathematical treatment of economics theory
- Introduces the student to cutting edge research
- Takes a problem-solving approach encouraging the student to apply the theory through regular questioning material and activities
- Provides the students with a good understanding of the separate elements of the theory and how they interact

**CONTENTS**

1. The nature and scope of microeconomics
2. The theory of the consumer
3. Consumer theory: duality
4. Further models of consumer behavior
5. Production
6. Cost
7. Supply and firm objectives
8. The theory of a competitive market
9. Monopoly
10. Input markets
11. Capital markets
12. General equilibrium
13. Welfare economics
14. Market failure and government failure
15. Game theory
16. Oligopoly
17. Choice under uncertainty
18. Production under uncertainty
19. Insurance, risk spreading and risk pooling
20. Agency and contract theory
21. General equilibrium under uncertainty and incomplete markets

**ABOUT THE AUTHORS**

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Ray Rees, Ludwig Maximilians University, Munich
ABOUT THE BOOK

The 8th edition of Microeconomics provides a treatment of microeconomic theory that stresses the relevance and application to managerial and public policy decision making. This edition includes a number of new topics, updated examples, and improved exposition of existing materials.

FEATURES

- This edition includes a number of new topics, updated examples, and improved exposition of existing materials.
- This text incorporates over 100 real-world examples into the flow of the text, rather than as segregated boxed features.
- Key terms are defined in margins throughout the book and in the glossary.
- Chapter 4 includes new material on speculative demand and network externalities to include social networks.
- Chapter 5 contains a new section on bubbles and informational cascades.
- Chapter 18 on Externalities and Public Goods covers the treatment of environmental economics, a very hot topic now in this course.
- New material on speculative demand and an expanded discussion of network externalities to include social networks can be found in Chapter 4.
- A series of examples relating to the economics of health care are introduced in Chapters 3, 6, 16, and 17, including the demand for and production of health care.
- A new series of examples on taxicab markets, found in Chapters 8, 9, and 15, illustrate the effects of government policies that restrict output.
- Added examples on energy demand and energy efficiency can be found in Chapters 4 and 7, and “contagion” in global financial markets is offered in Chapter 16.

CONTENTS

Part I: Introduction: Markets and Prices
1. Preliminaries
2. The Basics of Supply and Demand

Part II: Producers, Consumers, and Competitive Markets
3. Consumer Behavior
4. Individual and Market Demand
5. Uncertainty and Consumer Behavior
6. Production
7. The Cost of Production
8. Profit Maximization and Competitive Supply
9. The Analysis of Competitive Markets

Part III: Market Structure and Competitive Strategy
10. Market Power: Monopoly and Monopsony
11. Pricing with Market Power
12. Monopolistic Competition and Oligopoly
13. Game Theory and Competitive Strategy
14. Markets for Factor Inputs
15. Investment, Time, and Capital Markets

Part IV: Information, Market Failure, and the Role of Government
16. General Equilibrium and Economic Efficiency
17. Markets with Asymmetric Information
18. Externalities and Public Goods

ABOUT THE AUTHORS

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STUDY GUIDE FOR MICROECONOMICS, 8/e

Robert Pindyck
Daniel Rubinfeld
Jonathan Hamilton
Valerie Suslow

ISBN: 9789352862702

ABOUT THE BOOK

This Study Guide accompanies the Eighth Edition of Microeconomics by Robert Pindyck and Daniel Rubinfeld and, when used in conjunction with the textbook, can be a useful learning tool to help reinforce the basic concepts presented in the text. This Study Guide presents numerous problems and provides detailed answers to help you gain practice in working through economics problems. This Study Guide cannot be used as a substitute for the text, which provides complete coverage of the material.

CONTENTS

1. Quantitative Skills Refresher
2. Preliminaries
3. The Basics of Supply and Demand
4. Consumer Behavior
5. Individual and Market Demand
6. Uncertainty and Consumer Behavior
7. Production
8. The Cost of Production
9. Profit Maximization and Competitive Supply
10. The Analysis of Competitive Markets
11. Market Power: Monopoly and Monopsony
12. Pricing with Market Power
13. Monopolistic Competition and Oligopoly
14. Game Theory and Competitive Strategy
15. Markets for Factor Inputs
16. Investment, Time, and Capital Markets
17. General Equilibrium and Economic Efficiency
18. Markets with Asymmetric Information
19. Externalities and Public Goods

ABOUT THE BOOK
One of the challenges of teaching Principles of Microeconomics is fostering interest in concepts that may not seem applicable to students’ lives. Microeconomics, Fifth Edition makes economics relevant by demonstrating how real businesses use economics to make decisions every day. Regardless of their future career path—opening an art studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic forces behind their work.

FEATURES
- Real-world business chapter-opening cases
- A Personal Dimension: Economics in Your Life feature in each chapter
- An Inside Look features at the end of each chapter help students apply economic thinking to current events and policy debates
- Making the Connection features help students tie economic concepts to current events and policy issues
- A heavily revised Chapter 7, The Economics of Health Care, now includes several new demand and supply graphs that make the chapter’s content more analytical
- Consumer Choice and Behavioral Economics, has been updated to include a new section on “The Behavioral Economics of Shopping.”
- An accessible writing style brings concepts to life
- Solved problems throughout the text provide models of how to solve an economic problem by breaking it down step-by-step.

CONTENTS

Part I: Introduction
1. Economics: Foundations and Models
2. Trade-offs, Comparative Advantage, and the Market System
3. Where Prices Come From: The Interaction of Demand and Supply
4. Economic Efficiency, Government Price Setting, and Taxes

Part II: Markets in Action
5. Externalities, Environmental Policy, and Public Goods
6. Elasticity: The Responsiveness of Demand and Supply
7. The Economics of Health Care

Part III: Firms in the Domestic and International Economies
8. Firms, the Stock Market, and Corporate Governance
9. Comparative Advantage and the Gains from International Trade

Part IV: Microeconomic Foundations: Consumers and Firms
10. Consumer Choice and Behavioral Economics
11. Technology, Production, and Costs

Part V: Market Structure and Firm Strategy
12. Firms in Perfectly Competitive Markets
13. Monopolistic Competition: The Competitive Model in a More Realistic Setting
14. Oligopoly: Firms in Less Competitive Markets
15. Monopoly and Antitrust Policy
16. Pricing Strategy

Part VI: Labor Markets, Public Choice, and the Distribution of Income
17. The Markets for Labor and Other Factors of Production
18. Public Choice, Taxes, and the Distribution of Income

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ABOUT THE BOOK

Reviewers tell us that Case/Fair/Oster is one of the all-time bestselling Principles of Economics texts because they trust it to be clear, thorough, and complete. Readers of Principles of Economics, Twelfth Edition, Global Edition, come away with a basic understanding of how market economies function, an appreciation for the things they do well, and a sense of things they do poorly. With the latest research and added exercises, students begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions in a different way.

FEATURES

■ Spotlights Recent Research
■ Shows the Power and Breadth of Economic Models
■ Introduction of a competitive market model first, followed by noncompetitive market structures gives students a clear understanding of basic economic theory and how market opportunities operate.
■ Keynesian Crossmaterial is integrated throughout the text
■ Incorporation of international examples and applications includes discussion of:
  ■ The many countries that contributed to creating the iPod (Chapter 1).
  ■ How UPS is using technology to speed worldwide delivery (Chapter 7).
  ■ How high speed trains in Europe benefit travelers, the environment, and the economies of communities served (Chapter 10).
  ■ The world’s distribution of income and how technology affects distribution (Chapter 33).
  ■ The world economy (Chapters 35 and 36)

CONTENTS

Part I: Introduction To Economics
1. The Scope and Method of Economics
2. The Economic Problem: Scarcity and Choice
3. Demand, Supply, and Market Equilibrium
4. Demand and Supply Applications
5. Elasticity

Part II: The Market System
6. Household Behavior and Consumer Choice
7. The Production Process: The Behavior of Profit-Maximizing Firms
8. Short-Run Costs and Output Decisions
9. Long-Run Costs and Output Decisions
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11. Input Demand: The Capital Market and the Investment Decision
12. General Equilibrium and the Efficiency of Perfect Competition

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18. Income Distribution and Poverty
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20. Introduction to Macroeconomics
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28. The Labor Market in the Macroeconomy

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29. Financial Crises, Stabilization, and Deficits
30. Household and Firm Behavior in the Macroeconomy: A Further Look
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32. Alternative Views in Macroeconomics

Part VII: The World Economy
33. International Trade, Comparative Advantage, and Protectionism
34. Open-Economy Macroeconomics: The Balance of Payments and Exchange Rates
35. Economic Growth in Developing Economies

Part VIII: Methodology
36. Critical Thinking about Research

ABOUT THE AUTHORS

Karl E. Case is Professor of Economics Emeritus at Wellesley College where he has taught for 34 years and served several tours of duty as Department Chair. He received his B.A. from Miami University in 1968; spent three years on active duty in the Army, and received his Ph.D. in Economics from Harvard University in 1976.

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INFORMATION TECHNOLOGY
ABOUT THE BOOK

To compete in today’s competitive marketplace, customer focus is no longer simply nice to have—it’s a fundamental mandate. This book is a manager’s best friend, providing both a primer and a how-to guide to defining and implementing Customer Relationship Management.

FEATURES

- The various roles CRM plays in business, and why it’s more important than ever
- The range of CRM applications and uses, from sales force automation to campaign management to e-CRM and beyond
- The context of some of the popular CRM buzzwords
- The differences between CRM and business intelligence, and why they’re symbiotic
- Why the customer-relationship failure rate is so high, and how to avoid becoming another CRM statistic
- Case studies of visionary companies who’ve done CRM the right way

CONTENTS

Part I: Defining CRM
1. Hello, Goodbye: The New Spin on Customer Loyalty
2. CRM in Marketing
3. CRM and Customer Service
4. Sales Force Automation
5. CRM in E-Business
6. Analytical CRM

Part II: Delivering CRM
7. Planning Your CRM Program
8. Choosing Your CRM Tool
9. Managing Your CRM Project

ABOUT THE AUTHOR

Jill Dyche is a vice president with Baseline Consulting Group, a firm specializing in the implementation and analysis of customer databases.

ABOUT THE BOOK

Enterprise Resource Planning: A Managerial Perspective focuses on the fundamentals of ERP and details methods of implementing ERP systems. By using actual case incidents, this book charts the life cycle of ERP projects from cost and profit analysis, through change-management on the basis of re-engineering and technical requirements, to the ion of the ERP system and its final application.

