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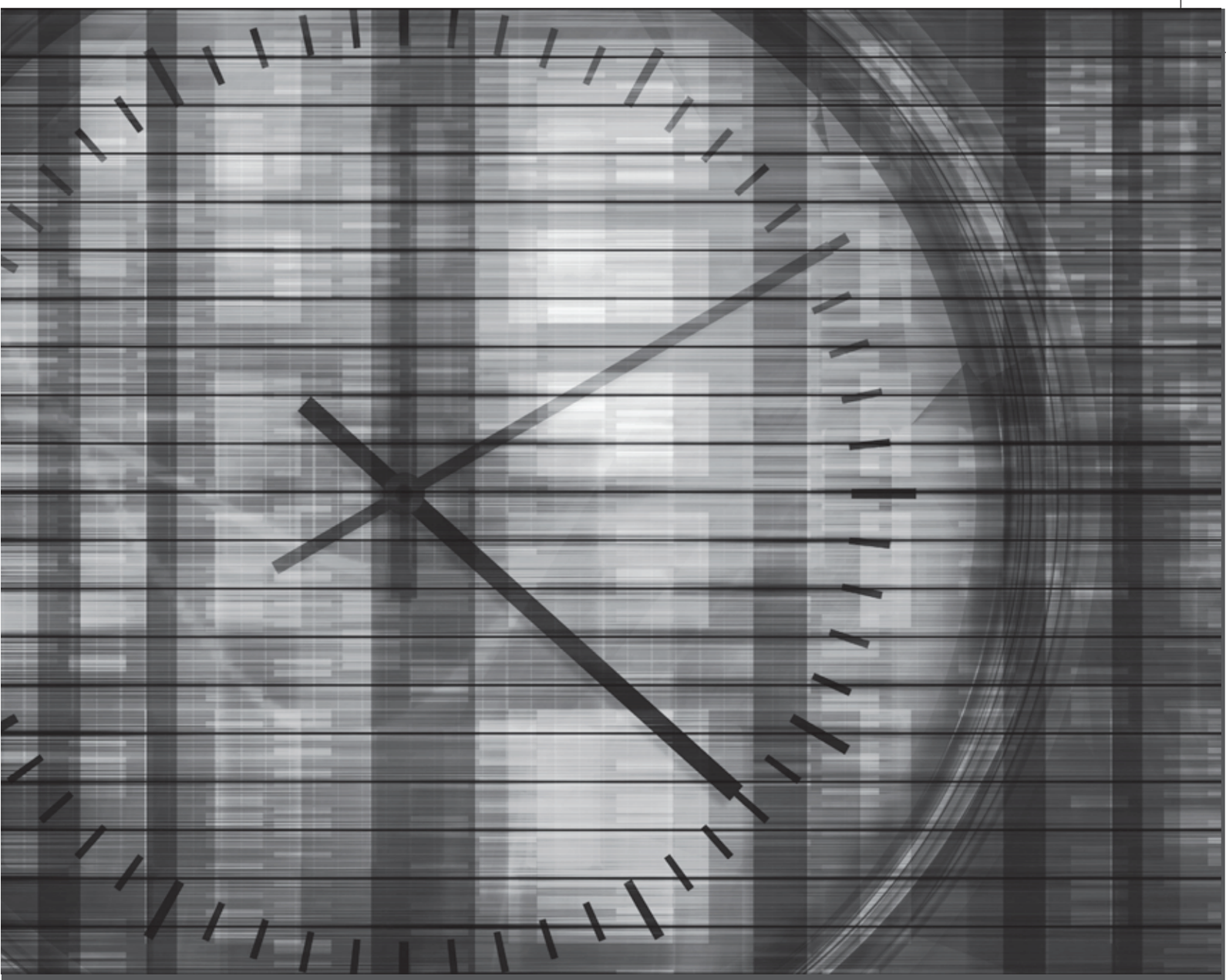
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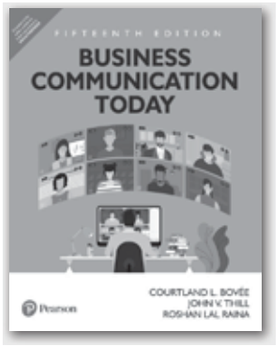
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GENERAL MANAGEMENT



BUSINESS COMMUNICATION TODAY, 15E

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ABOUT THE BOOK

Business Communication Today, 15e brings business communication into the context of a digital world. Technology and communication intersect to prepare students for the workplace. The text addresses the essentialadvances in technology such as mobile communication, social media, and artificial intelligence and their impact onthe business world, while covering the timeless communication skills such as listening, presenting, and writing. Witha clear, fluid chapter organization, the text introduces, develops, and reviews major concepts to maximize students'understanding of the material. By integrating all the key skills and insights that students need in order to succeed intoday's dynamic workplace, Business Communication Today is an unmatched resource for preparing the nextgeneration of business professionals.

FEATURES

- **Communication Close-Ups:** Nineteen new chapter-opening vignettes with accompanying end-of-chapter individual and team challenges including examples of Indian companies—Emami, Reliance Jio, Xiaomi, AmEx, MakeMyTrip, Unacademy, Berger Paints, AirAsia, Rapido, Parle-G, Micromax, Red Label, Market Xcel, Millennium PR, Bloomsbury Publishing, Webchutney, Udemy, Shine.com, and Tech Mahindra.
- **Build Your Career** activities to help students create their employment-communication packages throughoutthe course.
- **Apply Your Skills Now** highlight boxes to help students apply their newly developing communication skills.
- **Five Minute Guides** serving as handy reminders of the steps needed to accomplish a variety of fundamental communication tasks, from writing business emails to planning reports and presentations.
- A new four-page visual feature, Empowering Communicators with Intelligent Communication Technology, shows 15 applications of artificial intelligence and smart technology.

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ABOUT THE AUTHORS

Courtland L. Bovée, Professor of Business Communication
C. Allen Paul Distinguished Chair, Grossmont College
John V. Thill, Chairman and Chief Executive Officer, Global Communication Strategies
Roshan Lal Raina, Vice Chancellor, JK Lakshmipat University



THE SELF-DESTRUCTIVE HABITS OF GOOD COMPANIES

Jagdish N. Sheth

ISBN: 9789390531318
₹ 499.00 | Pages: 169

ABOUT THE BOOK

The Self-destructive Habits of Good Companies, is an insightful commentary on the reasons whysuccessful companies struggle for survival in the long run. Most good companies fail because of theirinability to adapt to changing circumstances mainly due to seven bad habits—denial of new realities,arrogance, complacency, overdependence on competence, myopic views about competition, territorial impulse (turf wars), and obsession over business volume.

Since the first edition of this title in 2007, the global economy has undergone humungous transitions.In view of all such developments, the book has been revised and updated in line with concepts ofglobalization of competition, technological upgrades, changes in consumer preferences and lifestyle,nation-first policies like 'Made in India', and fluctuations in capital markets. The chapters have been designed with

case studies of companies like IBM, Kodak, Boeing, Sears, AT&T, and many othersto analyze and interpret the factors within the purview of the seven bad habits practiced by thesecompanies that led to their struggle for existence.

This book is useful for practicing managers as well as students of management studies, sinceunderstanding the causes that lead to self-destruction will help pave the way to formulate sustainableapproaches to achieve and retain success.

FEATURES

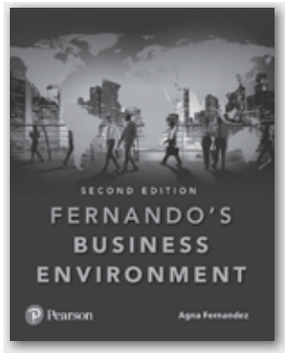
- Complete guide to analyze and understand the reasons behind the downfall of successful companies
- Case-based analysis of famous companies like Boeing, AT &T, Xerox, IBM, Kodak, and many more
- The flow of chapters based on the identified self-destructive habits of good companies—denial, arrogance, complacency, competency dependence, competition, territorial impulse, and margin
- Discussion on road to rescue and sustainability

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Chapter 1 Why Do Good Compa Nies Go Bad?
Chapter 2 Denial: The Cocoon of Myth, Ritual, and Orthodoxy
Chapter 3 Arrogance: Pride Before The Fall
Chapter 4 Complacency: Success Breeds Failure
Chapter 5 Competency Dependence: The Curse of Incumbency
Chapter 6 Competitive Myopia:a Nearsighted View of Competition
Chapter 7 Volume Obsession: Rising Costs and Falling Margins
Chapter 8 The Territorial Impulse: Culture Conflicts and Turf Wars
Chapter 9 The Best Cure is No Cure at all

ABOUT THE AUTHORS

Jagdish N. Sheth, Charles H. Kellstadt Professor of Business, Goizueta Business School, Emory University



FERNANDO'S BUSINESS ENVIRONMENT, 2E

Agna Fernandez

ISBN: 9789354495021
₹ 825.00 | Pages: 351

ABOUT THE BOOK

Business Environment, Integrates concepts with real-world situations and the most recent data to help readersgrasp complex economic concepts, a clear understanding of which is required to comprehend the variousfacets of the business environment. Designed to meet the requirement of commerce, economics andmanagement students, it presents the subject matter logically, gradually guiding the reader from elementaryto complex concepts.

FEATURES

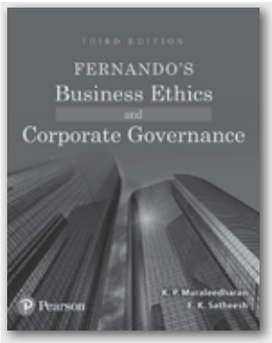
- Provides an in-depth coverage of all conceivable topics on the subject
- Focuses on economic development, examining the business environment from the perspective of developing economies
- Includes illustrative cases that enables readers to appreciate the economic problems and the issues they face in the real-world
- Uses learning tool such as chapter objectives, detailed chapter summaries, key words and review questions to help the reader grasp the subject matter better
- Online bonus chapters are provided and can be accessed from the URL: www.pearsoned.co.in/acfernando

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Part I Fundamental Concepts
Part II Economic Systems and PoliciesRelating to Business
Part III The Economics ofDevelopment
Part IV Business and Society
Part V Economic Legislations
Part VI The Industrial Sector
Part VII Financial Systems
Part VIII The External Sector

ABOUT THE AUTHORS

A. C. Fernando (Late), Retired Senior Professor
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Agna Fernandez, Loyola Institute of Business Administration



FERNANDO'S BUSINESS ETHICS AND CORPORATE GOVERNANCE, 3E

K. P. Muraleedharan
E. K. Satheesh

ISBN: 9789354497636
₹ 650.00 | Pages: 710

ABOUT THE BOOK

Business Ethics and Corporate Governance offers readers a comprehensive coverage of the theories of business ethics and corporate governance. This book emphasizes the importance of ethical principles in overcoming ethical dilemmas in the highly dynamic business world of today. It also provides a details explanation of the corporate governance mechanism. Its constituents and its implementation in India and abroad. Numerous real-life examples and case studies presented in this book help in the comprehension of concepts and discussions around these cases provide a better understanding of real-life business practices. A comprehensive, realistic, innovative, and practical approach to the subject makes this book the most student-friendly text in the market.

FEATURES

- Comprehensive coverage of all relevant topics on the subject
- Updated examples and Case studies drawn from organizations based in India
- New examples and pedagogical features, adding more value and depth to the text's effective and consistent framework
- Learning tools such as Summary, Key words, Discussion questions and extensive referencing
- Four value additional online chapters are available for download from the link www.pearsoned.co.in/acfernando

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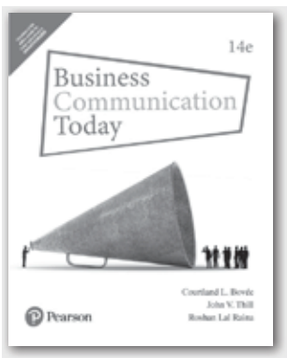
PART 1 BUSINESS ETHICS
Chapter 1 Business Ethics: An Overview
Chapter 2 Concepts and Theories of Business Ethics
Chapter 3 Ethical Dilemmas, Sources and their Resolutions
Chapter 4 Ethical Decision-making in Business
Chapter 5 Globalization and Business Ethics
Chapter 6 Creating an Ethical Organization
Chapter 7 Environmental Ethics
Chapter 8 Corporate Ethics: Investors' Rights, Privileges, Problems and Protection
Chapter 9 Handmaid of Ethics: Corporate Social Responsibility
Chapter 10 Marketing Ethics
Chapter 11 Ethical Issues in Human Resource Management
Chapter 12 Ethical Issues in Financial Management
Chapter 13 Technology and Ethics

PART 2 CORPORATE GOVERNANCE
Chapter 14 Corporate Governance: An Overview
Chapter 15 Theories and Models of Corporate Governance
Chapter 16 Initiatives in Corporate Governance: Global and National
Chapter 17 Legal and Regulatory Aspects of Corporate Governance
Chapter 18 Sharehoders and Other Stakeholders in Corporate Governance
Chapter 19 The Role of Board of Directors in Corporate Governance
Chapter 20 The Role of Auditors in Corporate Governance

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University of Calicut
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Business Communication



BUSINESS COMMUNICATION TODAY, 14/e

Courtland L. Bovée

John V. Thill

Roshan Lal Raina

ISBN: 9789353062682
₹ 769.00 | Pages: 736

ABOUT THE BOOK

Business Communication Today, 14e, 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, 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

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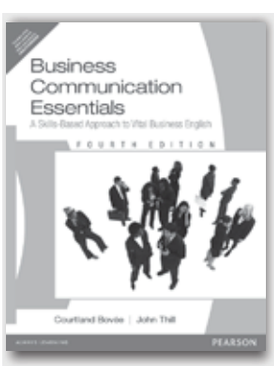
18. Building Careers and Writing Résumés
19. Applying and Interviewing for Employment

ABOUT THE AUTHORS

Courtland L Bovée, Professor of Business Communication C. Allen Paul Distinguished Chair Grossmont College

John V. Thill, Chairman and Chief Executive Officer Global Communication Strategies

Roshan Lal Raina, Vice Chancellor JK Lakshmipat University



BUSINESS COMMUNICATION ESSENTIALS, 4/e

Courtland L. Bovée

John V. Thill

ISBN: 978813173244 1
₹ 550.00 | Pages: 340

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.

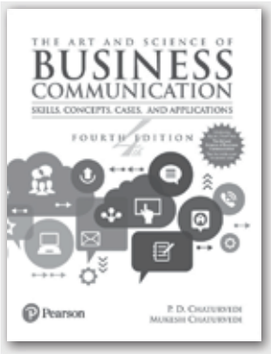
CONTENTS

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

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, 4/e

(Late) P. D. Chaturvedi

Mukesh Chaturvedi

ISBN: 9789332587380

₹ 569.00 | Pages: 464

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

9. Nature and Process of Communication
10. Organizational Communication
11. Cross-Cultural Communication
12. Business Letters, Memos and E-mails

13. Social Media
14. Business Reports
15. Effective Presentations
16. Business Etiquette

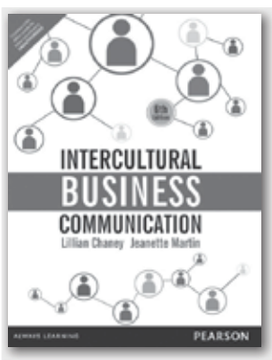
Part III: Structured Applications

17. Communication for Effective Marketing
18. Communication for Effective Negotiations
19. Communication for Conflict Management
20. Communication for Employment
21. Written Analysis of Cases
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

ISBN: 9789332536807
₹ 699.00 | Pages: 298

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.

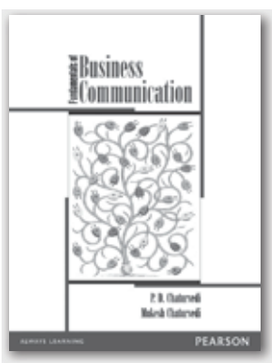
FEATURES

- 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



FUNDAMENTALS OF BUSINESS COMMUNICATION

(Late) P. D. Chaturvedi

Mukesh Chaturvedi

ISBN: 9788131773550
₹ 399.00 | Pages: 288

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.

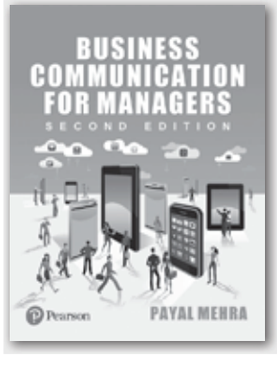
CONTENTS

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
₹ 599.00 | Pages: 432

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.

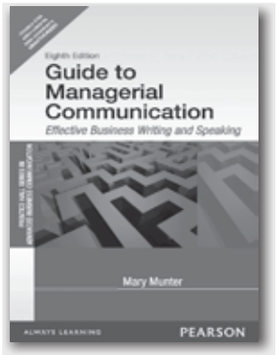
CONTENTS

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

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ABOUT THE AUTHOR

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



GUIDE TO MANAGERIAL COMMUNICATION, 8/e

Mary Munter

ISBN: 9788131756201
₹ 275.00 | 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

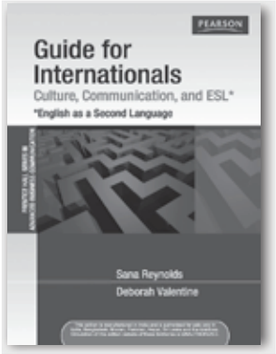
- Brief—the author summarizes key ideas from thousands of pages of text and research. Bulky examples, cases, footnotes, and exercises have been omitted.
- Professional—information is provided that professionals will find useful. Unlike other books, it is not aimed at first-year college students.
- Readable—the 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
6. Speaking: Visual Aids
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 FOR INTERNATIONALS: CULTURE, COMMUNICATION, AND ENGLISH AS A SECOND LANGUAGE

Sana Reynolds

Deborah Valentine

ISBN: 9788131756140
₹ 250.00 | Pages: 144

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

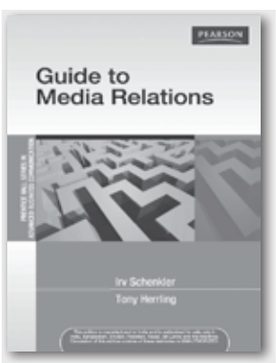
Part 2: Communicating with Power
4. Effective Writing
5. Powerful Presentations
6. Effective Nonverbal Communication
7. Western Negotiation

Part 3: Grammar and usage Handbook this Section Provides a Brief
8. Handbook for American Standard English. Appendices
9. Understanding yourself: Cultural Questionnaire
10. Online resources (accent management, grammar tools, courses, ESL)
11. Bibliography
12. Suggested readings for learning about the U.S. culture
13. Suggested films for learning about the U.S. culture

ABOUT THE AUTHORS

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Deborah Valentine, Goizueta School of Business, Emory University



GUIDE TO MEDIA RELATIONS

Irv Schenkler

Tony Herrling

ISBN: 9788131756171
₹ 325.00 | 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

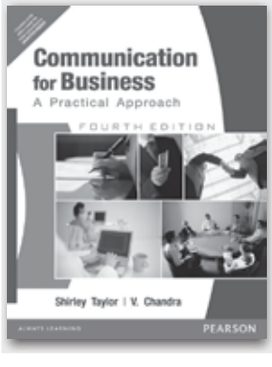
- The driving force behind the media today is explored; the primary channels of communication is defined.
- How to develop a newsworthy message, how to get to know reporters and attract their interest, and how to effectively use media channels are defined.
- Explanations into why the media covers corporate 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.
4. Count the Catch: Dealing with Financial Media.
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
₹ 725.00 | 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.

CONTENTS

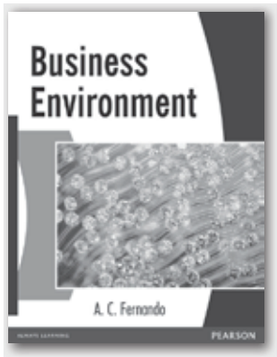
1. Business communication basics
2. Speaking and listening
3. Non-verbal communication
4. Use of language
5. Rules of good writing
6. Introducing the business letter
7. Recruitment correspondence
8. Electronic mail
9. Other technology-enabled communication
10. Memos
11. Reports and proposals
12. Meetings
13. Circulars and sales letters
14. Publicity material
15. Notices, advertisements and leaflets
16. Forms and questionnaires
17. Visual presentation
18. Reformulating and summarizing
19. Oral presentation skills

ABOUT THE AUTHORS

Shirley Taylor is the author of several popular, best-selling books including the international bestseller *Model Business Letters, E-mails and Other Business Documents.*

V. Chandra is professor of communication at the International Management Institute.

Business Environment



BUSINESS ENVIRONMENT

(Late) A.C. Fernando

ISBN: 9788131731581
₹ 699.00 | Pages: 688

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.

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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

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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
19. Economic Planning: Meaning, Evolution and Features
20. Industrial and Licensing Policy (1951-1991)
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
31. Monopolies and Restrictive Trade Practices (MRTP) Act, 1969
32. FERA and FEMA
33. Industries (Development and Regulation) Act 1951

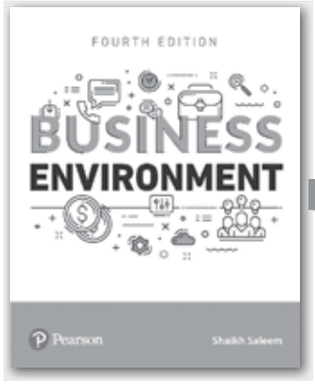
Part VI: The Industrial Sector
34. The Private Sector
35. Public Sector in India
36. Privatization of Public Sector Enterprises
37. Joint Sector in Indian Industry
38. Globalization, MNCs and Foreign Capital in India
39. India and Intellectual Property Rights (IPR)

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40. Money
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42. Commercial Bank
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46. Indian Stock Market
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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.



BUSINESS ENVIRONMENT, 4/e

Shaikh Saleem

ISBN: 9789353948160
₹ 850.00 | Pages: 856

ABOUT THE BOOK

Business Environment 4e, is a revised edition that presents in-depth knowledge with updated information about latest developments in the business environments in India. This book is useful to understand the ever-changing environment in which businesses operate. The dynamism of the liberalised industrial and trade environment, the change in government structure, plans and policies (domestic and international), the growing competition, and market forces that guide investment decisions—all of which impact the operations and profits of businesses, have been discussed to provide a comprehensive reading. The book covers the restructuring of the erstwhile Planning Commission and the formation of NITIE Aayog, its policies and objectives. The text has been carefully curated and updated to cater to the curriculum of Business Environment for B.Com, BBA, M.Com and MBA courses under the University Grants Commission outlined model. The book has a number of distinguishing features, including thorough discussions on the conceptual framework of each chapter, comprehensive coverage of government policies, and detailed, student-friendly discussions on liberalization, privatization, globalisation and the World Trade Organization. It is also useful for practicing managers for the latest data and interpretation to enhance their on-the-job understanding and knowledge of the business environment and its influence on their businesses.

FEATURES

- Each chapter updated with latest data
- Latest policies and information incorporated
- Case studies discussed to help analyse the complex issues encountered in real-life business situations
- Recent business environment developments at national and international level
- Restructuring of the Planning Commission and formation of NITIE Aayog
- Summary of five-year plans
- Recent political changes impacting political and economic environment have been dealt with

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1. Business Environment
2. Industrial Policy
3. Industrial Licensing
4. India's Monetary and Fiscal Policy
5. Economic Trends
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20. Globalization
21. Foreign Investment
22. Multinational Corporations
23. India's Import–Export Policies
24. Special Economic Zones in India
25. International Business Environment
26. World Trade Organization

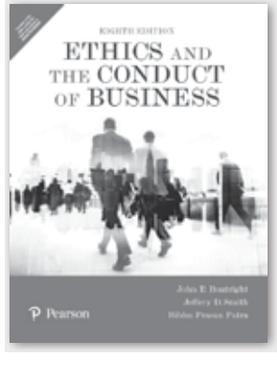
Online Chapters

27. Planning in India
28. Poverty in India
29. Unemployment in India
30. FEMA, New Competition Policy & FCRA

ABOUT THE AUTHOR

Shaikh Saleem, Ex-Director Maulana Azad Educational Trust's Millennium Institute of Management Aurangabad, Maharashtra, India

Business Ethics



ETHICS AND THE CONDUCT OF BUSINESS, 8/e

John R Boatright

Jeffrey D Smith

Bibhu Prasan Patra

ISBN: 9789352862306
₹ 760.00 | Pages: 520

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.
- It also includes some of the legislations passed by the government of India recently, such as the Whistleblowers Protection Act and Companies ACT 2013, along with some of the legal aspects of American business.

CONTENTS

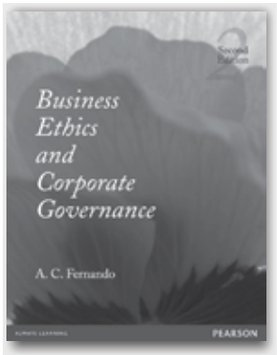
1. Ethics in the World of Business
2. Ethical Decision Making
3. Ethical Theories
4. Whistle-Blowing
5. Business Information and Conflict of Interest
6. Privacy
7. Discrimination and Affirmative Action
8. Employment Rights
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11. Ethics in Finance
12. Corporate Social Responsibility
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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 AND CORPORATE GOVERNANCE, 2/e

(Late) A. C. Fernando

ISBN: 9788131762219
₹ 589.00 | Pages: 624

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 enable readers.

CONTENTS

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1. Business Ethics: An Overview
2. Concepts and Theories of Business Ethics
3. The Ethics of Consumer Protection
4. Environmental Ethics
5. Marketing Ethics
6. Ethical Issues in Human Resource Management
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
11. Globalization and Business Ethics

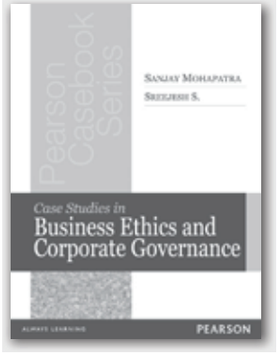
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13. The Theory and Practice of Corporate Governance
14. Landmarks in the Emergence of Corporate
15. Board of Directors: A Powerful Instrument in Governance
16. Role, Duties and Responsibilities of Auditors

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.

ISBN: 9788131787229
₹ 399.00 | Pages: 192

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.

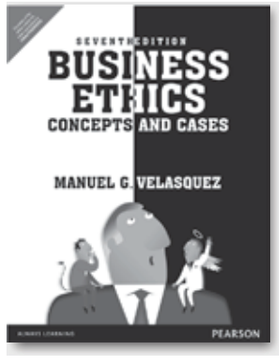
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1. Apple Inc.
2. Anna Hazare: Indian Arab Spring
3. Apple vs Samsung: Patent War
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6. Corporate Governance in ITC LTD.
7. Johnson and Johnson: Weathering Turbulence
8. News of the World
9. Anil Dhirubhai Ambani Group (ADAG)
10. Nepotism Over Patriotism: A Case Study on RIL Investment in Oil
11. Satyam-Maytas: 'It's Not a Coincidence That Maytas Is Satyam Spelt in a Reverse Way'
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

Dr. Sanjay Mohapatra, Associate Professor, Xavier Institute of,Management, Bhubaneswar, India

Prof. Sreejesh S, Associate Professor, ICFAI, Hyderabad, India.



BUSINESS ETHICS: CONCEPTS AND CASES, 7/e

Manuel G. Velasquez

ISBN: 9789332560093
₹ 665.00 | 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:

- Revised discussions of topics: Moral Reasoning, Corporate Social Responsibility Impediments to Moral Behavior, The Influence of Unconscious Processes on Moral Behavior, Globalization, Technology, Predatory Pricing, The Fraud Triangle Sustainability, The Value of Work, Recent Business Scandals, and much more
- 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

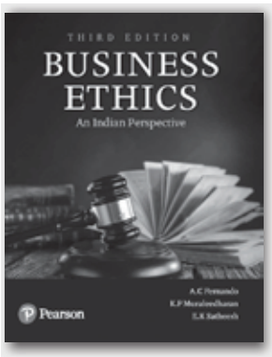
Part 2: The Market and Business
Chapter 3: The Business System: Government, Markets, and International Trade
Chapter 4: Ethics in the Marketplace

Part 3: Business and its External Exchanges: Ecology and Consumers
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

Manuel G. Velasquez, Santa Clara University



BUSINESS ETHICS: AN INDIAN PERSPECTIVE, 3/e

(Late) A.C. Fernando
K.P. Muralidheeran
E.K. Satheesh

ISBN: 9789353437442
₹ 699.00 | Pages: 616

ABOUT THE BOOK

Business Ethics: An Indian Perspective 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, whistle-blowing and real life corporate incidents makes this revised edition highly relevant for students today.

CONTENTS

1. Business Ethics: An Overview
2. Concepts and Theories of Business Ethics
3. Ethical Dilemmas, Sources and Their Resolutions
4. Ethical Decision- making in Business
5. Globalization and Business Ethics
6. Creating an Ethical Organization
7. Corporate Ethics: Good Governance
8. Corporate Ethics: Investors' Rights, Privileges, Problems and Protection
9. Handmaid of Ethics: Corporate Social Responsibility
10. Ethics of Consumer Protection
11. Environmental Ethics
12. Role of Various Agencies in Ensuring Ethics in Corporations
13. Ethics and Indian Business
14. Marketing Ethics
15. Ethical Issues in Human Resource Management
16. IT Industry: An Overview and Ethical Perspective
17. Ethical Issues in Financial Management
18. Whistle Blowing
19. Corruption in India
20. Corporate Governance and Ethics in Banking and Insurance

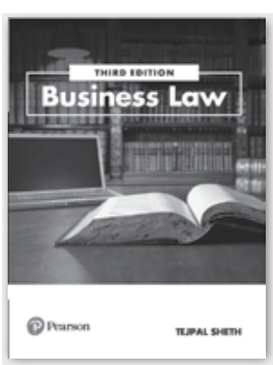
FEATURES

- One new chapters on Corporate Governance and Ethics in Banking and Insurance
- 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 and whistle-blowing and corruption in India
- Extensive coverage on emerging cybercrimes 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



BUSINESS LAW, 3/e

Tejpal Sheth

ISBN: 9789332586154
₹ 575.00 | 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.

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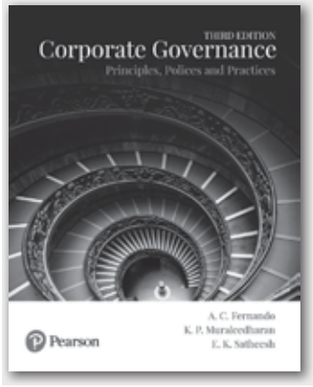
1. Indian Contract Act 1872 - Nature and kind of contract
2. Indian Contract Act 1872 -Offer and acceptance of offer
3. Indian Contract Act 1872 -Capacity of parties and consideration
4. Indian Contract Act 1872 -Free consent
5. Indian Contract Act 1872 -Void agreements and contingent contract
6. Indian Contract Act 1872 -Performance of contract
7. Indian Contract Act 1872 -Discharge of 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 -Bailment and pledge
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
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23. The payment of Bonus Act 1965
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26. Limited Liability Partnership Act, 2008
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.

GENERAL MANAGEMENT

Corporate Governance



CORPORATE GOVERNANCE: PRINCIPLES, POLICIES AND PRACTICES, 3/e

A. C. Fernando

K. P. Muraleedharan

E. K. Satheesh

ISBN: 9789353062668

₹ 699.00 | Pages: 696

ABOUT THE BOOK

The Third Edition of Corporate Governance: Principles, Policies and Practices sheds light on recent corporate problems using a flexible modular format, through a detailed explanation of the corporate governance mechanisms and the various incentives within today's governance system, while offering potential solution in context. With an emphasis on connecting corporate governance to practical management, the book provides cutting-edge material comprising new and unique study tools and fresh, thought-provoking content.

FEATURES

- An integrated flow between the chapters, which will allow the students to clearly see how the topics relate to each other from the start.
- Offers readers a comprehensive coverage of corporate governance practices.
- This revision presents new examples and pedagogical features adding more value and depth to the text's effective, consistent framework.
- The section of Golden case studies features the top companies and their discussion about the pathway of handling the governance in the modern world of business.
- Clear Chapter outlines, Keywords, discussion questions and extensive referring enabling readers to access their learning.

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2. Corporate Governance: An Overview
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Part II: Legal Framework and Agents in Corporate Governance

5. Legal and Regulatory Aspects of Corporate Governance
6. Shareholders - The Prime stakeholders
7. Other Stakeholders of the company
8. The role of Board of Directors in corporate governance
9. The role of Auditors in Corporate Governance

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 Buisness 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

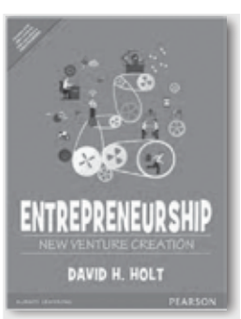
ABOUT THE AUTHOR

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

Muralidharan, Calicut University

Satheesh, Calicut University

Entrepreneurship



ENTREPRENEURSHIP: NEW VENTURE CREATION

David H. Holt

ISBN: 9789332568730
₹ 650.00 | Pages: 584

ABOUT THE BOOK

Entrepreneurship, 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.

FEATURES

- Features to Test Learning: each chapter incorporates learning objectives, checkpoint questions, examples, and illustrations to help students learn about the entrepreneurial processes.
- Real-life Examples: approximately 50 brief biographies or profiles of successful entrepreneurs are presented throughout the text to illustrate real-world results of new ventures. Some of the people profiled are Irving Berlin, William Gates of Microsoft, and Thomas Monaghan of Domino's Pizza among others.
- Elucidation and Illustration of Complicated Concepts: nearly 40 exhibits and boxed items are provided to amplify presentations and give meaning to complicated concepts.
- Rich End-of-Chapter Pedagogy: each chapter ends with descriptive synopsis of the learning objectives. These repeat the objectives and briefly summarizes the key points.