FEATURES

- Uses models like parametric model for estimating the cost of an ERP project, Levin’s model and improvisational model for change management to explain the managerial aspect of ERP.
- Bringing in a fresh approach it uses a single case study across all chapters to illustrate its entire life-cycle from selection to development.
- Contains exercises that can be applied to any organisational setup for substantial learning.

CONTENTS

1. Introduction to Enterprise Resource Planning Systems
2. Life Cycle of an ERP Implementation Project
3. Benefits and Cost of an ERP System
4. Change Management
5. Business and IT Alignment
6. Requirements Engineering
7. Re-engineering
8. ERP selection
9. Managing an ERP Project
10. ERP and Related Technologies
11. Introduction to Commercial ERP Software

ABOUT THE AUTHOR

Dr Veena Bansal is a faculty member of industrial and management engineering, Indian Institute of Technology, Kanpur.
ABOUT THE BOOK
This text takes a generic approach to enterprise resource planning systems and their interrelationships, covering all functional areas of this new type of management challenge. It discusses the re-design of business processes, changes in organizational structure, and effective management strategies that will help assure competitiveness, responsiveness, productivity, and global impact for many organizations in the years ahead.

FEATURES
■ Coverage of all ERP/ERP projects functional areas—Includes production and materials management; sales and marketing; ad accounting and finance
■ Numerous examples of business requirements—Enhanced through the use of integrated information systems and re-engineered business processes
■ Customized approaches to ERP development
■ Coverage of concepts, issues, and applications relevant to newer ERP technologies
■ Coverage of SDLC
■ Chapter-opening objectives
■ Chapter-end exercises
■ Text-ending integrated case study

CONTENTS
1. A Foundation for Understanding Enterprise Resource Planning Systems
2. Re-engineering and Enterprise Resource Planning Systems
4. ERP Systems: Sales and Marketing
5. ERP Systems: Accounting and Finance
6. ERP Systems: Production and Materials Management
7. ERP System: Human Resources
8. Managing an ERP Project
9. Supply Chain Management and the eMarketplace

ABOUT THE BOOK
Motiwalla teaches students the components of an ERP system as well as the process of implementing the systems within a corporation to increase its success.

FEATURES
■ ERP Systems: The first section presents the technical foundation of ERP systems, providing motivation to learn about the implementation process
■ ERP Implementation Section two provides information on the ERP development life-cycle, the process of selecting software and vendors, how to manage an ERP implementation project, and understand the concept of metrics and evaluation in an organization
■ People and Organization In section three, students learn the issues dealing with people and organizational change, business process reengineering, change management, operational and postimplementation activities and the role of ethics and globalization
■ ERP Extensions The final section emphasizes the two other enterprise-level applications, Supply Chain Management and Customer Resource Management, which are often integrated with ERP systems

CONTENTS
Part I: ERP System
1. Introduction to Enterprise Systems
2. Systems Integration
3. Enterprise Systems Architecture
Part II: ERP Implementation
4. Development Life Cycle
5. Implementation Strategies
6. Software & Vendor Selection
7. Operations & Post-Implementation
Part III: People & Organization
8. Program & Project Management
9. Organizational Change & BPR
Part IV: ERP Extensions
11. Supply Chain Management
12. Customer Relationship Management

ABOUT THE AUTHOR
Guido Tabellini is Director of the Innocenzo Gasparini Institute for Economic Research and Professor of Economics at Bocconi University.
About the book

Business Intelligence and Analytics, 10/e provides the only comprehensive, up-to-date guide to today’s revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 10th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book. In addition to traditional decision support applications, this edition expands the reader’s understanding of the various types of analytics by providing examples, products, services, and exercises by discussing Web-related issues throughout the text.

Features

- Introduction of management support systems (MSS) technologies
- Extensive supply chain and ERP coverage.
- Comprehensive coverage of data warehousing.
- Organizational and societal impacts.
- Detailed coverage of implementation and integration.

Contents

Part I Decision Making and Analytics: An Overview
1. An Overview of Business Intelligence, Analytics, and Decision Support
2. Foundations and Technologies for Decision Making

Part II Descriptive Analytics
3. Data Warehousing

Part III Predictive Analytics
5. Data Mining

6. Techniques for Predictive Modeling
7. Text Analytics, Text Mining, and Sentiment Analysis
8. Web Analytics, Web Mining, and Social Analytics

Part IV Prescriptive Analytics
9. Model-Based Decision Making: Optimization and Multi-Criteria Systems
10. Modeling and Analysis: Heuristic Search Methods and Simulation
11. Automated Decision Systems and Expert Systems
12. Knowledge Management and Collaborative Systems

Part V Big Data and Future Directions for Business Analytics
13. Big Data and Analytics

About the Author

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Section Review Questions: Checkpoints for students on key concepts they should have learned in the section.
Color charts, graphs, and figures: Help students visualize data, processes, and stay engaged with the content.
Technology Insights: Boxed features focusing on the benefits of available technology.
Resources, Links, and the Teradata University: Appear at the end of chapter and provide students additional reading, information, and cases to explore.
End of Chapter: Includes a list of Chapter Highlights, Key Terms, Discussion Questions, Exercises, and an additional Application Case to help students review, test, and apply their understanding.

CONTENTS

1. An Overview of Business Intelligence, Analytics, and Data Science
2. Descriptive Analytics I: Nature of Data, Statistical Modeling, and Visualization
3. Descriptive Analytics II: Business Intelligence and Data Warehousing
4. Predictive Analytics I: Data Mining Process, Methods, and Algorithms
5. Predictive Analytics II: Text, Web, and Social Media
6. Prescriptive Analytics: Optimization and Simulation
7. Big Data Concepts and Tools
8. Future Trends, Privacy and Managerial Considerations in Analytics

ABOUT THE BOOK

The 12th edition of Modern Database Management is designed to be used with an introductory course in database management. Such a course is usually required as part of an information systems curriculum in Business schools, computer technology programs, and applied computer science departments. The text updates and expands materials in areas undergoing rapid change as a result of improved managerial practices, database design tools and methodologies, and database technology.

FEATURES

- Every chapter went through significant edits to streamline coverage to ensure relevance with current technologies and eliminate redundancies.
- End-of-chapter material (review questions, problems and exercises, and/or field exercises) in every chapter has been revised with new questions and exercises.
- The figures in several chapters were updated to reflect the changing landscape of technologies that are being used in modern organizations.
- The Web Resources section in each chapter was updated to ensure that the student has information on the latest database trends and expanded background details on important topics covered in the text.
- In this edition, three appendices are available on the Web and are intended for those who wish to explore certain topics in greater depth.

CONTENTS

Part I: The Context of Database Management
1. The Database Environment and Development Process

Part II: Database Analysis
2. Modeling Data in the Organization
3. The Enhanced E-R Model

Part III: Database Design
4. Logical Database Design and the Relational Model
5. Physical Database Design and Performance

Part IV: Implementation
6. Introduction to SQL
7. Advanced SQL
8. Database Application Development
9. Data Warehousing

Part V: Advanced Database Topics
10. Data Quality and Integration
11. Big Data and Analytics
12. Data and Database Administration
13. Distributed Databases
14. Object-Oriented Data Modeling

ABOUT THE AUTHORS
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Ramesh Venkataraman, Indiana University
Heikki Topi, Bentley University

ABOUT THE BOOK
This bestselling textbook offers a comprehensive introduction to the theory and practice of e-business and e-commerce management. The author, Dave Chaffey, brings his trademarks of authority, clarity of expression and teaching expertise to bear on a subject in which he actively lectures and consults. Popular for its cutting-edge and contemporary coverage, this text offers an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of this subject. It is an engaging read, packed with real-life examples and case studies.

FEATURES
- Brings the most up-to-date academic thinking and professional practice together in one place, covering all aspects of e-business.
- Range of features to help students learn effectively including margin definitions, international case studies, activities and web links.
- In-depth case studies on a range of organizations in both the public and private sectors, from start-ups to global companies such as Google and Facebook.
- Exemplary teaching and learning package saves lecturers time and help students learn.

CONTENTS
1. Introduction to e-business and e-commerce
2. E-commerce fundamentals
3. E-business infrastructure
4. E-environment
5. E-business strategy
6. Supply chain management
7. E-procurement
8. E-marketing
9. Customer relationship management
10. Change management
11. Analysis and design
12. Implementation and maintenance

ABOUT THE AUTHORS
Dave Chaffey is an e-business consultant and visiting lecturer on e-business courses at Warwick University and Cranfield School of Management.
II. E-Business And E-Commerce
5. Internet Hardware, Software and Communications
6. Wireless Internet and m-Business
7. Internet Security

III. Internet Marketing
8. Internet Marketing
9. Affiliate Programs
10. e-Customer Relationship Management

IV. Legal, Ethical, Social And Global Issues
11. Legal and Ethical Issues; Internet Taxation
12. Globalization
13. Social and Political Issues
14. Accessibility

V. E-Business And E-Commerce Case Studies.
15. Online Industries
16. Online Banking and Investing
17. e-Learning
18. e-Publishing
19. Online Entertainment
20. Online Career Services

ABOUT THE AUTHORS
Harvey M. Deitel, CEO of Deitel & Associates, Inc., has 40 years in the computing field including extensive industry and academic experience. He is one of the world’s leading computer science instructors and seminar presenters.

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Kate Steinbuhler, Editorial Director at Deitel & Associates, Inc. and a graduate of Boston College with majors in English and communications.

FEATURES
- Strong Conceptual Foundation: The content emphasizes three major driving forces behind e-commerce: business development and strategy, technological innovations, and social controversies and impacts.
- Currency: The annual revision cycle ensures up-to-the-minute currency. You will not find a more current book.
- Real-World Business Firm Focus and Cases: This book contains hundreds of real company examples and over 60 more extensive real-world cases.
- In-depth Coverage of Marketing and Advertising: Two chapters on marketing and advertising, both traditional online and social, mobile, and local, are included.
- In-depth Coverage of B2B E-commerce: An entire chapter is devoted to B2B e-commerce.
- Current and Future Technology Coverage: Both the current Internet environment and emerging technologies and applications such as the Internet of Things, advanced network infrastructure, fiber optics, and 4G technologies are discussed and explored.
- Up-to-Date Coverage of the Research Literature: References from respected academic journals, industry sources, newspapers, and industry publications are the basis of much of the data.
- Special Attention to the Social and Legal Aspects of E-commerce: Chapter 8 is devoted to an exploration of ethical dimensions of e-commerce, an analysis of the FTC, and other regulatory and nonprofit sources.
- Writing That’s Fun to Read: A consistent voice and perspective through the entire text makes this engaging and easy to understand.

Chapter-specific Features
- Chapter Opening Cases: Each chapter opens with a story about a leading e-commerce company that relates the key objectives of the chapter to a real-life e-commerce business venture.
- “Insight On” cases: Each chapter contains three real-world cases illustrating the themes of technology, business, and society. These cases take an in-depth look at relevant topics to help describe and analyze the full breadth of the field of e-commerce. The cases probe such issues as the ability of governments to regulate Internet content, how to design websites for accessibility, the challenges faced by luxury marketers in online marketing, and smartphone security.
- Margin Glossary: Throughout the text, key terms and their definitions appear in the text margin where they are first introduced.
- Real Company Examples: Drawn from actual e-commerce ventures, well over 100 pertinent examples are used throughout the text to illustrate concepts.
- Chapter-closing Case Studies: Each chapter concludes with a robust case study based on a real-world organization. These cases help students synthesize chapter concepts and apply this knowledge to concrete problems and scenarios such as evaluating Pandora’s freemium business model, ExchangeHunterJumper’s efforts to build a brand, and the evolution of eBay.

ABOUT THE BOOK
Laudon’s E-commerce 2017: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. An in-depth investigation of companies such as Uber, Airbnb, Pinterest, Spotify, and Alibaba kick off the course while preparing students for real-life scenarios.
Chapter-ending Pedagogy: Each chapter contains extensive end-of-chapter materials designed to reinforce the learning objectives of the chapter.

Key Concepts: Keyed to the learning objectives, Key Concepts present the key points of the chapter to aid student study.

Review Questions: Thought-provoking questions prompt students to demonstrate their comprehension and apply chapter concepts to management problem solving.

Projects: At the end of each chapter are a number of projects that encourage students to apply chapter concepts and to use higher level evaluation skills. Many make use of the Internet and require students to present their findings in an oral or electronic presentation or written report. For instance, students are asked to evaluate publicly available information about a company’s financials at the SEC website, assess payment system options for companies across international boundaries, or search for the top 10 cookies on their own computer and the sites they are from.

CONTENTS
1. Introduction To E-Commerce
2. E-Commerce Infrastructure
3. Building An E-Commerce Presence
4. E-Commerce Security And Payment Systems
5. E-Commerce Business Strategies
6. E-Commerce Marketing And Advertising
7. Social, Mobile, And Local Marketing
8. Ethics, Law, And E-Commerce
9. Online Media
10. Online Communities
11. E-Commerce Retailing And Services
12. B2b E-Commerce

ABOUT THE AUTHORS
Kenneth C. Laudon, New York University
Carol Guercio Traver

E-BUSINESS 2.0: ROADMAP FOR SUCCESS, 2/e
Ravi Kalakota
Marcia Robinson
ISBN: 9788177581164
₹ 749.00 Pages: 544

FEATURES
■ Powerful new coverage of e-Business execution: Delivering on the strategies you’ve crafted!
■ Choose and implement the right e-Business infrastructure, step-by-step
■ Case studies: World-class electronic business initiatives - and spectacular failures

CONTENTS
1. Moving from e-Commerce to e-Business
2. Spotting e-Business Trends
3. Digitizing the Business: e-Business Patterns
4. Thinking e-Business Design: More Than Technology
5. Constructing the e-Business Architecture: Enterprise Apps
6. Integrating Processes to Build Relationships: Customer Relationship Management
7. Transforming Customer Contact into Revenue: Selling-Chain Management
9. Implementing Supply Chain Management and e-Fulfillment
11. Business Intelligence: The Next Generation of Knowledge Management
12. Developing the e-Business Design: Strategy Formulation
14. Mobilizing the Organization: Tactical Execution

ABOUT THE AUTHOR
Dr. Ravi Kalakota is a pioneer in the area of e-commerce. He is the CEO of e-Business Strategies, a technology research and consulting practice, and has consulted extensively with start-ups and Fortune 1000 companies.

Marcia Robinson is the cofounder and president of e-Business Strategies.

Electronic Commerce: A Manager’s Guide is the ideal starting point for business managers and professionals involved with electronic commerce.

Electronic Commerce: A Manager’s Guide
Ravi Kalakota
Andrew B. Whinston
ISBN: 9788177583168
₹ 799.00 Pages: 448
commerce, as well as professionals and users who want to keep abreast of the latest trends and issues in management practices affected by electronic commerce technology. Authors Ravi Kalakota and Andrew Whinston take a down-to-earth approach to a very important business subject, with insightful examples to show how ideas have been put into practice.

FEATURES
- Provides a clear overview of what electronic commerce is all about
- Specifies the business uses and technology directions of the World Wide Web
- Clarifies management issues facing Internet Service Providers
- Explains firewalls, transaction security, and electronic payment methods
- Describe electronic commerce applications and challenges in banking, retailing and publishing
- Covers electronic commerce applications internally within the corporation—supply-chain management, manufacturing and finance

CONTENTS
1. Introduction to Electronic Commerce
2. The Internet and the Access Provider Industry
3. World Wide Web-Applications
4. World Wide Web-Concepts and Technology
5. Firewalls and Transaction Security
6. Electronic Payment Systems
7. Electronic Commerce and Banking
8. Electronic Commerce and Retailing
9. Electronic Commerce and Online Publishing
10. Intranets and Supply-Chain Management
11. Intranets and Customer Asset Management
12. Intranets and Manufacturing
13. Intranets and Corporate Finance

ABOUT THE AUTHORS
Ravi Kalakota is the Xerox Assistant Professor of Information System in The William E. Simon Graduate School of Business Administration at the University of Rochester.
Andrew B. Whinston is the Cullen Chair Professor of Information Systems, Computer Science and Economics, IC2 Fellow, and Director of the Center for Information Systems Management at the University of Texas at Austin.
ABOUT THE BOOK

For undergraduate or graduate courses in IT Strategy or Management.

Using IT to deliver business value.

IT Strategy, 2/e, provides a critical issues perspective that shows students how to use and manage IT to deliver business value.

This edition has been overhauled in order to reflect the most important issues facing IT managers today.

FEATURES

Mini-Cases. Based on real companies, this text includes twelve mini-cases-four of which are new to this edition-to help students understand how IT management techniques are used in business today. These mini-cases are not abbreviated versions of standard, full-length business cases as they differ in two significant ways:

■ A Horizontal Perspective-These mini-cases take a slice through a number of coexistent issues. Rather than looking for a solution to a specific problem, students must first identify and prioritize the issues, mimicking how real organizations would approach the same challenge.

■ Highly Relevant Information-Unlike standard cases, which intermix irrelevant information, every sentence of these cases has a purpose and reflects relevant information. As a result, students must analyze each case very carefully so as not to miss critical aspects of the situation.

■ Provide the Latest Information: New Chapters. This edition features eight new chapters that focus on current critical issues in IT management, including:
  ■ Identity management
  ■ Collaboration
  ■ Communicating with business
  ■ Improving relationships with the business
  ■ Application portfolio management
  ■ Managing IT-based risk
  ■ Social computing
  ■ Master data management

■ Present Models and Frameworks to Use for IT Decision-Making. This text provides extensive use of models and frameworks that students can use in their future careers.

CONTENTS

Section I: Delivering Value with IT
1 Developing and Delivering on the IT Value Proposition
2 Developing IT Strategy for Business Values
3 Communicating with Business Managers
4 Building a Strong Relationship with the Business
5 Developing IT Professionalism

Section I Mini-Cases
■ Delivering Business Value with IT at Hefty Hardware
■ Investing in TUFs
■ IT Planning at ModMeters

Section II: IT Governance
6 Information Management: The Nexus of Business and IT
7 The IT Budgeting Process
8 Creating and Evolving a Technology Roadmap
9 Delivering IT Functions: A Decision Framework
10 IT Sourcing
11 Application Portfolio Management

Section II Mini-Cases
■ Building Shared Services at RR Communications
■ Creating a Process-Driven Organization at AgCredit
■ IT Investment at North American Financial

Section III: Information-Enabled Innovation
12 Strategic Experimentation with IT
13 Enabling Collaboration with IT
14 Social Computing: How Should it be Managed?
15 Information Delivery: IT’s Evolving Role
16 Master Data Management

Section III Mini-Cases
■ Information Management at Homestyle Hotels
■ Innovation at International Foods
■ CRM at Minitrex
■ Customer Service at Datatronics

Section IV: IT Capability Management
17 Developing IT Capabilities
18 Building Better IT Leaders from the Bottom Up
19 Managing IT-based Risk
20 The Identity Management Challenge
21 Linking IT to Business Metrics

Section IV Mini-Cases
■ Leveraging IT Vendors at SleepSmart
■ Project Management at MM
■ Managing Technology at Genex Fuels

ABOUT THE AUTHORS

James D. McKeen, Queen’s University
Heather A. Smith, Queen’s University

ISBN: 9789332543188
Pages: 336
Price: ₹ 539.00
INTRODUCTION TO INFORMATION SYSTEMS: PEOPLE, TECHNOLOGY AND PROCESSES, 3/e
Patricia Wallace
ISBN: 9789353062798
559.00 Pages: 456

ABOUT THE BOOK
Introduction to Information Systems helps students learn the core skills related to information systems while grasping why they are so fundamental to business and society. The third edition includes updated chapters, brand-new case studies, and revelations about business strategies, technology trends, and innovations—along with tips to help students work smarter and more efficiently. Additionally, the third edition highlights new technology and trends in information systems, including the Internet of Things (IoT), social media, social and mobile marketing, and digital analytics.

FEATURES
- All chapters and case studies have been fully updated with current information and sources.
- Extended coverage of the Internet of Things has been added throughout, discussing the explosive increase in connected devices and the data they manage.
- Expanded coverage of social media, social and mobile marketing, and digital analytics.

CONTENTS
1. Information Systems and People
2. Information Systems and Strategy
3. Information and Communications Technologies: The Enterprise Architecture
4. Databases and Data Warehouses
5. Information Systems for the Enterprise
6. The Web, Social Media, E-Commerce, and M-Commerce
7. Business Intelligence and Decision Making
8. Collaborating with Technology
9. Knowledge Management and E-Learning
10. Ethics, Privacy, and Security
11. Systems Development and Procurement
12. Project Management and Strategic Planning

ABOUT THE AUTHORS
Patricia Wallace’s career spans the fields of information technology, business and management, and psychology, and she has held varied positions, including head of information technology, faculty member, academic administrator, and consultant.

INFORMATION SYSTEMS: FOUNDATION OF E-BUSINESS, 4/e
Steven Alter
ISBN: 9788177587784
809.00 Pages: 740

ABOUT THE BOOK
Information Systems, 4/e, emphasizes the essential role of information systems in the works systems through which today’s businesses operate. Understanding information systems from a business perspective is essential for understanding e-commerce and e-business.