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1. Entrepreneurship and New Venture Opportunities
2. Entrepreneurship and Innovation
3. Small Business and Corporaate Entrepreneurship - Contrasting Enterprises
4. A model for New Ventures - Feasibility Planning
5. The Product Concept and Commercial Opportunites
6. Product Protection - Patents, Trademarks, and Copyrights
7. Services - The Human Side of Enterprise
8. Marketing Reserach for New Ventures
9. Marketing - Functions and Strategies
10. International Markets: New Venture Opportunities
11. The Entrepreneurial Team and Business Formation
12. Business Acquisitions and Franchising
13. Financial Resources for New Ventures
14. Managing Growth and Transition

ABOUT THE AUTHOR

David H. Holt, James Madison University



ENTREPRENEURSHIP: SUCCESSFULLY LAUNCHING NEW VENTURES, 6/e

Bruce R. Barringer

Duane Ireland

ISBN: 9789353066499

₹ 770.00 | Pages: 624

ABOUT THE BOOK

Entrepreneurship: Successfully Launching New Ventures explores the allure of entrepreneurship, teaching students how to successfully launch and grow their own business. Using real business profiles of inspiring young entrepreneurs, the text engages students through relevant examples they can easily relate to. The 6th Edition examines entrepreneurship through an easy, four-step process that clearly outlines both the excitement and difficulty of launching a new company. Careful to identify failures as well as successes, the text is a guide to starting a new business.

FEATURES

- Updated - Academic literature presents readers with accurate and current descriptions of what researchers have learned about successful entrepreneurs and effective entrepreneurial firms.
- Opening profiles begin each chapter with a spotlight on an entrepreneurial firm started when its founders were in college, inspiring students for an early entrepreneurial start.
- Student Entrepreneurs' Insights at the bottom of every opening profile are interviews with the featured entrepreneurs.
- New and Updated - What Went Wrong?, Savvy Entrepreneurial Firm, and Partnering for Success alert students to contemporary issues facing business firms, and explore topics such as how to find a mentor, how to select a co-founder, and how to avoid mistakes that have been made in the past.
- Updated - Boxed features focus on topics like how entrepreneurial firms can use collaborative software to help team members reach their goals, the need to develop and test a prototype of a product or service as a means of determining how to meet customers' needs, and how growing too quickly overwhelmed a firm's ability to properly manage its cash flow.
- New and Updated - End-of-Chapter Cases relate major chapter concepts to real business cases like Kickstarter, which is becoming an increasingly important pathway through which entrepreneurs obtain seed capital for their ventures.

CONTENTS

Part I: Decision to Become an Entrepreneur

20. Introduction to Entrepreneurship

Part II: Developing Successful Business Ideas

21. Recognizing Opportunities and Generating Ideas
22. Feasibility Analysis
23. Developing an Effective Business Model
24. Industry and Competitor Analysis
25. Writing a Business Plan

Part III: Moving From an Idea to an Entrepreneurial Firm

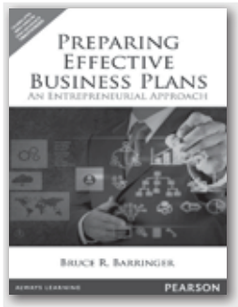
26. Preparing the Proper Ethical and Legal Foundation
27. Assessing a New Venture's Financial Strength and Viability
28. Building a New-Venture Team
29. Getting Financing or Funding

Part IV: Managing and Growing an Entrepreneurial Firm

30. Unique Marketing Issues
31. The Importance of Intellectual Property
32. Preparing for and Evaluating the Challenges of Growth
33. Strategies for Firm Growth
34. Franchising

ABOUT THE AUTHORS

Bruce R. Barringer, Oklahoma State University.
Duane Ireland, Texas A&M University.



PREPARING EFFECTIVE BUSINESS PLANS: AN ENTREPRENEURIAL APPROACH, 1/e

Bruce R. Barringer

ISBN: 9789332536593
₹ 575.00 | 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.

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
9. Operations Plan and Product (or Service) Design and Development Plan
10. Financial Projections

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

ABOUT THE AUTHOR

Bruce R. Barringer, Oklahoma State University



ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS ENTERPRISES, 3/e

Poornima M. Charantimath

ISBN: 9789353066260
₹ 550.00 | 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
13. Operations and Human Resource 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.

Innovation Management



INNOVATION MANAGEMENT AND NEW PRODUCT DEVELOPMENT, 4/e

Paul Trott

ISBN: 9788131728031
₹ 899.00 | Pages: 616

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)

- 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.



MANAGING TECHNOLOGY AND INNOVATION FOR COMPETITIVE ADVANTAGE

V. K. Narayanan

ISBN: 9788177586459
₹ 875.00 | Pages: 510

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

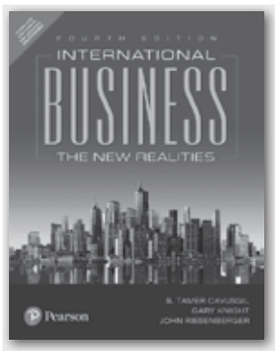
10. Appropriation of Technology
11. Deployment in New Products
12. Deployment of Technology in the Value Chain

Part IV: Role Of General Management

13. Organizing for Innovation
14. Intellectual Property Strategy
15. Project Valuation and Financing

ABOUT THE AUTHOR

V. K. Narayanan has taught at the University of Kansas since 1978.



INTERNATIONAL BUSINESS: THE NEW REALITIES, 4/e

S. Tamer Cavusgil
Gary Knight
John Riesenberger

ISBN: 9789332584518
₹ 825.00 | Pages: 544

ABOUT THE BOOK

International Business: The New Realities caters to a millennial student audience, the most diverse and educated generation to date. The book speaks to students of the technological age, facing a diverse and evolving economic environment fueled by the Internet and multimedia sources. By addressing issues such as the competitive job market and challenges faced by advanced economies, the text preps students for international business in our modern world. The Fourth Edition plays on millennials' characteristics to engage them in the material. This includes their reliance on technology, their drive towards achievement and helping their communities, and their desire to obtain skills they can apply towards meaningful jobs. The authors understand what motivates millennial students and builds on their goals to help students obtain successful careers in international business.

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
13. Global Market Opportunity Assessment

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

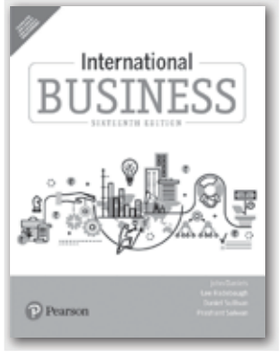
18. Marketing in the Global Firm
19. Human Resource Management in the Global Firm
20. Financial Management and Accounting in the Global Firm

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.



INTERNATIONAL BUSINESS: ENVIRONMENTS & OPERATIONS, 16/e

John D. Daniels
Lee H. Radebaugh
Daniel P. Sullivan
Prashant Salwan

ISBN: 9789352861880
₹ 830.00 | Pages: 720

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
20. International Human Resource Management

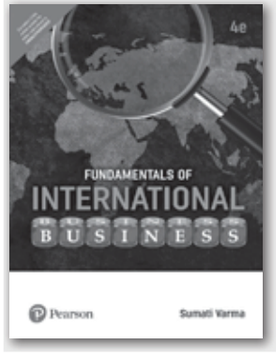
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John D Daniels, The Samuel N Friedland Chair of Executive Management emeritus at the University of Miami.

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.

Daneil 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, 4/e

Sumati Varma

ISBN: 9789353068950
₹ 325.00 | Pages: 368

ABOUT THE BOOK

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 CBCS 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

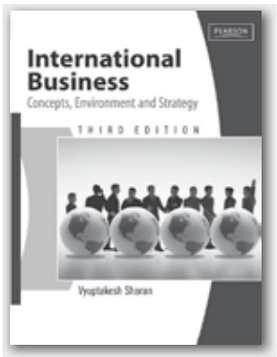
- Revised and updated content as per curriculum guidelines issued by the UGC under the CBCS system for all undergraduate courses of study on a pan India level.
- Two new chapters on International Financial Environment and Exchange Rate Determination
- Data on trade FDI, TNCs have been updated till 2018 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

Sumati Varma, Department of Commerce, Sri Aurobindo College (Evening), University of Delhi



INTERNATIONAL BUSINESS: CONCEPT, ENVIRONMENT AND STRATEGY, 3/e

(Late) Vyuptakesh Sharan

ISBN: 9788131732519
₹ 640.00 | 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 I: 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

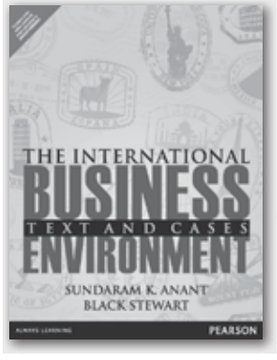
6. National Regulation of International Business
7. National Regulation of International Business
8. Regional Economic Integration
9. Political and Legal Environment
10. Economic Environment
11. Socio-Cultural and Ethical Environment
12. International Financial Environment: Exchange Rate
13. International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

ISBN: 9789332560086
₹ 675.00 | Pages: 416

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 focusses 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.

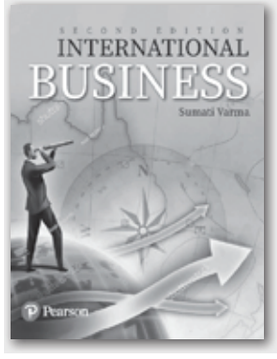
CONTENTS

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, 2/e

Sumati Varma

ISBN: 9789390394234
₹ 635.00 | Pages: 544

ABOUT THE BOOK

International Business, 2/e is a revised and updated textbook for postgraduate courses of International Business and Strategy. The book aims to give students a comprehensive coverage of all aspects of the subject by linking concepts, theories and frameworks with real life cases and examples across countries and industries.

FEATURES

- Fresh new chapter — International Business and Society.
- 15 new opening cases, 13 new closing cases, 13 new 'Industry Focus' features, 14 new stories in 'Region Focus' and 15 new episodes of 'International Business in Action'.
- Latest and updated data on trade, FDI and TNCs based on global reports.
- Case studies based on recent developments including "GVCs in the COVID Era", "The Gig Economy", "Journey of the Wimbledon Ball", "Masala Bonds", "Ethical Issues in Civet Coffee", "Chicken Tikka Masala – Britain's National Dish".

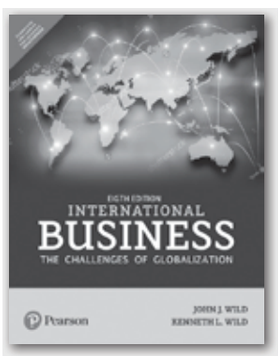
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1. Globalization and International Business
2. Globalization of Business Structures: The Transnational Corporation
3. Economic Environment
4. Political and Legal Environment
5. Cultural Environment
6. International Trade Theories and Applications
7. Political Economy of International Trade
8. Foreign Direct Investment: Theory and Application
9. Regional Economic Integration
10. Regional Economic Integration
11. Financing of Global Operations
12. Strategy of Foreign Market Entry
13. Alliances and Acquisitions

14. Technology and Innovation
15. International Organizational Structures and Design
16. International Marketing
17. International Human Resource Management
18. International Production and Supply Chain Operations
19. Accounting for International Business
20. Environmental Issues for International Business
21. International Entrepreneurship
22. International Business and Society

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
₹ 875.00 | Pages: 480

ABOUT THE BOOK

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

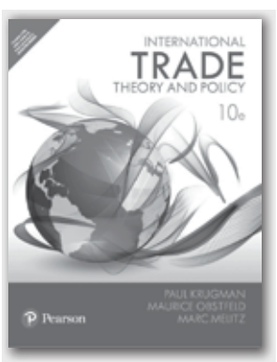
Part 3: International Trade and Investment
5. International Trade Theory
6. Political Economy of Trade
7. Foreign Direct Investment
8. Regional Economic Integration

Part 4: The International Financial System
9. International Financial Markets
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
₹ 550.00 | 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.

CONTENTS

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
8. Firms in the Global Economy: Export Decisions, Outsourcing, and Multinational Enterprises
9. The Instruments of Trade Policy
10. The Political Economy of Trade Policy
11. Trade Policy in Developing Countries
12. Controversies in Trade Policy

ABOUT THE AUTHOR

Paul R. Krugman, Princeton University

Maurice Obstfeld, University of California, Berkeley

Marc Melitz, Harvard University

International Management



INTERNATIONAL MANAGEMENT: MANAGING ACROSS BORDERS AND CULTURES, TEXT AND CASES, 9/e

Helen Deresky

ISBN: 9789332584730

₹ 850.00 | 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

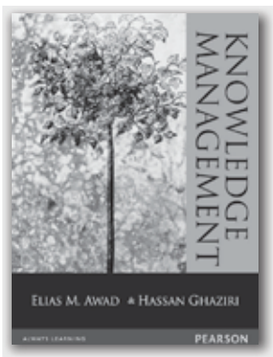
9. Staffing, Training, and Compensation for Global Operations
10. Developing a Global Management Cadre
11. Motivating and Leading

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: 978813171 4034
₹ 725.00 | 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

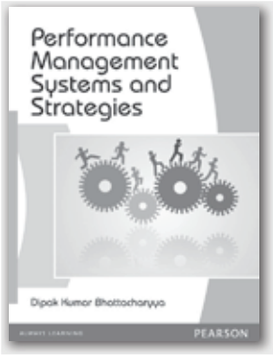
IV. Km System tools and Portals

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?

Human Resource Management



PERFORMANCE MANAGEMENT SYSTEMS AND STRATEGIES

Dipak Kumar Bhattacharyya

ISBN: 9788131754221
₹ 599.00 | Pages: 392

ABOUT THE BOOK

This book aims to provide extensive theoretical knowledge with practical overtones to the students, and application based knowledge to the professionals to successfully implement performance management systems and strategies. With such comprehensive knowledge and practical skills HR students would be able to develop their capabilities as future manager to manage performance in any organization.

FEATURES

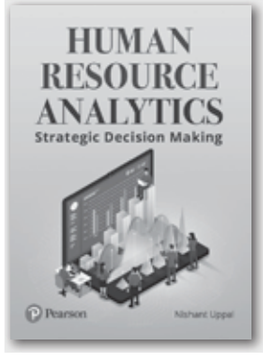
- The text provides essential inputs to organizations to take crucial HR decisions, and also help organizations to align their business goals with the performance of the people.
- Use of case studies and examples from companies like Mono India, AutoMart, Infosys, TCS, Proctor and Gamble
- Use of opening 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
14. International Performance Management
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 AUTHOR

Dipak Bhattacharyya, Camellia Business School, Kolkata



HUMAN RESOURCE ANALYTICS: STRATEGIC DECISION MAKING, 1/e

Nishant Uppal

ISBN: 9789390168408
₹ 550.00 | Pages: 368

ABOUT THE BOOK

Human Resource Management is progressing from being merely operational in nature to being seen as a strategic business partner. Analytics has played a key role in this transformation. HR Analytics is a data-driven approach to HR and is being applied to a wide range of areas in HR such as attracting top talent, performance measurement, compensation, workforce planning, training and development, retention, and overall human capital planning. Its insights are used as an input to strategic decision making and enable organizations to measure the business impact of HR practices and policies.

An increasing number of organizations and HR professionals recognize the value in Analytics and are investing in building substantial analytics capabilities within HR.

The current book- HR Analytics presents various functions associated with the discipline of Human Resource Management and assembles important research to assist in preparing and applying appropriate analytics for decision making.

FEATURES

The current book, therefore, has the following key features:

- Linkages between HR Analytics, HR Audit, and HR Forecasting & Planning.
- Organizational Attractiveness, Performance Management, Training and Development, and other critical high-performance human resource practices.
- Live usages of SPSS for critical HR Analytics tools such as Regression analysis.
- Simplified Scale Development Techniques.

Finally, the present books should facilitate readers to:

- develop clear insights into the use of Data Analytics for HR.
- acquire confidence in using tools for effective HR analytics.
- create a platform for effective use of HR analytics.
- master frameworks for inspiring managers and motivating them to employ analytics-based HR.

CONTENTS

1. HR Analytics
2. Organizational Attractiveness
3. Analytics for Recruitment and Selection
4. Analytics for Organizational Socialization
5. Analytics for Individual, Team, and Leadership Performances
6. Analytics for High-Performance Human Resource Practices

7. Analytics for Organizational Culture
8. Critical HR Variables and their Analysis
9. Annexure 1: Regression Analysis Using SPSS
10. Annexure 2: Scale Development

ABOUT THE AUTHOR

Nishant Uppal, Indian Institute of Management Lucknow



FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT, 4/e

Gary Dessler

ISBN: 9789332584822
₹ 775.00 | Pages: 486

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

- Employee Engagement Guide for Managers - The author uses new *Employee Engagement Guide for Managers* sections in Chapters 3—14 to show how managers use human resource activities to improve employee engagement.
- 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
14. Improving Occupational Safety, Health, and Risk Management

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.



HUMAN RESOURCE MANAGEMENT, 16/e

Gary Dessler

Biju Varrkey

ISBN: 9789353942205
₹ 950.00 | Pages: 760

ABOUT THE BOOK

Human Resource Management, 16th edition, provides students enrolled in human resource management courses, managers and professionals with a practical introduction to modern human resource management concepts and techniques in a highly comprehensible and lucid manner. With employers increasingly shifting HR tasks to managers and employees, the need for a strong foundation in human resource management concepts and techniques to do their jobs has become imperative. This book is replete with practical material one needs to perform day to day tasks in the ELD of human resource management. Things are changing fast in human resource management, and as this book makes clear we are today on the cusp of what is really the New Human Resource Management.

FEATURES

- Updated chapters with dozens of new topics, practical examples, and research insights.
- Seven new end-of-chapter cases on Starbucks, Tesla, Techtonic, Uber, HubSpot, Vice Media, and a meatpacking firm have been added to the text. They replace older cases in the respective chapters. All other application cases have also been updated, as necessary.
- This book's Strategic HR features give students a bird's-eye view of how all the topics in each chapterfit together, and a tool instructor can use to illustrate these interrelationships.
- In addition, a Fully Integrated Strategy Case and Strategy Maps help to provide the most comprehensive treatment of strategic human resource management in an HR survey text.
- A Glossary containing a brief definition of every boldfaced term is included as a reference tool at the end of the book. Each definitionis followed by one or more page references indicating where in the book the meaning of the term is described.

CONTENTS

Part I: Introduction

1. Introduction to Human Resource Management
2. Employment Laws in India and the U.S.
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 Careers and Retention

Part IV: Compensation

11. Establishing Strategic Pay Plans
12. Pay for Performance and Financial Incentives
13. Benefits and Services

Part V: Enrichment Topics in Human Resource Management

14. Building Positive Employee Relations
15. Labor Relations and Collective Bargaining
16. Safety, Health, and Risk Management
17. Managing Global Human Resources
18. Managing Human Resources in Small and Entrepreneurial Firms

Appendices

19. Appendix A: HRCI's PHR® and SPHR® Certification Body of Knowledge
20. Appendix B: About the Society for Human Resource Management(SHRM) Body of Competency & Knowledge® Model and Certification Exams
21. Appendix C: Comprehensive Cases

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, TVRLS 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.

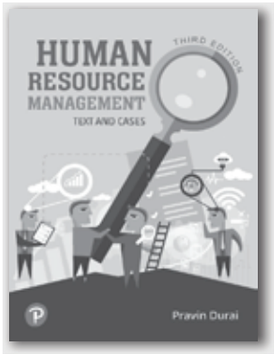
– Dr. Govind Swaroop Pathak, Professor (Organizational Behaviour and Human Resources), Department of Management Studies, Indian School of Mines, Dhanbad

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



HUMAN RESOURCE MANAGEMENT, 3/e

Pravin Durai

ISBN: 9789353434267
₹ 610.00 | Pages: 680

ABOUT THE BOOK

Human Resource Management, 3/e, presents multifaceted, up-to-date, and all-inclusive information which will be useful for students and professionals pursuing human resource management (HRM). The book discusses the subject in lucid language using real-life examples from Indian organizations which helps the reader become conversant with the latest trends as well as the basics of the theory of HRM. It also includes numerous innovative features like skill-development exercises, real-life examples, chapter-end cases, and online resources.

FEATURES

- **Rich pedagogical features** include chapter objectives, chapter-opening vignettes, real-world examples, summary, review questions, skill-development exercises, and chapter-ending cases.
- **Skill-development exercises** appear at the end of each chapter and allow readers to participate in a real-life situation and apply learning from the chapter.
- **Latest topics** like HR metrics, HR auditing, HR accounting, green HRM, employer branding, employee engagement, knowledge management, life-cycle management, and global HRM have been discussed.
- **Online resource** with extra chapters, multiple-choice and short-answer questions, and an online study guide have been provided.

CONTENTS

Part I: Human Resource Management—A Conceptual Framework
1. Introduction to Human Resource Management
2. Strategic Human Resource Management—A Framework
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

Part III: Human Resource Development
8. Orientation, Socialization and Placement
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

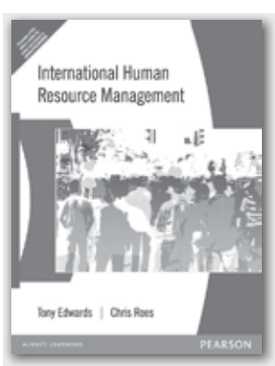
Part VI: HR Integration
20. Industrial Relations
21. Discipline and Disciplinary Action
22. Employee Grievances
23. Industrial Disputes and Collective Bargaining

Part VII: HR Control
24. Human Resources Audit
25. Human Resources Accounting

Part VIII: HR Special Topics
26. Ethical Issues in Human Resource Management
27. HR Analytics

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.



INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Tony Edwards

Chris Rees

ISBN: 9788131715222
₹ 725.00 | Pages: 330

ABOUT THE BOOK

This exciting new text tackles the issues raised by cross-national differences in HRM styles. Specifically, it identifies a number of themes: the meaning of globalization and the extent to which it is a novel phenomenon; the challenges to national traditions; the way in which many key issues within international HRM are contested; and the extent to which change in national systems is evident.

FEATURES

- Provides a clear, cohesive theme throughout to help students see the 'big picture'
- Broad depth of coverage of multinational companies reflects the current major themes in this topic
- Case studies throughout help students to see how

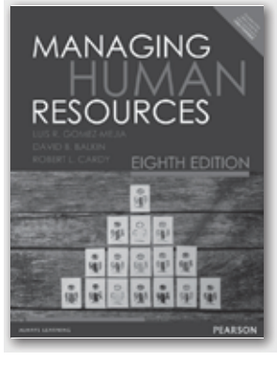
CONTENTS

1. Globalization and international management
2. National systems and management action
3. The internationalization of the firm
4. International Strategy and Structure in MNCs
5. The Transfer of HR practices in MNCs
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.



MANAGING HUMAN RESOURCES, 8/e

Luis R. Gomez-Mejia

David B. Balkin

Robert L. Cardy

ISBN: 9789332559509

₹ 875.00 | Pages: 616

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

CONTENTS

Part I: Introduction 1

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

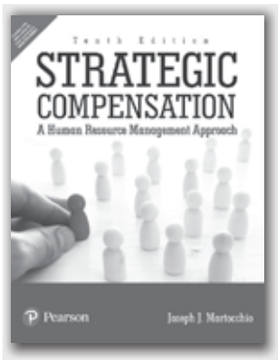
13. Developing Employee Relations
14. Respecting Employee Rights and Managing Discipline
15. Working with Organized Labor
16. Managing Workplace Safety and Health
17. International HRM Challenge

ABOUT THE AUTHORS

Luis R. Gómez-Mejía, 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



STRATEGIC COMPENSATION: A HUMAN RESOURCE MANAGEMENT APPROACH, 10/e

Joseph J. Martocchio

ISBN: 9789353945947
₹ 599.00 | Pages: 424

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 10th 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. With this text, students gain the knowledge and skills they need to assume the role of successful compensation professionals in the field.

FEATURES

- Company examples fromApple Computer, Boeing, Uber, and Wyeth Pharmaceuticals appear throughout the book, bringing discussions of compensation practices to life.
- 39 concepts and practices maintain the book's position on leading-edge knowledge and practice. Examples include definitive proxy statements, point factor leveling, and the CEO pay-ratio rule.

CONTENTS

Part I: Setting the Stage for Strategic Compensation

1. Strategic Compensation: A Component of Human Resource Systems
2. Contextual Influences on Compensation Practice

Part II: Bases for Pay

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

Part III: Designing Compensation Systems

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

Part IV: Employee Benefits

9. Discretionary Benefits
10. Legally Required Benefits

Part V: Contemporary Strategic Compensation Challenges

11. Compensating Executives
12. Compensating the Flexible Workforce: Contingent Employees and Flexible Work Schedules

Part VI: Compensation Issues Around the World

13. Compensating Expatriates
14. Pay and Benefits outside the United States
15. Epilogue: Challenges Facing Compensation Professionals

ABOUT THE AUTHOR

Joseph J. Martocchio, University of Illinois at Urbana-Champaign



STRATEGIC HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

Ekta Sharma

ISBN: 9789353065621
₹ 550.00 | Pages: 368

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

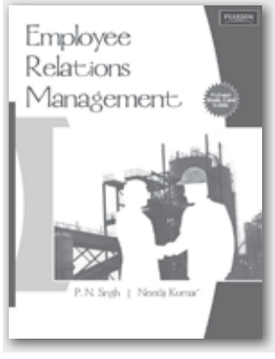
CONTENTS

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.



EMPLOYEE RELATIONS MANAGEMENT

P. N. Singh

Neeraj Kumar

ISBN: 9788131726013
₹ 725.00 | Pages: 420

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 thoughtprovoking 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

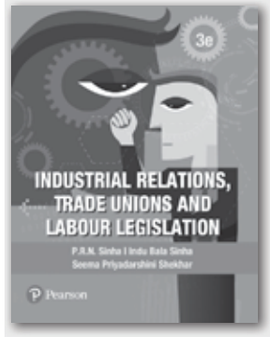
Part III: Legislations and Administration
9. Labour Legislation in a Changing Context
10. Social Security Legislations
11. Wage Legislation
12. Industrial Relations: Institutional Framework for the Prevention and
13. Settlement of Industrial Disputes
14. Industrial Conflict: Settlement Machinery
15. 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, 3/e

P.R.N.Sinha

Indu Bala Sinha

Seema Priyadarshini Shekhar

ISBN: 9789332547537
₹ 750.00 | Pages: 800

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

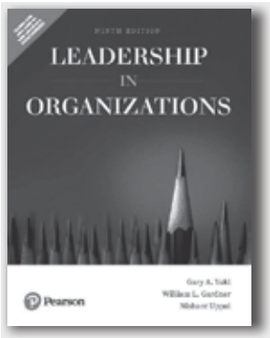
CONTENTS

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 IN ORGANIZATION, 9/e

Gary Yukl

William L. Gardner III

Nishant Uppal

ISBN: 9789389552454

₹ 750.00 | Pages: 560

ABOUT THE BOOK

Leadership in Organizations 9/e, aspires to deepen the understanding of leadership in global business, both in theory and practice, by drawing perspectives from the latest advancements in international business. The chapters and cases included in this edition focus upon the theoretical, empirical, and policy and practitioner aspects of a wide range of topics including subordinate management, motivation, and job satisfaction among others. The geographical spread of topics and cases presented in the present edition provide a truly global flavor.

The book is not only appropriate for use as the primary text in an undergraduate or graduate course in leadership but it also useful for practicing managers and consultants who are looking for answers to difficult questions about leadership.

FEATURES

- Primary focus is on managerial leadership
- Presents a broad survey of theory and research on leadership in formal organizations
- Contains topics that are determinants of efficient and effective leadership
- Case studies pertaining to Indian as well as global contexts—Tata Sons and Infosys talk of value-based and ethical leadership in the Indian context, while A Day in the Life of a Global Leader reflects the cross-cultural diversity in leadership in the global scenario

CONTENTS

1. The Nature of Leadership
2. Leadership Behavior
3. The Leadership Situation and Adaptive Leadership
4. Decision Making and Empowerment by Leaders
5. Leading Change and Innovation

6. Power and Influence Tactics
7. Leader Traits and Skills
8. Charismatic and Transformational Leadership
9. Values-Based and Ethical Leadership
10. Dyadic Relations and Followers
11. Leadership in Teams and Decision Groups
12. Strategic Leadership in Organizations
13. Cross-Cultural Leadership and Diversity
14. Developing Leadership Skills
15. Overview and Integration

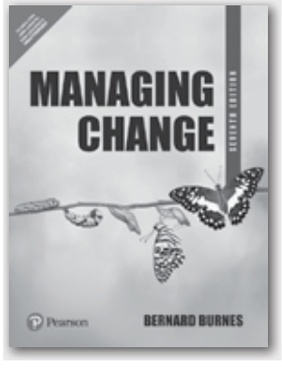
ABOUT THE AUTHORS

Gary Yukl State University of New York at Albany

William L. Gardner, III Rawls College of Business Texas Tech University

Nishant Uppal Indian Institute of Management, Lucknow

Management



MANAGING CHANGE, 7/e

Bernard Burnes

ISBN: 9789353946777
₹ 825.00 | Pages: 672

ABOUT THE BOOK

The aim of this leading textbook is to provide a thorough understanding of the theories, approaches and practice of organisational change. It critically examines the approaches to change that are on offer, indicates their usefulness and drawbacks and sets them within the broad context of organisational life through the use of real-life examples. *Managing Change* is an invaluable resource for undergraduate and postgraduate students studying organisational change, organisational behaviour, management and strategy. It is also a comprehensive reference source for academics and managers.

FEATURES

- 21 new case studies.
- A new section on the implications of sustainability for organisations.
- A major re-write of the section on strategy.
- A list of useful websites has been added at the end of each chapter to provide additional information on issues covered in the chapter.

CONTENTS

Part I: Introduction to Change Management: Fundamental Questions for Organisations

1. Introduction to change management

Part II: The Rise and Fall of the Rational Organisation

2. From trial and error to the science of management
3. Developments in organisation theory
4. The Culture-Excellence paradigm
5. Alternative paradigms
6. Critical perspectives on organisation theory
7. Culture, power, politics and choice

Part III: Understanding Change

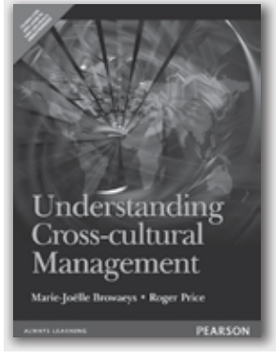
8. Approaches to strategy
9. Planned change and Organization Development (OD)
10. Developments in change management
11. A framework for change

Part IV: Managing Choice

12. Organisational change and managerial choice
13. Organisational change and managerial choice
14. Management, leadership and change

ABOUT THE AUTHORS

Bernard Burnes, Stirling Management School, University of Stirling



UNDERSTANDING CROSS-CULTURAL MANAGEMENT

Marie-Joelle Browaeys

Roger Price

ISBN: 9788131727973
₹ 825.00 | Pages: 384

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

- More extensive Final Activities at the end of each part provide a broader and more integrative perspective on the material in question
- Key contemporary issues are covered, such as cross-cultural conflict and the negotiation skills required to be a successful cross-cultural communicator

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

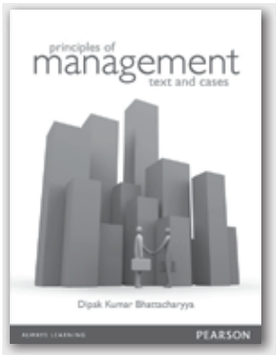
13. Business Communication across Cultures
14. Barriers to Intercultural Communication
15. Negotiating Internationally
16. Working with International Teams
17. Conflicts and Cultural Differences
18. Developing Intercultural Relationships

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

ISBN: 9788131754214
₹ 625.00 | Pages: 488

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

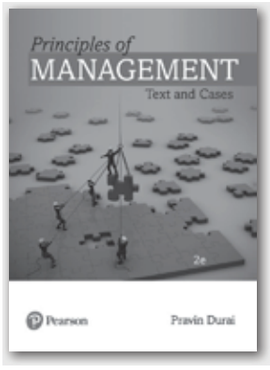
- Two unique topics: Explores the role of negotiations in business communication and the need for capability development within organizations to ensure sustained growth
- Learning tools: Uses several tools such as learning objectives, opening vignettes, figures, tables, key terms, chapter summaries, 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
21. Quality Management Practices in Organizations

ABOUT THE AUTHOR

Dipak Kumar Bhattacharyya is currently a professor of organizational behaviour and human resource management at the Xavier School of Management, Bhubaneswar.



PRINCIPLES OF MANAGEMENT: TEXT AND CASES, 2/e

Pravin Durai

ISBN: 9789353065393
₹ 530.00 | Pages: 544

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
9. Human Resource Management Processes
10. Human Resource Management–Policies and Practices

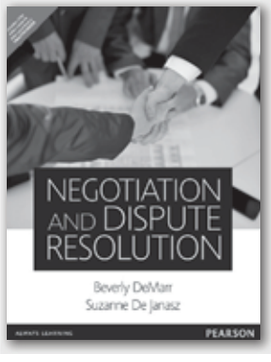
Part V: Directing
11. Directing
12. Managerial Communication
13. Leadership
14. Motivation and Morale
15. Teams and Teamwork

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

ISBN: 9789332536579
₹ 549.00 | Pages: 380

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

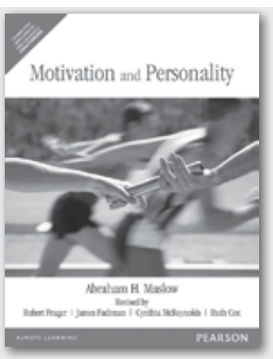
12. Negotiating in the Workplace
13. Negotiating the Purchase or Sale of an Automobile
14. Real Estate Negotiations: Commercial and Residential
15. Negotiating Your Future

Appendices:

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

ABOUT THE AUTHORS

Beverly DeMarr, Ferris State University



MOTIVATION AND PERSONALITY, 3/e

Abraham H. Maslow

James Fadiman

Robert Fager

ISBN: 9788131711491
₹ 875.00 | Pages: 489

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 Maslows original text in this revised and highly readable form highlights for the reader the contemporary relevance of Maslows 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. 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

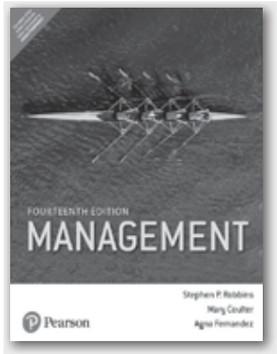
ABOUT THE AUTHORS

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.

IN 2-COLOR !!