FEATURES
- Stephen Alter takes a systems approach to teaching Information Systems
- E-business is emphasized throughout the text—Chapter 1 defines e-business, the trends that support it and obstacles that undermine it
- Improved framework for summarizing any computer-enabled system—This emphasizes alignment between business process, people, technology, and other elements
- Improved method for analyzing a system from a business professional’s viewpoint—Chapter 2 presents an improved systems analysis approach based on principles that apply in any business situation
- E-business Security and Control—Chapter 13 provides current examples along with expanded coverage of e-business security and control
- Chapter 12 starts with a new example about building an online store—Demonstrates the similarities between building and maintaining an e-commerce site and any important information system

CONTENTS
1. Moving Toward e-Business as Usual
2. Understanding Systems from a Business Viewpoint
3. Business Processes
4. Information and Databases
5. Types of Information Systems
6. Customer, Product, and e-Commerce
7. Human and Ethical Issues
8. Computers in a Networked World
9. Software, Programming and Artificial Intelligence
10. Networks and Telecommunications
11. Information Systems Planning
12. Building and Maintaining Information Systems
13. E-Business Security and Control

ABOUT THE AUTHOR
Steven Alter is Professor of Information Systems at the University of San Francisco.
ABOUT THE BOOK

Management Information Systems: Managing the Digital Firm 15/e is an in-depth look at how the business firms use information technologies and systems to achieve corporate objectives. Information systems are one of the major tools available to business managers for achieving competitive advantage. Whether it is in accounting, finance, management, operations management, marketing, or information systems, the knowledge and information that this book contains will be valuable throughout the business career.

FEATURES

- This edition features all new opening, closing and Interactive Session cases. The text, figures, tables, and cases have been updated through September 2016 with intensive research.
- In-depth coverage of big data analytics, analyzing Internet of Things (IoT) data streams, Hadoop, in-memory computing, non-relational databases, and analytic platforms.
- New e-commerce content describing how social tools, mobile technology, and location-based services are transforming marketing and advertising.
- Some of the new cases added are ETMs re-routing KRSTC, Collaboration for improved services at eClerx, NTT Datacenter, RFID enabled weighbridge automation, Zomato scripting success with e-commerce, PayTM cashing on Demonetisation, and KMS empowering Capella.

CONTENTS

Part I: Organizations, Management, and the Networked Enterprise
1. Information Systems in Global Business Today
2. Global E-Business and Collaboration
3. Information Systems, Organizations, and Strategy
4. Ethical and Social Issues in Information Systems

Part II: Information Technology Infrastructure
5. IT Infrastructure and Emerging Technologies
6. Foundations of Business Intelligence: Databases and Information Management
7. Telecommunications, the Internet, and Wireless Technology
8. Securing Information Systems

Part III: Key System Applications for the Digital Age
9. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
11. Managing Knowledge
12. Enhancing Decision Making

Part IV: Building and Managing Systems
13. Building Information Systems
14. Managing Projects
15. Managing Global Systems

ABOUT THE AUTHORS

Kenneth C. Laudon is a Professor of Information Systems at New York University’s Stern School of Business. Jane P. Laudon is a management consultant in the Azimuth information systems. Jane received her Ph.D from Columbia University, her M.A from Harvard University.

ESSENTIALS OF MIS, 11/e

Jane P. Laudon
Kenneth C. Laudon

ABOUT THE BOOK

An in-depth look at how today’s businesses use information technologies.

Many businesses look for candidates who know how to use information systems, making a general understanding of information systems an asset to any business student. Laudon and Laudon continue to define the MIS course for all business majors by emphasizing how business objectives shape the application of new information systems and technologies.

FEATURES

- Applying Chapter Concepts to the Real World: Management Decision Problems. Two new Management Decision Problems are included per chapter in this edition. These problems teach students how to apply chapter concepts to real-world business scenarios, helping them strengthen their analytical and decision-making skills.
- Working Together: Collaboration and Teamwork Projects. Each chapter features a collaborative project that encourages students working in teams to use Google sites, Google Docs, and other open-source collaboration tools.
- Understanding the Connections between Information Systems and Business: Business Driven Real-World Examples. This text helps students see the direct connection between information systems and business performance by offering a variety of real-world examples from business and public organizations.
Getting Hands-On Experience: MIS-Related Business Activities. There is no better way to learn about MIS than by doing MIS! The authors provide hands-on projects where students can work with real-world business scenarios and data, learning first-hand what MIS is all about. Features include:

- Learning Track Modules. The Learning Tracks feature gives instructors the flexibility to provide in-depth coverage of the topics they choose.

CONTENTS
1. Business Information Systems in Your Career
2. Global E-business and Collaboration
3. Achieving Competitive Advantage with Information Systems
4. Ethical and Social Issues in Information Systems
5. IT Infrastructure: Hardware and Software
6. Foundations of Business Intelligence: Databases and Information Management
7. Telecommunications, the Internet, and Wireless Technology
8. Securing Information Systems
9. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
11. Improving Decision Making and Managing Knowledge
12. Building Information Systems and Managing Projects

ABOUT THE AUTHOR
Kenneth C. Laudon is a professor of Information Systems at New York University’s Stern School of Business. He has testified as an expert before the United States Congress.
Jane Price Laudon is a management consultant in the information systems area and the author of seven books.

FEATURES
- Expanded material on data mining, warehousing, and visualization—Chapters 10-12 provide the most complete coverage of these hot topics to be found in any DSS title.
- Brings the student up-to-date with the hottest topics in DSS.
- Complimentary and exclusive, a real-world commercial package of Megaputer’s PolyAnalyst and TextAnalyst software is bundled with each book—Key end of chapter problems are solved using real data sets accessed by the package. Only DSS text to come packaged with gratis real-world software enabling students to actually experience data mining and visualization techniques.
- Comprehensive, current and splendidly written text that avoids redundancies and is particularly suitable for a one term undergraduate course.

CONTENTS
1. Introduction to Decision Support Systems.
2. Decisions and Decision Makers.
3. Decision in the Organization.
5. Group Decision Support and Groupware Technologies.
8. Knowledge Engineering and Acquisition.
10. The Data Warehouse.
11. Data Mining and Data Visualization.
12. Designing and Building the Data Warehouse.
13. The Systems Perspective of a DSS.
15. Implementing and Integrating Decision Support Systems.
17. Intelligent Software Agents, Bots, Delegation, and Agency.

ABOUT THE AUTHOR
George M. Marakas, Kelley School of Business, Indiana University

ABOUT THE BOOK
This book provides an elaborate account of the various aspects of a management information system (MIS). All the important facets of the MIS are elucidated. Moreover, various case studies
and hands-on projects with respect to Indian organizations are discussed to give readers a better idea of the various aspects of MIS. In order to explain the practical applicability of the concepts of MIS, a detailed account of MS Access is also provided.

FEATURES

- An example-rich text: All chapters have an opening case, an interactive case, and a chapter-end case.
- Practice-orientated features: Practical examples and solved questions have been provided at the end of every chapter.
- Neatly organized, concise coverage: From first edition’s 15 chapter, the present edition has been re-organized into 13 chapters.
- Coverage of new and popular topics: Data mining, artificial intelligence, the concept of cloud, mobile systems, information system threat, protection of information system, knowledge management and e-commerce, etc. have been discussed in detail along with relevant example or caselet.

CONTENTS

1. Foundation Concepts
2. Functional Information Systems
3. Enhancing Decision Making
4. Enterprise Solutions: Managing Resources, Customers and Logistics
5. Key Application Areas of Information System
6. Contemporary Applications and Issues of Information System
7. Hardware and Software Concepts Regarding Information Systems
8. Business Network and Telecommunication
9. System Planning, System Development Approaches and Models
10. System Analysis
11. Modelling Tools and System Design
12. Coding, Testing, Implementation, Maintenance, Evaluation, and Documentation
13. Database Management with MS Access

ABOUT THE AUTHOR

Sahil Raj is a faculty member at School of Management Studies, Punjabi University, Patiala.
12. Communication Controls
13. Processing Controls
14. Database Controls
15. Output Controls

Part IV: Evidence Collection
16. Audit Software
17. Code Review, Test Data, and Code Comparison
18. Concurrent Auditing Techniques
19. Interviews, Questionnaires, and Control Flowcharts
20. Performance Measurement Tools

Part V: Evidence Evaluation
21. Evaluating Asset Safeguarding and Data Integrity
22. Evaluating System Effectiveness
23. Evaluating System Efficiency

Part VI: Information Systems Audit Management
24. Managing the Information Systems Audit Function

CONTENTS

Part I: Decision Support and Business Intelligence
1. Decision Support Systems and Business Intelligence

Part II: Computerized Decision Support
2. Decision Making, Systems, Modeling, and Support
4. Modeling and Analysis

Part III: Business Intelligence
5. Data Mining for Business Intelligence
6. Artificial Neural Networks for Data Mining
7. Data Warehousing
8. Business Performance Management

Part IV: Collaboration, Communication, Group Support Systems, and Knowledge Management
9. Collaborative Computer-Supported Technologies and Group Support Systems
10. Knowledge Management

Part V: Intelligent Systems
11. Artificial Intelligence and Expert Systems
12. Advanced Intelligent Systems

ABOUT THE BOOK

Appropriate for all courses in Decision Support Systems (DSS), computerized decision making tools, and management support systems. Decision Support and Business Intelligence Systems, 9e, provides the only comprehensive, up-to-date guide to today’s revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 9th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book.

FEATURES

■ Introduction of management support systems (MSS) technologies.
■ BI and analytics for enterprise decision support.
■ Extensive supply chain and ERP coverage.
■ Comprehensive coverage of data warehousing.
■ Comprehensive coverage of knowledge-based decision support.
■ Organizational and societal impacts.
■ Detailed coverage of implementation and integration.
■ Links to Teradata University Network (TUN).
■ Software Support.
Show students how real, contemporary companies use IS: Multi-tiered case approach. There’s no better way to make the course material relevant to students than by describing the IS issues of real companies and technologies at work. Each chapter of this text uses cases in a variety of ways to emphasize and highlight how contemporary organizations are using IS to gain a competitive advantage, streamline organizational processes, or improve customer relationships.

Chapter-opening Cases. All chapters begin with an opening case describing a real-world company, technology, and/or issue to spark students’ interest in the chapter topic. Each opening case includes a series of associated questions that the students will be able to answer after reading the chapter’s contents.

Brief Cases. Each chapter also includes a brief case that discusses important issues related to companies, technologies, or society. These are embedded in the text of the chapter and highlight concepts from the surrounding chapter material.