MANAGEMENT, 14/e

Stephen P Robbins

Mary Coulter

Agna Fernandez

ISBN: 9789353067229

₹ 925.00 | Pages: 840

ABOUT THE BOOK

With a renewed focus on skills and careers, Management, 14e, 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 1 Introduction to Management

1. Managers and You in the Workplace
2. Making Decisions

Part 2 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 3 Planning

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

Part 4 Organizing

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

Part 5 Leading

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

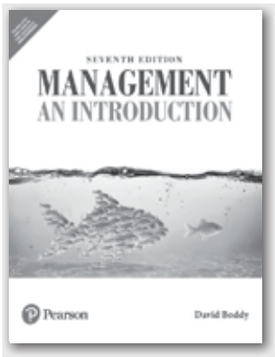
Part 6 Controlling

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 Arkanas. She is currently professor emeritus of management at Missouri State University.



MANAGEMENT: AN INTRODUCTION, 7/e

David Boddy

ISBN: 9789352867424
₹ 699.00 | Pages: 728

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
1. Managing in organisations
2. Models of management

Part 1: Case: Apple Inc.
Part 1: Employability skills
Part 2: The environment of Management
3. Organisation cultures and contexts
4. Managing internationally
5. Corporate responsibility

Part 2: case: BP
Part 2: Employability skills
Part 3: Planning
6. Planning
7. Decision making
8. Managing strategy
9. Managing marketing

Part 3: case: The Virgin Group
Part 3: Employability skills
Part 4: Organising
10. Organisation structure
11. Human resource management
12. Information systems and e-business
13. Creativity, innovation and change

Part 4: case: Royal Bank of Scotland
Part 4: Employability skills
Part 5: Leading
14. Influencing
15. Motivating
16. Communicating
17. Teams

Part 5: case: British Heart Foundation
Part 5: Employability skills
Part 6: Controlling
18. Managing operations and quality
19. Performance measurement and control
20. Finance and budgetary control

Part 6: case: Tesco
Part 6: Employability skills

ABOUT THE AUTHORS

David Boddy, Glasgow University, Dept of Management.



ESSENTIALS OF MANAGEMENT, 6/e

Stephen P. Robbins

David A. DeCenzo

Madhushree Nanda Agarwal

Sanghamitra Bhattacharyya

ISBN: 9788131733547
₹ 599.00 | Pages: 416

ABOUT THE BOOK

This streamlined volume covers the principle concepts of management to provide readers with a solid foundation for understanding key issues in the subject. Organized around the four traditional functions of management—planning, organizing, leading and controlling—it reflects current trends in management and organizations, and presents the latest research studies in the field.

FEATURES

- Offers students a wider coverage of practical tools to practice their management skills than any other textbook
- Essential concepts of management are explained to the students in interesting ways. For instance, the text is peppered with tidbits of information like
- Includes management concepts applicable to those interested in working for small businesses, entrepreneurial ventures, or not-forprofit organizations
- Gives insights on how to adjust one's practices to suit differing cultures around the world

CONTENTS

Part I: Introduction
1. Managers and Management
2. The Management Environment

Part II: Planning

3. Foundations of Planning
4. Foundations of Decision Making

Part III: Organizing

5. Basic Organization Designs
6. Staffing and Human Resource Management
7. Managing Change, Stress, and Innovation

Part IV: Leading

8. Foundations of Individual and Group Behavior
9. Understanding Work Teams
10. Motivating and Rewarding Employees
11. Leadership and Trust
12. Communication and Interpersonal Skills

Part V: Controlling

13. Foundations of Control
14. Operations Management

ABOUT THE AUTHORS

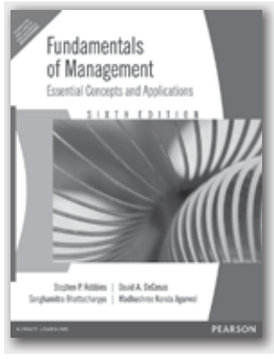
Stephen P. Robbins (Ph.D., University of Arizona) is professor emeritus of management at San Diego State University and the world's best-selling textbook author in the areas of both management and organizational behavior.

David A. DeCenzo is president of Coastal Carolina University in Conway, South Carolina. He is the co-author of two top-rated management textbooks, *Fundamentals of Management: Essential Concepts* and *Applications and Supervision Today: the Ultimate Guide to Front-line Management*.

Henry Moon is associate professor of organizational behavior at the London Business School (LBS).

Sanghamitra Bhattacharyya is assistant professor of organizational behavior and human resource management at the Department of Management Studies, Indian Institute of Technology Madras.

Madhushree Nanda Agarwal, Fellow, Indian Institute of Management Calcutta (Organizational Behavior and Strategic Management), is currently assistant professor of organizational behavior at Management Development Institute, Gurgaon.



FUNDAMENTALS OF MANAGEMENT: ESSENTIAL CONCEPTS AND APPLICATIONS, 9/e

Stephen P. Robbins

Mary Coulter

David De Cenzo

ISBN: 9789332574120

₹ 799.00 | Pages: 504

ABOUT THE BOOK

Fundamentals of Management is a brief, paperback text that gives students more depth and breadth with practical tools to practice their management skills than any other textbook. The Ninth Edition introduces a new and exciting design and includes new chapter openers, case applications, and exercises.

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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because of their relevance to developing management competence and their linkage to one or more of the topic areas in this book.

- 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

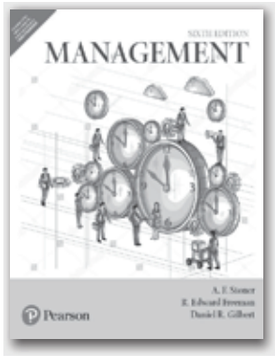
1. Managers and Management
2. The Management Environment
3. Integrative Managerial Issues
4. Foundations of Decision Making
5. Foundations of Planning
6. Organizational Structure and Design
7. Managing Human Resources
8. Managing Change and Innovation
9. Foundations of Individual Behavior
10. Understanding 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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MANAGEMENT, 6/e

James A. F. Stoner
R. Edward Freeman
Daniel R. Gilbert
Amitabh Deo Kodwani
Ranjeet Nambudiri

ISBN: 9789352865604
₹ 850.00 | 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
14. Human Resource Management
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

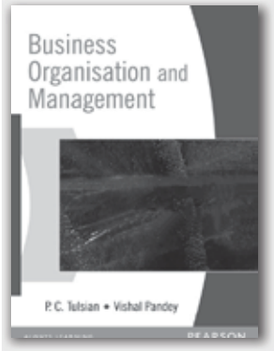
James F. Stoner, Fordham University

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BUSINESS ORGANISATION AND MANAGEMENT

P. C. Tulsian

Vishal Pandey

ISBN: 9788131716342
₹ 650.00 | Pages: 672

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.

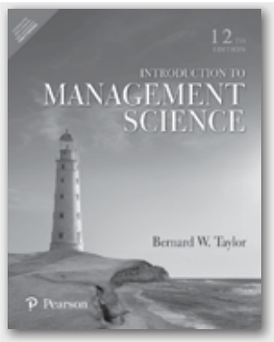
CONTENTS

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
16. Nature and Significance of Management
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.

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INTRODUCTION TO MANAGEMENT SCIENCE 12/e

Bernard W. Taylor

ISBN: 9789332579422
₹ 910.00 | Pages: 816

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.

Team Management



THE BUSINESS OF EVENTS MANAGEMENT, 1/e

John Beech

Sebastian Kaiser

Robert Kaspar

ISBN: 9789353940348
₹ 505.00 | Pages: 416

ABOUT THE BOOK

The Business of Events Management provides an accessible and lively introduction to the practice of managing an event, festival, conference or congress. Written by a team of international experts, the book incorporates the latest thinking in events management and highlights key theories, concepts and models by using a range of case studies and examples.

FEATURES

- This book will enable you to:
  - Manage the financial aspects of events management
  - Understand the impact of events on built and natural environments
  - Explain the role of volunteers in an event and understand the challenges that managing them involves
  - Understand the key issues in planning and designing a venue
- Each chapter features a real-life case study to illustrate key concepts and place theory in a practical context, as well as preparing students to tackle any challenges they may face in managing events. Case studies include the Edinburgh International Festival, the 2010 Winter Olympics and Indian Premier League Cricket.

CONTENTS

Section A: The Context of Events Management

1. Introduction to Events Management
2. The Dimensions of Events Management
3. Theories and Models in Events Management
4. The Business of Sports and Cultural Events
5. The Business of Conferences and Corporate Events

Section B: The Role of Business Functions in Events Management

6. Human Resource Management and The Role of Volunteers
7. Marketing and Destination Branding
8. Finance in Events Management
9. Event Planning and Strategy
10. Sustainable Events Management
11. Events, the Law and Risk Management
12. Event Operations and Project Management
13. Using IT and the Internet for Events

Section C: Management Issues in Events Management

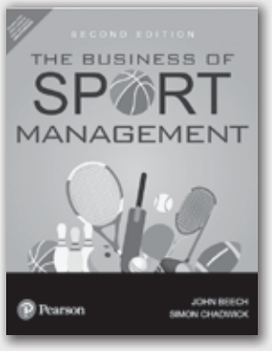
14. The Event Life Cycle and Event Stakeholders
15. The Role of Sports, Cultural and Business Venues
16. Event Tourism
17. Impact Evaluation of Events
18. Events Management and the Hospitality Industry
19. Creating and Designing Events
20. Events in Public Spaces
21. Events as a Sponsorship Investment

Section D: The Future of Events Management

22. Trends in Events Management

ABOUT THE AUTHORS

John Beech, Coventry Business School, Coventry University
Robert Kaspar, University of Kufstein
Sebastian Kaiser, University of Kufstein



THE BUSINESS OF SPORT MANAGEMENT, 2/e

John Beech

Simon Chadwick

ISBN: 9789389552386
₹ 725.00 | Pages: 632

ABOUT THE BOOK

Over the first decade of the 21st century the scale and importance of the commercial sport industry has increased dramatically and rapidly. This timely second edition of the ground-breaking text The Business of Sport Management has been comprehensively revised, updated and significantly expanded in scope to meet the needs of today's sports management students, and equip future managers with the tools they need to succeed. Elegantly blending theory with practice, the text looks first at the distinctive context of sport organisations. It then examines the sport management theories and practice within functional areas such as finance, HRM, marketing and strategy. Finally it considers important issues such as risk management, sponsorship, retailing, social media, sports betting and more. Written with a thoroughly international perspective, this book is ideal for students of sports management on programmes of sports, leisure and business studies, and will also be of great interest to practitioners working in sport businesses.

FEATURES

- All chapters are written by leading international academics and practitioners in their field, contributing a considerable breadth of expertise,coverage and enthusiasm for the subject.
- A wealth of case studies and stimulating examples drawn from a wide range of sportsaround the world encourage students to apply the theory to familiar real life scenarios.

- Learning outcomes, questions, exercises and suggestions for further study are included throughout the text to help students structure their progress.

CONTENTS

Section A: The Context of Sport

1. Introduction: The Commercialisation of Sport
2. Governance in Sport
3. Ethics in Sport
4. The Role of the State in Sport
5. The Economics of Competitive Balance in Sport
6. The Impacts of Sport

Section B: Business Functions applied to Sport

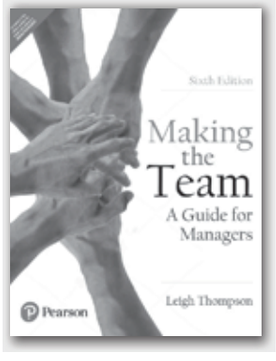
7. Organisational Behaviour in Sport Organisations
8. Human Resource Management in Sport
9. Branding and Marketing in Sport
10. Sports Finance
11. Managing small and not-for-profit sports organisations
12. Strategy and Environmental Analysis in Sport
13. Managing Sport Operations: Quality, Performance and Control
14. The Internet, Online Social Networks, and the Fan Digital Experience

Section C: Sport Management Issues

15. Sports and the Law
16. Sport Event and Facility Management
17. Sport Sponsorship and Endorsement
18. Sport Broadcasting
19. Risk Management in Sport
20. The Sports Betting Industry
21. Sports Retailing and Merchandising
22. Sports Media and PR
23. The Internationalisation of Sport
24. Sports Agents and Intermediaries

ABOUT THE AUTHORS

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Simon Chadwick, Coventry Business School, Coventry University



MAKING THE TEAM: A GUIDE FOR MANAGERS, 6/e

Leigh Thompson

ISBN: 9789353940355
₹ 625.00 | Pages: 480

ABOUT THE BOOK

Making the Team shows leaders how to design teams to function optimally, and focuses on the skills needed to become productive team members. The 6th Edition combines cutting-edge theory with the latest information and research, while its real-world applications and examples help team leaders and members succeed in the business world.

FEATURES

- The text is written for two audiences: team leaders and members. For leaders, the book directs itself toward how teams can be designed for optimal performance. For team members, the book focuses on the skills needed to be an important and productive member of the team.
- A focus on the big picture demonstrates how the team fits into the larger organization. Equipping managers for the long term, the text also highlights developments and trends that may affect how managers structure their teams in the future.
- Important topics and theories are introduced in the majority of chapters, including intergenerational team issues (Chapter 1), decision fatigue (Chapter 7), work/family conflict (Chapter 8), incremental versus entity theory of leadership (Chapter 11), moral decision making (Chapter 7), and an expanded discussion of virtual teams (Chapter 13).

CONTENTS

Part I. Building the Team

1. Types of Teams
2. Designing the Team
3. Leading Teams
4. Team Cohesion and Trust

Part II. Team Performance

5. Performance and Productivity
6. Team Communication and Collective Intelligence
7. Team Decision Making: Pitfalls and Solutions
8. Managing Team Conflict
9. Creativity and Innovation in Teams

Part III. Teams in Organizations

10. Sub-Groups & Multi-Teams
11. Team Networking & Social Capital
12. Virtual Teamwork
13. Multicultural Teams

ABOUT THE AUTHORS

Leigh Thompson is the J. Jay Gerber Distinguished Professor of Dispute Resolution and Organizations, Kellogg School of Management, Northwestern University, Evanston, IL.



AN EXPERIENTIAL APPROACH TO ORGANIZATION DEVELOPMENT, 8/e

Donald R. Brown

ISBN: 9789332518339
₹ 899.00 | Pages: 434

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

CONTENTS

I. Anticipating Change
1. Organizational Development and Reinventing the Organization
2. Organization Renewal—The Challenge of Change
3. Changing the Culture

II. Understanding The OD Process
4. The Diagnostic Process
5. Overcoming Resistance to Change

III. Developing Excellence In Individuals
6. Process Intervention Skills
7. OD Intervention Strategies
8. Employee Empowerment and Interpersonal Interventions

IV. Developing High Performance In Teams
9. Team Development Interventions
10. Intergroup Development Interventions
11. Work Team Development
12. High-Performing Systems and the Learning Organization

V. Building Success In Organizations
13. Goal Setting for Effective Organizations
14. Organization Transformation and Strategic Change
15. The Challenge and the Future for Organizations



ORGANIZATION DEVELOPMENT: BEHAVIORAL SCIENCE INTERVENTIONS FOR ORGANIZATIONAL IMPROVEMENT, 6/e

Wendell French

Cecil Bell Jr

Veena Vohra

ISBN: 9789332575264
₹ 650.00 | Pages: 256

ABOUT THE BOOK

With the change in business environments around the globe, our organizations have become more complex and varied. There is need to identify the correct organizational set-up for each business. Not only must managers strive to implement within the business an organizational form best suited to its functioning, care must also be taken to understand and nurture teams. This book provides a theoretical foundation for how teams can be studied—individually and as part of a system—to help form an organization that would be aligned with the vision statement of that company.

FEATURES

- Detailed and lucid explanation of the important concepts of organizational development.
- 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

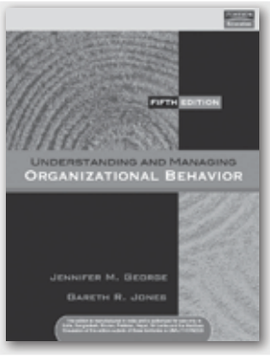
13. Issues in Consultant–Client Relationships
14. Power, Politics, and Organization Development
15. The Future and Organization Development

ABOUT THE AUTHOR

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UNDERSTANDING AND MANAGING ORGANIZATIONAL BEHAVIOR, 5/e

Jennifer George

Gareth R. Jones

ISBN: 9788131724965

₹ 899.00 | Pages: 712

ABOUT THE BOOK

Understanding and Managing Organizational Behavior, 5e, provides an authoritative and practical introduction to the subject—Organizational Behavior. A cuttingedge 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 modem 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

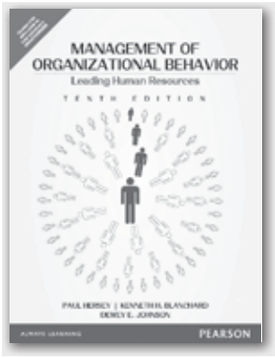
CONTENTS

1. Introduction to Organizational Behavior
2. Individual Differences: Personality and Ability
3. Values, Attitudes, and Moods and Emotions
4. Perception, Attribution, and the Management of Diversity
5. Learning and Creativity
6. The Nature of Work Motivation
7. Creating a Motivating Work Setting
8. Pay, Careers, and Changing Employment Relationships
9. Managing Stress and Work-Llife Balance
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

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MANAGEMENT OF ORGANIZATIONAL BEHAVIOR, 10/e

Paul Hersey

Kenneth H. Blanchard

Dewey E. Johnson

ISBN: 9789332549852

₹ 650.00 | Pages: 360

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

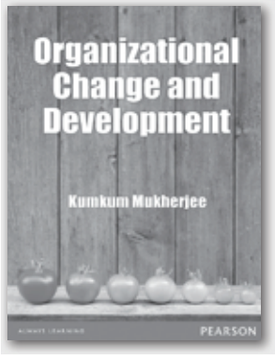
1. Management: An Applied Behavioral Sciences Approach
2. Motivation and Behavior
3. Motivating
4. Leadership: An Initial Perspective
5. Leadership: Situational Approaches
6. Determining Effectiveness
7. Situational Leadership®
8. Situational Leadership®: The Perception, and Impact of Power
9. Situational 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

₹ 360.00 | 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

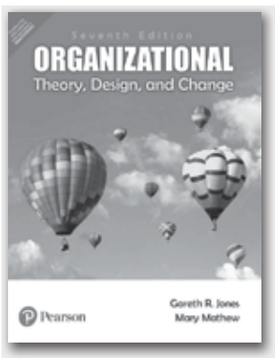
CONTENTS

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

Prof. Kumkum Mukherjee, HOD of Masters of HRM, Indian Institute of Social Welfare and Business Management, West Bengal.



ORGANIZATIONAL THEORY, DESIGN AND CHANGE, 7/e

Gareth R. Jones

Mary Mathew

ISBN: 9789352865291
₹ 710.00 | 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 craftswork 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

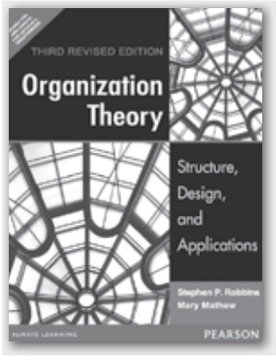
Part 2 Organizational Design
4. Basic Challenges of Organizational Design
5. Designing Organizational Structure: Authority and Control
6. Designing Organizational Structure: Specialization and Coordination
7. Creating and Managing Organizational Culture
8. Organizational Design and Strategy in a Changing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



ORGANIZATION THEORY: STRUCTURE, DESIGN, AND APPLICATIONS, 3/e

Stephen P. Robbins

Mary Mathew

ISBN: 9788131717301
₹ 710.00 | Pages: 380

ABOUT THE BOOK

This book is a South Asian adaptation of the third edition of Stephen P. Robbins's bestselling American text *Organization Theory: Structure, Design, and Applications, 3/e*. The book focuses on the basic concepts of organization theory that all students need in order to build a strong foundation in the management sciences. This third revised edition retains Robbins's unparalleled style of presentation and management-oriented content that helps readers understand how the principles of structure and design are being applied in organizations operating across the global landscape. With its new look, this adapted edition provides a fresh perspective for the reader into how 'organization theory' has been applied by the organizational sector in India. The 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
10. Bureaucracy: A Closer Look
11. Adhocracy: A Closer Look

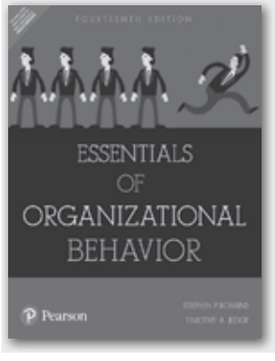
Part IV: Applications: Contemporary issues in Organization Theory
12. Managing the Environment
13. Managing Organizational Change
14. Managing Organizational Conflict
15. Managing Organizational Culture
16. Managing Organizational Evolution

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.



ESSENTIALS OF ORGANIZATIONAL BEHAVIOR, 14/e

Stephen P. Robbins

Timothy A. Judge

ISBN: 9789353067007
₹ 540.00 | Pages: 400

ABOUT THE BOOK

Essentials of Organizational Behavior teaches students how to communicate and interact within organizations, through real-world scenarios. The text offers comprehensive coverage of key organizational behavior (OB) concepts, making each lesson engaging and easy to absorb. Students can use the book's concepts to apply what they've learned to their own education, future career plans, and other organizational endeavors. Currently used at more than 500 colleges and universities worldwide, Essentials of Organizational Behavior serves as a popular resource so students can learn and understand the most important concepts in OB. With updated research and the integration of contemporary global issues, the 14th Edition focuses on the most relevant OB concepts that resonate with students.

FEATURES

- **UPDATED! Increased coverage of contemporary global issues** was added into topic discussions.

- **Concise coverage of topics** allows students to learn the full scope of the organizational behavior field of study, all in less than 350 pages.
- **Balanced coverage** features traditional organizational behavior concepts such as personality and leadership, and modern issues such as diversity and negotiation.
- **A conversational writing style** keeps the text fluid and engaging, using clear, real-life examples to further explain complex concepts.
- **A practical approach** ensures students see the connection between organizational behavior theories and the implications for practice in a real-world setting.

CONTENTS

Part 1: An Introduction

1. Welcome to the World of OB

Part 2: Individual Differences

2. Attitudes
3. Emotions
4. Personality Factors
5. Perceptual Processes
6. Valuing Diversity
7. Basic Motivation
8. Applied Motivation

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

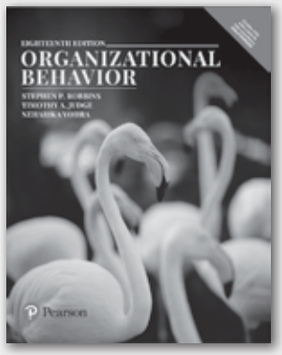
Part 4: Organizational Systems

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 Abdulaziz 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

₹ 1040.00 | 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 Employabilty 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, Riyaaz 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
9. Foundations of Group Behavior
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.



ORGANIZATIONAL CHANGE, 3/e

Barbara Senior

Jocelyne Fleming

ISBN: 9788131727980
₹ 775.00 | Pages: 464

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

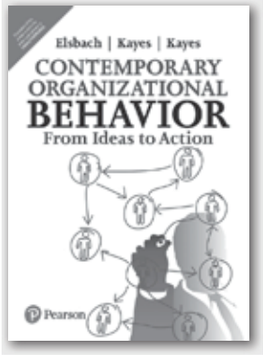
III. Strategies for Managing Change

8. Hard systems models of change
9. Soft systems models
10. A changing future

ABOUT THE AUTHORS

Barbara Senior is a Chartered Occupational Psychologist who has published a number of books, articles and conference papers based on her research and activities.

Jocelyne Fleming is Senior Lecturer in the Human Resources Management Department at the University of Gloucestershire.



CONTEMPORARY ORGANIZATIONAL BEHAVIOR 1/e

Kimberly D. Elsbach

Anna Kayes

D. Chris Kayes

ISBN: 9789332578043
₹ 750.00 | Pages: 696

ABOUT THE BOOK

Contemporary Organizational Behavior: From Ideas to Action is an unconventional text that approaches Organizational Behavior in conceptual, contextual, and experiential ways. Using real world examples and expert advice, the First Edition engages students, rather than merely introducing vocabulary and terms. A combination of Topic Summaries, Case Studies, and Experiential Exercises introduce OB concepts to students while challenging them to understand them in applied situations.

FEATURES

- Covers 14 key organizational behavior topics.
- Modular and flexible text allowing you to create a custom version containing the coverage you want for your course.

- Topic Summaries written by the textbook authors begin each chapter and introduce bolded key terms, theories, and models, as well as include:
  1. Learning Objectives listed at the beginning of each topic summary matched within the text.
  2. Conceptual Overviews integrate key topic ideas into a holistic, navigable framework.
  3. Expert Contribution Section of articles authored by two to four experts on the topic that give students access to the latest expert thinking in Organizational Behavior.
- Can function as theoretical supplements for lectures.
- Can be used as topical course readings.
- Spotlight on Research highlights published, scholarly research studies for each topic to encourage students to use evidence-based research to support their own opinions.
- Case Studies allow students to gain insight on how context affects application of concepts and serve as an integrative tool to apply major ideas across all topics.
- OB at Work introduces students to real world professionals who have applied text concepts to their own careers.

CONTENTS

1. Introduction to Contemporary Organizational Behavior
2. Individual Characteristics
3. Learning
4. Perceptions
5. Leadership
6. Motivation
7. Power, Influence, and Impression Management
8. Decision-Making
9. Groups and Teams
10. Negotiation
11. Communication and Diversity
12. Culture
13. Change, Innovation, Stress
14. Corporate Social Responsibility, Ethics, and Sustainability

Section II. Cases

1. Perceptions of Leaders Following Public Failures: A Tale of Two Coaches
2. The Case of Apple iPhone 4
3. NASCAR's Drive for Diversity: Can They Reach the Finish Line?
4. Face Time at TechPoint Software Inc.
5. EMERGENCY: We Need a Better Compensation System!
6. Conflict in Santa's Workshop: Learning to be a Team Player at ToyKing
7. What Ever Happened to One of the "100 Best Companies to Work For?": A Case Study of Hewlett-Packard
8. "We are Global or We are Nothing" — Conflict and Cover-Up at ColeQuarter Marine

Section III. Exercises

ABOUT THE AUTHORS

Kimberly D. Elsbach, University of California, Davis

Anna Kayes, Stevenson University

D. Chris Kayes, The George Washington University

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

₹ 770.00 | Pages: 648

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, 5e* 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
- ISO 9001: 2015 international standards included.

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

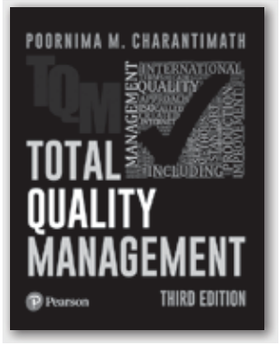
Glen Besterfield, Associate Professor, University of South Florida

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

IN 2-COLOR !!



TOTAL QUALITY MANAGEMENT, 3/e

Poornima M. Charantimath

ISBN: 9789332579392
₹ 710.00 | Pages: 640

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
6. Statistical Concepts in Quality Management
7. Six Sigma
8. Quality Improvement Tools
9. Kaizen—Continuous Improvement
10. Breakthrough Improvement
11. Benchmarking
12. Business Process Re-engineering
13. Business Process Management
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



STRATEGIC MANAGEMENT AND COMPETITIVE ADVANTAGE : CONCEPTS AND CASES, 5/e

Jay B. Barney

William Hesterly

ISBN: 9789332559400
₹ 775.00 | 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.

- Indian Cases: Incorporated many new chapter opening cases, such as 'The Rise of Flipkart', 'Marriage Insurance: Evaluating a Firm's External Environment', 'When a Noun Becomes a Verb', 'And Then There Is Tata Group', and 'Strategic Alliance: ICICI and Vodafone India for M-pesa'.
- 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 1: The Tools of Strategic Analysis

1. What Is Strategy and the Strategic Management Process?
2. Evaluating a Firm's External Environment
3. Evaluating a Firm's Internal Capabilities

End-of-Part 1 Cases

Part 2: Business-Level Strategies

4. Cost Leadership
5. Product Differentiation

End-of-Part 2 Cases

Part 3: Corporate Strategies

6. Vertical Integration
7. Corporate Diversification
8. Organizing to Implement Corporate Diversification
9. Strategic Alliances
10. Mergers and Acquisitions
11. International Strategies

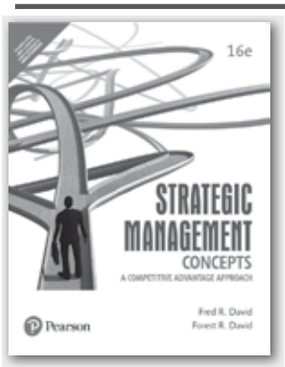
End-of-Part 3 Cases

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.



STRATEGIC MANAGEMENT CONCEPTS: A COMPETITIVE ADVANTAGE APPROACH, 16/e

Fred R. David

Forest R. David

ISBN: 9789353062835

₹ 605.00 | Pages: 472

ABOUT THE BOOK

Strategic Management Concepts: A Competitive Advantage Approach, 16e, is a practical, skills-oriented strategic-management textbook designed to enable students to learn "how to do strategic planning," rather than simply memorize seminal theories in strategy. This book will provide managers the latest skills and concepts needed to effectively formulate and efficiently implement a strategic plan that can lead to sustainable competitive advantages for any type of business. Learners using this text follow an integrative model that appears in every chapter as they progress with the book. They learn how to construct strategic-planning matrices, such as the Strengths, Weaknesses, Opportunities, and Threats (SWOT) and the Boston Consulting Group (BCG) matrices. Readers will also learn how to perform strategic-planning analyses, such as earnings-per-share/earnings-before-interest-and-taxes (EPS/EBIT) and Corporate Valuation. The focus throughout this text is on "learning by doing."

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 Chapter, 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

7. Implementing Strategies: Management, Operations, and Human Resource Issues
8. Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues

Part 4: Strategy Evaluation

9. Strategy Review, Evaluation, and Control

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

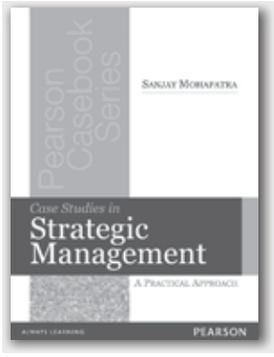
12. How to Prepare and Present a Case Analysis

ABOUT THE AUTHORS

Fred R. David, TranSouth Professor of Strategic Management at Francis Marion University (FMU) in Florence, South Carolina

Forest R. David, Strategic Planning Consultant

14. Failure Mode and Effect Analysis



CASE STUDIES IN STRATEGIC MANAGEMENT: A PRACTICAL APPROACH

Sanjay Mohapatra

ISBN: 978813175984
₹ 450.00 | 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).



CONCEPTS IN STRATEGIC MANAGEMENT AND BUSINESS POLICY: GLOBALIZATION, INNOVATION, AND SUSTAINABILITY, 15/e

Thomas L. Wheelen
J. David Hunger
Alan N. Hoffman
Charles E. Bamford
Purva kansal

ISBN: 9789352861897
₹ 699.00 | Pages: 440

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

6. Strategy Formulation: Business Strategy
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

Thomas L. Wheelen, Formerly with University of Virginia, Trinity College, Dublin, Ireland

Charles E. Bamford, University of Notre Dame

J. David Hunger, Formerly with Iowa State University, St. John's University

Alan N. Hoffman, Bentley University

Purva kansal, Panjabi Univeristy, 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, Pantaloon, 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
₹ 925.00 | Pages: 832

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

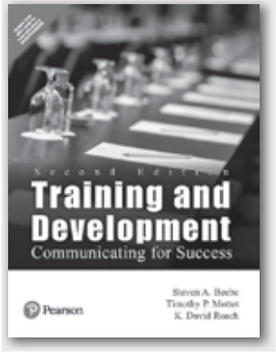
1. Introducing Strategy
2. Macro Environmental Analysis
3. Industry and Sector Analysis
4. Resources and Capabilities
5. Stakeholders and Governance

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

ABOUT THE AUTHORS

Gerry Johnson, Lancaster University School of Management
Richard Whittington, Said Business School, University of Oxford
Kevan Scholes, Sheffield Hallam University
Duncan Angwinm, Oxford Brookes University
Patrick Regnér, Stockholm School of Economics

Training



TRAINING & DEVELOPMENT: COMMUNICATING FOR SUCCESS, 2/e

Steven A. Beebe
Timothy P. Mottet
K. David Roach

ISBN: 9789353437428
₹ 495.00 | Pages: 336

ABOUT THE BOOK

Training & Development: Communicating for Success presents a comprehensive, step-by-step approach to developing training programs organized around the Needs-Centered model of training. The text provides students and future trainers with practical "how-to" strategies for training and for designing training programs. Rooted in contemporary instructional communication research, the book suggests that every aspect of developing a training program should be based upon trainee needs. Students are exposed to web-based training and new training technologies and learn how the internet plays a role in training and development. The text also presents students with information about career opportunities in training and development and exercises for practicing and applying what they've learned.

FEATURES

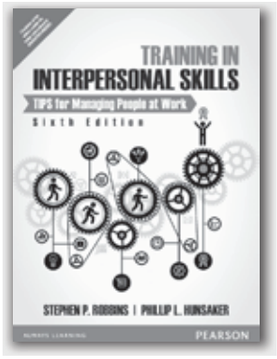
- Features the Needs-Centered model of training, which gives students a practical overview of the skill steps needed to design and present training programs. (ex. p. xii)
- Includes application and discussion questions at the end of each chapter, giving students the opportunity to put principles and skills to the test. (ex. p. 122)
- Provides students with in-text examples of needs assessment questionnaires, task analysis, training plans, and other tools that they can use as models when planning their own training programs. (ex. p. 117)
- Integrates the most recent research on instructional communication with how-to strategies for dealing with problem trainees, assessing training, and developing training plans.
- Contains review boxes, a glossary, chapter objectives, chapter summaries, discussion questions, and application questions to help students remember and apply key principles and skills.
- Helps students absorb training principles by modeling the text on the principles it teaches.

CONTENTS

1. Introducing Communication Training
2. Mastering How Adults Learn
3. Conducting a Needs Assessment and a Task Analysis
4. Developing Objectives and Designing a Curriculum
5. Developing Training Content
6. Using Training Methods
7. Using Web Training for E-Learning
8. Using Presentation Aids in Training
9. Developing Training Plans
10. Delivering the Training Session
11. Assessing Learning Outcomes
12. Becoming a Training Professional

ABOUT THE AUTHORS

Steven A. Beebe, Texas State University - San Marcos
Timothy P. Mottet, Texas State University - San Marcos
K. David Roach, Texas Tech University



TRAINING IN INTERPERSONAL SKILLS: TIPS FOR MANAGING PEOPLE AT WORK, 6/e

Stephen P. Robbins

Phillip L. Hunsaker

ISBN: 9789332549845

₹ 720.00 | Pages: 384

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 ingratiation, 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
3. Self-Management: Clarifying Values, Setting Goals, and Planning
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

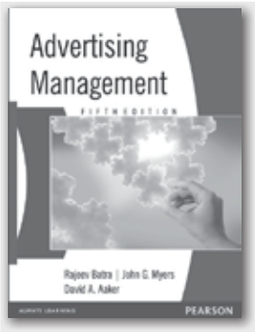
Stephen P Robbins, San Diego State University

Philip L. Hunsaker, University of San Diego


Vision
?
Strategy
People
Idea
Solution
SUCCESS
Partner
Research
Goal
Development
Target
Marketing
30%
Management
Process

I MARKETING

Advertising



ADVERTISING MANAGEMENT, 5/e

Rajeev Batra

John G. Myers

David A. Aaker

ISBN: 9788177588507
₹ 750.00 | 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

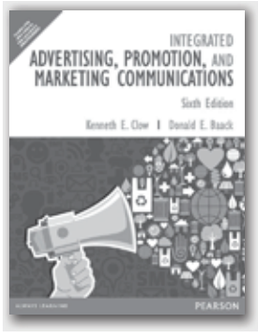
VI. The Broader Environment
18. Advertising Regulation
19. Advertising and Society
20. Global Marketing and Advertising

ABOUT THE AUTHORS

Rajeev Batra, University of Michigan

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
₹ 890.00 | 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

Part 4: IMC Promotional Tools

10. Database and Direct Response Marketing
11. Sales Promotions
12. Public Relations and Sponsorship Programs

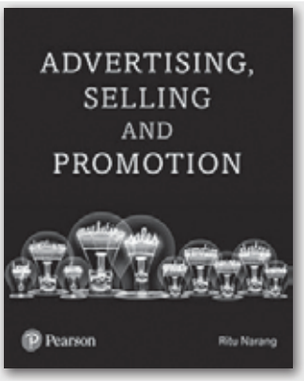
Part 5: IMC Integration Tools

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



ADVERTISING, SELLING & PROMOTION, 1/e

Ritu Narang

ISBN: 9789353435776

₹ 720.00 | Pages: 656

ABOUT THE BOOK

Advertising, Sales and Promotion can be said to be the heart of any organization. Their importance has increased manifold in today's business environment which is highly competitive and uncertain. The book is not only confined to advertising and selling but also to other elements of promotion mix such as sales promotion, publicity, direct marketing and public relations in order to provide an integrated marketing communication perspective. This book has been organized very systematically and intelligently into 27 chapters to allow a smooth flow of thoughts and ideas to enhance the readers interest.

FEATURES

- Opening Vignette of the chapter arouses deep interest in various concepts through a real-life case study.
- Box Items: It provides detailed examples of Indian and multinational companies which help to broaden the readers' perspective and improve understanding.
- *Case Study*: Each chapter ends with a comprehensive case study dealing with challenges, issues and situations discussed in concepts to enable translation of theory into real world and also questions at the end of the case is intended to encourage critical and innovative thinking.
- *Practical Projects for Students:* Unique practical projects have been developed to help the students undertake hands-on exercises and field work to gain deeper comprehension of theoretical concepts.
- *Cue Cards:* A new types of supplementary material called cue cards are available online which will help students to understand and remember the technical jargons pertaining to each chapter.

CONTENTS

Part 1: Introduction To Integrated Marketing Communication

15. Concept of Marketing
16. Integrated Marketing Communication

Part 2: Product and Market Analysis

17. Understanding Customer Psychology and Behaviour
18. Selling of Products

Part 3: Introduction to Advertising

19. History and Growth of Advertising
20. Functions, Types, and Role of Advertising

Part 4: Making Advertising and Promotion Plan

21. Advertising and Promotion Plan
22. Advertising and Promotion Budget

Part 5: Preparing Message 179

23. Advertising and Promotion Agencies
24. Advertising Research
25. Creativity in Advertising and Making Advertisement for Print Media
26. Making Advertisements for Broadcast and Other Media

Part 6: Placing Message and Evaluating Media

27. Media Plan and Effectiveness
28. Types of Media

Part 7: Introduction to Selling

29. Understanding the Concept of Selling
30. Sales Personality
31. Sales Channel

Part 8: Steps in Selling Process

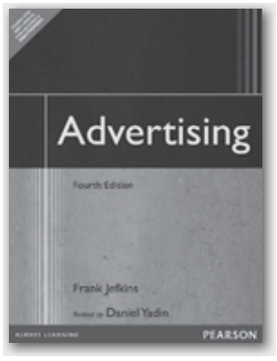
32. Meaning of Selling Process and Prospecting
33. Pre-approach and Approach
34. Presentation of the Solution
35. Overcoming Objections, Closing and After Sales Services

Part 9: Managing Sales Organisation

36. Sales Organisation
37. Recruitment and Selection of Sales Personnel
38. Training of Salespersons
39. Compensating Salespersons
40. Motivating Salespersons
41. Controlling Salespersons

ABOUT THE AUTHOR

Dr. Ritu Narang, a senior faculty member in the Department of Business Administration, University of Lucknow, is a distinguished academician with more than twenty years of teaching experience in the field of Marketing, Advertising Management, Retail Management and Organizational Behaviour.



ADVERTISING, 4/e

Frank Jefkins

ISBN: 9788131703823
₹ 875.00 | Pages: 416

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

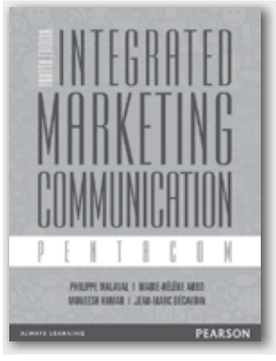
- Contains chapters on writing copy, designing advertisements, the advertising department and corporate identity
- Includes a greatly expanded directory of contacts in the advertising industry
- Covers, and is recommended for the LCCI Third Level Certificate and CAM Certificate in Communications, valuable 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

Frank Jefkins, Principal, Frank Jefkins School of Public Relations



INTEGRATED MARKETING COMMUNICATION: PENTACOM, 4/e

Philippe Malaval

Marie-Helene Abbo

Muneesh Kumar

Jean-Marc Decaudin

ISBN: 9789332536845
₹ 650.00 | Pages: 504

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
10. B-to-C Communication - Recent Targets and New Trends
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



ADVERTISING & IMC: PRINCIPLES AND PRACTICE, 11/e

Sandra Moriarty
Nancy Mitchell
William D. Wells
Charles Wood

ISBN: 9789390394937
₹ 820.00 | Pages: 664

ABOUT THE BOOK

Advertising & IMC: Principles and Practice presents the strategic use of communications to engage different types of consumers. Covering advertising, public relations, direct marketing, promotion, and more, *Advertising & IMC* uses examples of award-winning brand campaigns, contributions from experts, and enduring principles and practices to provide students with a practical guide to executing integrated marketing communications. And with a new author joining the team, the **11th Edition** features a significant reorganization and revision of the material. Now, readers will understand not only the types of marketing communication possible, but also their application of strategy and planning, and how these areas work together — ensuring students are prepared to deal with the latest industry practices in their future careers.

FEATURES

- **New–An introductory chapter on Marketing Communications** helps students understand what the professional areas of IMC are and how these functions work. This chapter has been grouped with advertising at the front of the text to provide more comprehensive presentation of this important topic.
- **Principles & Practice** uses the Facets Model of Advertising Effects to explain the effectiveness of brand communication strategies and consumer responses.
- **New and Updated - Chapter-Opening Examples and Case Studies of Award-Winning Brand Communication Campaigns** illustrate basic principles and best practices, showing students how professionals design and execute effective strategies that work.
- **New–Topics** discussed include the collection, manipulation, and use of data; artificial intelligence; virtual reality; and The Internet of Things, to familiarize students with the latest industry concepts and events.

CONTENTS

1. Strategic Brand Communication
2. Advertising
3. Public Relations
4. Action and Interaction: Direct Response and Promotions
5. How Brand Communication Works
6. Strategic Research
7. Segmenting and Targeting the Audience
8. Strategic Planning
9. Creative Side
10. Promotional Writing
11. Direct Response
12. Media Basics
13. Paid Media
14. Owned, Interactive, and Earned Media
15. Media Planning and Negotiation
16. IMC Management
17. Evaluating IMC Effectiveness
18. Social Impact, Responsibility, and Ethics: Is it Right?

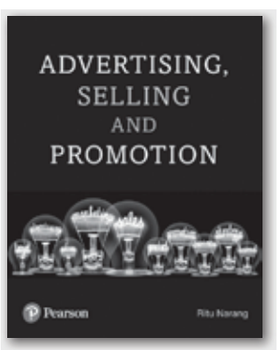
ABOUT THE AUTHOR

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Nancy Mitchell University of Nebraska - Lincoln

William D. Wells University of Minnesota

Charles Wood University of Tulsa



ADVERTISING, SELLING & PROMOTION, 1/e

Ritu Narang

ISBN: 9789353435776
₹ 720.00 | Pages: 656

ABOUT THE BOOK

Advertising, Sales and Promotion can be said to be the heart of any organization. Their importance has increased manifold in today's business environment which is highly competitive and uncertain. The book is not only confined to advertising and selling but also to other elements of promotion mix such as sales promotion, publicity, direct marketing and public relations in order to provide an integrated marketing communication perspective. This book has been organized very systematically and intelligently into 27 chapters to allow a smooth flow of thoughts and ideas to enhance the readers interest.

FEATURES

- Opening Vignette of the chapter arouses deep interest in various concepts through a real-life case study.
- *Box Items:* It provides detailed examples of Indian and multinational companies which help to broaden the readers' perspective and improve understanding.
- *Case Study:* Each chapter ends with a comprehensive case study dealing with challenges, issues and situations discussed in concepts to enable translation of theory into real world and also questions at the end of the case is intended to encourage critical and innovative thinking.

- *Practical Projects for Students:* Unique practical projects have been developed to help the students undertake hands-on exercises and field work to gain deeper comprehension of theoretical concepts.
- *Cue Cards:* A new types of supplementary material called cue cards are available online which will help students to understand and remember the technical jargons pertaining to each chapter.

CONTENTS

Part I: Introduction To Integrated Marketing Communication
1. Concept of Marketing
2. Integrated Marketing Communication

Part II: Product and Market Analysis
3. Understanding Customer Psychology and Behaviour
4. Selling of Products

Part III: Introduction to Advertising
5. History and Growth of Advertising
6. Functions, Types, and Role of Advertising

Part IV: Making Advertising and Promotion Plan
7. Advertising and Promotion Plan
8. Advertising and Promotion Budget

Part V: Preparing Message
9. Advertising and Promotion Agencies
10. Advertising Research
11. Creativity in Advertising and Making Advertisement for Print Media
12. Making Advertisements for Broadcast and Other Media

Part VI: Placing Message and Evaluating Media
13. Media Plan and Effectiveness
14. Types of Media

Part VII: Introduction to Selling
15. Understanding the Concept of Selling
16. Sales Personality
17. Sales Channel

Part VIII: Steps in Selling Process
18. Meaning of Selling Process and Prospecting
19. Pre-approach and Approach
20. Presentation of the Solution
21. Overcoming Objections, Closing and After Sales Services

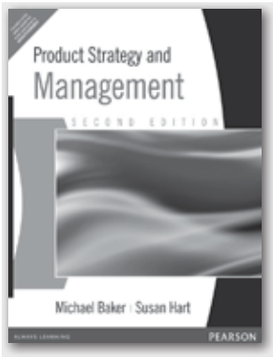
Part IX: Managing Sales Organisation
22. Sales Organisation
23. Recruitment and Selection of Sales Personnel
24. Training of Salespersons
25. Compensating Salespersons
26. Motivating Salespersons
27. Controlling Salespersons

ABOUT THE AUTHOR

Dr. Ritu Narang, a senior faculty member in the Department of Business Administration, University of Lucknow, is a distinguished academician with more than twenty years of teaching experience in the field of Marketing, Advertising Management, Retail Management and Organizational Behaviour.

MARKETING

Product / Brand Management



PRODUCT STRATEGY AND MANAGEMENT, 2/e

Michael Baker

Susan Hart

ISBN: 9788131724286
₹ 950.00 | Pages: 560

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

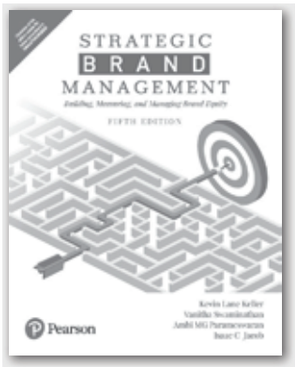
16. Controlling the product line: an overview of the deletion decision
17. Reaching the decision to delete a product
18. Implementing the deletion decision
19. Reprise

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.

IN 4-COLOR !!



STRATEGIC BRAND MANAGEMENT: BUILDING, MEASURING, AND MANAGING BRAND EQUITY, 5/e

Kevin Lane Keller
Vanitha Swaminathan
Ambi M.G. Parameswaran
Isaac C. Jacob

ISBN: 9789353946135
₹ 950.00 | Pages: 672

ABOUT THE BOOK

The fifth edition of *Strategic Brand Management* offers a comprehensive view of the changing technological, cultural, global, and economic environment that brands face. The book is well-grounded in practice and can be easily related to past and current marketing activities, events, and case studies.

FEATURES

- Carefully curated content with whole new chapter titled 'Branding in digital Era' that provides a comprehensive overview of the major digital channel.
- Some of the Indian brands Examples and cases discussed in this edition are: Amul, Apollo Pharmacy, Bira, Chik Shampoo, Dabur, D'decor, HCL Laptops, Fasttrack, Lenskart, Mahindra Scorpio, Old Monk, Paytm, Reliance Jio, Royal Enfield, Santoor, Shoppers Stop, Yoga Bar.

CONTENTS

Part I: Opening Perspectives

1. Brands and Brand Management

Part II: Developing a Brand Strategy

2. Customer-Based Brand Equity and Brand Positioning
3. Brand Resonance and the Brand Value Chain

Part III: Designing and Implementing Brand Marketing Programs

4. Choosing Brand Elements to Build Brand Equity
5. Designing Marketing Programs to Build Brand Equity
6. Integrating Marketing Communications to Build Brand Equity
7. Branding in the Digital Era
8. Leveraging Secondary Brand Associations to Build Brand Equity

Part IV: Measuring and Interpreting Brand Performance

9. Developing a Brand Equity Measurement and Management System
10. Measuring Sources of Brand Equity: Capturing Customer Mind-Set
11. Measuring Outcomes of Brand Equity: Capturing Market Performance

Part V: Growing and Sustaining Brand Equity

12. Designing and Implementing Brand Architecture Strategies
13. Introducing and Naming New Products and Brand Extensions
14. Managing Brands Over Time
15. Managing Brands Over Geographic Boundaries and Market Segments

Part VI: Closing Perspectives

16. Closing Observations

ABOUT THE AUTHORS

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College.

Vanitha Swaminathan Katz Graduate School of Business University of Pittsburg

Ambi M.G. Parameswaran Brand Stragist & Adjunct Professor of Marketing SPJIMR, Mumbai, India

Isaac C. Jacob is Professor and area Chairperson Marketing and International Business K J Somaiya Institute of Management, Mumbai India

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 Ceo, 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, Ceo, 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

Consumer Behaviour



CONSUMER BEHAVIOUR: THE INDIAN CONTEXT (CONCEPTS AND CASES) 2/e

S. Ramesh Kumar

ISBN: 9789332586499
₹ 599.00 | Pages: 348

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
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
₹ 550.00 | 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

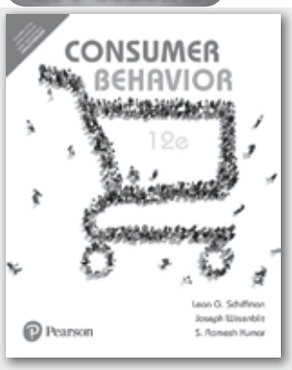
1. Romantic Rides or Fiery Thrills: Positioning a new brand of Motorcycle in the Indian context

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
5. www.Dhonuk.Com: Marketing Art 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 Mississagua
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.

IN 4-COLOR !!



CONSUMER BEHAVIOR, 12/e

Leon G. Schiffman

Joseph Wisenblit

S. Ramesh Kumar

ISBN: 9789353069834

₹ 950.00 | 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 dierent 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 signicantly 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 eects 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 aect 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

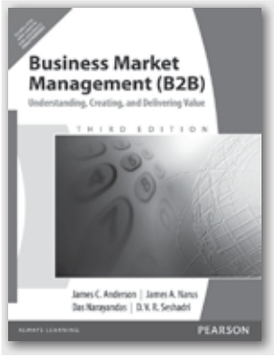
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B2B Marketing



BUSINESS MARKET MANAGEMENT (B2B): UNDERSTANDING, CREATING, AND DELIVERING VALUE, 3/e

James C. Anderson
Ames A. Narus
Das Narayandas
D.V.R. Seshadri

ISBN: 9788131731635
₹ 850.00 | Pages: 496

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

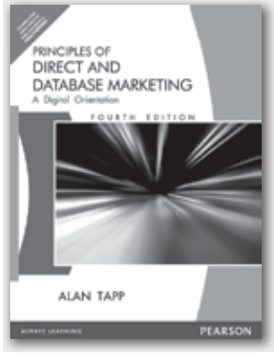
Section III: Creating Value
5. Managing Market Offerings
6. New Offering Realization
7. Business Channel Management

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.

Direct Marketing



PRINCIPLES OF DIRECT AND DATABASE MARKETING 4/e

Alan Tapp

ISBN: 9788131764411
₹ 975.00 | Pages: 756

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 Marekting to Analyse the Marketing Situation
3. The customer database: analysis and applications
4. Using external databases in direct marketing

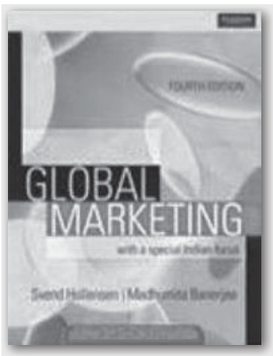
Part III: Setting Objectives and Strategies within Direct Marketing
5. Direct marketing objectives and strategies
6. The strategic influences on direct marketing
7. Relationship marketing and CRM
8. The Internet
9. Social networks: a new perspective for direct marketing

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.



GLOBAL MARKETING, 4/e

Svend Hollensen

Madhumita Banerjee

ISBN: 978813172814 7
₹ 935.00 | 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
- Special focus on India, with several cases, exhibits and sections based on contemporary Indian organizations and their global marketing issues
- Extensive coverage of hot topics such as blue ocean strategy, celebrity branding, brand piracy, and viral marketing
- Coverage of the emerging market economies, global buyer–seller relationships and focus on SMEs as global marketing players

CONTENTS

Part I: The Decision whether to Internationalize

1. Global marketing in the firm
2. Initiation of internationalization
3. Internationalization theories
4. Development of the firm's international competitiveness

Part II: Deciding Which Markets to Enter

5. Global marketing research
6. The political and economic environment
7. The sociocultural environment
8. The international market selection process

Part III: Market Entry Strategies

9. Some approaches to the choice of entry mode
10. Export modes
11. Intermediate entry modes
12. Hierarchical modes
13. International sourcing decisions and the role of the subsupplier

Part IV: Designing the Global Marketing Programme

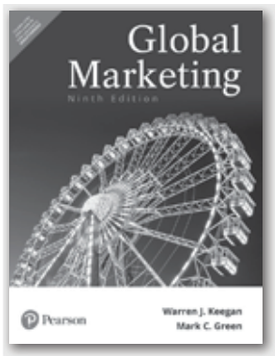
14. Product decisions
15. Pricing decisions and the terms of doing business
16. Distribution decisions
17. Communication decisions (promotion strategies)

Part V: Implementing and Coordinating the Global Marketing Programme

18. Cross-cultural sales negotiations
19. Organization and control of the global marketing programme
20. Global e-marketing

ABOUT THE AUTHOR

Svend Hollensen is an Associate Professor at the University of Southern Denmark.



GLOBAL MARKETING, 9/e

Warren J. Keegan

Mark C. Green

ISBN: 9789352865284
₹ 795.00 | 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.

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Part I: Introduction
1. Introduction to Global Marketing
Part II: The Global Marketing Environment
2. The Global Economic Environment
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9. Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances
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10. Brand and Product Decisions in Global Marketing
11. Pricing Decisions
12. Global Marketing Channels and Physical Distribution
13. Global Marketing Communications Decisions I: Advertising and Public Relations
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
₹ 799.00 | 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.

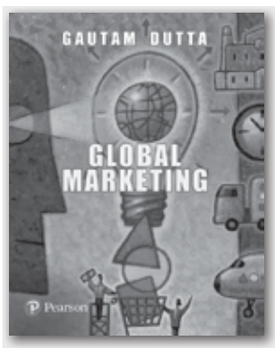
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1. Introduction to Global Marketing
2. The Global Economic Environment
3. The Political, Legal, and Regulatory Environments of Global Marketing
4. The Global Cultural Environment
5. Global Customers
6. Global Marketing Information Systems and Research
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.

Gautam Dutta, IIFT,Kolkata



GLOBAL MARKETING I/e

Gautam Dutta

ISBN: 9789332530355
₹ 725.00 | Pages: 656

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 foor expanding existing international ventures.

Sanjeev Nandwani, Additonal 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

Marketing



CASE STUDIES IN MARKETING

Sidharth Balakrishna

ISBN: 9788131757970
₹ 450.00 | Pages: 164

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

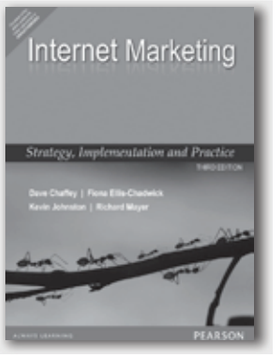
CONTENTS

1. Fair and Lovely: Creating Demand
2. BPCL: Ushering 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



INTERNET MARKETING: STRATEGY, IMPLEMENTATION AND PRACTICE, 3/e

Dave Chaffey

ISBN: 9788131725191
₹ 999.00 | Pages: 584

ABOUT THE BOOK

Internet Marketing: Strategy, Implementation and Practice, 3/e, is a comprehensive guide to how organisations can use the Internet to support their marketing activities and covers all aspects of the subject, from environmental analysis to strategy development and implementation. Now in its third edition, *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 communcations, 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



FUNDAMENTALS OF DIGITAL MARKETING, 2/e

Puneet Singh Bhatia

ISBN: 9789353435141
₹ 599.00 | Pages: 512

ABOUT THE BOOK

Staying true to its former, *Fundamentals of Digital Marketing, second edition, is* an honest attempt to capture and showcase the evolving Indian landscape of digital marketing to an audience that had for long viewed this academic field from an external (non-Indian) lens or through the eyes of online training modules without delving into the building blocks that constitute this multi-disciplinary area of study. This text will be of great interest to students, professors, readers, and entrepreneurs as it brings forth a pedagogical, framework-driven approach mostly lacking across academic and corporate circuits.

FEATURES

- Inclusion of Practical Exercises across digital marketing assessment and strategy phases including consumer analysis, market trend assessment, and competitive research
- Implementation exercises on developing owned media and earned presence along with executing paid promotions
- Project brief towards understanding and implementing multiple marketing analytics techniques deployed across the digital marketing landscape
- Introduction of a new section on Google Analytics (GA) to help upcoming marketers gain a view of why GA is one of the most preferred analytics tools for marketers to understand website actions, engage better with visitors and analyze campaign data
- Inclusion of digital marketing trends (that gained prominence in 2018) including voice marketing, micro-influencers, GDPR, growth hacking and conversion rate optimization

CONTENTS

Unit I: Basics of Digital Marketing
1. Introduction to Digital Marketing
2. Digital Marketing Models Creation
3. The Consumer for Digital Marketing

Unit II: Digital Marketing Strategy Development
4. Digital Marketing Assessment Phase
5. Digital Marketing Strategy Definition

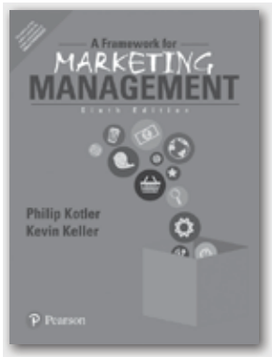
Unit III: Digital Marketing Planning & Setup
6. Digital Marketing Communications and Channel Mix
7. Digital Marketing Operations Set-up

Unit IV: Digital Marketing Execution
8. Digital Marketing Campaign Management
9. Digital Marketing Execution Elements

Unit V: Digital Business–Present & Future
10. Digital Marketing-Landscape and Emerging Areas
11. A Career in Digital Marketing

ABOUT THE AUTHOR

Puneet Singh Bhatia, Director, Marketing Axtria Inc.



A FRAMEWORK FOR MARKETING MANAGEMENT, 6/e

Philip Kotler

Kevin Keller

ISBN: 9789332575394
₹ 650.00 | Pages: 344

ABOUT THE BOOK

A succinct guide to 21st century marketing management.

Framework for Marketing Management is a concise, streamlined version of Kotler and Keller's fifteenth edition of Marketing Management, a comprehensive look at marketing strategy. The book's efficient coverage of current marketing management practices makes for a short yet thorough text that provides the perfect supplement for incorporated simulations, projects, and cases.

The Sixth Edition approaches the topic of marketing from a current standpoint, focusing its information and strategy on the realities of 21st century marketing. Individuals, groups, and companies alike can modernize their marketing strategies to comply with 21st century standards by engaging in this succinct yet comprehensive text.

FEATURES

- Framework for Marketing Management uses the following features to facilitate learning:
  - A concise yet exhaustive text provides flexibility in the classroom.
- NEW! A comprehensive organization of the text around three major 21st century themes provides a current lens through which to view the following subjects:
  - Globalization
  - Technology
  - Social Responsibility (both individual and societal)
  - NEW! Chapter 16: Managing Digital Communications: Online, Social Media, and Mobile adds extended coverage of the latest digital trends and their impact on marketing to the text.
- NEW! Major 21st century developments are covered extensively throughout the text, including:
  - Omnichannel marketing
  - Mobile apps
  - Geofencing and mobile commerce
  - Privacy concerns

- Shopper marketing
- Sharing economy
- UPDATED! Reorganized chapter content creates a more fluid flow information

- NEW! Opening Vignettes at the beginning of each chapter demonstrate marketing management at major companies that introduce major chapter concepts with real examples. Companies featured include:
  - Linkedin
  - PepsiCo
  - USA A
  - Gatorade
  - Pandora
  - Cisco
  - Patagonia

CONTENTS

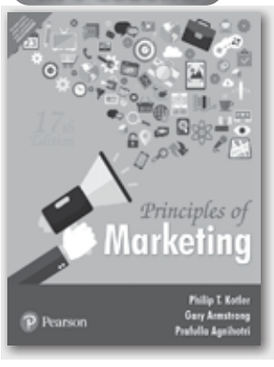
1. Defining Marketing for the New Realities
2. Developing and Implementing Marketing Strategies and Plan
3. Capturing Marketing Insights and Forecasting Demand
4. Creating Long-term Loyalty Relationships
5. Analyzing Consumer and Business Markets
6. Identifying Market Segments and Targets
7. Crafting 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
Prafulla Agnihotri

BEST SELLER

ISBN: 978935286561 1
₹ 970.00 | Pages: 736

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
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
14. Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy
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

BEST SELLER

ISBN: 9789332587403

₹ 1150.00 | Pages: 870

With Indian Case Book

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
18. Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations
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

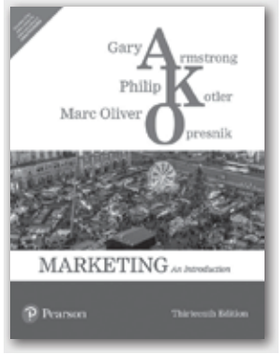
Part 8: Conducting Marketing Responsibly for Long-Term Success

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.



MARKETING: AN INTRODUCTION, 13/e

Gary Armstrong

Philip Kotler

Mark Oliver Opresnik

ISBN: 9789332584471

₹ 820.00 | Pages: 672

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 retail 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

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 Customer Value

3. Analyzing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Understanding Consumer and Business Buyer Behavior

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12. Engaging Customers and Communicating Customer Value Advertising and Public Relations
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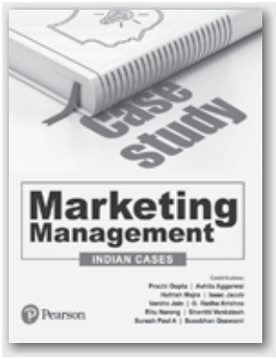
Appendix 1. Company Cases
Appendix 2. Marketing Plan
Appendix 3. Marketing by the Numbers
Appendix 4. Careers in Marketing

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.



MARKETING MANAGEMENT: INDIAN CASES

Prachi Gupta
Ashita Aggarwal
Hufrish Majra
Isaac Jacob

ISBN: 9789332587106
₹ 350.00 | 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

Marketing Research



MARKETING RESEARCH, 8/e

Alvin C. Burns

Ronald F. Bush

ISBN: 9789332584679
₹ 625.00 | Pages: 496

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
12. Using Descriptive Analysis, Performing Population Estimates, and Testing Hypotheses
13. Implementing Basic Differences Tests
14. Making Use of Associations Tests
15. Understanding Regression Analysis Basics
16. The Research Report

ABOUT THE AUTHOR

Alvin C. Burns is the Ourso Distinguished Chair of Marketing and Chairperson of Marketing in the E. J. Ourso College of Business Administration at Louisiana State University.

Ronald F. Bush is Distinguished University Professor of Marketing at the University of West Florida.

IN 2-COLOR !!



MARKETING RESEARCH: AN APPLIED ORIENTATION, 7/e

Naresh K. Malhotra

Satyabhushan Dash

ISBN: 9789353433291
₹ 875.00 | Pages: 996

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.

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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



ESSENTIALS OF MARKETING RESEARCH: A HANDS-ON ORIENTATION, 1/e

Naresh K. Malhotra

ISBN: 9789332571198

₹ 650.00 | Pages: 432

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
11. Data Analysis: Frequency Distribution, Hypothesis Testing, and Cross-Tabulation
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: AN INTEGRATED APPROACH, 3/e

Alan Wilson

ISBN: 9789332535572
₹ 739.00 | Pages: 432

ABOUT THE BOOK

Marketing Research: An Integrated Approach, 3/e, is invaluable for anyone studying marketing research at a degree or diploma level. The author is the lead examiner for modules in the professional qualifications of the Market Research Society and the Chartered Institute of Marketing, and the content of the book has been developed to fully support the Chartered Institute of Marketing's Marketing Information and Research Professional Certificate module and The Market Research Society's Principles of Market and Social Research and Information Diploma module.

The book places research in the bigger picture of marketing and demonstrates how an understanding of marketing research is a key requirement of any effective marketing professional. The text integrates the key concepts and techniques of marketing research with both the management of customer information from customer databases along with the monitoring of user-generated content appearing on online social networks. *Marketing Research* is written in a clear and accessible style using many examples, real-life case histories and discussions of current issues in marketing 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

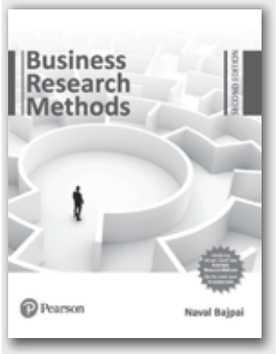
Issue 2: Merging marketing research with customer databases

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: Mulit-mode interviewing
Issue 9: Using technology for data collection
Issue 10: Clients going direct to respondents
Issue 11: International research
Issue 12: The repsondents' view of resesarch
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
₹ 750.00 | 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 topic. 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

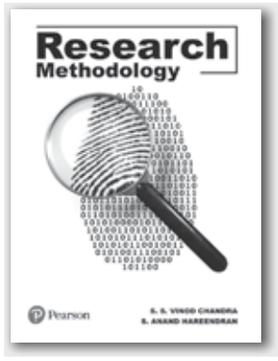
Part III Sources and Collection of Data
6. Secondary Data Sources
7. Data Collection: Survey and Observation
8. Experimentation
9. Fieldwork and Data Preparation

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.



RESEARCH METHODOLOGY

Vinod Chandra

Anand Hareendran

ISBN: 9789352863518
₹ 450.00 | Pages: 328

ABOUT THE BOOK

This book offers a standardized approach for research aspirants working in the various areas. At the same time, all the major topics in social research have also been detailed thoroughly which makes this book a very good frame of study for students and researchers in diverse fields. This book charts new and evolving terrain of social research by covering qualitative, quantitative and mixed approach. The chapters has extensive number of case studies that help researchers to understand practical implications of the research and includes plenty of diagrammatic representations for easy understanding of various theories and procedures. Each phase of research is explained in detail so that even beginners can also effectively utilize this book. It is written in a highly interactive manner, which makes for an interesting read. Templates of technical report, business report and research reports are also included in the book. This provides the reader with a hands-on experience.

FEATURES

- The document generation tool LaTeX and its various options are explained fully with sample codes and outputs.
- Numerous exercises, case studies and solved examples make this book unique.
- Testing procedures, representations of results are mentioned in the same flow like the way how the original research is carried out.
- Real time common research problems are handled for better understanding
- Solution-oriented research problems are designed to emphasize the importance on systematic problem solving.

CONTENTS

1. Introduction
2. Research Formulation and Literature Review
3. Data Collection
4. Basic Statistical Measures
5. Data Analysis
6. Research Design
7. Hypothesis Formulation and Testing
8. Test Procedures
9. Models for Science and Business
10. Social Research
11. Presentation of the Research Work
12. LaTeX-Document Generation Tool

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.