CONTENTS
1. Managing in the Digital World
2. Gaining Competitive Advantage Through Information Systems
3. Managing the Information Systems Infrastructure and Services
4. Enabling Business-to-Consumer Electronic Commerce
5. Enhancing Organizational Communication and Collaboration Using Social Media
6. Enhancing Business Intelligence Using Information Systems
7. Enhancing Business Processes Using Enterprise Information Systems
9. Developing and Acquiring Information Systems
10. Securing Information Systems

ABOUT THE AUTHORS
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Joseph A. Valacich, University of Arizona

SYSTEMS ANALYSIS AND DESIGN, 9/e
Kenneth E. Kendall
Julie E. Kendall
ISBN: 9789332547988

ABOUT THE BOOK
Systems Analysis and Design includes extensive changes inspired by the swift transformations in the Information System field over the last three years, and they are included as a response to the thoughtful input of our adopters, students, and reviewers.

FEATURES
- New coverage of how systems analysts and organizations can participate in open source communities
- Expanded coverage of the analyst role in ERP (enterprise systems)
- New in-depth coverage of project management techniques
- New material on designing corporate and ecommerce sites to include Web 2.0 technologies and social media
- New material on the relationship of business intelligence to data warehouses, big data, business analytics and text analytics
- Innovative coverage on designing gesture-based interfaces for smartphones and tablets
- New material on how service-oriented architecture and cloud computing are changing the nature of information systems design
- Expanded coverage of ERP systems and their relationship to cloud computing
- New Indian case studies

CONTENTS
I. Systems Analysis Fundamentals
1. Systems, Roles, and Development Methodologies
2. Understanding and Modeling Organizational Systems
3. Project Management
II. Information Requirements Analysis
4. Information Gathering: Interactive Methods
5. Information Gathering: Unobtrusive Methods
6. Agile Modeling and Prototyping
III. The Analysis Process
7. Using Data Flow Diagrams
8. Analyzing Systems Using Data Dictionaries
10. Object-Oriented Systems Analysis and Design Using UML

IV. The Essentials of Design
11. Designing Effective Output
12. Designing Effective Input
13. Designing Databases
14. Human-Computer Interaction

V. Quality Assurance and Implementation
15. Designing Accurate Data Entry Procedures
16. Quality Assurance and Implementation

ABOUT THE AUTHORS
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ESSENTIALS OF SYSTEMS ANALYSIS AND DESIGN, 5/e
Joseph S. Valacich
Joey George
Jeffrey A. Hoffer
ISBN: 9789332550209

ABOUT THE BOOK
A clear presentation, organized around the systems development life cycle model, Essentials of Systems Analysis and Design, 5/e is a briefer version of the authors’ successful Modern System Analysis and Design, designed for courses seeking a streamlined approach to the material due to course duration, lab assignments, or special projects. This text also features the systems development life cycle model, which is used to organize the information throughout the text.

FEATURES
- The fifth edition emphasizes current changes in systems analysis and design.
- Offer a clear presentation of material: The Systems Development Life Cycle Model. Organized around the systems development life cycle at the chapter and book level this text provides students with a comprehensive format to follow:
  - Agile Methodology. Systems development is moving away from complex, plan-driven development to a new approach, Agile Methodology. The Agile revolution in systems development is acknowledged and briefly explained in Chapter 1 and then explored in much greater depth in Appendix B.
  - Increased Focus on Make versus Buy and Systems Integration. Since more systems development involves the use of packages in combination with legacy applications and new modules, the coverage of this topic has been moved forward in the text to highlight the importance of these topics.
CONTENTS

Part I: Foundations for Systems Development
1. The Systems Development Environment
2. The Sources of Software
3. Managing the Information Systems Project

Part II: Systems Planning And Selection
4. Systems Planning and Selection

Part III: Systems Analysis
5. Determining System Requirements
7. Structuring System Requirements: Conceptual Data Modeling

Part IV: Systems Design
8. Designing the Human Interface
9. Designing Databases

Part V: Systems Implementation And Operation
10. Systems Implementation and Operation

ABOUT THE BOOK

Fundamentals of Computer: For undergraduate courses in commerce and management is specifically designed as per the B.Com and BBA syllabus of different Indian universities. The book follows a student friendly approach and is written in a clear, concise and lucid manner.

FEATURES

- Sufficient practical exercises are provided at the end of each chapter
- Theory is supported with practical information
- Use of screen shots and images to support text
- End of chapter summary for revision of main points

CONTACTS

1. Introduction to Computers
2. Introduction to Computer Software
3. MS-DOS
4. Windows Operating Environment
5. MS- Office and Outlook
6. Concept of Data Communication and Networking
7. Internet
ABOUT THE BOOK
The Beverage Manager’s Guide to Wines, Beers, and Spirits, 4/e, takes readers on an intriguing journey through the vast world of alcoholic beverages. It is an authoritative guide that will inspire those individuals pursuing or enhancing a career in the food and beverage industry. Written in a lively, engaging, intellectually appealing style complimented by stimulating photography, this comprehensive yet concise book explores the essential management and service aspects of wines, beers, and spirits and provides the knowledge necessary for building and sustaining a profitable beverage program. The Fourth Edition includes a new opening chapter on beverage trends, expanded coverage of grape varietals, 22 new classic cocktail recipes, a new chapter on sake and cider, a new chapter on coffee and tea, greater emphasis on beverage and food pairing, and full-color text that depicts the beverages as artistic, unique, and essential to the food service organization.

FEATURES
- Presents the history of alcohol from its beginning to the present, illustrating the origin and roles these beverages have played as they have evolved over time.
- Looks at the latest trends in beverage popularity and use, including:
  - NEW! A new opening chapter on beverage trend and fads as they relate to the strategic mindset of the beverage manager (Chapter 1).
  - NEW! A new chapter on sake, cider, and mead (Chapter 10)—beverages that have seen immense growth over the past 5 years.
  - NEW! A new chapter on coffee and tea (Chapter 13)—the two most profitable beverages in the industry.
  - The current trend and pertinent wine topic of “Green Friendly” viticulture and enology including Sustainable, Organic, and Biodynamics.
- Discusses alcohol safety as it relates to lessening the liability of the beverage establishment.
- Illustrates wine by the wine-styling approach, rather than by region or country, showing readers the most important methods for communicating wine to others:
  - NEW! Expanded coverage of grape varietals as they relate to white and red wine styling categories. (Chapter 4)
- Presents beers by two major categories with their style derivatives, rather than color and flavor.
- Breaks spirits into aged and non-aged categories to simplify the process and make it easier to understand the significant spirits and liquors.
- Explains management and marketing of beverage operations clearly, discussing such important information as building and sustaining a profitable beverage program.
- Provides beverage managers with invaluable information to use with customers and employees, such as:
  - NEW! 22 additional classic cocktail recipes tested by mixologist Kai Wilson (Chapter 12).
  - Greater emphasis on beverage and food pairing (Appendix C) as a foundation to use in training service staff.
- Presents useful concepts beverage managers can incorporate into their daily tasks of educating and communicating to their employees or making key business decisions.
- Enlightens and instills a greater appreciation about wines, beers, and spirits.
- Includes numerous features that attract, engage, and navigate the visual, auditory, and kinesthetic learner, including:
  - Clearly stated chapter learning objectives—roadmaps for each chapter to help readers track learning.
  - Terms from the beverage world highlighted within the text, along with phonetic spelling to assist the reader in ease of communication.
  - Check Your Knowledge quizzes at the end of each chapter for assessing comprehension and retention of important chapter topics, including discussion questions that encourage in-class discussion.
  - A selection of recorded podcasts that can be downloaded, available at www.johnlaloganes.com.

CONTENTS
1. The Origins and Beverage Trends
2. Introduction to Wine and Service
3. Viticulture: Outside in the Vineyard
4. Enology: Inside the Winery
5. The Wine Styling Approach: White Wines
6. The Wine Styling Approach: Red Wines
7. Other Wines: Sparkling, Fortified, and Dessert Wines
8. The Brewery: Beer Production and Service
10. Sake, Cider, and Mead
11. The Distillery: Spirits and Liqueurs of the World
13. Coffee and Tea
14. Constructing the Beverage Concept
15. Managing for Profit
16. Marketing the Beverage Establishment
17. Appendix A: The Science of Fermentation
18. Appendix B: Alcohol Safety and Liability
19. Appendix C: Sensory Analysis
20. Appendix D: Drink and Food Pairing
21. Appendix E: Lexicon of Beverage Terms

in.pearson.com
ABOUT THE AUTHOR

John Peter Laloganes, The Wine and Beverage Academy of Chicago
Kendall College and the Wine Professional (WP) Program
Albert W. A. Schmid, Guildford Technical Community College

BEVERAGES
Kartik Bhat
ISBN: 9788131788950
₹ 479.00 | Pages: 496

ABOUT THE BOOK

Beverages is a textbook that caters to the syllabi of hotel management courses under the National Council for Hotel Management and Catering Technology and similar courses at various other universities. This book provides extensive insights into the non-alcoholic and alcoholic beverages of the world. It discusses the history, the production processes and the methods of serving beverages, along with an informative study on the important brands of beverages. This book also presents some of the famous myths and stories associated with different kinds of beverages to engage the readers. It includes photographs illustrating the coffee processing methods at the Chilpili estates in Coorg and photographs of tea plantations and processing units at the tea estates of Sri Lanka. The detailed analysis of the beer-making processes at The Biere Club microbrewery in Bangalore and the wine production and viticulture processes documented at Grover Vineyards, Bangalore (India’s leading wine producers) aim to help students understand the subject with better clarity.

FEATURES

- A practical and learner-centred approach to the subject
- A detailed discussion on the histories of Old World wines, with tasting notes on the best wines of each region, commune and vineyard across France, Italy, Germany and other wine-producing regions of the world
- Did You Know boxes highlight important information
- Key terms, summary-in-points and frequently asked questions in each chapter

CONTENTS

1. Beverages—Introduction and History
2. Tea
3. Coffee
4. Cocoa
5. Beer
6. Sake
7. Cider and Perry
8. Distillation
9. Vodka
10. Gin
11. Rum
12. Tequila
13. Brandy
14. Whisky
15. Eau-de-Vies and Other Spirits
16. Liqueurs
17. Viniculture and Vine Diseases
18. French Wine
19. Champagne
20. Italian Wines
21. German Wines
22. Spanish Wines
23. Portuguese Wines
24. New World Wines
25. Aromatized Wines Aperitifs and Bitters
26. Food and Wine Harmony
27. Equipment for Service of Beverages
28. Cocktails
29. Service of Beverages in Food and Beverage Establishments
30. Tobacco

ABOUT THE AUTHOR

Kartik Bhat is a senior lecturer at Garden City College, Bangalore.