MANAGEMENT RESEARCH METHODOLOGY

K. N. Krishnaswamy

Appa Iyer Sivakumar

M. Mathirajan

ISBN: 9788177585636
₹ 635.00 | Pages: 600

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

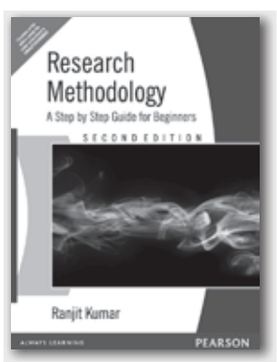
14. Hypothesis Testing—Univariate Analysis
15. Bivariate Analysis and Hypothesis Testing
16. Analysis of Experimental Data
17. Multivariate Analysis of Data—Dependence Analysis
18. Multivariate Analysis of Data II—Interdependence Analysis
19. Report Writing

ABOUT THE AUTHORS

K. N. Krishnaswamy is a consultant and former professor at the Department of Management Studies, Indian Institute of Science, Bangalore

Appa Iyer Sivakumar is Associate Professor at the School of Mechanical and Aerospace Engineering, Nanyang Technological University, Singapore and a fellow of the Singapore–Massachusetts Institute of Technology Alliance (SMA)

M. Mathirajan is Principal Research Scientist at the Department of Management Studies, Indian Institute of Science, Bangalore



RESEARCH METHODOLOGY: A STEP BY STEP GUIDE FOR BEGINNERS, 2/e

Ranjit Kumar

ISBN: 9788131704967
₹ 775.00 | 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

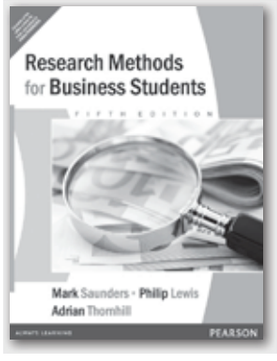
18. Writing a research report

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.



RESEARCH METHODS FOR BUSINESS STUDENTS, 5/e

Mark N.K. Saunders

Philip Lewis

ISBN: 9788131761045

₹ 795.00 | Pages: 648

ABOUT THE BOOK

The fifth edition of *Research Methods for Business Students* brings the theory, philosophy and techniques of research to life and enables students to understand the practical relevance of the research methods. A highly accessible style and logical structure have made this the 'student choice' and run-away market leader. The book is written for students on undergraduate and postgraduate degree programmes in business, or business-related disciplines.

FEATURES

- Case Studies and Focus on Student Research illustrate how student research can be conducted
- Research in the News and Focus on Management Research give examples of research in both academic and commercial environments
- Checklists, Questions and ' Progressing your Research Project' give practical advice on the step-by-step process of conducting research
- Guidance on use of SPSS, NVivo and internet searching on the companion website

CONTENTS

1. The nature of business and management research and structure of this book
2. Formulating and clarifying the research topic
3. Critically reviewing the literature
4. Understanding research philosophies and approaches
5. Formulating the research design
6. Negotiating access and research ethics
7. Selecting samples
8. Using secondary data
9. Collecting primary data through observation
10. Collecting primary data using semi-structured, in-depth and group interviews
11. Collecting primary data using questionnaires
12. Analysing quantitative data
13. Analysing qualitative data
14. Writing and presenting your project report

ABOUT THE AUTHORS

Mark Saunders is Professor of Business Research Methods at School of Management, University of Surrey

Philip Lewis and Adrian Thornhill are former Principal Lecturers, Gloucestershire Business School, University of Gloucestershire

Retail Management



RETAIL MANAGEMENT: A STRATEGIC APPROACH, 13/e

Barry Berman

Joel R Evans

Patrali Chatterjee

Ritu Srivastava

ISBN: 9789332587694

₹ 950.00 | 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.

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
12. Operations Management: Financial Dimensions
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

Barry Berman is a Professor at Zarb School of Business, Hofstra University, Hempstead, New York.

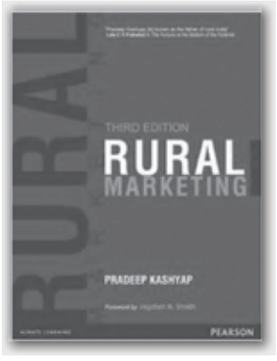
Joel R Evans is a Professor at Zarb School of Business, Hofstra University, Hempstead, New York.

Patrali Chatterjee is a Professor at Feliciano School of Business, Montclair State University, Montclair, NJ.

Ritu Srivastava is an Assistant Professor in Management Development Instiutute (MDI) Gurgaon.

Rural Marketing

IN 4-COLOR !!



RURAL MARKETING, 3/e

Pradeep Kashyap

ISBN: 9789332543607
₹ 799.00 | Pages: 344

ABOUT THE BOOK

The first edition of *Rural Marketing* was published in 2005—a time when the rural demand was just beginning to register high rates of growth, but very little information or data was available. The subsequent and unimaginable changes in rural India in the last 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

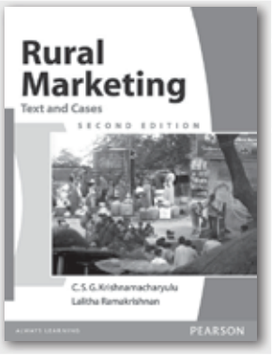
- A chapter on 'Role of Government in Rural India' has been added as Chapter 12.
- The chapter 'Future of Rural Marketing' has now become Chapter 13.
- Latest data on rural markets from Census 2011 has been included.
- New cases and discussion questions have been added in various chapters to make the 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.



RURAL MARKETING: TEXT AND CASES, 2/e

C. S. G. Krishnamacharyulu

Lalitha Ramakrishnan

ISBN: 9788131732632
₹ 675.00 | Pages: 608

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-input\ 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.

Lalitha Ramakrishnan is Professor of marketing management, Department of Management Studies and Head of the Pondicherry University Campus at Karaikal.

Services Marketing



SERVICES MARKETING: PEOPLE TECHNOLOGY STRATEGY, 8/e

Jochen Wirtz

Christopher Lovelock

Jayanta Chatterjee

ISBN: 9789332587687

₹ 799.00 | Pages: 840

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 5 WS 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."



SERVICES MARKETING, 2/e

K. Rama Mohana Rao

ISBN: 9788131732250
₹ 650.00 | Pages: 584

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

- New Chapters: Seven new chapters added to ensure comprehensive coverage of concepts: 'Marketing Management: Core Concepts'; 'Marketing Environment'; 'Marketing Information System and Research'; 'Competition Analysis and Strategies'; 'Services Branding and Positioning'; 'Service Failures and Recovery'; and 'International Services Marketing'
- 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

FEATURES

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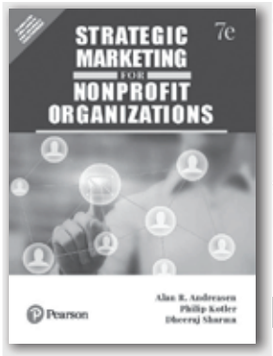
CONTENTS

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



STRATEGIC MARKETING FOR NONPROFIT ORGANIZATIONS, 7/e

Alan R. Andreasen

Philip Kotler

Dheeraj Sharma

ISBN: 9789353435035

₹ 699.00 | Pages: 568

ABOUT THE BOOK

The book delves into 'nonprofit marketing that is poised to have a much greater impact on the field of nonprofit management and the growing intersection between that sector and the business world'. This edition further reflects the fact that this impact is now a reality, with a special focus on the nonprofit management and marketing strategies in India and South Asia.

FEATURES

- Increasing pressure on government agencies and nonprofit organizations to adopt business models and frameworks to guide their operations
- The prominence of the concept of 'social enterprise' as a way of thinking about the ventures that both social and commercial entities are undertaking
- Witnessing of major developments pertaining to corporate social responsibility leading to a substantial increase in the number of not-for-profit organizations in several South-Asian countries
- Significant increase in dialogue between not for profit organizations, corporate world, government, and regulators

CONTENTS

Section I Developing a Customer Orientation

1. The Growth and Development of Nonprofit Marketing
2. Developing a Target Audience-Centered Mindset

Section II Strategic Planning and Organization

3. Strategic Marketing Planning
4. Understanding Target Audience Behavior
5. Acquiring and Using Marketing Information
6. Segmentation, Targeting, and Positioning
7. Branding

Section III Designing the Marketing Mix

8. Value Propositions: Managing the Organization's Offerings
9. Developing and Launching New Offerings
10. Managing Perceived Costs
11. Facilitating Marketing Behaviors
12. Formulating Communication 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 Board Members
17. Working with the Private Sector

Section V Organizing and Controlling Marketing Strategies

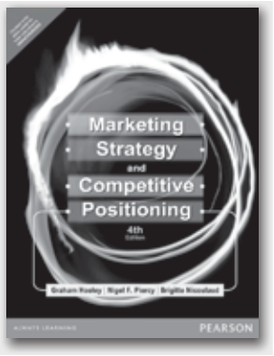
18. Organizing for Implementation
19. Marketing Evaluation, Monitoring, and control

ABOUT THE AUTHORS

Alan R. Andreasen Georgetown University

Philip Kotler Northwestern University

Dheeraj Sharma Indian Institute of Management Rohtak, Director



MARKETING STRATEGY AND COMPETITIVE POSITIONING, 4/e

Graham Hooley

John Saunders

Nigel F. Piercy

Brigitte Nicoulaud

ISBN: 9788131727997

₹ 875.00 | 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: Comptetive 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

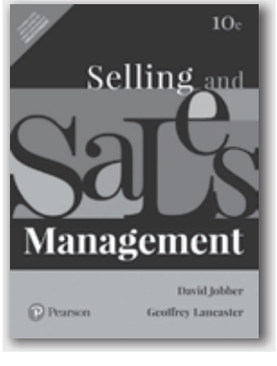
Graham Hooley, Emeritus Professor of Marketing at Aston University

John Saunders, Professor of Marketing, AUDENCIA Grande Ecole Nantes, France

Nigel F. Piercy, University of Warwick

Brigitte Nicoulaud, Aston Business School

Sales / Distribution



SELLING AND SALES MANAGEMENT, 10/e

David Jobber

Geoffrey Lancaster

ISBN: 9789352866045
₹ 825.00 | Pages: 544

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

Pat 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

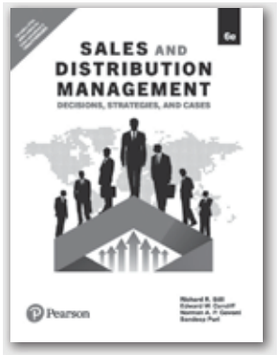
Part V Sales control

16. Sales forecasting and budgeting
17. Salesforce evaluation
18. Appendix: Case studies and discussion questions

ABOUT THE AUTHORS

David Jobber is Professor of Marketing at Bradford University and serves on the editorial board of numerous marketing and sales management journals.

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

₹ 750.00 | 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

Sandeep Puri, Professor, IMT Ghaziabad

SME



MARKETING ISSUES IN SMES: CASES FROM INDIA

Neeraj Pandey

Gaganpreet Singh

ISBN: 9788131785058

₹ 425.00 | Pages: 160

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
4. Bookshells. Com: Issues in Product Management
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. Gilltech Phyto World: The Marketing Strategy

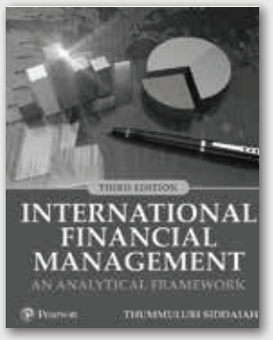
ABOUT THE AUTHORS

Neeraj Pandey is Assistant Professor at NITIE (National Insitute of Industrial Engineering),Mumbai and Visiting Faculty, IIT Bombay and Johns Hopkins University, USA.

Gaganpreet Singh is Business Analyst, Viom Networks Limited (A Tata Enterprise).



ACCOUNTING & FINANCE



INTERNATIONAL FINANCIAL MANAGEMENT, 3E

THUMMULURI SIDDAIAH

ISBN: 978939068923 I
₹ 845.00 I Pages:591

ABOUT THE BOOK

This edition of International Financial Management blends the core concepts and theories of international finance with practical insights and applications which would help the financial managers and foreign exchange market participants take right decisions even under the environment of uncertainty. It also provides a comprehensive coverage of financial and economic policies of the governments that relate to the realm of international finance. This book provides a detailed discussion on the risk mitigation techniques and strategies to handle such uncertainties of multiple nature, for example, COVID-19 which has given everyone and every business organization some experiences of taking decisions in the environment of fast changing technologies. The fin-tech which has a large bearing on the foreign exchange market operations is relevantly discussed. This edition is thoroughly revised and updated to fast changing factors that influence the cross-border financing, international trade, and cross-border investments.

FEATURES

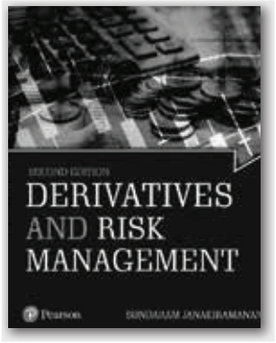
- **Comprehensive Coverage:** As many as eighteen chapters have constituted this edition of the book, each covering a major topic of international finance. A separate chapter on financial technology is the highlight of this edition.
- **Learning Tools:** Learning outcomes, marginalia, solved examples, figures, tables, equations, key takeaways, exercises, case studies and MCQs are the major learning tools provided in this book.
- **Indian Perspective:** Although the main theme of each topic is discussed from global perspective, the operational guidelines and policy matters are interpreted from Indian perspective.
- **Real-Time Data:** The topic discussions are based on real-time data sourced from the publications of the agencies such as RBI,UNCTAD, IMF, etc.
- **Analytical Approach:** The topic discussions and presentations are analytical; and the exercises, case studies and MCQs aredesigned todevelop analytical skills of the students, research scholars and professionals.

CONTENTS

1. A Paradigm for Financial Decision Making
2. Financial Technology
3. Foreign Exchange Market Structure
4. Foreign Exchange Market Operations
5. The International Monetary System
6. The Balance of Payments: Structure and Implications
7. International Parity Relationships
8. Management of Foreign Exchange Exposure and Risk
9. Currency Forwards and Futures
10. Currency Options
11. Financial Swaps
12. Interest Rate Futures
13. Cross–border Investment Decisions
14. Financing Decisions of MNCs
15. Management of Working Capital: An International Perspective
16. International Trade
17. Foreign Investments Policy
18. Portfolio Theory: An International Perspective

ABOUT THE AUTHORS

Dr. Thummuluri Siddaiahwas a Professor of Management and Dean of the Faculty at Sri Venkateswara University, India. An alumnus of Delhi School of Economics, Prof Siddaiahhas developed interest in blending the economic policy with the corporate finance. This book is a product of his academic career spanning over four decades.



DERIVATIVES AND RISK MANAGEMENT, 2E

SUNDARAM JANAKIRAMANAN

ISBN: 9789354494703
₹ 750.00 I Pages:449

ABOUT THE BOOK

Targeted at postgraduate students of commerce, finance and management, Derivatives and Risk Management blends theory, problems, and cases to introduce the basic concepts in lucid and engaging manner. The comprehensive coverage of fundamentals along with liberal use of examples to explain concepts makes it the perfect textbook. It will also be of use to fund managers, risk-management specialists, treasury managers, students taking the CFA examinations and anyone who wants to understand the derivatives market in India.

FEATURES

- Explains concepts through detailed examples and problems
- Includes new chapters on Cryptocurrency derivatives, Contract for Differences, and Value-at-Risk
- 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 wide range of online supplements

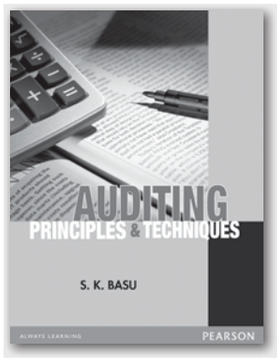
CONTENTS

1 Introduction
2 Forward Contracts
3 Futures Contracts
4 Hedging Strategies Using Futures
5 Single Stock Futures and Stock Index Futures
6 Interest Rate Futures
7 Currency Futures
8 Interest Rate and Currency Swaps
9 Fundamentals of Options
10 Call and Put Options
11 Combinations of Options: Trading Strategies
12 Put–Call Parity
13 The Binomial Options Pricing Model
14 The Black–Scholes Options Pricing Model
15 Currency Options, Interest Rate Options and Options on Futures
16 Value-at-risk

ABOUT THE AUTHORS

Sundaram Janakiramanan
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The United States of America

Auditing



AUDITING: PRINCIPLES AND TECHNIQUES

Sanjib Kumar Basu

ISBN: 9788177581782
₹ 640.00 | Pages: 628

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

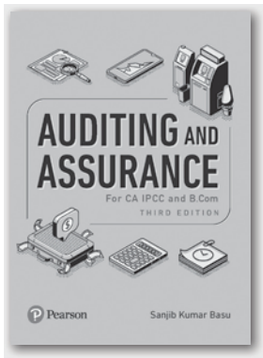
- Important and latest case decisions to give legal implications of the topic along with different provisions of the Companies Act and SEBI Guidelines
- Model answers to the questions, both objective and subjective, to show the students the right approach to answer the questions
- Worked out examples, glossary and case studies
- 'Points to Ponder' at the end of chapter for quick revision
- Modern techniques of auditing emphasied, 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
8. Reserves and Provisions
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, 3/e

Sanjib Kumar Basu

ISBN: 9789353942199
₹ 660.00 | Pages: 624

ABOUT THE BOOK

Auditing and Assurance, 3/e comes in the light of the recent changes made in the regulatory framework governing the auditing profession in India. The new edition 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.

FEATURES

- Detailed coverage of SA - 701 on Key Audit Matters
- Full coverage of the newly introduced CARO 2016 for the latest provisions governing the audit practices
- Comprehensive discussion of the Companies Act, 2015, affecting the auditing practices
- Emphasis on the modern techniques of auditing while retaining the basic concepts and principles
- Revised and updated Case Decisions and worked-out Case Examples
- Case Studies which require the reader to assess and resolve a situation
- Points to Ponder and Chapter-end Exercises for quick revision

CONTENTS

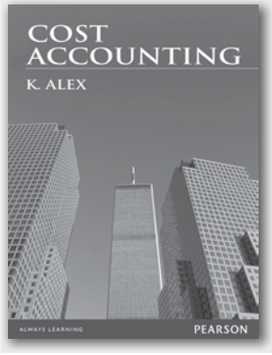
1. Nature of Auditing
2. Types of Audit
3. Techniques and Procedures of Auditing
4. Internal Control, Internal Check and Internal Audit
5. Vouching

6. Verification and Valuation of Assets and Liabilities
7. Reserves and Provisions
8. Company Audit-1
9. Company Audit-2
10. Divisible Profits and Dividends
11. Audit Report and Certificate
12. New Areas of Auditing
13. Special Audit
14. Audit of the Accounts of Governments and Public Sector Undertakings (PSUs)
15. Audit in CIS Environment
16. Standards on Auditing
17. Annexure A Important Terms Used in the Standards on Auditing
18. Annexure B Important Case Decisions

ABOUT THE AUTHOR

Sanjib Kumar Basu is the Dean of Postgraduate Department of Commerce, St. Xavier's College (Autonomous), Kolkata.

Cost/Managerial Accounting



COST ACCOUNTING

K. Alex

ISBN: 9788131759462
₹ 650.00 | Pages: 756

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.



INTRODUCTION TO MANAGEMENT ACCOUNTING

Charles T. Horngren
Gary L. Sundem
Jeff Schatzberg
Dave Burgstahler

ISBN: 9789332518261
₹ 950.00 | Pages: 772

ABOUT THE BOOK

Introducation to Management Accounting will help in understanding how to make effective economic decisions. In today's troubled economy, it's important to show students how managerial decisions can affect business costs. This book will help to enhance students' ability to make effective economic decisions by encouraging them to understand the inner-workings of the concepts, rather than solely focusing on technique memorization. Overall, this text describes both theory and common practices in a way that will help students produce information that's useful in day-to-day decision-making.

FEATURES

- **Understanding why:** Most managers would likely agree that understanding concepts is more important than memorizing techniques. This text focuses on why companies use various techniques, rather than have students blindly apply the concepts.
- **Seeing the concepts in many areas of the field:** All business sectors discussed. The concepts found in this text do not solely apply to large corporations, which is why nonprofit, retail, wholesale, service, selling, manufacturing, and administrative situations are addressed throughout.

- **Presenting the basics up-front:** The core concepts and principles are explained in the first few chapters and are then revisited, where applicable, at more complex levels throughout the remainder of the text. Covering the fundamental concepts in the first few chapters helps to equip students with a foundation that they can use to apply to the more challenging material.
- **Taking out the guesswork:** Real-world business examples are provided so that students don't have to imagine how techniques will work in today's businesses. These examples which are drawn from actual companies that students know and trust such as Starbucks, Boeing, AT&T, McDonald's, and Microsoft are presented with relevant subject matter, clearly and accessibly, throughout the text.

CONTENTS

I. Focus on Decision Making

1. Managerial Accounting, the Business Organization, and Professional Ethics
2. Introduction to Cost Behavior and Cost-Volume Relationships
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
13. Job-Costing and Process-Costing Systems

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.



HORNGREN'S COST ACCOUNTING, 16/e

Charles T Horngren

Srikant M Datar

Madhav V Ranjan

ISBN: 9789352860197

₹ 950.00 | Pages: 1368

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

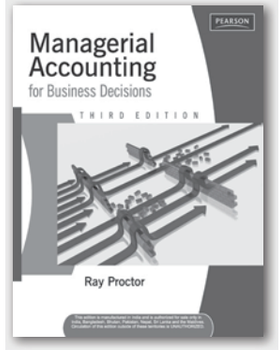
9. Inventory Costing and Capacity Analysis
10. Determining How Costs Behave
11. Decision Making and Relevant Information
12. Strategy, Balanced Scorecard, and Strategic Profitability Analysis
13. Pricing Decisions and Cost Management
14. Cost Allocation, Customer-Profitability Analysis, and Sales-Variance 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
19. Balanced Scorecard: Quality and Time
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.



MANAGERIAL ACCOUNTING FOR BUSINESS DECISIONS, 3/e

Ray Proctor

ISBN: 9788131733509
₹ 950.00 | Pages: 596

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.

Financial Accounting



FINANCIAL ACCOUNTING FOR MANAGERS, 3/e

Sanjay Dhamija

ISBN: 9789352868339
₹ 575.00 | 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

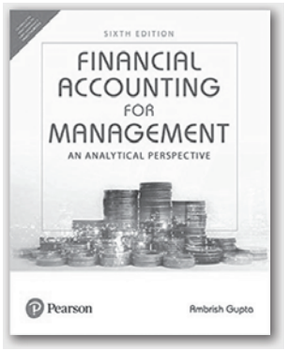
- Concepts discussed in the text have been reinforced with the help of solved instances both within the text and at the end of every chapter.
- Case studies have been included in all chapters based on information from annual reports and real-life situations.
- Requirements of the Companies Act 2013 have 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 (FCMA) and the Institute of Company Secretaries of India (FCS). 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.



FINANCIAL ACCOUNTING FOR MANAGEMENT: AN ANALYTICAL PERSPECTIVE, 6/e

Ambrish Gupta

ISBN: 9789352866700
₹ 750.00 | Pages: 824

ABOUT THE BOOK

Continuing with the ongoing improvements since the first edition, the approach in the sixth edition has been to incorporate the latest accounting standards, principles, and practices in corporate financial reporting and analysis prevailing in India, which are in accordance with the international financial reporting standards, and present them in a simple manner.

FEATURES

- The entire text has been revamped in accordance with the standards and principles laid down in IFRS converged Ind ASs, which focus on fair value measurement, and Ind AS compliant schedule III, which is believed to be compatible with the international literature on the subject.
- Corporate cases have been replaced and added by their latest 2016–17 Annual Reports which are in accordance with the Ind ASs and Ind AS compliant schedule III.
- The number of real corporate cases has been increased from 53 to 76 with multiple reference points and large number of across industry sectors.
- Chapter 8 'Generally Accepted Accounting Principles' renamed as 'GAAPs and Fair Value Measurement' with a discussion on the later to emphasize its crucial role.
- In particular, chapters 5, 13 and 14 have been rechristened and rewritten thoroughly.
- A large number of small, though comprehensive, illustrations and exercises for easier understanding have also been added. Most of these are based on real corporate cases relating to their latest 2016-17 Ind AS financial statements.

CONTENTS

Part 1: The Foundation

1. Measurement of Profit and Financial Position: I Business Transactions to Recording in Journal
2. Measurement of Profit and Financial Position: II Journal to Trial Balance
3. Measurement of Profit and Financial Position: III Trial balance to Balance Sheet and Profit and Loss Account: Non-corporate Entities
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
13. Financial Instruments: Financial Assets, Financial Liabilities and Investments

Part 4: Understanding the Annual Report

14. Ind-AS Financial Statements of Reliance Industries Limited along with Significant Accounting Policies and Notes to Accounts
15. Other Mandatory Financial Reports

Part 5: Financial Statement Analysis

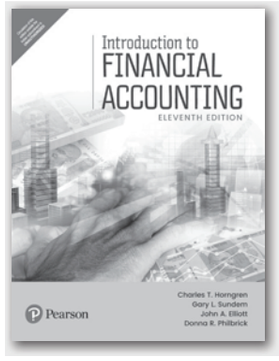
16. Quality of Earnings: Window Dressing, Creative Financial Practices and Issues Related to Quality of Disclosures in Reported Earnings
17. Financial Statement Analysis and the Tool Kit of the Analyst: I Multi-step, Horizontal, Vertical and Trend Analyses
18. Financial Statement Analysis and the Tool Kit of the Analyst: II Earnings Per Share (EPS) Analysis
19. Financial Statement Analysis and the Tool Kit of the Analyst: III Ratio Analysis
20. Construction and Analysis of Corporate Statement of Cash Flows
21. Model for Strategic and Integrated Managerial Financial Analysis of Annual Report

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
24. Emerging Dimensions in Voluntary Financial Reporting: Contemporary Analytical Techniques

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. Sundern
John A. Elliott
Danna R. Philbrick

ISBN: 9789352862474
₹ 920.00 | Pages: 656

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.

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. Intercorporate Investments and Consolidations
12. Financial Statement Analysis

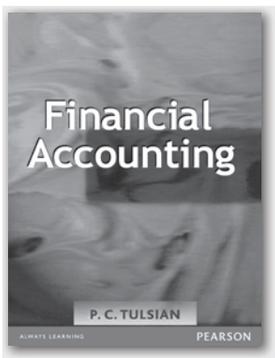
ABOUT THE AUTHORS

Charles T. Horngren is the Edmund W. Littlefield Professor of Accounting, Emeritus, at Stanford University.

Gary L. Sundem is the Julius A. Roller Professor of Accounting and Co-Chair of the Department of Accounting at the University of Washington, Seattle.

John A. Elliott is the Dean of the Zickin School of Business at Baruch College and Vice President of Baruch College, which is part of the City University of New York (CUNY).

Donna R. Philbrick is Professor of Accounting at Portland State University.



FINANCIAL ACCOUNTING

P. C. Tulsian

ISBN: 9788177582284
₹ 750.00 | 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

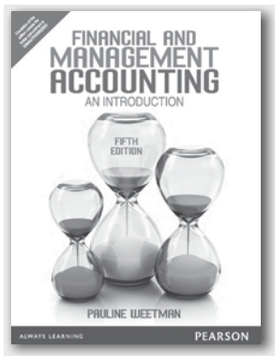
- 1000 practical questions
- 500 explanatory illustrations
- 500 solved problems along with necessary working notes and alternative solutions (if any)
- 300 theoretical questions
- 100 exhibits to acquaint students with various accounting treatments and formats
- 300 true or false Questions with answers
- 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: 97893325111200
₹ 985.00 | 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

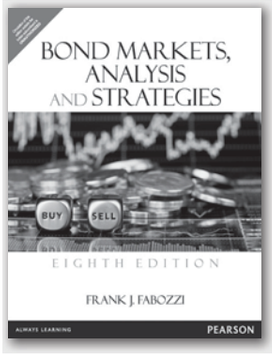
Part 8: Capital investment appraisal and business strategy

24. Capital investment appraisal
25. Business strategy and management accounting

ABOUT THE AUTHOR

Pauline Weetman BA, BSc (Econ), PhD, CA, FRSE, is Professor o 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.

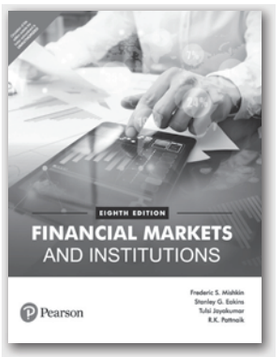
CONTENTS

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



FINANCIAL MARKETS AND INSTITUTIONS, 8/e

Frederic S. Mishkin

Stanley Eakins

ISBN: 9789332585522
₹ 805.00 | Pages: 704

ABOUT THE BOOK

In Financial Markets and Institutions, bestselling authors Frederic S. Mishkin and Stanley G. Eakins provide a practical introduction to prepare students for today's changing landscape of financial markets and institutions.A unifying framework uses core principles to organize students' thinking then examines the models as real-world scenarios from a practitioner's perspective. By analyzing these applications, students develop the critical-thinking and problem-solving skills necessary to respond to challenging situations in their future careers. Although this text has undergone a major revision, the Eighth Edition retains Mishkin/Eakins' hallmark pedagogy that make it the best-selling textbook on financial markets and institutions.

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
10. Conduct of Monetary Policy: Tools, Goals, Strategy, and Tactics
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
19. Banking Industry: Structure and Competition
20. The Mutual Fund Industry
21. Insurance Companies and Pension Funds
22. Investment Banks, Security Brokers and Dealers, and Venture Capital Firms

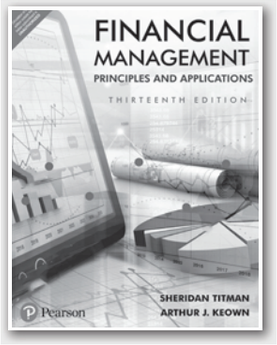
Part VII: The Management of Financial Institutions
23. Risk Management in Financial Institutions
24. Hedging with Financial Derivatives

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.

Financial Management/ Corporate Finance



FINANCIAL MANAGEMENT: PRINCIPLES AND APPLICATIONS, 13/e

Sheridan Titman

Arthur J. Keown

John D. Martin

ISBN: 9789353434885
₹ 825 | Pages: 720

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
4. Financial Analysis—Sizing Up Firm Performance

Part 2: Valuation of Financial Assets
5. The Time Value of Money—The Basics
6. The Time Value of Money—Annuities and Other Topics
7. An Introduction to Risk and Return—History of Financial Market Returns
8. Risk and Return—Capital Market Theory
9. Debt Valuation and Interest Rates
10. Stock Valuation

Part 3: Capital Budgeting
11. Investment Decision Criteria
12. Analyzing Project Cash Flows
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

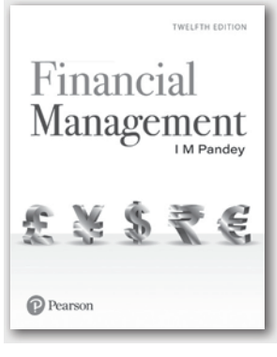
Part 5: Liquidity Management and Special Topics in Finance
17. Financial Forecasting and Planning
18. Working-Capital Management
19. International Business Finance
20. Corporate Risk Management

ABOUT THE AUTHORS

Sheridan Titman, University of Texas at Austin

Arthur J Keown, Virginia Polytechnic Instit. and State University

John D. Martin, Baylor University



FINANCIAL MANAGEMENT, 12/e

I M Pandey

ISBN: 9789390577255
₹ 899.00 | Pages: 1056

ABOUT THE BOOK

Financial Management, 12th edition is an honest and brave attempt at combining theory with practical applications. It begins with the discussion of fundamental concepts of value and return, risk and return relationship and valuation of shares and bonds. With this foundation, readers can easily understand the theories and methods, decision criteria, and financial policies and strategies necessary to manage funds and create and enhance the value of the firm.

Today, financial managers are responsible for shaping the fortunes of the enterprise and are involved in the most vital management decision of allocation of capital. Because of this

change in emphasis, the descriptive treatment of the subject of financial management is being replaced by growing analytical content and sound theoretical underpinnings. This is exactly the kind of approach that has been adopted in this book.

FEATURES

- **Excel applications**: Proficiency with spreadsheets and Excel is a great advantage to financial analysts and managers and a necessity for all the postgraduate students of management, commerce, and accounting courses.
- **Illustrative problems**: Finance decisions involve solving problems using theoretical concepts. The book contains solved illustrations showing readers how concepts could be used to solve problems and take decisions.
- **Real-life examples**: The book contains many real-life cases and examples to illustrate the practical applications of finance theories and concepts.
- **Key concepts**: For the benefit of readers, the key concepts of each chapter have been listed at the end of the chapter.
- **Practical project**: Most chapters have a 'Practical Project' each where students are helped to apply their knowledge to real company situations.

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1. Nature of Financial Management
2. Time Value of Money
3. Valuation of Bonds and Shares
4. Risk and Return of a single asset
5. Portfolio Theory and Assets Pricing Models
6. Beta Estimation and the Cost of Equity
7. Options and Their Valuation

Part 2: Investment Decisions

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

Part 3: Financing and Dividen decisions

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

Part 4: Long-Term Financing

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

Part 5: Financial Analysis and Planning

24. Financial Statements
25. Financial Statement Analysis
26. Financial Planning and Strategy

Part 6: Working Capital Management

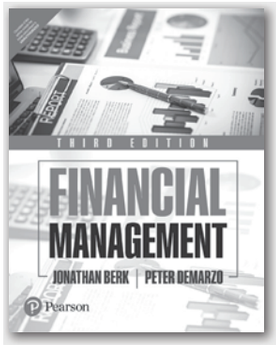
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35. Shareholder Value and Corporate Governance

ABOUT THE AUTHOR

I M Pandey, Former Professor IIM A



FINANCIAL MANAGEMENT, 3/e

Jonathan Berk

Peter DeMarzo

ISBN: 9789332576506
₹ 985.00 | Pages: 1104

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.

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.

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.

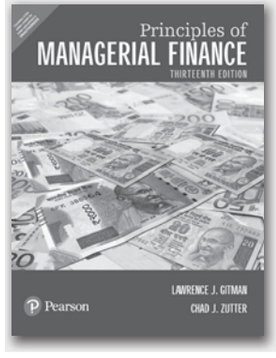
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ABOUT THE AUTHORS

Jonathan Berk is the A.P.Giannini Professor of Finance at the Graduate School of Business, Stanford University and is a Research Associate at the National Bureau of Economic Research.

Peter DeMarzo is the Mizuho Financial Group Professor of Finance and Senior Associate Dean for Academic Affairs at the Stanford Graduate School of Business.



PRINCIPLES OF MANAGERIAL FINANCE, 13/e

Lawrence J. Gitman

Chad J. Zutter

ISBN: 9789332587595

₹ 935.00 | 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

- Offer a new perspective: New Coauthor Chad Zutter. A recent recipient of the Jensen Prize for the best paper published in the Journal of Financial Economics, Zutter brings a fresh perspective to thirteenth edition of this text.
- 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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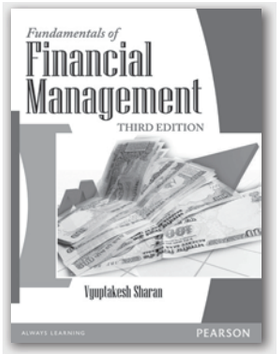
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18. Mergers, LBOs, Divestitures, and Business Failure
19. International Managerial Finance

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.



FUNDAMENTALS OF FINANCIAL MANAGEMENT, 3/e

(Late) Vyuptakesh Sharan

ISBN: 9788131761427
₹ 499.00 | Pages: 552

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
- New end-of-the-chapter numerical problems, with answers and objective questions
- Addition of latest national topics such as SEBI regulations, share buy-back, takeover regulations and management of financial distress

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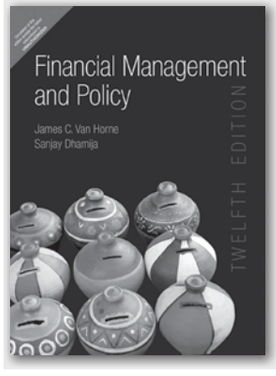
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ABOUT THE AUTHOR

Late Vyuptakesh Sharan, Former Professor and Dean, Faculty of Commerce, Magadh University, was a Professor Emeritus at Chandragupt Institute of Management Patna (CIMP) which is an autonomous institution under Government of Bihar.



FINANCIAL MANAGEMENT AND POLICY

James C. Van Horne

Sanjay Dhamija

ISBN: 9788131754467

₹ 899.00 | Pages: 968

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.
- Expanded coverage of topics like time value of money, methods of capital budgeting, leverage-financial and operating, inventory management and receivables management

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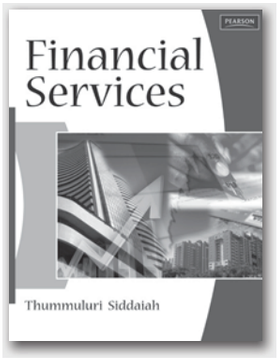
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29. International Financial Management
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ABOUT THE AUTHOR

James C. Van Horne, the A.P. Giannini Professor of Banking and Finance, Emeritus, is a professor at Stanford University.

Sanjay Dhamija is a professor at International Management Institute, New Delhi.



FINANCIAL SERVICES

Thummuluri Siddaiah

ISBN: 9788131731598
₹ 775.00 | Pages: 568

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

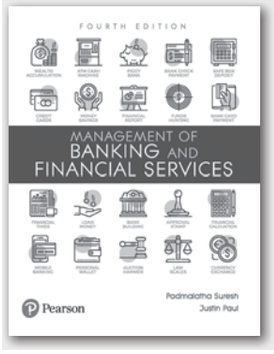
- Learning Tools: Uses tools such as learning objectives, marginalia, solved examples, boxes, figures, tables, and chapter summaries to help the reader grasp complex concepts
- Indian Perspective: Provides comprehensive coverage of traditional and contemporary financial products and services and their 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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23. Factoring and Forfaiting Services

ABOUT THE AUTHOR

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.



MANAGEMENT OF BANKING AND FINANCIAL SERVICES 4/e

Padmalatha Suresh

Justin Paul

ISBN: 9789352861873
₹ 750.00 | Pages: 704

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, has 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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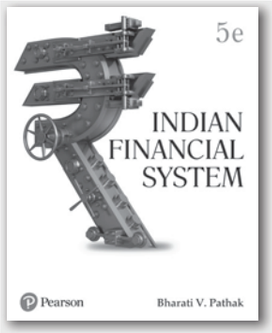
1. Managing Banking and Financial Services—Current Issues and Future Challenges
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ABOUT THE AUTHORS

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



INDIAN FINANCIAL SYSTEM, 5/e

Bharti Pathak

ISBN: 9789352864867
₹ 799.00 | Pages: 920

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, de-listing, 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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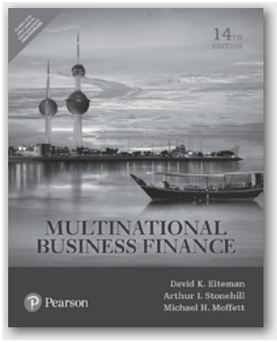
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ABOUT THE AUTHOR

Dr Bharati V. Pathak is Professor at the S.D School of Commerce, Gujarat University, Ahmedabad, and has done her doctoral research in finance.



MULTINATIONAL BUSINESS FINANCE, 14/e

David K. Eiteman

Arthur I. Stonehill

Michael H. Moffett

ISBN: 9789332586079

₹ 925.00 | Pages: 616

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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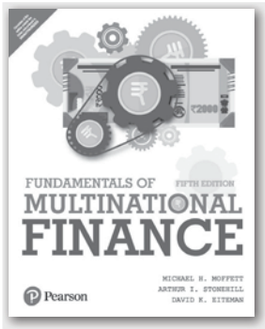
17. Foreign Direct Investment and Political Risk
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ABOUT THE AUTHORS

David K. Eiteman is Professor Emeritus of Finance at the John E. Anderson Graduate School of Management at UCLA.

Arthur I. Stonehill is a Professor of Finance and International Business, Emeritus, at Oregon State University, where he taught for 24 years (1966-1990).

Michael H. Moffett is Continental Grain Professor in Finance at the Thunderbird School of Global Management at Arizona State University.



FUNDAMENTALS OF MULTINATIONAL FINANCE, 5/e

Michael H. Moffett

Arthur I. Stonehill

David K. Eiteman

ISBN: 9789353944797

₹ 685.00 | Pages: 536

ABOUT THE BOOK

Tomorrow's business leaders will be expected to comprehend global markets and lead their organizations through a constantly changing global environment. By grounding concepts in the context of illuminating case studies and real-world examples, *Fundamentals of Multinational Finance* familiarizes students with the fundamental concepts and tools necessary to implement an effective global financial management strategy. This edition includes the many new financial management challenges faced by today's business leaders–while still providing students with a streamlined text that gets straight to the important concepts

FEATURES

This edition highlights the management challenges faced by today's business leaders by emphasizing the following three points:

- Organizations. Multinational enterprises (MNEs) apply to organizations of all kinds—the publicly traded, the privately held, the state-run, the state-owned organizations—all forms that permeate global business today.
- Markets. Country markets like that of China and India are no longer the sources of low-cost labor for global manufacturers. They are increasingly the focus for sales and growth of all firms, manufacturing and services, for earnings and growth. Although they may still be categorized as "emerging," they are the economic drivers and primary challenges for global finance and global financial management.
- Financial leadership. The leaders of MNEs face numerous foreign exchange and political risks. These risks can be daunting, but they also present opportunities for creating value if properly understood. These opportunities and risks are most effectively understood in the context of the global business itself, and the ability of management to integrate the strategic and financial challenges that business faces.

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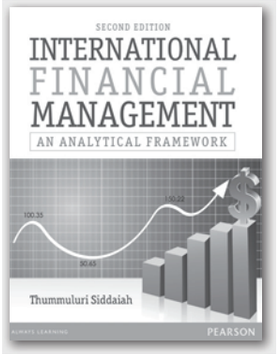
34. Foreign Direct Investment and Political Risk
35. Multinational Capital Budgeting and Cross-Border Acquisitions

ABOUT THE AUTHORS

Michael H. Moffett, Thunderbird School of Global

Arthur I. Stonehill, Retired; Oregon State University

David K. Eiteman, Retired; UCLA Anderson



INTERNATIONAL FINANCIAL MANAGEMENT: AN ANALYTICAL FRAMEWORK, 2/e

Thummuluri Siddaiah

ISBN: 9789332541375

₹ 669.00 | Pages: 560

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

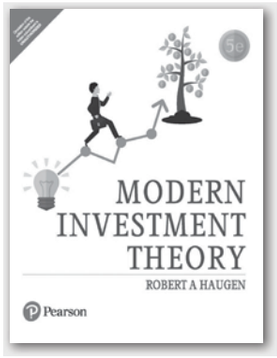
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ABOUT THE AUTHOR

Thummuluri Siddaiah is professor of management at Sri Venkateswara University, Tirupati.

Investments



MODERN INVESTMENT THEORY, 5/e

Robert A Haugen

ISBN: 9789332583207

₹ 825.00 | Pages: 688

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.

FEATURES

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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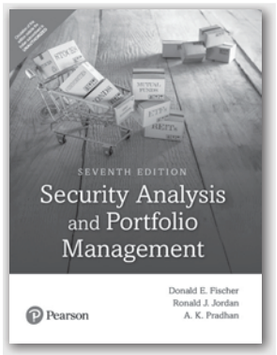
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ABOUT THE AUTHOR

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

Ronald J. Jordan

Ashwini. K. Pradhan

ISBN: 9789353066284
₹ 770.00 | 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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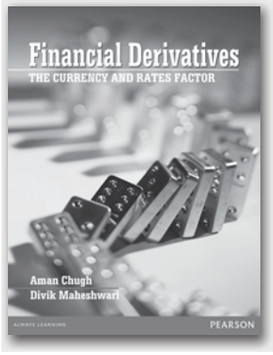
ABOUT THE AUTHORS

Donald E. Fischer, Professor of Finance, University of Texas

Ronald J. Jordan, President Financial Resources Management Corporation Hartford, Connecticut

A. K. Pradhan, Retired Professor and Head of Finance K. J. Somaiya Institute of Management Studies and Research, Mumbai

Risk Management and Insurance



FINANCIAL DERIVATIVES

Aman Chugh

Divik Maheshwari

ISBN: 978813177433 5
₹ 575.00 | Pages: 400

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 of 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 invesment 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

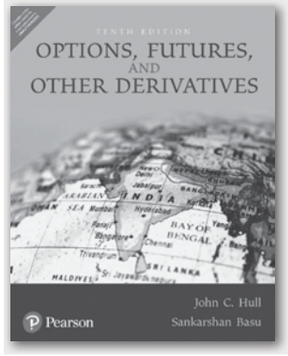
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11. Fundamental Analysis & Data Releases
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13. ISDA Agreement Documenting Derivatives

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.



OPTIONS, FUTURES AND OTHER DERIVATIVES, 10/e

John C. Hull

Sankarshan Basu

ISBN: 9789352866595
₹ 850.00 | 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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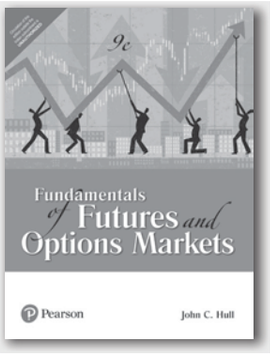
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ABOUT THE AUTHORS

John C Hull is a Maple financial group professor of Derivatives and Risk Management at Joseph L. Rotman School of Management, University of Toronto

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FUNDAMENTALS OF FUTURES AND OPTIONS MARKETS, 9/e

John C. Hull

ISBN: 9789352865635
₹ 750.00 | Pages: 624

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

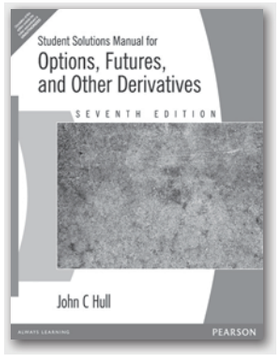
- **UPDATED! Streamlined material based on recent trends in the derivatives market** makes the text both more appealing and logical.
  - **The derivatives market's move towards IOS discounting** has continued since the last edition, and changes have been made to the first seven chapters to reflect this 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.

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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.



STUDENT SOLUTIONS MANUAL FOR OPTIONS, FUTURES AND OTHER DERIVATIVES: MIDDLE EAST, ASIA, AFRICA, EASTERN EUROPE EDITION, 7/e

John C Hull

ISBN: 9788131728048

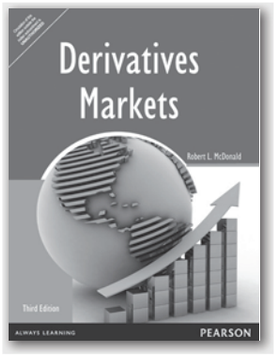
₹ 775.00 | Pages: 848

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DERIVATIVES MARKETS, 3/e

Robert L. McDonald

ISBN: 9789332536746
₹ 1125.00 | Pages: 912

ABOUT THE BOOK

To be financially literate in today's market, business students must have a solid understanding of derivatives concepts and instruments and the uses of those instruments in corporations. The Third Edition has an accessible mathematical presentation, and more importantly, helps students gain intuition by linking theories and concepts together with an engaging narrative that emphasizes the core economic principles underlying the pricing and uses of derivatives.

The third edition has been updated to include new data and examples throughout.

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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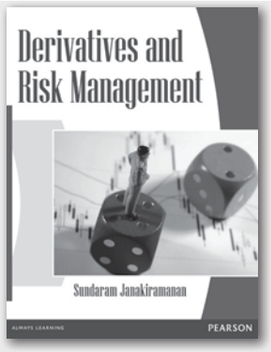
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ABOUT THE AUTHOR

Robert L. McDonald, Northwestern University



DERIVATIVES AND RISK MANAGEMENT

Sundaram Janakiramanan

ISBN: 9788131755143
₹ 669.00 | 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

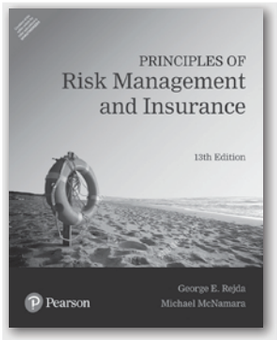
- Explains concepts through detailed examples and problems
- Includes three unique chapters: 'Derivatives in India', 'Stock Futures and Stock Index Futures', and 'Exotic Options'
- Uses learning tools such as learning objectives, figures, tables, chapter summaries and end-of-chapter questions, problems and cases
- Presents snapshots of real-world situations through chapter-opening boxes
- Includes a detailed glossary and bibliography

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ABOUT THE AUTHOR

Sundaram Janakiramanan is currently Associate Professor and Head of Programmme, Finance at SIM University, Singapore.



PRINCIPLES OF RISK MANAGEMENT AND INSURANCE, 13/e

George E. Rejda

Michael McNamara

ISBN: 9789332584921
₹ 730.00 | Pages: 720

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.

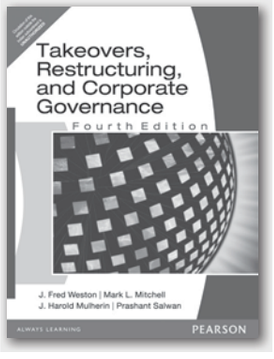
- Numerous website references in each chapter present valuable Internet resources for students to supplement their learning.
- Real-world examples of risk and insurance concepts are discussed in the text.

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ACCOUNTING AND FINANCE

Mergers & Acquisitions



TAKEOVERS, RESTRUCTURING AND CORPORATE GOVERNANCE, 4/e

J. Fred Weston
Mark L. Mitchell
J. Harold Mulherin
Prashant Salwan

ISBN: 9788131730638
₹ 825.00 | Pages: 736

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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8. Empirical Tests of M&A Performance

Part III: Valuation—The Strategic Perspective

9. Alternative Approaches to Valuation
10. Increasing the Value of the Organization

Part IV: Restructuring

11. Corporate Restructuring and Divestitures
12. Empirical Tests of Corporate Restructuring and Divestitures

12. Empirical Tests of Corporate Restructuring and Divestitures
13. Financial Restructuring

Part V: M&A Strategies

14. Alliances and Joint Ventures
15. Employee Stock Ownership and MLPs
16. Going Private and Leveraged Buyouts
17. International Takeovers and Restructuring

Part VI: Strategies for Creating Value

18. Share Repurchases
19. Takeover Defenses
20. Corporate Governance and Performance
21. Merger Arbitrage
22. Implementation and Management Guides for M&As

ABOUT THE AUTHORS

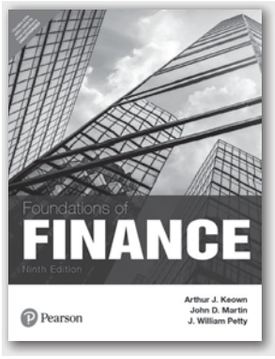
J. Fred Weston is from The Anderson School, University of California, Los Angeles

Mark L. Mitchell is from Harvard Business School and CNH Partners

J. Harold Mulher in is from Claremont McKenna College

Prashant Salwan is from Indian Institute of Management, Indore

Finance



FOUNDATIONS OF FINANCE, 9/e

Arthur J. Keown

John D. Martin

J. William Petty

ISBN: 9789389552218

₹ 799.00 | Pages: 576

ABOUT THE BOOK

Foundations of Finance retains its foundational approach to the key concepts of finance, bolstered by real-world vignettes, cases, and problem exercises. Utilizing five principles, which are presented at the beginning of the book and applied throughout, the authors introduce a multi-step approach to financial problem solving that appeals to students' at all levels, math and numerical skills. As in previous editions, the Ninth Edition focuses on valuation and opens every chapter with a vignette based on financial decisions faced by contemporary, real-world companies and firms. Other highly useful features include mini cases, cautionary tales, lists of key terms, and a discussion of ethics. Revised and updated, the newest edition includes new lecture videos, financial thinking, user feedback, and lessons from the recent economic crisis.

FEATURES

- Five Principles, presented at the beginning of the book, provide students with a strong foundation of the key concepts in finance so they are able to apply such principles outside of class to real-life situations.
- Principle 1: Cash Flow Is What Matters
- Principle 2: Money Has a Time Value
- Principle 3: Risk Requires a Reward
- Principle 4: Market Prices are Generally Right
- Principle 5: Conflicts of Interest Can Cause Agency Problems
- A Focus on Valuation. Although many professors and instructors make valuation the central theme of their course, students often lose sight of this focus when reading their text. The authors have revised this edition to reinforce this focus in the content and organization of the text:
- Five finance principles provide the foundation for the valuation of any investment.
- New topics are introduced in the context of "what is the value proposition?" and "how is the value of the enterprise affected?"

CONTENTS

1. An Introduction to the Foundations of Financial Management
2. The Financial Markets and Interest Rates

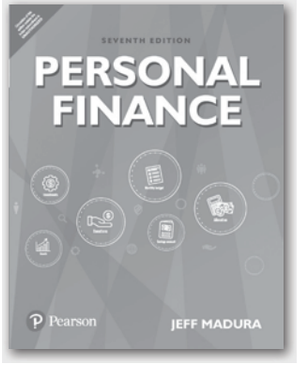
3. Understanding Financial Statements and Cash Flows
4. Evaluating a Firm's Financial Performance
5. The Time Value of Money
6. The Meaning and Measurement of Risk and Return
7. The Valuation and Characteristics of Bonds
8. The Valuation and Characteristics of Stock
9. The Cost of Capital
10. Capital-Budgeting Techniques and Practice
11. Cash Flows and Other Topics in Capital Budgeting
12. Determining the Financing Mix
13. Dividend Policy and Internal Financing
14. Short-Term Financial Planning
15. Working-Capital Management
16. International Business Finance
17. Cash, Receivables, and Inventory Management

ABOUT THE AUTHORS

Arthur J. Keown, Virginia Polytechnic Institute and State University

John D. Martin, Baylor University

J. William Petty, Baylor University



PERSONAL FINANCE, 7/e

Jeff Madura

ISBN: 9789353945930
₹ 815.00 | Pages: 640

ABOUT THE BOOK

The main feature of*Personal Finance*is its hands-on approach keyed to the concepts students need to build their own financial plans. The text's seven parts are all pieces of a financial plan; Chapter 21 is the capstone. A running example throughout the book and a variety of end-of-chapter cases reinforce the practical aspects of planning. The 7th Edition is fully updated with recent financial trends, such as lower interest rates, changing salaries, and rules for credit card use. With case studies and workable examples throughout, this book is an active tool students can use to become comfortable managing their finances into the future.

FEATURES

- A running example throughout the text walks students through the financial story of the fictitious Stephanie Spratt, a recent college graduate and new entrant into the workforce, helping them apply the material to real-life scenarios.
- Chapter Introductions provide interest-grabbing scenarios that preview the chapter's content.
- Learning Objectives correspond to the chapter's main headings and guide students through the material.
- The Psychology of Personal Finance explains how financial planning decisions are affected by psychology.
- Chapter Summaries present the key points of the chapter to aid in student study.
- Ethical Dilemmas showcase real-life ethical situations, along with questions, to encourage students to think critically about ethics.

CONTENTS

1. Overview of a Financial Plan

Part 1: Tools for Financial Planning

2. Planning with Personal Financial Statements
3. Applying Time Value Concepts
4. Using Tax Concepts for Planning

Part 2: Managing Your Liquidity

5. Banking and Interest Rates
6. Managing Your Money
7. Assessing and Securing Your Credit
8. Managing Your Credit

Part 3: Personal Financing

9. Personal Loans
10. Purchasing and Financing a Home

Part 4: Protecting Your Wealth

11. Auto and Homeowner's Insurance
12. Health and Disability Insurance
13. Life Insurance

Part 5: Personal Investing

14. Investing Fundamentals
15. Investing in Stocks
16. Investing in Bonds
17. Investing in Mutual Funds
18. Asset Allocation

Part 6: Retirement and Estate Planning

19. Retirement Planning
20. Estate Planning

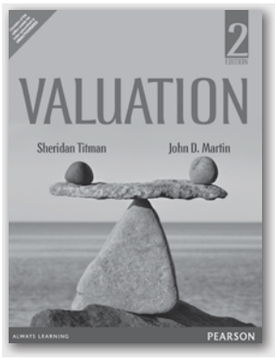
Part 7: Synthesis of Financial Planning

21. Integrating the Components of a Financial Plan

ABOUT THE AUTHOR

Jeff Madura,Emeritus Professor of Finance; Florida Atlantic University.

Valuation



VALUATION, 2/e

Sheridan Titman

ISBN: 9789332543119
₹ 875.00 | Pages: 496

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.

CONTENTS

1. Overview of Valuation

Part I: Project Analysis using Discounted Cash Flow (DCF)

2. Forecasting and Valuing Cash Flows
3. Project Risk Analysis

Part II: Cost of Capital

4. Estimating a Firm's Cost of Capital
5. Estimating Required Rates of Return for Projects

Part III: Financial Statements and Valuation

6. Forecasting Financial Performance
7. Earnings Dilution, Incentive Compensation, and Project Selection

Part IV: Enterprise Valuation

8. Relative Valuation Using Market Comparables
9. Enterprise Valuation
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

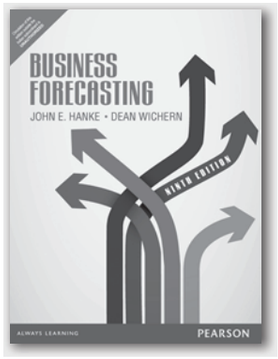
ABOUT THE AUTHOR

Sheridan Titman, University of Texas at Austin



DECISION SCIENCE

Business Forecasting



BUSINESS FORECASTING, 9/e

John E. Hanke

Dean Wichern

ISBN: 9789332549609
₹ 750.00 I Pages: 512

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

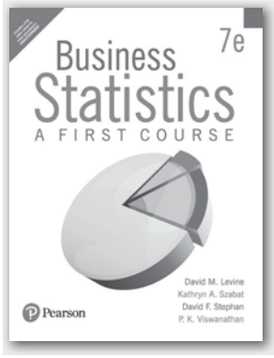
- Emphasis has been placed on the application of theoretical concepts and techniques by incorporating end-of-chapter exercises such as:
  - Twelve additional cases.
  - Thirty two new problem sets.
  - Minitab Applications are presented at the end of each chapter with step-by-step guidance.
  - Excel 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 ofdata 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 place throughout the text.

CONTENTS

1. Introduction to Forecasting.
2. Exploring Data Patterns and Choosing a Forecasting Technique.
3. Moving Averages and Smoothing Methods.
4. Time Series and Their Components.
5. Simple Linear Regression.
6. Multiple Regression Analysis.
7. Regression with Time Series Data.
8. The Box-Jenkins (ARIMA) Methodology.
9. Judgmental Forecasting and Forecast Adjustments.
10. Managing the Forecasting Process.

Appendix A: Derivations.
Appendix B: Data for Case Study 7.1.
Appendix C: Tables.
Appendix D: Data Sets and Databases.

Business Statistics



BUSINESS STATISTICS: A FIRST COURSE, 7/e

David M. Levine

David F. Stephan

Kathryn A. Szabat

P. K. Viswanathan

ISBN: 9789332578951
₹ 765.00 I Pages: 616

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
₹ 739.00 I 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

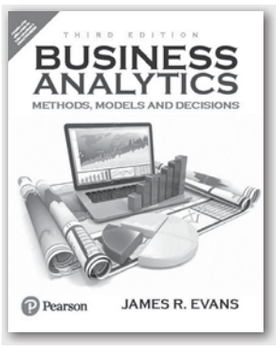
- In keeping with the prevalent trends, all problems, figures, screenshots, and procedure have been updated using IBM SPSS 21, Minitab 16, and MS Excel 2010
- Statistics in Action sets the tone for each chapter and focuses on the business applications of the theories discussed in the chapter.
- Problems 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
9. Statistical Inference: Estimation for Single Populations
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, 3/e

James R. Evans

ISBN: 9789390394586
₹ 850.00 I Pages: 704

ABOUT THE BOOK

Business Analytics teaches the fundamental concepts of modern business analytics and provides vital tools in understanding how data analysis works in today's organizations. Author James Evans takes a fair and comprehensive, approach, examining business analytics from both descriptive and

predictive perspectives. Students learn how to apply basic principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions. And included access to commercial grade analytics software gives students real-world experience and career-focused value. As such, the **3rd Edition** has gone through an extensive revision and now relies solely on Excel, enhancing students' skills in the program and basic understanding of fundamental concepts. Additionally, Analytic Solver can now be found in online supplements to accommodate any new software updates, so students are prepared to use these same tools when they graduate.

FEATURES

Five sections guide students through the information

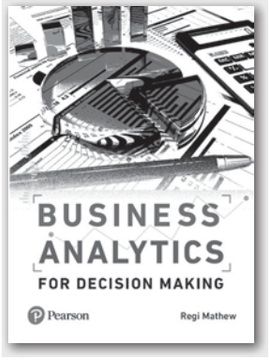
- **Part 1: Foundations of Business Analytics.** The first two chapters provide the basic foundations needed to understand business analytics and Microsoft Excel, and show students how to manipulate data and develop simple spreadsheet models.
- **Part 2: Descriptive Analytics.** Chapters 3 through 7 cover the fundamental tools and methods of data analysis and statistics. These chapters focus 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 applying trendlines and regression analysis, forecasting and introductory data mining techniques, building and analyzing models on spreadsheets, and simulation and risk analysis.
- **Part 4: Prescriptive Analytics.** Chapters 13 and 14 explore linear, integer, and nonlinear optimization models and applications. Chapter 15 focuses on what-if and sensitivity analysis in optimization, and visualization of Solver reports.
- **Part 5: Making Decisions.** Chapter 16 focuses on philosophies, tools, and techniques of decision analysis.

CONTENTS

1. Introduction to Business Analytics
2. Database Analytics
3. Data Visualization
4. Descriptive Statistics
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. Integer and Nonlinear Optimization
15. Optimization Analytics
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.



BUSINESS ANALYTICS FOR DECISION MAKING

Regi Mathew

ISBN: 9789353948436
₹ 550.00 | Pages: 344

ABOUT THE BOOK

Business Analytics is now a part and parcel of MBA curriculum of most institutions, as business organizations expect the new managers to have a basic knowledge of Analytics. There is also an emerging career opportunity for management graduates with deeper knowledge of Analytics. These professionals would be in Analytics roles, where business knowledge is critical. In this respect, this book will be a suitable textbook for students at postgraduate level. Beyond this, it will be a refresher material for working professionals.

FEATURES

- The book is structured to mimic stages of a typical Analytic process.
- This book starts with understanding business problem, data cleaning, exploratory data analysis, model building, model implementation and evaluation.
- An in depth explanation is provided on the concept of 'Modeling'.
- The book contain many interesting caselet and box items discussing on interesting facts and figures relevant to the current industrial scenarios.
- Resource material for this book includes, Instructor PPT, MCQ, Data sets and Codes for practise and set of research questions to take up mini projects.

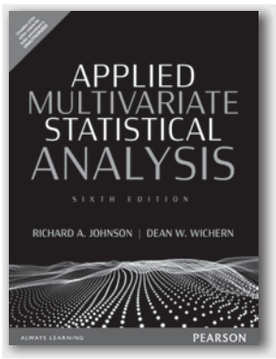
CONTENTS

1. Introduction
2. Analytics Process
3. Data Preparation
4. Exploratory Data Analysis
5. Models as Decision Tools
6. Building Linear Models
7. Building Decision Trees

8. Building Categorical Response Models
9. Tool Kit for Analyst
10. Model Implementation and Maintenance

ABOUT THE AUTHOR

Regi Mathew (Consultant & Trainer – Analytics and Machine Learning) Former Prof @ NMIMS Banaglore



APPLIED MULTIVARIATE STATISTICAL ANALYSIS, 6/e

Richard A. Johnson

Dean W. Wichern

ISBN: 9789332549555
₹ 850.00 I Pages: 800

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.

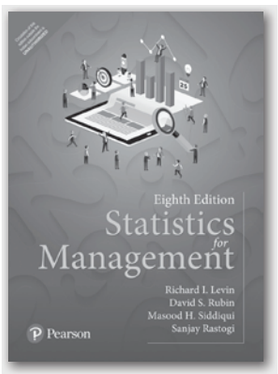
CONTENTS

I. Getting Started
1. Aspects of Multivariate Analysis.
2. Sample Geometry and Random Sampling.
3. Matrix Algebra and Random Vectors.
4. The Multivariate Normal Distribution.

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.
9. Factor Analysis and Inference for Structured Covariance Matrices.
10. Canonical Correlation Analysis

IV. Classification and Grouping Techniques
11. Discrimination and Classification.
12. Clustering, Distance Methods and Ordination.



STATISTICS FOR MANAGEMENT, 8/e

Richard I. Levin

Masood H. Siddiqui

David S. Rubin

Sanjay Rastogi

ISBN: 9789332581180
₹ 845.00 I Pages: 1 1000

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

CONTENTS

1. Introduction
2. Grouping and Displaying Data to Convey Meaning: Tables and Graphs
3. Measures of Central Tendency and Dispersion in Frequency Distributions
4. Probability I: Introductory Ideas
5. Probability Distributions
6. Sampling and Sampling Distributions
7. Estimation
8. Testing Hypotheses: One-sample Tests
9. Testing Hypotheses: Two-sample Tests
10. Quality and Quality Control
11. Chi-Square and Analysis of Variance
12. Simple Regression and Correlation
13. Multiple Regression and Modeling
14. Nonparametric Methods
15. Time Series and Forecasting
16. Index Numbers
17. Decision Theory

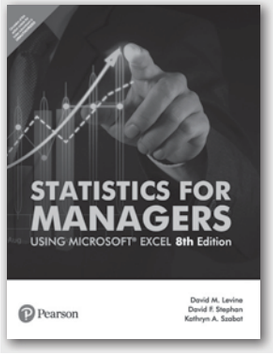
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Richard I. Levin, The University of North Carolina at Chapel Hill

Masood H. Siddiqui, Jaipuria Institute of Management, Lucknow

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

ISBN: 9789332585744

₹ 899.00 I Pages: 840

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 I

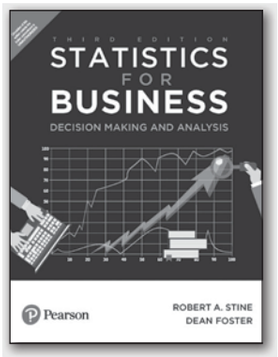
1. Defining and Collecting Data
2. Organizing and Visualizing Variables
3. Numerical Descriptive Measures
4. Basic Probability
5. Discrete Probability Distributions
6. The Normal Distribution and Other Continuous Distributions
7. Sampling Distributions
8. Confidence Interval Estimation
9. Fundamentals of Hypothesis Testing: One-Sample Tests
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: DECISION MAKING AND ANALYSIS, 3/e

Robert E. Stine

Dean Foster

ISBN: 9789353940645
₹ 950.00 I Pages: 912

ABOUT THE BOOK

The 3rd Edition of *Statistics for Business: Decision Making and Analysis emphasizes* an application-based approach, in which students learn how to work with data to make decisions. In this contemporary presentation of business statistics, students learn how to approach business decisions through a 4M Analytics decision making strategy–motivation, method, mechanics and message–to better understand how a business context motivates the statistical process and how the results inform a course of action. Each chapter includes hints on using Excel, Minitab Express, and JMP for calculations, pointing the student in the right direction to get started with analysis of data.

FEATURES

- Each chapter opens with a motivating business example that frames a question and motivates the contents of the chapter. The authors return to the example throughout the chapter, as the statistical methods are presented and provides answers to the question posed in the opening example.
- 4-M Analytics 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.
- Each chapter includes software hints on using Excel, Minitab, and JMP for calculations and to generate graphs. These hints give students a jumping off point for getting started doing statistical analysis with software.
- Statistics in Action case studies follow each of the four parts of the book. Each case provides an in-depth look at a business application of statistics, uses real data, and takes students through the details of using that data to address a business question.