FOOD AND BEVERAGE MANAGEMENT, 2/e

John Cousins
David Foskett
Cailein Gillespie
ISBN: 9788131701348
₹ 599.00 | Pages: 342

ABOUT THE BOOK

This second edition of the best selling textbook Food and Beverage Management has been updated and revised to take account of current trends within the hospitality industry. In particular the consideration of food and beverage (or foodservice) operations is clearly set within a broader business framework with more consideration being given to the management of foodservice operations within a changing business environment. The underlying thinking behind much of this text relies on the application of a systems approach to the management of operations. The text therefore proposes systematic approaches to the design, planning and control of food and beverage operations, and also recognises the need to manage operations as operating systems. The book considers a food and beverage operation as comprising three distinct but interlinked systems:
food production, food and beverage service as a delivery system and food and beverage service as a customer process system. The component parts of the three systems are examined, as well as the linkages between them, and how these together create a food and beverage operation.

FEATURES

- Clear, user friendly and structured text based on the development of the catering cycle.
- The text applies theory to current practice and is designed to support learning.
- Each chapter identifies the intended learning outcomes that may be achieved and a chapter summary is also provided.
- Fully up-to-date-coverage of the underpinning knowledge and skill requirements for NVQ(SVQ) levels 3 and 4.
- Full listing of the intended learning outcomes is provided for mapping against the requirements of various courses.
- Additional learning support provided on the companion web site.

CONTENTS

1. Food And Beverage Operations And Management
2. Developing The Consumer-Product Relationship
3. Food Production
4. Beverage Provision
5. Operational Areas, Equipment And Staffing
6. Food And Beverage Service
7. Appraising Performance And Making Strategic Decisions
8. Appendix A. Learning About Food And Beverage Management
10. Appendix C. Product Appraisal—Audit Factor Listings.
12. Appendix E. Budget And Trading Results Comparison And Evaluation.

ABOUT THE AUTHOR

John Cousins is an author, consultant and trainer specialising in food and beverage operations and hospitality management and is the Director of The Food and Beverage Training Company, Wembley.

David Foskett is a consultant and author and Professor of Hospitality Studies at the London School of Tourism, Hospitality and Leisure, Ealing, London.

Cailein Gillespie is consultant, author and lecturer in Hotel and Hospitality Management and Director of Industrial Liaison and Training at The Scottish Hotel School, University of Strathclyde, Glasgow, Scotland.
11. Destination Branding: Building Brand Equity
12. Information and Communication Technology and Tourism Marketing
14. Contemporary Avenues in Tourism

ABOUT THE AUTHOR
Devashish Dasgupta is a professor at IIM Lucknow.

ABOUT THE BOOK
The fourth edition of this best-selling text has been completely revised and updated throughout and has been brought in line with recent developments in information technology. It has a lively new design with many more illustrations, new case studies and examples incorporated throughout. All of which provide students with accessible clear coverage of the subject area.

FEATURES
- Case studies and examples throughout.
- Combines theory with practice.
- Provides a step-by-step approach to the subject.
- New section on the use of the internet.
- Glossary of key terms.
- Examples of forms and documentation used.
- Ideal text for degree and HND/C courses in hospitality management.

CONTENTS
1. The Hotel Reception
2. Care of the Customer
3. The Reception Office
4. Advance Reservations
5. Check In, Residence and Departure
6. Guest Accounting
7. Methods of Payment
8. Sales and the Front Office
9. Advance Sales and Techniques
10. International Chains and Business

ABOUT THE BOOK
Students seeking an introduction to the hospitality and tourism field will benefit from the experienced educators and ex-industry employers who created the cases compiled in this unique text. The exposure found in its case study experiences will enhance student’s understanding of the subject.

FEATURES
- 23 interesting cases-offer class discussion opportunities based on real-life scenarios with possible outcomes.
- A wide variety of cases-In the businesses of foodservice; lodging; resort and club management; and tourism.
- The virtual exposure found in its case study experiences will enhance student curriculum and careers.

CONTENTS
Cases In Food Service Management
1. Menu Extensions in a Fast Food Operation
2. The Waitress with a Nose Ring
3. Menu changes resulting from food delivery shortages
4. The Case of the Excessively Busy Line Co.
5. The Redesign of a School Cafeteria
6. The Employee Whose Personal Habits Defy Sanitation Guidelines
7. Marketing Ingenuity & Product Development
8. Vending Opportunities
9. The Buses are coming
10. Rebidding the Contract

Cases In Lodging
11. Leadership Expectations
12. Labor Productivity - a Hotel Case Study
13. Partnership Marketing
14. Hotel Recruitment in a Rural Environment
15. Franchise Services Evaluation
16. The Madison Hotel in Memphis
Cases in Resort & Club Management
17. A Fresh Start at the Rainbow Golf Resort
18. Blue Thistle Country Club
19. Work Morale and Motivation

Cases in Tourism
21. Developing Jordanian Tourism Products and Services
22. Mount Evans Scenic Byway: Is It Being Loved to Death?
23. Border Tourism Synergies in the North Country

Cases by Business Type
24. Food Service
25. Lodging
26. Resort & Club Management
27. Tourism

ABOUT THE AUTHORS
Robert M. O’Halloran, University of Memphis
Ken Jarvis, Anne Arundel Community College
Amy M. Allen-Chabot, Ann Arundel Community College

ABOUT THE BOOK
Marketing for Hospitality and Tourism, 7/e is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the leading resource on hospitality and tourism marketing. The Seventh Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.

FEATURES
- Extends generational and lifestyle marketing—The Seventh Edition expands on generational and lifestyle marketing and provides current cases and examples of generational and lifestyle concepts throughout the book.
- UPDATE Provides a contemporary overview of destination marketing. An extensively revised Chapter 17 includes a destination marketing framework, new sections on tourism competitiveness, branding tourist destinations, and creating and managing visitor experiences such as co-creation and live-like-a-local experiences, reflecting the current and future state of this increasingly important space.
- Reflects current industry trends. The Seventh Edition is extensively revised throughout every chapter to give readers the most current view of the field.
- Uses interesting industry examples to entertain and engage students. Chapter-opening Vignettes, Marketing Highlights, and other features highlight hot-button issues in marketing. Over half of the chapter-opening vignettes are new illustrating how topical brands or new cases and examples show how actual companies have successfully applied marketing theories to real life situations.
- Translates the authors’ industry and academic experience into the definitive book for this course. The author is known as the leading marketing educator worldwide and this book is known as “the bible” of the hospitality field.
- Explains how each team member in every area of operation participates in hospitality marketing. Its integrative approach examines various roles (general manager, human resource manager, food and beverage manager, front and back office, etc.) and their contribution to marketing efforts.

CONTENTS
Part I: Understanding the Hospitality and Tourism Marketing Process
1. Introduction: Marketing for Hospitality and Tourism
2. Service Characteristics of Hospitality and Tourism Marketing
3. The Role of Marketing in Strategic Planning

Part II: Developing Hospitality and Tourism Marketing Opportunities and Strategies
4. The Marketing Environment
5. Managing Customer Information to Gain Customers Insights
6. Consumer Markets and Consumer Buying Behavior
7. Organizational Buyer Behavior of Group Market
8. Customer Driven Marketing Strategy: Creating Value for Target Customers

Part III: Developing the Hospitality and Tourism Customer Value-Driven Strategy and Mix
9. Designing and Managing Products and Brands: Building Customer Value
10. Internal Marketing
11. Pricing: Understanding and Capturing Customer Value
12. Marketing Channels: Delivering Customer Value
13. Engaging Customers and Communicating Customer Value
14. Public Relations and Sales Promotion
15. Professional Sales
16. Direct, Online, Social Media and Mobile

Part IV: Managing Hospitality and Tourism Marketing
17. Destination Marketing
18. Next Year’s Marketing Plan
ABOUT THE BOOK

With the precise aim of enhancing the skills that students and professionals need to excel in the food industry, Food Science, Nutrition and Safety, for the first time, brings together a detailed analysis of diverse topics such as food processing, dietary guidelines, nutritive value, food additives, and food laws. Divided into three parts, each to address the broad components of food science, nutrition and safety, this book is a course-defining learning asset that will benefit students as well as hardened food professionals.

FEATURES

Part One: Food Science introduces the reader to food science by discussing its scope in all forms of micro and macro enterprises associated with food business with special emphasis on the hospitality industry.

Part Two: Nutrition focuses on food nutrition by detailing the concepts of under, over and optimum nutrition, and the basics of preparing nutritious meals.

Part Three: Food Safety address the crucial aspect of food safety by outlining the causes of food spoilage, methods of food preservation and ways of handling food safely.

CONTENTS

Part 1: Food Science
1. Food Science - an Introduction
2. Carbohydrates
3. Fats and Oils
4. Proteins
5. Food Processing
6. Evaluation of Food
7. Emulsions
8. Colloids
9. Flavours
10. Browning

Part 2: Nutrition
11. Nutrition: Basic Aspects
12. Energy
13. Macronutrients
14. Micronutrients
15. Water
16. Balanced Diet
17. Meal Planning
18. Food Processing and Nutritive Value
19. Nutrition and Health: Focus of the Food Industry

Part 3: Food Safety And Quality
20. Introduction to Food Safety
21. Micro-organisms in Food
22. Food Spoilage and Preservation
23. Beneficial Role of Microorganisms
24. Food Borne Diseases
25. Food Additives
26. Food Contaminants and Adulterants
27. Food Laws and Regulations
28. Quality Management
29. Hygiene and Sanitation in Food Sector
30. Recent Concerns

ABOUT THE AUTHORS

Sukhneet Suri is an Assistant Professor in the Department of Food Technology and Nutrition at Vivekananda College, University of Delhi.

Anita Malhotra is an Associate Professor in the Department of Food Technology and Nutrition at Lakshmibai College, University of Delhi.

ENGLISH FOR THE HOTEL INDUSTRY

Aysha Viswamohan

ABOUT THE BOOK

English for the Hotel Industry is meant for those professionals who work in the hospitality industry, interact with corporate and international clients, aim to go and work in English-speaking countries, or just want to improve their English language abilities. Essentially, it simulates situations where you might need English to talk to your clients, guests, tourists, and customers.

FEATURES

English for the Hotel Industry makes effective use of hospitality terminology and you will be encouraged to use your professional expertise. Our intention is to encourage you to use the English language in professional and social situations skilfully. If you are already working or aspire to work in the hotel industry, where
English is the language of communication, English for the Hotel Industry will help you in all your professional needs.