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

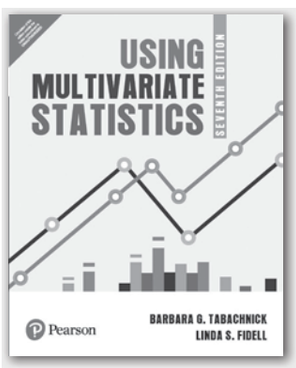
Part III: Inference
13. Samples and Surveys
14. Sampling Variation and Quality
15. Confidence Intervals
16. Statistical Tests
17. Comparison
18. Inference for Counts

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

ABOUT THE AUTHORS

Robert Stine holds a Ph.D. from Princeton University. He has taught at the Wharton School since 1983, during which time he has regularly taught business statistics.

Dean Foster holds a Ph.D. from the University of Maryland. He has taught at the Wharton School since 1992 and previously taught at the University of Chicago.



USING MULTIVARIATE STATISTICS, 7/e

Barbara G. Tabachnick

Linda S. Fidell

ISBN: 9789389342239
₹ 955.00 I Pages: 848

ABOUT THE BOOK

Using Multivariate Statistics, 7th Edition presents complex statistical procedures in a way that is maximally useful and accessible to researchers who may not be statisticians. The authors' practical approach focuses on the benefits and limitations of applying a technique to a data set — when, why, and how to do it. Only a limited knowledge of higher-level mathematics is assumed. Students using this text will learn to conduct numerous types of multivariate statistical analyses; find the best technique to use; understand limitations to applications; and learn how to use SPSS and SAS syntax and output.

FEATURES

- New – All output is up to date, showing tables from IBM SPSS version 24 and SAS version 9.4. The output in the book matches the output of the user's program, so they

know what to look for and how to use it.

- Updated – References in all chapters have been updated; for references prior to 2000, only classic citations are included.
- New – References and online facilities for sample size and power analysis are shown. Once considered mysterious and difficult, these analyses can now be done using online programs in many cases; the authors demonstrate where and how to address these facilities.
- New – Work on relative importance has been incorporated in multiple regression, canonical correlation, and logistic regression analysis, complete with demonstrations. This post hoc analysis takes effect size a step further by indicating relative importance for each significant variable as a percentage of the solution.
- Updated – Procedures for multiple imputation of missing data are updated, included and illustrated. This powerful method of estimating the values of missing data can be used even with repeated measures type data. It allows users to keep the data set intact, despite missing data points on several variables.
- New – The automated time-series example takes advantage of an IBM SPSS expert modeler that replaces previous tea-leaf reading aspects of the analysis.
- Hands-on guidelines for conducting numerous types of multivariate statistical analyses are provided.
- A practical approach focuses on the benefits and limitations of applications of a technique to a data set –when, why, and how to do it.

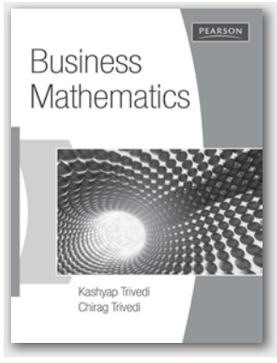
CONTENTS

1. Introduction
2. A Guide to Statistical Techniques: Using the Book
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
8. Profile Analysis: The Multivariate Approach to Repeated Measures
9. Discriminant Analysis
10. Logistic Regression
11. Survival/Failure Analysis
12. Canonical Correlation
13. Principal Components and Factor Analysis
14. Structural Equation Modeling by Jodie B. Ullman
15. Multilevel Linear Modeling
16. Multiway Frequency Analysis
17. Time-Series Analysis
18. An Overview of the General Linear Model

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.

Linda S. Fidell, California State University - Northridge



BUSINESS MATHEMATICS

Kashyap Trivedi

Chirag Trivedi

ISBN: 9788131732182

₹ 525.00 | Pages: 728

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

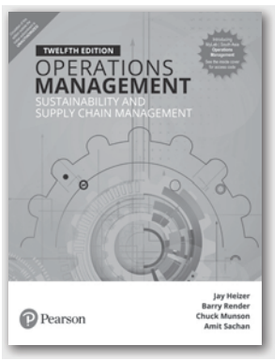
23. Permutation and Combination
24. Binominal Expansion
25. Principle of Mathematical Induction
26. Sequence and Series

ABOUT THE AUTHOR

Mr. Kashyap Trivedi is a senior professor at Arihant Institute Private Ltd, Ahmedabad and visiting faculty to some other institutes. Dr Chirag Trivedi teaches at R.J.Tibrewal Commerce College, University of Gujarat, Ahmedabad

Operations Management

IN 2-COLOR !!



OPERATIONS MANAGEMENT: SUSTAINABILITY AND SUPPLY CHAIN MANAGEMENT, 12/e

Jay Heizer

Barry Render

Chuck Munson

Amit Sachan

ISBN: 9789332586703

₹ 850.00 I 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
10. Human Resources, Job Design, and Work Measurement

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. Kappagomtula 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, Uttarakhand

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, Shailesh 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.

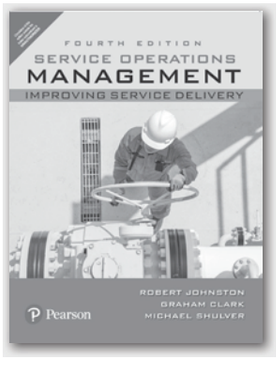
Dr. Sajeev Abraham George, Associate Professor and Head (Operations Management), S. P. Jain Institute of Management and Research, Mumbai

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



SERVICE OPERATIONS MANAGEMENT: IMPROVING SERVICE DELIVERY, 4/e

Robert Johnston

Graham Clark

Michael Shulver

ISBN: 9789386873309

₹ 675.00 | Pages: 488

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

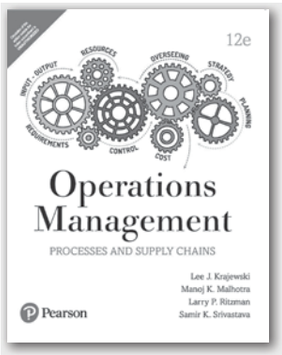
15. Creating and Implementing the Strategy
16. Understanding and Influencing Culture
17. Building a World-class Service Organisation

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.



OPERATIONS MANAGEMENT, 12/e

Lee J. Krajewski
Manoj K. Malhotra
Larry P. Rittzman
Samir K. Srivastava

ISBN: 9789353066475
₹ 890.00 I Pages: 760

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

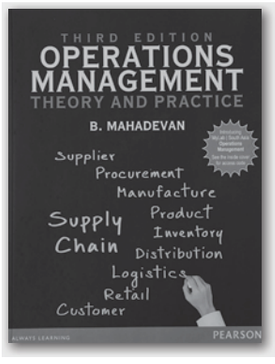
Manoj K. Malhotra, University of South Carolina Case Western Reserve University

Larry P. Rittzman, Professor Emeritus, The Ohio State University and Professor Emeritus at Boston College

Samir K. Srivastava, Professor, Indian Institute of Management Lucknow

DECISION SCIENCE

IN 2-COLOR !!



OPERATIONS MANAGEMENT: THEORY AND PRACTICE, 3/e

B. Mahadevan

ISBN: 9789332547520

₹ 729.00 | Pages: 632

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.

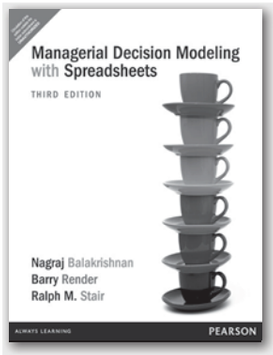
FEATURES

- 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 addresses 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.
- Formula Review: This feature has been added at the end of such chapters where several new formulae have been introduced.

ABOUT THE AUTHOR

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Operations Research / Quantitative Techniques



MANAGERIAL DECISION MODELING WITH SPREADSHEETS, 3/e

Nagraj Balakrishnan

Barry Render

Ralph M. Stair

ISBN: 9789332518216
₹ 910.00 I Pages: 592

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.
- Offer plenty of practice: New and Revised End-of-chapter Problems.
- Show today's new techniques: New Topics.
- Highlight the real-world implications: Decision Modeling in Action Boxes.

CONTENTS

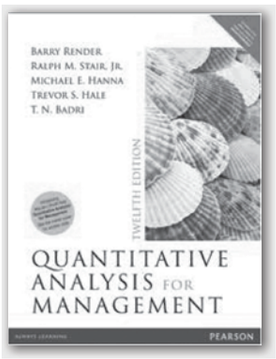
1. Introduction to Managerial Decision Modeling
2. Linear Programming Models: Graphical and Computer Methods
3. Linear Programming Modeling Applications with Computer Analyses in Excel
4. Transportation, Assignment, and Network Models
5. Integer, Goal, and Nonlinear Programming Models
6. Project Management
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.



QUANTITATIVE ANALYSIS FOR MANAGEMENT, 12/e

Barry Render

Ralph M. Stair Jr.

Michael E. Hanna

T.N Badri

ISBN: 9789332568853
₹ 799.00 I Pages: 640

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

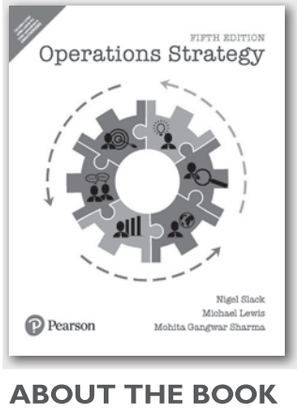
ABOUT THE AUTHORS

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.

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OPERATIONS STRATEGY, 5/e

Nigel Slack

Michael Lewis

Mohita Gangwar Sharma

ISBN: 9789353060459

₹ 865.00 | Pages: 728

ABOUT 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

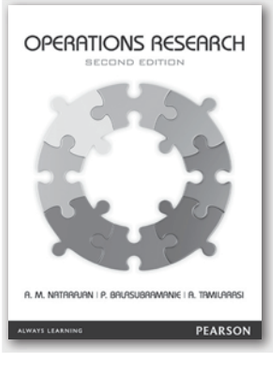
- The introduction of long case studies which can be used to form the basis of a whole course in operations strategy. The cases are long enough to provide depth and serve as illustrations, and can be used to supplement class sessions.
- Many new and updated examples, which cover the topical issues in 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 Managment and Strategy at Warwick University.



OPERATIONS RESEARCH

A. M. Natarajan

P. Balasubramani

A. Tamilarasi

ISBN: 9789332526471

₹ 725.00 | Pages: 744

ABOUT THE BOOK

Operations Research is a comprehensive textbook which has grown out of the collective experience of the authors in teaching the course over the years. It includes the various theoretical and mathematical concepts in this field, with emphasis on their physical and practical interpretations through appropriate examples.

FEATURES

- Operations research explained in an easy-to-understand language; focus on historical background, meaning, approaches and tools of the discipline

- Graphical solution to linear programming problems discussed by means of appropriate examples
- Economic interpretation of dual variables explained and various computational techniques elucidated
- Formulation of transportation problem and methods of solution discussed
- Formulation of assignment problem with example
- Dynamic programming methodology explained
- Special emphasis on decision tree and game theory
- Concepts pertaining to inventory highlighted
- Detailed analysis of critical path method (CPM) and project evaluation review technique (PERT)
- Non-linear programming problems, quadratic programming and separable programming highlighted along with their applications

CONTENTS

1. Basics of Operations Research
2. Linear Programming Problem (LPP)
3. Advanced Topics in Linear Programming
4. The Transportation Problem
5. Assignment Model
6. Dynamic Programming
7. Decision Theory and Games
8. Sequencing Models
9. Replacement Models
10. Inventory Models
11. Queuing Models
12. Scheduling by PERT and CPM
13. Simulation
14. Non-Linear Programming

ABOUT THE AUTHORS

A. M. Natarajan is Chief Executive Officer, Bannari Amman Institute of Technology, Sathyamangalam.

P. Balasubramanie is Professor in the Department of Computer Science and Engineering, Kongu Engineering College, Perundurai.

A. Tamilarasi is Professor in the Department of Computer Science and Engineering, Kongu Engineering College, Perundurai.



OPERATIONS RESEARCH

P Mariappan

ISBN: 9788131799345
₹ 475.00 I Pages: 392

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

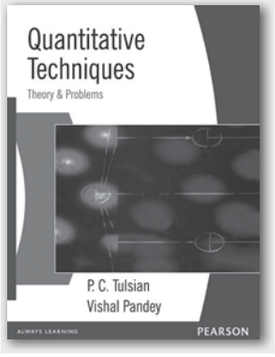
- Detailed explanation on dynamic programming and sensitivity analysis.
- Indepth coverage of transportation problem and assignment problem.
- Over 200 solved examples.
- Over 200 end of chapter exercises.

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, Tiruchchirapalli, Tamilnadu.



QUANTITATIVE TECHNIQUES: THEORY & PROBLEMS

P. C. Tulsian

Vishal Pandey

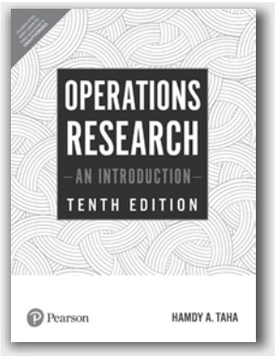
ISBN: 9788131701867
₹ 799.00 I Pages: 804

ABOUT THE BOOK

This book adopts a fresh and novel approach to the study of Quantitative Techniques, and provides a comprehensive coverage of the subject. Essentially designed for extensive practice and self-study, this book will serve as a tutor at home. Chapters contain theory in brief, numerous solved examples and exercises with exhibits and tables.

FEATURES

- Adopts a unique Teach-Yourself technique to help you study at home
- Numerous exhibits and tables to illustrate basic calculations
- Theory based on an effective, classroom tested technique to guide the reader through step-by-step explanation
- A separate chapter on designing network



OPERATIONS RESEARCH: AN INTRODUCTION, 10/e

Hamdy A Taha

ISBN: 9789352865277
₹ 935.00 I Pages: 848

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 t**wo 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.

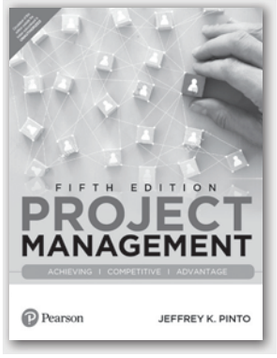
CONTENTS

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
21. Nonlinear Programming Algorithms
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.

Project Management



PROJECT MANAGEMENT: ACHIEVING COMPETITIVE ADVANTAGE, 5/e

Jeffrey K. Pinto

ISBN: 9789389552034
₹ 770.00 I Pages: 592

ABOUT THE BOOK

In its 5th Edition, Project Management: Achieving Competitive Advantage takes a contemporary, decisive, and business-oriented approach to teaching and learning project management. To

promote a comprehensive, multi-industry understanding of the text, the author addresses project management theory within the context of a variety of successful organizations, whether they be publicly held, private, or nonprofit. Comprehensive case analysis and detailed exercises, including brand-new, contemporary case studies for the 5th Edition, give students the tools to assess projects in real time, while also leveraging the latest project management technology, including MS Project 2016.

FEATURES

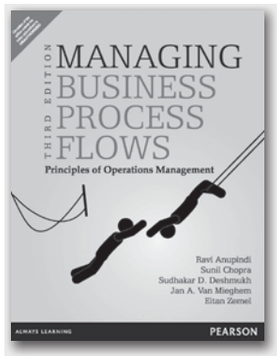
- Each chapter features one or more Project Profiles, highlighting project management in action. Some reflect significant achievements while others detail famous (and not-so-famous) failures.
- Updated - End-of-Chapter Cases illustrate project management principles. Most are based on real situations, both contemporary and classic, and include thought-provoking discussion questions.
- New - New cases in this edition discuss London's Crossrail, NASA's Mars 2020 project, Samsung's Galaxy Note 7, and more.
- Short (one-page) Research in Brief text boxes highlight the results of current research on relevant topics.
- Updated - Project Managers in Practice: Short profiles of real, practicing project managers, including new profiles for this edition, give students a sense of the challenges project managers routinely face.
- Integration with the PMBoK: The chapters in Project Management identify and cross-list corresponding knowledge areas and terminology from the latest edition of Project Management Body of Knowledge (PMBoK).
- Updated - An expanded set of sample PMP certification exam questions at the end of most of the chapters give readers an idea of the types of questions typically asked on the exam and how those topics are treated in this book.
- Updated - All project examples and screen captures have been updated from MS Project 2013 to MS Project 2016 for this edition.

CONTENTS

1. Introduction: Why Project Management?
2. The Organizational Context: Strategy, Structure, and Culture
3. Project Selection and Portfolio Management
4. Leadership and the Project Manager
5. Scope Management
6. Project Team Building, Conflict, and Negotiation
7. Risk Management
8. Cost Estimation and Budgeting
9. Project Scheduling: Networks, Duration Estimation, and Critical Path
10. Project Scheduling: Lagging, Crashing, and Activity Networks
11. Advanced Topics in Planning and Scheduling: Agile and Critical Chain
12. Resource Management
13. Project Evaluation and Control
14. Project Closeout and Termination
15. Appendix A. The Cumulative Standard Normal Distribution
16. Appendix B. Tutorial for MS Project 2016
17. Appendix C. Project Plan Template

ABOUT THE AUTHOR

Jeffrey K. Pinto, Pennsylvania State University - Erie



MANAGING BUSINESS PROCESS FLOWS, 3/e

Ravi Anupindi
Sunil Chopra
Sudhakar D. Deshmukh
Jan A. Van Mieghem
Eitan Zemel

ISBN: 9789332518346
₹ 805.00 I Pages: 348

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

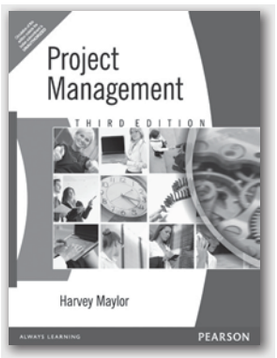
7. Managing Flow Variability: Safety Inventory
8. Managing Flow Variability: Safety Capacity
9. Managing Flow Variability: Process Control and Capability

Part IV: Process Integration

10. Lean Operations: Process Synchronization and Improvement

ABOUT THE AUTHORS

Sunil Chopra, Northwestern University



PROJECT MANAGEMENT, 3/e

Harvey Maylor

ISBN: 9788177580365
₹ 825.00 | 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 Manag



INTRODUCTION TO MATERIALS MANAGEMENT, 8/e

Stephen N. Chapman
J. R. Tony Arnold
Ann K. Gatewood
Lloyd M. Clive

ISBN: 9789386873248
₹ 699.00 | 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

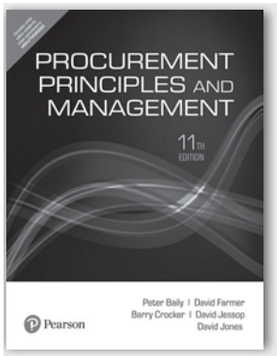
ABOUT THE AUTHORS

Steve Chapman is an Associate Professor in the College of Management, N. C. State University.

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Ann K. Gatewood, CFPIM, CIRM, CSCP Gatewood Associates, LLC

Lloyd M Clive P.Eng, CFPIM, is a professional Engineer (Industrial) and Certified by APICS at the fellow level, with work experience at Johnson and Johnson, 3M and CP Rail. He currently serves as the Coordinator Materials Management and Distribution at Fleming College.



PROCUREMENT PRINCIPLES AND MANAGEMENT, 11/e

Peter Baily
Barry Crocker
David Farmer
David Jessop
David Jones

ISBN: 9789352868322
₹ 725.00 | Pages: 612

ABOUT THE BOOK

Now in its eleventh edition, Procurement Principles and Management has been essential reading for practitioners and students of purchasing and procurement for nearly 50 years. This new edition will provide the reader with a reflection of mainstream practice alongside insight into developing ideas and approaches. This book has been updated to cover the continuous change and development in the field of purchasing, and carefully balances emerging philosophies with proven and established thinking and practice in the profession.

FEATURES

Specifically readers will note the following new elements:

- A new, thorough consideration of contract law;
- Improvements in negotiation;
- Additional material exploring offshoring/onshoring;
- A more thorough treatment of performance measurement;
- The inclusion of a section on risk;
- Considerable expansion of MRP, Lean and Agile theories;
- More detailed coverage of ABC analysis, TCO, Kraljic, supplier preferencing, Bensaou, CSR-Triple Bottom Line concept;
- Additional examples of services/tangibles procurement;
- Culture has been given much more focus;
- Supplier appraisal and supplier relationship management (SRM) have been expanded considerably.

CONTENTS

Part 1 Procurement Objectives and Development

1. Procurement scope and development
2. Strategic procurement and supply chain management
3. Public sector procurement

Part 2 Key Procurement Issues

4. Outsourcing
5. Quality management
6. Inventory management
7. Lead time and time compression
8. Sourcing strategies and relationships
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 Procurement Systems and Contract Management

18. E-procurement systems
19. Contract management and performance measurement

ABOUT THE AUTHORS

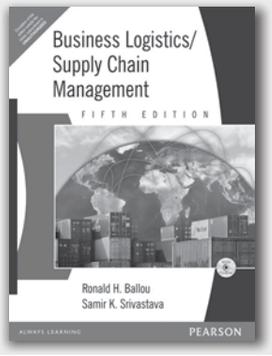
Peter Baily, former Chief Examiner for CIPS

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

ISBN: 9788131705841

₹ 950.00 | Pages: 820

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

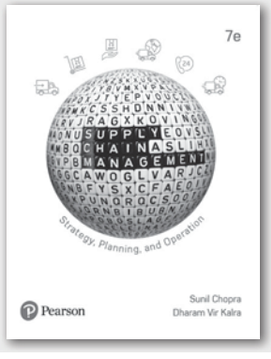
VI. Organization and Control

15. Logistics/Supply Chain Organization
16. Logistics/Supply Chain Control

ABOUT THE AUTHORS

Ronald H. Ballou, Weatherhead School of Management, Case Western Reserve University

Samir K. Srivastava, Associate Professor, Indian Institute of Management, Lucknow



SUPPLY CHAIN MANAGEMENT, 7/e

Sunil Chopra

Peter Meindl

Dharam Vir Kalra

ISBN: 9789353065966

₹ 799.00 | Pages: 584

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 oers 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 rm 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

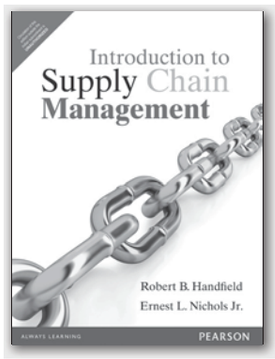
TESTIMONIALS

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

₹ 450.00 I 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.

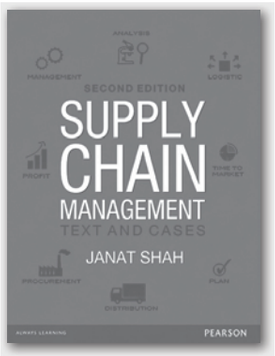
FEATURES

- 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



SUPPLY CHAIN MANAGEMENT: TEXT AND CASES, 2e

Janat Shah

ISBN: 9789332548206
₹ 785.00 I Pages: 504

ABOUT THE BOOK

Supply Chain Management: *Text and Cases 2e,* presents a comprehensive, yet structured, view of logistics and supply chain management, with a focus on supply chain innovations for firms operating in competitive markets. The most significant change from the previous edition is the addition of two chapters. Chapter 11 is about supply chain contracts. Supply chain contract is emerging as a valuable instrument to coordinate various supply chains. Few popular contracts such as buyback contracts and revenue sharing contracts are discussed in depth. The other new chapter is Chapter 14. It deals with emerging field of sustainable supply chain management.

FEATURES

- The learning objectives define the salient points in each chapter that the student needs to focus on while reading the chapter. Their purpose is to minimize the need for repeatedly reading the chapter.
- Opening vignettes capture incidents from the real world. These lay the foundation for the theory covered in the chapter and exemplify the consequences of the application of theory to real-world situations.
- 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

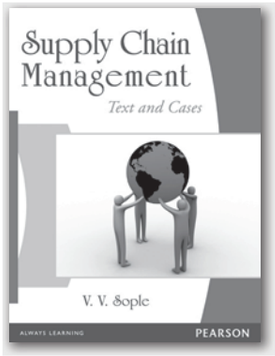
TESTIMONIALS

"This exceptionally well-written book introduces the concep of supply chain management in a simple language. The ca studies discuss several Indian supply chain issues from managerial viewpoint."

Rahul Jagannath Patil, *Professor, Indian Institu of Technology Bomb*

"This book is an incredible mix of well-explained concepts ar case studies. It is probably the best book in this field that cove issues relevant to India. Sincere effort has been made to loc at various supply chain issues while maintaining a fine balan between an analytical approach and a qualitative perspective

Balram Avittathur, Professor, Indian Institu of Management Calcut



SUPPLY CHAIN MANAGEMENT: TEXT AND CASES

Vinod V. Sople

ISBN: 9788131760994
₹ 550.00 | Pages: 556

ABOUT THE BOOK

Supply Chain Management: Text and Cases, is essential for creating value for both customers and stakeholders. Effective supply chains help organizations to compete in both global and domestic markets. The book addresses these issues in seven parts, which deal with the basics of the supply chain, sub-systems of the supply chain, tactical and operational decisions, 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

Part I: Supply Chain Basics

1. Understanding Supply Chain
2. Role of Logistics in Supply Chain
3. Supply Chain vs. Demand Chain
4. Value Creation Through Supply Chain

Part II: Supply Chain Sub-Systems

5. Supply Chain Planning
6. Procurement Methods
7. E-Procurement
8. Strategic Sourcing
9. Lean Manufacturing
10. Distribution Decisions

Part III: Tactical and Operational Decisions

11. Transportation and Freight Management
12. Inventory Management
13. Network Designing
14. Information System and IT Enablement

Part IV: Strategic Approach

15. Alliances and Outsourcing
16. Agile Supply Chain

17. Global Supply Chain
18. Reverse Supply Chain
19. Supply Chain Optimization
20. Re-engineering SC to Differential Strategies
21. Supply Chain Integration Strategies
22. Cold Chain Networking

Part V: Measurements and Controls

23. Quantitative Techniques in Supply Chain
24. Supply Chain Risk Management
25. Pricing, Costing and Financial Decisions
26. Performance Measurement and Controls

Part VI: Sustainability Processes and Practices

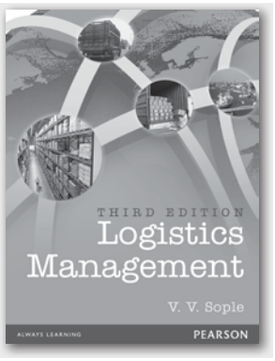
27. Sustainability Practices and 'Greening' of SC
28. Regulatory Compliance
29. Ethical Orientation

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.



LOGISTICS MANAGEMENT, 3/e

Vinod V. Sople

ISBN: 9788131768624
₹ 625.00 I Pages: 560

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 provides 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

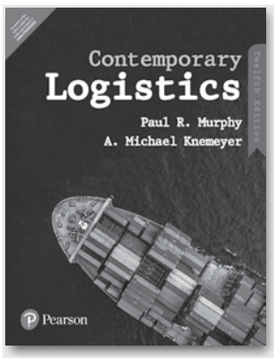
CONTENTS

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
13. E-Commerce Logistics—More Challenging Than Ever
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

19. Government Policies and Regulations For Industry Growth, Customer Protection and Operational Controls
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.



CONTEMPORARY LOGISTICS, 12/e

Paul R. Murphy

A. Michael Knemeyer

ISBN: 9789353069735
₹ 450.00 I Pages: 320

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.

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.

CONTENTS

Part I: An Overview of Logistics
1. An Overview of Logistics
2. Logistics and Information Technology
3. Strategic and Financial Logistics
4. Organizational and Managerial Issues in Logistics

Part II: Supply Chain Management
5. The Supply Chain Management Concept
6. Procurement

Part III: Elements of Logistics Systems
7. Demand Management, Ordered Management, and Customer Service
8. Inventory Management
9. Facility Location
10. Warehousing Management
11. Packaging and Materials Handling
12. Transportation
13. Transportation Management
14. International Logistics

ABOUT THE AUTHOR

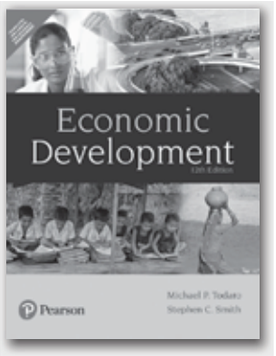
Paul R. Murphy, John Carroll University

A. Michael Knemeyer, The Ohio State University


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ECONOMICS

Developmental Economics



ECONOMIC DEVELOPMENT, 12/e

Michael Todaro

Stephen C Smith

ISBN: 9789332585539
₹ 799.00 I Pages: 896

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
6. Population Growth and Economic Development: Causes, Consequences, and Controversies
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
13. Balance of Payments, Debt, Financial Crises, and Stabilization Policies
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.

Economic Environment



THE ECONOMICS OF THE ENVIRONMENT

Peter Berck

Gloria Helfand

ISBN: 9789332550384
₹ 675.00 I 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

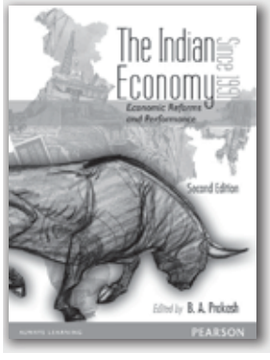
1. Economics and the Environment
2. Supply and Demand: Market Forces and the Environment
3. Markets and Market Failure: A Cause of Environmental Degradation
4. Consumer Behavior and the Environment
5. Measuring Benefits to Consumers
6. Revealed Preference
7. Stated Preference Methods
8. From Production to Pollution
9. Production, Pollution, Output, and Prices
10. Maximizing Net Benefits in the Presence of Externalities
11. Private Markets and the Environment: The Coase Theorem
12. Government Policies for Environmental Protection
13. Enforcement and Political Economy
14. The Time Factor: Discounting
15. Benefit-Cost Analysis
16. Nonrenewable Resource Management
17. Renewable Resource Management
18. Economic Growth and the Environment
19. Sustainability

ABOUT THE AUTHORS

Peter Berck, University of California, Berkeley

Gloria Helfand, University of Michigan

Indian Economy



THE INDIAN ECONOMY SINCE 1991: ECONOMIC REFORMS AND PERFORMANCE, 2/e

B. A. Prakash

ISBN: 9788131758939

₹ 725.00 I Pages: 720

ABOUT THE BOOK

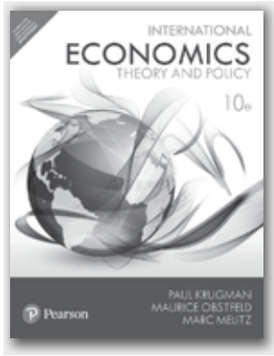
With a focus on economic reforms and the performance of the Indian economy since 1991, *The Indian Economy Since 1991* is the outcome of the collaborative effort of 28 experts who have made significant contributions in research toward the Indian economy. Using a data-based, analytical approach to key 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, NewUniversity of Kerala, Kariavattom, Thiruvananthapuram.

International Economics



INTERNATIONAL ECONOMICS: THEORY AND POLICY, 10/e

Paul Krugman

Maurice Obstfeld

Marc Melitz

ISBN: 9789332586550

₹ 890.00 I 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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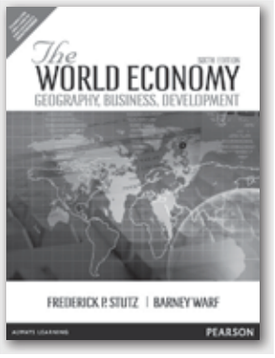
1. Introduction
2. World Trade: An Overview
3. Labor Productivity and Comparative Advantage: The Ricardian Model
4. Specific Factors and Income Distribution
5. Resources and Trade: The Heckscher-Ohlin Model
6. The Standard Trade Model
7. External Economies of Scale and the International Location of Production
8. Firms in the Global Economy: Export Decisions, Outsourcing, and Multinational Enterprises
9. The Instruments of Trade Policy
10. The Political Economy of Trade Policy
11. Trade Policy in Developing Countries
12. Controversies in Trade Policy
13. National Income Accounting and the Balance of Payments
14. Exchange Rates and the Foreign Exchange Market: An Asset Approach
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
20. Financial Globalization: Opportunity and Crisis
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

₹ 750.00 I 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 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.

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1. Economic Geography: An Introduction
2. The Historical Development of Capitalism

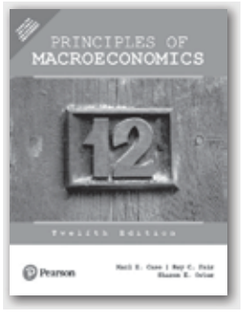
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6. Agriculture
7. Manufacturing
8. Services
9. Transportation and Communications
10. Consumption
11. Cities and Urban Economies
12. International Trade and Investment
13. International Trade Patterns
14. Development and Underdevelopment in the Developing World

ABOUT THE AUTHORS

Dr. Frederick P. Stutz is Emeritus Professor of Geography at San Diego State University.

Barney Warf is Professor of Geography at the University of Kansas.



PRINCIPLES OF MACROECONOMICS, 12/e

Karl E. Case

Ray C. Fair

Sharon E. Oster

ISBN: 9789353439835

₹ 699.00 I Pages: 480

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 Macroeconomics, Twelfth 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

- NEW! Chapter 3 uses behavioral economics to answer whether having rainy seasons increases a consumer's preference for tea.
- NEW! Chapter 6 looks at how imposing taxes on soda beverages affects consumption.
- NEW! Chapter 7 describes the importance of better maintenance practices in increasing profitability while curtailing capital investment.
- NEW! Chapter 14 describes recent research on how well recessions can be predicted.
- NEW! Chapter 20 looks at work that uses children's height in India to examine hunger and gender inequality.
- NEW! Chapter 21 (brand new) contains three boxes that examine the Moving to Opportunity program, control group and experimental economics, and the effects of minimum wage.

A History of Excellence in Economic Content and Application

- News Analysis features real news articles from The Wall Street Journal, The New York Times, The Economist, and others, strategically integrated into the text. The authors have also added homework problems for News Analysis articles at the end of the chapter.
- 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 economy (Chapters 20 and 21).
- A three-tiered explanation of key concepts (Stories-Graphs-Equations) is presented. Each concept is presented in the context of a simple intuitive story often followed by a table or graph, and in some cases, an equation that presents the concept with a mathematical formula.
- UPDATED! End-of-chapter material delivers questions designed to help individuals learn course concepts and help instructors assess student performance.