CONTENTS
1. Making a Hotel Reservation
2. Welcoming a Guest at the Front Desk
3. Checking-in
4. In the Elevator
5. Responding to Enquiries after Checking in
6. Room Service
7. Facilities and Services at the Hotel
8. Places Around the Hotel
9. Getting a Duplicate Key
10. Getting a Problem Fixed
11. At the Restaurant
12. Places to Visit in the City
13. Booking a Taxi
14. Taking a Message
15. Checking out

ABOUT THE AUTHOR
Aysha Viswamohan teaches in the Department of Humanities and Social Sciences at the Indian Institute of Technology Madras.

ABOUT THE BOOK
Capturing the flavor and breadth of the industry, Introduction to Hospitality Management, 2e, explores all aspects of the field including: travel and tourism; lodging; foodservice; meetings, conventions and expositions; and leisure and recreation. Devoting six chapters to management, the text focuses on hospitality and management and uses first-person accounts, corporate profiles and industry morsels to foster a student’s appreciation for the field. This new edition features a new chapter on careers, more coverage of human resources, and its continued dedication to inspiring and developing hospitality professionals.

FEATURES
- Describes career opportunities and career paths that exist in all facets of the hospitality industry.
- Includes self-assessment activities, as well as guidance on important topics such as resume writing and interviewing skills.
- Expands the previous chapter on motivation to include a discussion of human resources.
- Addresses one of the greatest challenges facing industry leaders: recruiting and motivating employees.
- Discusses newer areas of the hospitality industry such as meetings, conventions, expositions and event management.

CONTENTS
Part 1: Introduction
1. Welcome to the Hospitality Industry
2. Careers in Hospitality
3. Tourism
Part 2: Lodging
4. The Hotel Business
5. Rooms Division
6. Food and Beverage Operations
Part 3: Restaurants and Managed Services
7. The Restaurant Business
8. Restaurant Operations
9. Managed Services
10. Beverages
Part 4: Recreation, Gaming Entertainment, and Assembly Management
11. Recreation, Theme Parks, and Clubs
12. Gaming Entertainment
13. Meetings, Conventions/Exhibitions, and Event Management
Part 5: Managerial Areas of the Hospitality Industry
14. Leadership and Management
15. Planning
16. Organizing
17. Communicating and Decision-Making
18. Human Resources and Motivation
19. Control

ABOUT THE AUTHOR
Dr. John R. Walker, D.B.A., FMP, CHA, is the McKibbon Professor of Hotel and Restaurant Management at the University of South Florida, Sarasota-Manatee.

ABOUT THE BOOK
Authored by leading industry experts with years of teaching experience, the Thirteenth Edition of Foodservice Management: Principles and Practices offers a comprehensive,
current, and practical overview of foodservice operations and business principles. Covering topics like food safety, human resources, finance, equipment, design, marketing, and filled with real-life case studies, this text gives college students a deep understanding of the issues they will face in any type of foodservice operation. Rich with graphics and photos, its visually appealing design is organized for maximum student engagement and understanding. This edition has been updated to reflect new trends in sustainability and food safety issues.

FEATURES
- **Logical flow of material** is organized to help students build knowledge one key concept at a time, with chapter introductions that link directly to previous chapters, giving students the solid foundation they need to learn each new concept.
- **Key terms** are boldfaced, with definitions in the margins, so students understand key terms immediately and jargon never becomes an obstacle to understanding.
- **Key concepts** are highlighted throughout each chapter, helping readers focus on the most important concepts they need to understand, and review more efficiently.
- **Review questions** at the end of each chapter pinpoint key concepts for review, helping students confirm their understanding before moving forward.
- **Critical-Thinking questions** challenge students to think conceptually in applying the concepts to real-world situations and promote deeper understanding and synthesis of the material.

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ABOUT THE AUTHOR

June Payne-Palacio, Pepperdine University
Monica Theis, University of Wisconsin, Madison
ABOUT THE BOOK
Renowned for its comprehensive coverage, exceptional illustrations, and clear instructions, *Patternmaking for Fashion Design, 5/e* offers detailed yet easy-to-understand explanations of the essence of patternmaking. Hinging on a recurring theme that all designs are based on one or more of the three major patternmaking and design principles, dart manipulation, added fullness, and contouring it provides students with all the relevant information necessary to create design patterns with accuracy regardless of their complexity.

Some innovative, new information in this book include:
- Updated with modern, cutting-edge sketches and designs.
- Ribbing added to the knit section of Chapter 27.
- More materials on children's wear and swim wear.
- Knock offs.
- Fitting corrections
- Advanced design projects
- A practical introduction to patternmaking
- Complete coverage of the three steps of design patterns: dart manipulation, added fullness, and contouring.

FEATURES
- A unique section on patternmaking for bias-cut garments.
- Revised drafting instructions and standard measurement charts.
- Constructed support for strapless designs-Expands upon discussion and includes an additional strapless foundation.
- A practical introduction to patternmaking-Opens the book with discussions on the workroom, the model form and measuring techniques, and how to draft the basic pattern set.
- Chapter projects-Includes a fashion sketch for each project with an analysis of the design, and focuses on pattern plot and manipulation for developing the patterns.

CONTENTS
1. The Workroom.
2. The Model Form and Measurements.
3. Drafting the Basic Pattern Set.
4. Dart Manipulation. (Principle #1)
5. Designing with Darts (Tuck-Darts, Pleats, Flare and Gathers)
7. Added Fullness (Principle #2).
9. Contouring (Principle #3).
10. Collars.
12. Cowls.
15. Kimono, Raglan, Drop Shoulder, Exaggerated Armholes.
16. Buttons, Buttonholes, and Facings.
17. Plackets and Pockets.
18. Dresses without Wasteline Seams (Based on Torso Foundation).
20. Patternmaking for Bias-Cut Dresses.
23. Capes and Hoods.
25. Pants.
27. Actionwear for Dance and Exercise.
28. Swimwear
29. Introduction to Childrenswear.
32. Dresses and Jumpers.
33. Tops.
34. Pants and Jumpsuits.
35. Bodysuits, Leotards, Mailott, and Swimwear.

ABOUT THE BOOK
Authoritative treatment that focuses on three end-uses of textiles: apparel, furnishings, and industrial or technical products and is essential for any professional library.

- Offers up-to-date material and current practices that make this among the most respected resources available today.
- Provides readers with the basic knowledge of textiles so they understand how textiles are produced and how performance characteristics are incorporated into materials and products.
- Four main sections follow the normal sequence used in the production of textiles fiber, yarn, fabrication, and finishing.
- Discusses the contribution of each component as it is incorporated in or combined with other components in a textile product.
• Stresses the interrelationships among the components.
• Product performance, cost and customer satisfaction is emphasized throughout the text.
• Discusses the impact of production processes and ion of components on product performance, cost and consumer satisfaction.
• Summary tables appear throughout the text.
• Provides quick visual comparisons that can be referenced easily in the course or in the field.
• Presents material in a clear and consistent fashion throughout each chapter.
• An introduction to industry terminology appears throughout the text.
• Defines key terms in the text and in the glossary so readers can understand and communicate more effectively with other industry professionals.
• Includes a pronunciation guide with some words to help readers say and use terms correctly.

FEATURES
■ A revered resource, Textiles, Eleventh Edition, by Sara Kadolph, provides students with a basic knowledge of textiles, how they are produced and how appropriate performance characteristics are incorporated into materials and products. Organized according to the textile production process, the text provides a solid understanding of textile components including fibers, yarns, fabrics, and finishes. Using new full-color photos and illustrations, it examines the interrelationships among these components and their impact on product performance. This edition features coverage of new fibers, updated industry and company examples and summary tables that make this a timeless resource for any industry professional. Also discusses the new effects of sustainability in the industry.

CONTENTS
Section One: Introduction to Textiles
1. Introduction
2. Product Development from a Textile Perspective

Section Two: Fibers
3. Textile Fibers and Their Properties
4. Natural Cellulosic Fibers
5. Natural Protein Fibers
6. The Fiber Manufacturing Process
7. Manufactured Regenerated Fibers
8. Synthetic Fibers
9. Special-Use Fibers

Section Three: Yarns
10. Yarn Processing
11. Yarn Classification

Section Four: Fabrication
12. Weaving, Basic Weaves and Fabrics
13. Fancy Weaves and Fabrics
14. Knitting and Knit Fabrics
15. Other Fabrication Methods

Section Five: Finishing
16. Finishing: An Overview
17. Aesthetic Finishes
18. Special-Purpose Finishes
19. Dyeing and Printing

Section Six: Other Issues Related to Textiles
20. Care of Textile Products
21. Legal, Sustainability, and Environmental Issues
22. Career Exploration
Glossary
Index

ABOUT THE AUTHOR
Sara J. Kadolph, Iowa State University

MERCHANDISING OF FASHION PRODUCTS
Doris H Kincade
Fay Y Gibson
ISBN: 9788131730966
₹ 699.00 | Pages: 655

ABOUT THE BOOK
Taking an integrative approach, this book provides a fresh and comprehensive look at merchandising across multiple levels within the industry pipeline. With emphasis on merchandising in the FTAR complex, the book looks at the entire process from strategic planning, to product creation, to product preparation, to a buyer’s shopping of the market weeks, to product delivery and presentation to the consumer. Using industry pictures and insider information, the book addresses the modern marketplace and links both manufacturing and retailing to the consumer through the merchandising process.

ABOUT THE AUTHORS
Doris H. Kincade, Virginia Tech
Fay Y. Gibson, North Carolina State University
ABOUT THE BOOK

Our goal for the 4th edition Apparel Manufacturing: Sewn Product Analysis remains the same as it was for the first edition: to provide a broad conceptual and somewhat theoretical perspective of apparel manufacturing that will serve as a foundation for future apparel professionals. We have consulted professionals, industry trade associations, visited factories in national and international locations, and participated in numerous apparel related conferences and workshops to supplement academic research and personal observations.

FEATURES

- Conceptual framework—Provided of the manufacturing process for future apparel professionals.
- Content divided into five parts—Focuses on the factors that determine the cost, price, quality, performance, and value of garments.
- Part I presents a broad perspective of the organization of the apparel business, the roles of marketing and merchandising, and the complexities of operating in a worldwide market.
- Part II provides a comprehensive discussion of apparel development processes including development of product standards and specifications. Specific roles of design and technical design are enhanced with new sections on establishing garment fit and finishing.
- Part III focuses on apparel management with emphasis on quality, cost, materials, product development, and production sourcing.
- Part IV examines production processes considering engineering production planning and management, and human resources that underlay preproduction, sewing equipment, and finishing operations.
- Part V focuses on management issues and decisions related to support materials, closures, and trims.
- Appendices enable readers to relate sewn product decisions to three basic apparel products including t-shirts, men’s dress slacks, and dress shirts.

CONTENTS

Introduction to Apparel Manufacturing
1. Organization of the Apparel Business
2. Marketing Strategies
3. Merchandising Processes
4. Product Development
5. Product Standards and Specifications
6. Garment Analysis and Specification Development
■ Coverage of the globalization of the apparel industry.
  - Examines in depth a critical new trend—as more than 80% of apparel is made offshore.
■ Discussion of the consolidation of retail outlets.
■ Chapter-end discussion questions and problems.

CONTENTS
Unit 1: The Business of Design
1. The Apparel Manufacturer
2. What Does a Designer Do?
3. Sources of Inspiration
4. Designing a Successful Garment
5. Organizing a Line

Unit 2: Materials
6. Fabricating a Line
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Unit 3: Speciality Design Categories
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DELHI
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Delhi/International Management Institute, IMI/Financial Accounting for Managers, 2/e/Sanjay Dhamija
Delhi/Sn Aurobindo College (Evening), University of Delhi/International Business/Sumati Yarma
Delhi/FORE School of Management/Employee Relations Management/Neeraj Kumar
Delhi/Lal Bahadur Shastri Institute of Management and Development Studies/Industrial Relations, Trade Unions and Labour Legislations, 2e/Seema Priyadarshini Shekhar
Delhi/Lal Bahadur Shastri Institute of Management and Development Studies/Entrepreneurship/Prof. Arya Kumar
Delhi/Ramjas College, University of Delhi/Business Organization and Management/Prof. P. C. Tulisan
Delhi/Ramjas College, University of Delhi/Financial Accounting/Prof. P. C. Tulisan
Delhi/Ramjas College, University of Delhi/Quantitative Techniques: Theory and Problems/Prof. P. C. Tulisan
Delhi/FORE School of Management, Delhi/Essentials of Organizational Behavior, 10e/Seema Sanghi (Adaptor)
Delhi/Faculty of Management Studies (FMS), University of Delhi/Services Marketing: Text and Cases, 2/e/Harsh V. Verma
Delhi/IIFT, Delhi/Statistics For Management, 7e/Sanjay Rastogi (Adaptor)
Delhi/IIFT, Delhi/Management of Banking and Financial Services, 3/e/Prof. Justin Paul
Delhi/IIFT, Delhi/Management of Banking and Financial Services, 3/e/Ambirish Gupta
Delhi/Indian Institute of Foreign Trade, IIFT, Delhi/Supply Chain Management, 5/e/Dharam Vir Kalaria, Guest Faculty (Adaptor)
Delhi/Department of Commerce, Lakshmibai College, University of Delhi/Macroeconomics: Theory and Policy/Dr. Vanita Agarwal
Delhi/Department of Commerce, Lakshmibai College, University of Delhi/Managerial Economics/Dr. Vanita Agarwal
Delhi/Department of Food Technology and Nutrition Vivekananda College, University of Delhi/Food Science, Nutrition and Safety/Sukhneet Suri, Anita Malhotra

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Gwalior/ABV Indian Institute of Information Technology and Management, Gwalior/Marketing Research/Naval Bajpai
Gwalior/ABV Indian Institute of Information Technology and Management, Gwalior/Business Statistics, 2/e/Naval Bajpai
Indore/Indian Institute of Management (IIM), Indore/Business Communication Today, 10/e/Abha Chatterjee (Adaptor)
Indore/Indian Institute of Management (IIM), Indore/Operations Management, 11/e/Samir K. Srivastava (Adaptor)

RAJASTHAN
Udaipur/Indian Institute of Management (IIM), Udaipur/Supply Chain Management: Text and Cases/Janat Shah

UTTAR PRADESH
Lucknow/Indian Institute of Management (IIM), Lucknow/Business Communication for Managers/Payal Mehra
Lucknow/Indian Institute of Management (IIM), Lucknow (Noida)/Marketing Research: An Applied Orientation, 6/e/Satyabhushan Dash (Adaptor)
Lucknow/Indian Institute of Management (IIM), Lucknow/Operations Management, 11/e/Samir K. Srivastava (Adaptor)
Lucknow/Indian Institute of Management (IIM), Lucknow/Business Logistics/Supply Chain Management, 5/e/Samir K. Srivastava (Adaptor)
Lucknow/Indian Institute of Technology (IIT), Kanpur/Enterprise Resource Planning/Dr. Veena Bansal
Lucknow/Indian Institute of Technology (IIT), Kanpur/Services Marketing, 7/e/Jayanta Chatterjee (Adaptor)
Lucknow/Jaipuria Institute of Management/Statistics For Management, 7/e/Masood Husain Siddiqui (Adaptor)
EAST

BIHAR
Patna/Faculty of Social Sciences, Patna University / Industrial Relations, Trade Unions and Labour Legislations, 2e / P. R. N. Sinha

ODISHA
Bhubaneswar/Xavier Institute of Management / Ethics and the Conduct of Business, 6e / Bibhu Prasan Patra (Adaptor)
Bhubaneswar/Xavier Institute of Management / Case Studies in Business Ethics and Corporate Governance / Dr. Sanjay Mohapatra
Bhubaneswar/Xavier Institute of Management / Case Studies in Strategic Management: A Practical Approach / Dr. Sanjay Mohapatra
Bhubaneswar/Xavier Institute of Management / Principles of Management: Text and cases / Dipak Kumar Bhattacharyya

WEST BENGAL
Kolkata/Camellia Business School / Performance Management Systems and Strategies / Dipak Bhattacharyya
Kolkata/Indian Institute of Social Welfare and Business Management / Organizational Change and Development / Prof. Kumkum Mukherjee
Kolkata/IIM, Calcutta / Case studies in Marketing / Sidharth Balakrishna is a management consultant
Kolkata/University of Calcutta / Studies in Accounting and Finance: Contemporary Issues and Debates / Arun Kumar Basu/Malayendu Saha
Kolkata/St. Xavier’s College / Auditing: Principles and Technique / Dr. Sanjib Kumar Basu
Kolkata/St. Xavier’s College / Auditing and Assurance, 2e / Dr. Sanjib Kumar Basu

GUJARAT
Ahmedabad/Indian Institute of Management (IIM), Ahmedabad / Fundamentals of Human Resource Management: Content, Competencies and Applications / Biju Varkkey (Adaptor)
Ahmedabad/Indian Institute of Management (IIM), Ahmedabad / Human Resource Management, 14/e / Biju Varkkey (Adaptor)
Ahmedabad/Indian Institute of Management (IIM), Ahmedabad / Management, 10/e / Neharika Vohra (Adaptor)
Ahmedabad/Indian Institute of Management (IIM), Ahmedabad / Organizational Behavior, 15/e / Neharika Vohra (Adaptor)
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MAHARASHTRA
Aurangabad/Millennium Institute of Management, Maulana Azad Educational Society / Business Environment, 3/e / Shaiikh Saleem
Mumbai/NITIE (National Institute of Industrial Engineering) / Marketing Issues in SMES: Cases From India / Neeraj Pandey
Mumbai/ITM Business School / Supply Chain Management: Text and Cases / Prof. Vinod V. Sople
Pune/ASM (Audyogik Shikshan Mandal) Group of Institutes / Case studies in Management / J. A. Kulkarni/Asha Pachpande/Sandeep Pachpande
Pune/Arts, Commerce and Science College / Bhartiya Arthvyavastha (Indian Economy Marathi): Samasyaani Bhitaviiaa / Dr Kailash Bavle
Pune/Ramkrishna More College / Bhartiya Arthvyavastha (Indian Economy Marathi): Samasyaani Bhitaviiaa / Dr. Nilesh Dangat
Pune/Fergusson College / Bhartiya Arthvyavastha (Indian Economy Marathi): Samasyaani Bhitaviiaa / Dr. Sharmishtha Matkar
Pune/Institute of Quality and Reliability, Pune / Total Quality Management, 4/e / Hemant Urdhwareshe (Adaptor)

ANDHRA PRADESH
Hyderabad/ICFAI, Hyderabad / Case Studies in Business Ethics and Corporate Governance / Prof. Sreejesh S
Hyderabad/Shri Shakti Institute of Hotel Management, Hyderabad / Food and Beverage: F & B Simplified / Vara Prasad/Gopi Krishna
Tirupati/School of Business Management, Sri Venkateswara University / Cases in Rural Marketing: An Integrated Approach / Dr. C. S. G. Krishnamacharyulu
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Tirupati/Sri Venkateswara University / Financial Services / Thummuluri Siddaiah
Tirupati/Sri Venkateswara University / International Financial Management: An Analytical Framework, 2e / Thummuluri Siddaiah
Visakhapatnam/Andhra University / Services Marketing, 2e / K. Rama Mohana Rao

SOUTH
KARNATAKA

Bangalore/Indian Institute of Management (IIM), Bangalore/Effective Training: Systems, strategies and Practices, 5/e /V. Anand Ram (Adaptor)
Bangalore/Indian Institute of Management (IIM), Bangalore/Consumer Behaviour and Branding: Concepts, Readings and Cases—The Indian Context/S. Ramesh Kumar
Bangalore/Indian Institute of Management (IIM), Bangalore/Case studies In Marketing Management/S. Ramesh Kumar
Bangalore/Indian Institute of Management (IIM), Bangalore/Options, Futures and Other Derivatives, 9e/Sankarshan Basu
Bangalore/Indian Institute of Management (IIM), Bangalore/Operations Management: Theory and Practice, 3/e/ B. Mahadevan
Bangalore/Gardencity College/Beverages/Kartik Bhat
Bangalore/Marketing Studies,Indian Institute of Science/Marketing Research Methodology/K. N. Krishnaswamy/Appa Iyer Sivakumar/M. Mathirajan
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KERALA

Thiruvananthapuram/New University of Kerala, Kariavattom/The Indian Economy Since 1991: Economic Reforms And Performance, 2e/B. A. Prakash

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• Business Ethics: An Indian Perspective, 2e
• Corporate Governance: Principles, Policies and Practices, 2e
• Indian Economy
Chennai/Department of Management Studies, Indian Institute of Technology(IIT), Madras/Essentials of Management, 6/e / Sanghamitra Bhattacharryya (Adaptor)
Chennai/Department of Management Studies,Indian Institute of Technology Madras (IIT-M)/Management Accounting: Information for Decision Making and Strategy execution, 6/e /G. Arunkumar (Adaptor)
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Chennai/Great Lakes Institute of Management/Quantitative Analysis For Management, 11/e /T. N. Badri (Adaptor)
Chennai/Madras School of Economics/Managerial Economics: Economic Tools For Today’s Decision Makers, 6/e /Sreejata Banerjee (Adaptor)
Perundurai/Kongu Engineering College, Perundurai/Operations Research/P. Balasubramani/A. Tamilarasi
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