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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

Part II: Concepts and Problems in Macroeconomics

5. Introduction to Macroeconomics
6. Measuring National Output and National Income
7. Unemployment, Inflation, and Long-Run Growth

Part III: The Core of Macroeconomic Theory

8. Aggregate Expenditure and Equilibrium Output
9. The Government and Fiscal Policy
10. Money, the Federal Reserve, and the Interest Rate
11. The Determination of Aggregate Output, the Price Level, and the Interest Rate
12. Policy Effects and Cost Shocks in the AS/AD Model
13. The Labor Market in the Macroeconomy

Part IV: Further Macroeconomics Issues

14. Financial Crises, Stabilization, and Deficits
15. Household and Firm Behavior in the Macroeconomy: A Further Look
16. Long-Run Growth
17. Alternative Views in Macroeconomics

Part V: The World Economy

18. International Trade, Comparative Advantage, and Protectionism
19. Open-Economy Macroeconomics: The Balance of Payments and Exchange Rates
20. Economic Growth in Developing Economies

Part VI: Methodology

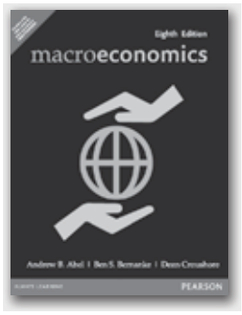
21. Critical Thinking about Research

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.

Ray C. Fair is Professor of Economics at Yale University

Sharon M. Oster is the Frederic Wolfe Professor of Economics and Management and former Dean of the Yale School of Management



MACROECONOMICS, 8/e

Andrew B. Abel

Ben S. Bernanke

Dean Croushore

ISBN: 978933251 8247

₹ 850.00 I Pages: 622

ABOUT THE BOOK

Abel and Bernanke present macroeconomic theory in a way that prepares students to analyze real macroeconomic data used by policy makers and researchers. With a balanced treatment of both classical and Keynesian economics, the comprehensive coverage makes it easy for instructors to align chapters to fit their own syllabi. Students in this course often struggle to see how the macroeconomic models compare to one another, and fit into the big picture. This text uses a unified approach based on a single economics model that provides students with a clear understanding of macroeconomics and its classical and Keynesian assumptions.

FEATURES

- Coverage of inflation and monetary policy reflects the latest work by researchers and the Federal Reserve
- A unified framework uses a single model, built from a set of core economic ideas, to introduce the macroeconomic theories and concepts
- Real-world applications connect theory to practice, helping students make active use of the economic ideas in the text
- Global case studies brings relevance to the theory by applying it to the student's local context

CONTENTS

Part 1: Introduction

1. Introduction to Macroeconomics
2. The Measurement and Structure of the National Economy

Part 2: Long-Run Economic Performance

3. Productivity, Output, and Employment
4. Consumption, Saving, and Investment
5. Saving and Investment in the Open Economy
6. Long-Run Economic Growth
7. The Asset Market, Money, and Prices

Part 3: Business Cycles and Macroeconomic Policy

8. Business Cycles
9. The IS-LM/AD-AS Model: A General Framework for Macroeconomic Analysis
10. Classical Business Cycle Analysis: Market-Clearing Macroeconomics
11. Keynesianism: The Macroeconomics of Wage and Price Rigidity

Part 4: Macroeconomic Policy: Its Environment and Institutions

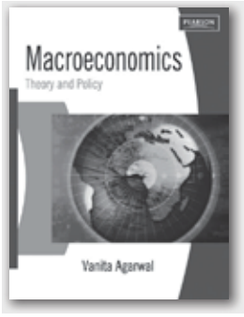
12. Unemployment and Inflation
13. Exchange Rates, Business Cycles, and Macroeconomic Policy in the Open Economy
14. Monetary Policy and the Federal Reserve System
15. Government Spending and Its Financing

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.



MACROECONOMICS: THEORY AND POLICY

Vanita Agarwal

ISBN: 9788131731499
₹ 575.00 | Pages: 416

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

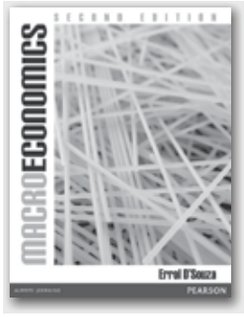
- Several numerical illustrations to facilitate better understanding
- Generous use of diagrams to enhance understanding of concepts
- Recap boxes to assist students in recapitulating and reviewing the text discussed in every section
- A variety of Review Questions that aim at checking the understanding 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
5. The IS-LM Framework: Equilibrium in the Goods and Money Markets
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.



MACROECONOMICS, 2/e

Errol D'Souza

ISBN: 9788131761014
₹ 675.00 | Pages: 456

ABOUT THE BOOK

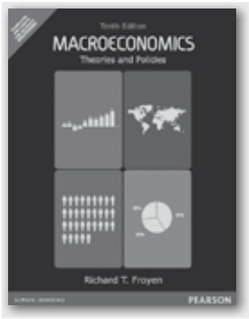
The revised and updated second edition of Errol D'Souza's *Macroeconomics, 2/e,* presents the connections between theoretical frameworks and the actual behaviour of the economy in a more comprehensive manner. It enables instructors to teach relevant concepts within the context of both the Indian and the global economy, and at the same time provides policymakers with material from current research in macroeconomics.

FEATURES

- One new chapter on the latest developments in the field of macroeconomics, including the recent global financial crisis as well as current problems in the area of macroeconomic policy and theory
- More streamlined content to make macroeconomics easily accessible to the student and the general reader
- MacroFocus boxes and marginalia that recreate instructor-student interactions by providing definitions, current trends, and further details
- Graphs and figures, based on data taken from organizations such as the RBI and CSO, to represent theory in terms of Indian data
- Test Yourself and Online Application problems for students' review
- Instructor's manual with explanations and additional points for classroom discussions
- A companion Web site with key topics presented through effective animations and PowerPoint lecture slides

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



MACROECONOMICS: THEORIES AND POLICIES, 10/e

Richard T. Froyen

ISBN: 978933251832 2
₹ 825.00 I 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
6. The Keynesian System (III): Policy Effects in the IS-LM Model
7. The Keynesian System (IV): Aggregate Supply and Demand

III. Macroeconomic Theory After Keynes

8. The Monetarist Counterrevolution
9. Output, Inflation and Unemployment: Alternative Views
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

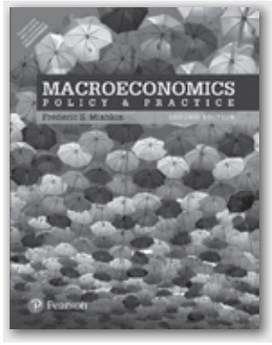
15. Optimal Monetary Policy
16. Fiscal Stabilization Policy

VI. Economic Growth

17. Policies for Intermediate-Run Growth
18. Long-Run Economic Growth: Origins of the Wealth of Nations

ABOUT THE AUTHOR

Richard T. Froyen, University of North Carolina at Chapel Hill



MACROECONOMICS POLICY AND PRACTICE 2/e

Frederic S. Mishkin

ISBN: 9789332579439
₹ 799.00 I Pages: 864

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.

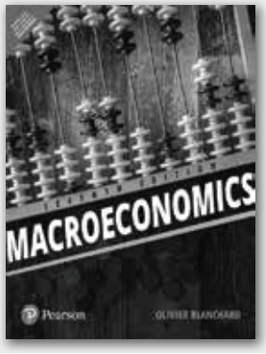
CONTENTS

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, 7/e

Olivier Blanchard

David R Johnson

ISBN: 9789353945220
₹ 705.00 I Pages: 576

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. From the major economic crisis and monetary policy in the United States, to the problems of the Euro area and growth in China, the text helps students make sense not only of current macroeconomic events but also of events that may unfold in the future.

FEATURES

- Distinguished Authorship. Olivier Blanchard is one of Pearson's most notable economics authors and brings his years of experience and research of macroeconomic issues, including time as the chief economist at the International Monetary Fund, to the text.
- Comprehensive coverage of current events. Current macroeconomic events (such as Changes in the U.S. Natural Rate of Unemployment since 1990) are integrated into each chapter of the book within the text and detailed boxes. Each box shows students how they can use what they've learned to get an understanding of economics in the real world.
- Implications of the Equilibrium Model. Blanchard offers a unique, underlying model that shows the implications of equilibrium in three sets of markets: the goods market, the financial market, and the labor market, helping students understand the impact of equilibrium.
- UPDATED! Figures and tables have been updated using the latest data available.
- Short, flexible chapters provide plenty of opportunity for alternative course organization.
- Margin notes create a dialogue with the reader, making the more difficult passages easier to comprehend, and giving a deeper understanding of the concepts and the results derived along the way.
- Short appendixes to some chapters expand on points made within the chapter for students who want to further explore macroeconomics.

CONTENTS

Introduction

1. A Tour of the World
2. A Tour of the Book

The Short Run

3. The Goods Market
4. Financial Markets I
5. Goods and Financial Markets; The IS-LM Model
6. Financial Markets II

The Medium Run

7. The Labor Market
8. The Phillips Curve, the Natural Rate of Unemployment, and Inflation
9. Putting All Markets Together: From the Short to the Medium Run

The Long Run

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 Runs

EXTENSIONS

Expectations

14. Financial Markets and Expectations
15. Expectations, Consumption, and Investment
16. Expectations, Output, and Policy

The Open Economy

17. Openness in Goods and Financial Markets
18. The Goods Market in an Open Economy
19. Output, the Interest Rate, and the Exchange Rate
20. Exchange Rate Regimes

Back to Policy

21. Should Policy Makers Be Restrained?
22. Fiscal Policy: A Summing Up

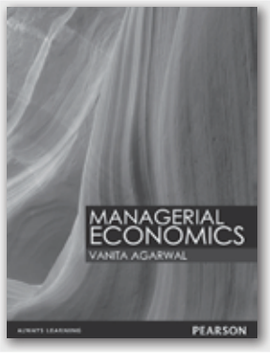
23. Monetary Policy: A Summing Up
24. Epilogue: The Story of Macroeconomics

ABOUT THE AUTHORS

Olivier Blanchard, obtained 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.

David R Johnson is Professor of Economics at Wilfrid Laurier University.

Managerial Economics



MANAGERIAL ECONOMICS

Vanita Agarwal

ISBN: 9788131775622
₹ 575.00 I Pages: 560

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

CONTENTS

1. An Introduction to Managerial Economics: Nature and Scope
2. Objectives of a Business Firm, Decision Rules and the Process of Optimization
3. Demand, Elasticity of Demand and Elasticity of Supply
4. Demand Forecasting
5. Cardinal Utility Approach
6. Ordinal Utility Approach: Indifference Curve Theory and Its Applications
7. Revealed Preference Theory
8. Production Function
9. Cost Function
10. Perfect Competition
11. Monopoly and Monopolistic Competition
12. Oligopoly
13. Capital Budgeting and the Decision to Invest
14. Wages
15. National Income
16. The Classical Model of Income Determination
17. The Keynesian Model of Income Determination in a Two Sector Economy, Shifts in the Aggregate Demand and the Multiplier
18. The Keynesian Model of Income Determination in a Three Sector Economy and Four Sector Economy
19. The IS-LM Model for a Two Sector Economy
20. Theories of Investment Spending
21. Economic Growth, Business Cycles and Stabilization policy
22. The Theory of International Trade, Trade Policy and Foreign Exchange
23. Balance of Payments and the International Monetary System
24. Monetary Policy and Fiscal Policy
25. Commercial Banks

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 26 years.



MANAGERIAL ECONOMICS: ECONOMIC TOOLS FOR TODAY'S DECISION MAKERS, 7/e

Paul G. Keat

Philip K Young

Steve Erfle

Dickinson College

Sreejatha Banerjee

ISBN: 9789386873286
₹ 765.00 I Pages: 632

ABOUT THE BOOK

The discipline of managerial economics is often considered as "too theoretical and not practical enough for the real world." 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

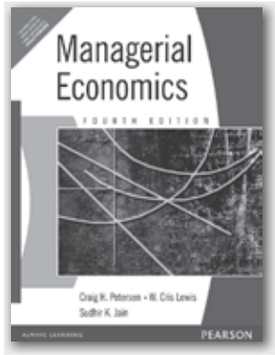
ABOUT THE AUTHORS

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.

Philip K. Y. Young is the founder and president of Nth Degree Systems, Inc., a consulting firm that provides customized education and training programs to major corporations around the world. He recently co-founded Learning Burst Academy, a company that produces courses in business education in an innovative, digital format. He is also a member of the global faculty network of Duke Corporate Education. He has thirty years of teaching experience as a professor of economics in MBA programs and over twenty-five years of experience developing and teaching customized education and training programs.

Stephen E. Erfle began his career as a managerial economist during a 1994–1995 sabbatical at Seagram Classics Wine Company (SCWC). Dr. Erfle received a B.S. in mathematics and B.A. in economics from the University of California, Davis, and a master's and Ph.D. in economics from Harvard University. He has also taught in the Economics Department at Dickinson College and in the School of Social Sciences at the University of California, Irvine.

Sreejata Banerjee is Visiting Professor, formerly Associate Professor and the Union Bank Chair for Excellence in Banking at the Madras School of Economics. Presently, she is Adjunct Professor at the Chennai Mathematical Institute. She taught economics and finance at the Loyola Institute of Business of Management, Great Lakes Institute of Management, and Chennai Business School. She has also taught at the Heriot Watt University's Edinburgh Business School. She is reviewer at Applied Economics (Routledge), NCAER and other journals. Her research interests are macroeconomics, managerial economics, commodities, derivatives, and international finance. Dr. Banerjee received B.A. Hons from Calcutta University and masters from Jadavpur University PhD from Madras University Department of Econometrics.



MANAGERIAL ECONOMICS, 4/e

H. Craig Petersen

W. Cris Lewis

Sudhir K. Jain

ISBN: 9788177583861

₹ 850 .00 I Pages: 640

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

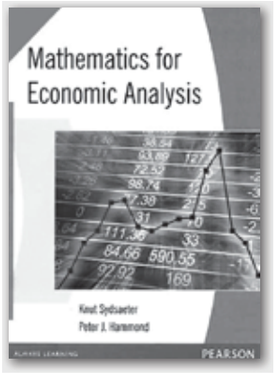
Part VI: Risk and Capital Budgeting

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

Mathematical Economics



MATHEMATICS FOR ECONOMIC ANALYSIS

Knut Sydsaeter

Peter J. Hammond

ISBN: 9788177581041
₹ 950.00 | Pages: 800

ABOUT THE BOOK

This book aims at helping students acquire mathematical skills they need in order to function properly as economists or as business analysts in the contemporary world. It is a mathematics book with material arranged to allow progressive learning of mathematical topics. It contains a large number of worked examples as well as problems.

FEATURES

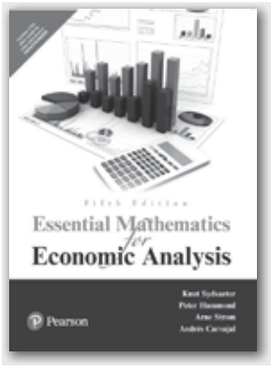
- Offers the expertise and insights of a prominent economic theorist and a mathematician—both of whom have been teaching mathematics for economists for many years
- Assumes no previous knowledge of calculus, and includes (in appendices) extensive review of elementary algebra
- Focuses on the application of the essential mathematical ideas, rather than the economic theories which build upon them
- Features an abundance of examples and problems

CONTENTS

1. Introduction
2. Functions of One Variable: Introduction
3. Polynomials, Powers, and Exponentials
4. Single Variable Differentiation
5. More on Differentiation
6. Limits, Continuity, and Series
7. Implications of Continuity and Differentiability
8. Exponential and Logarithmic Functions
9. Single Variable Optimization
10. Integration
11. Further Topics in Integration
12. Linear Algebra: Vectors and Matrices
13. Determinants and Matrix Inversion
14. Further Topics in Linear Algebra
15. Functions of Several Variables
16. Toolkit for Comparative Statics
17. Multivariable Optimization
18. Constrained Optimization
19. Linear Programming
20. Difference Equations
21. Differential Equations

ABOUT THE AUTHOR

Knut Sydsaeter is from The University of Oslo. Peter J. Hammond is from Stanford University.



ESSENTIAL MATHEMATICS FOR ECONOMIC ANALYSIS, 5/e

Knut Sydsaeter

Peter Hammond

Arne Strom

Andrés Carvajal

ISBN: 9789352866496

₹ 925.00 I Pages: 832

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

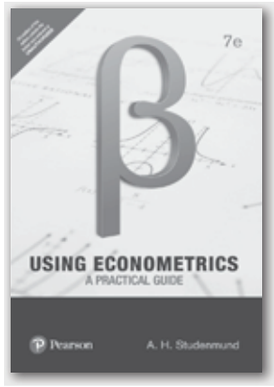
ABOUT THE AUTHORS

Knut Sydsaeter, University of Oslo, Stanford University

Peter Hammond, University of Oslo

Arne Strom, University of Oslo

Andrés Carvajal



USING ECONOMETRICS: A PRACTICAL GUIDE, 7/e

A. H. Studenmund

ISBN: 9789332584914

₹ 725.00 I Pages: 576

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

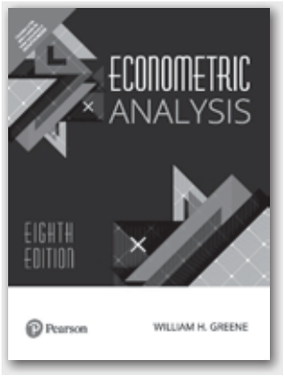
- A Simple, Practical, and Easy-to-understand Introduction to Econometrics
- The book's intuitive approach omits matrix algebra and relegates proofs and calculus to the footnotes or exercises to make core concepts easier to grasp.
- **An example-oriented approach** helps students practice and understand 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

A. H. Studenmund, Occidental College



ECONOMETRIC ANALYSIS, 8/e

William H. Greene

ISBN: 9789353061074
₹ 985.00 | 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

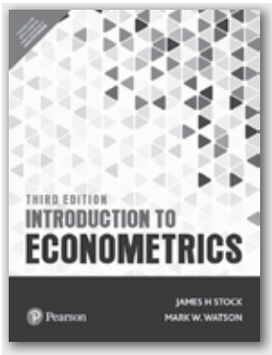
17. Binary Outcomes and Discrete Choices
18. Multinomial Choices and Event Counts
19. Limited Dependent Variables—Truncation, Censoring, and Sample Selection

Part V Time Series and Macroeconometrics

20. Serial Correlation
21. Nonstationary Data

ABOUT THE AUTHOR

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INTRODUCTION TO ECONOMETRICS, 3/e

James H Stock

Mark W. Watson

ISBN: 9789352863501
₹ 850.00 I 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 quasiexperiments
- 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

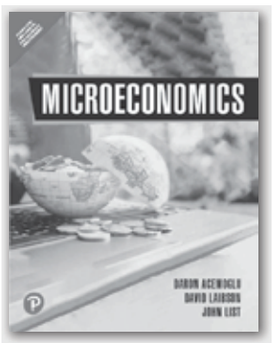
ABOUT THE AUTHORS

James H Stock, Harvard University

Mark W. Watson, Princeton University

Microeconomics

IN 4-COLOR !!



MICROECONOMICS, 1/e

Daron Acemoglu

David Laibson

John List

ISBN: 9789353435950
₹ 899.00 I Pages: 488

ABOUT THE BOOK

Throughout Microeconomics, authors Daron Acemoglu, David Laibson, and John List use real economic questions and data to help students learn about the world around them. Taking a fresh approach, the authors use the themes of optimization, equilibrium and empiricism to illustrate the power of simple economic ideas, and their ability to explain, predict, and improve what happens in the world. Each chapter begins with an empirical question that is later answered using data in the Evidence-Based Economics feature. As a result of the text's practical emphasis, students will learn to apply economic principles to guide the decisions they make in their own lives.

FEATURES

- Three key principles – optimization, equilibrium, and empiricism – lie at the heart of the authors' approach. Chapters 1–4 introduce these key themes, and lay the groundwork for understanding the economic way of thinking about the world.

1. Optimization. The first principle – that people try to choose the best available option – is optimization. Economists believe that optimization explains most choices people make, including minor decisions like deciding whether to eat a cheeseburger, and major decisions like deciding whom to date or marry. When people fail to optimize perfectly, economic reasoning can be used to analyze the mistake and to suggest a better course of action.
2. Equilibrium. Economic systems tend toward equilibrium, wherein each economic actor feels that he or she cannot do any better by picking another course of action. This principle highlights the connections among economic actors and their choices. In a state of equilibrium, consumers and purveyors of goods and services are simultaneously optimizing, and their behaviors are consequently intertwined.
3. Empiricism. While the first two key principles are conceptual, the third is methodological. Economists use data to test economic theories, learn about the world, and speak to policymakers. The emphasis on matching theories with real-world data to answer specific questions helps to show students the evidence behind the theory, making economics concrete, interesting, and fun.

- Showcase empirical questions with engaging features
- Evidence-Based Economics (EBE) features show how economists use data to answer the question posed in the opening paragraph of each chapter. The EBEs use actual data from field experiments, lab experiments, naturally occurring data, or government data, while highlighting major concepts in the chapter. These features let students get a real look at economics as it plays out in the world around them. Examples:
- Is Facebook free?
- Is College worth it?
- Will free trade cause you to lose your job?
- Is there value in putting yourself into someone else's shoes?
- What is the optimal size for government?
- Letting the Data Speak features reinforces the theme of evidence behind the theory. These short, targeted explorations analyze an economic question by using real data as the foundation of the discussion. Among the many issues explored:
- Should McDonald's be interested in elasticities?
- Fair trade products
- Do wages really go down if the labor supply increases?
- Why do some firms advertise and others don't?
- Choice and Consequence features emphasize optimization – one of the key themes in the book – by focusing on making the best decision. These features ask students to make an economic decision, or evaluate the consequences of past real decisions. The authors then explain how an economist might analyze the same decision. Examples of choices investigated:
- Do people really optimize?
- The unintended consequences of fixing market prices
- Should LeBron James paint his own house?
- Does revenge have an evolutionary logic?

CONTENT

Part I: Introduction to Economics

1. The Principles and Practice of Economics
2. Economic Methods and Economic Questions
3. Optimization: Choosing the Best Economic Outcome
4. Demand, Supply, and Equilibrium

Part II: Foundations of Microeconomics

5. Consumers and Incentives
6. Sellers and Incentives
7. Perfect Competition and the Invisible Hand
8. Trade
9. Externalities and Public Goods
10. The Government in the Economy: Taxation and Regulation
11. Markets for Factors of Production

Part III: Market Structure

12. Monopoly
13. Game Theory and Strategic Play
14. Monopolistic Competition and Oligopoly

Part IV: Extending the Microeconomic Toolbox

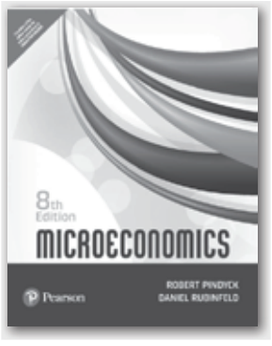
15. Trade-offs Involving Time and Risk
16. Auctions and Bargaining
17. The Economics of Information
18. Social Economics

ABOUT THE AUTHORS

Daron Acemoglu, Massachusetts Institute of Technology

David Laibson, Harvard University

John List, University of Chicago



MICROECONOMICS, 8/e

Robert Pindyck

Daniel Rubinfeld

ISBN: 9789332585096

₹ 875.00 I Pages: 744

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 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

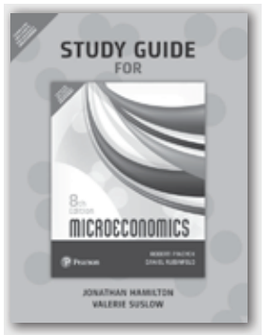
Part IV: Information, Market Failure, and the Role of Government

16. General Equilibrium and Economic Efficiency
17. Markets with Asymmetric Information
18. Externalities and Public Goods

ABOUT THE AUTHORS

Robert S. Pindyck is the Bank of Tokyo-Mitsubishi Ltd. Professor of Economics and Finance in the Sloan School of Management at M.I.T. He received his PhD from M.I.T in 1971.

Daniel L. Rubinfeld is the Robert L. Bridges Professor of Law and Professor of Economics Emeritus at the University of California, Berkeley, and Professor of Law at NYU. He received his PhD from M.I.T in 1972.



STUDY GUIDE FOR MICROECONOMICS, 8/e

Robert Pindyck

Daniel Rubinfeld

Jonathan Hamilton

Valerie Suslow

ISBN: 9789352862702

₹ 599.00 | Pages: 384

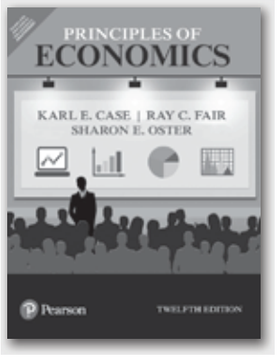
ABOUT THE BOOK

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

Principles of Economics



PRINCIPLES OF ECONOMICS, 12/e

Karl E. Case

Ray C. Fair

Sharon E. Oster

ISBN: 9789352863433

₹ 935.00 | Pages: 816

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
10. Input Demand: The Labor and Land Markets
11. Input Demand: The Capital Market and the Investment Decision
12. General Equilibrium and the Efficiency of Perfect Competition

Part III: Market Imperfections and the Role of Government

13. Monopoly and Antitrust Policy
14. Oligopoly
15. Monopolistic Competition
16. Externalities, Public Goods, and Common Resources
17. Uncertainty and Asymmetric Information
18. Income Distribution and Poverty
19. Public Finance: The Economics of Taxation

Part IV: Concepts and Problems in Macroeconomics

20. Introduction to Macroeconomics
21. Measuring National Output and National Income
22. Unemployment, Inflation, and Long-Run Growth

Part V: The Core of Macroeconomic Theory

23. Aggregate Expenditure and Equilibrium Output
24. The Government and Fiscal Policy
25. Money, the Federal Reserve, and the Interest Rate
26. The Determination of Aggregate Output, the Price Level, and the Interest Rate
27. Policy Effects and Cost Shocks in the AS/AD Model
28. The Labor Market in the Macroeconomy

Part VI: Further Macroeconomics Issues

29. Financial Crises, Stabilization, and Deficits
30. Household and Firm Behavior in the Macroeconomy: A Further Look
31. Long-Run Growth
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.

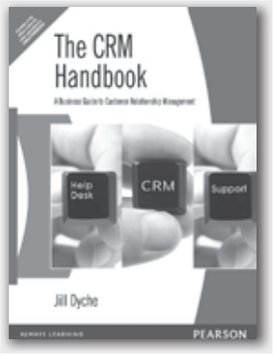
Ray C. Fair is Professor of Economics at Yale University. He is a member of the Cowles Foundation at Yale and a Fellow of the Econometric Society. He received a B.A. in Economics from Fresno State College in 1964 and a Ph.D. in Economics from MIT in 1968.

Sharon M. Oster is the Frederic Wolfe Professor of Economics and Management and former Dean of the Yale School of Management. Professor Oster joined Case and Fair as a coauthor in the ninth edition of this book. Professor Oster has a B.A. in Economics from Hofstra University and a Ph.D. in Economics from Harvard University.



INFORMATION TECHNOLOGY

CRM



THE CRM HANDBOOK

Jill Dyche

ISBN: 9788177587623
₹ 825.00 I Pages: 336

ABOUT THE BOOK

To compete in today's competitive marketplace, customer focus is no longer simply nice to have—its 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

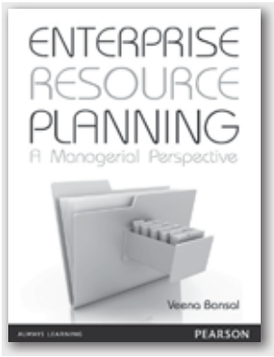
Part II: Delivering CRM

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.

ERP



ENTERPRISE RESOURCE PLANNING: A MANAGERIAL PERSPECTIVE

Veena Bansal

ISBN: 9788131787038
₹ 375.00 I Pages: 216

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

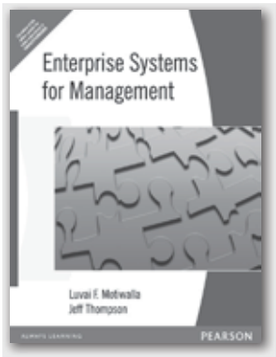
- Uses models like parametric model for estimating the cost of an ERP project, Levin's model and improvisational model for change management to explain the managerial aspect of ERP.
- Bringing in a fresh approach it uses a single case study across all chapters to illustrate its entire life-cycle from 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.



ENTERPRISE SYSTEMS FOR MANAGEMENT

Luvai Motiwalla

Guido Tabellini

ISBN: 978813172431 6
₹ 775.00 I Pages: 352

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
10. Global, Ethics & Security Management

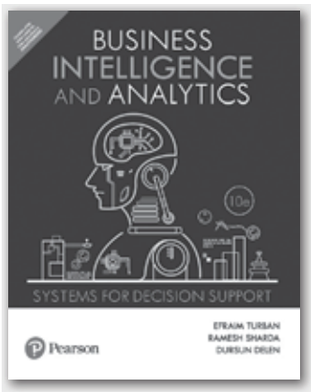
Part IV: ERP Extensions

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.

Database Management Systems/ System Analysis and Design (SAD)



BUSINESS INTELLIGENCE AND ANALYTICS: SYSTEMS FOR DECISION SUPPORT, 10/e

Efraim Turban

Ramesh Sharda

Dursun Delen

ISBN: 9789352866489
₹ 850.00 I Pages: 688

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.

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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
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Part III Predictive Analytics

5. Data Mining
6. Techniques for Predictive Modeling
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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

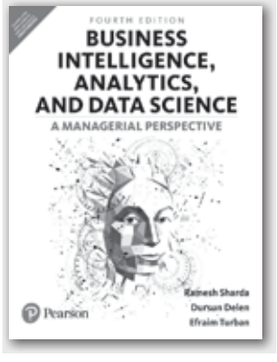
13. Big Data and Analytics
14. Business Analytics: Emerging Trends and Future Impacts

ABOUT THE AUTHOR

Ramesh Sharda (MBA, Ph.D., University of Wisconsin-Madison) is director of the Ph.D. in Business for Executives Program and Institute for Research in Information Systems (IRIS), ConocoPhilips Chair of Management of Technology, and a Regents Professor of Management Science and Information Systems in the Spears School of Business at Oklahoma State University (OSU).

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BUSINESS INTELLIGENCE, ANALYTICS, AND DATA SCIENCE: A MANAGERIAL PERSPECTIVE, 4/e

Ramesh Sharda

Dursun Delen

Efraim Turban

ISBN: 9789353067021
₹ 715 I Pages: 512

ABOUT THE BOOK

To help future managers use and understand analytics, *Business Intelligence* provides students with a solid foundation of BI that is reinforced with hands-on practice.

FEATURES

- Application Cases: Real world cases that emphasize concepts in the chapter, paired with discussion questions.
- 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 AUTHOR

Ramesh Sharda (MBA, Ph.D., University of Wisconsin-Madison) is director of the Ph.D. in Business for Executives Program and Institute for Research in Information Systems (IRIS), ConocoPhilips Chair of Management of Technology, and a Regents Professor of Management Science and Information Systems in the Spears School of Business at Oklahoma State University (OSU).

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MODERN DATABASE MANAGEMENT, 12/e

Jeffrey A. Hoffer

V. Ramesh

Heikki Topi

ISBN: 9789386873262
₹ 825.00 I Pages: 592

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

Jeffrey A. Hoffer is the Sherman — Standard Register Professor of Data Management in the MIS, Operations Management, and Decision Sciences Department at the University of Dayton.

Ramesh Venkataraman, Indiana University

Heikki Topi, Bentley University

E-Commerce



E-BUSINESS AND E-COMMERCE MANAGEMENT: STRATEGY, IMPLEMENTATION AND PRACTICE, 5/e

Dave Chaffey

ISBN: 978933251 1170

₹ 950.00 | Pages: 768

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.



E-COMMERCE 2017: BUSINESS, TECHNOLOGY, SOCIETY, 13/e

Kenneth C. Laudon

Carol Guercio Traver

ISBN: 9789353063153

₹ 920.00 I Pages: 912

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.

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.
- 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.

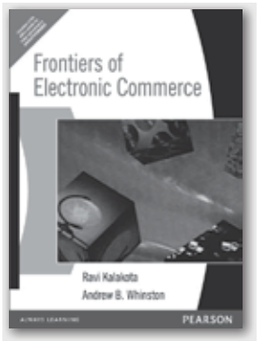
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1. Introduction To E-Commerce
2. E-Commerce Infrastructure
3. Building An E-Commerce Presence
4. E-Commerce Security And Payment Systems
5. E-Commerce Business Strategies
6. E-Commerce Marketing And Advertising
7. Social, Mobile, And Local Marketing
8. Ethics, Law, And E-Commerce
9. Online Media
10. Online Communities
11. E-Commerce Retailing And Services
12. B2b E-Commerce

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Carol Guercio Traver



FRONTIERS OF ELECTRONIC COMMERCE

Ravi Kalakota

Andrew B. Whinston

ISBN: 9788177583922

₹ 950.00 I Pages: 864

ABOUT THE BOOK

Frontiers of Electronic Commerce is the complete introduction to many facets of electronic commerce, and makes use of today's technology to solve business communications and computer-intensive business problems.

FEATURES

- Illustrates the radical developments in areas of electronic cash, secure electronic payments, and funds transfers
- Describes the changes taking place in online advertising, real-time promotion and new product introduction
- Introduces new technologies such as structured and compound documents, software agents and mobile computing, networked multimedia databases, firewalls and encryption

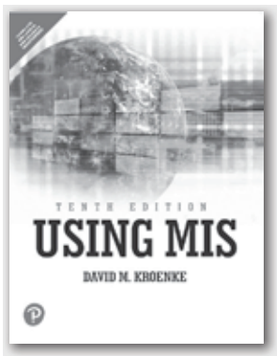
CONTENTS

1. Welcome to Electronic Commerce
2. The Network Infrastructure for Electronic Commerce
3. The Internet as a Network Infrastructure
4. The Business of Internet Commercialization
5. Network Security and Firewalls
6. Electronic Commerce and World Wide Web
7. Consumer-Oriented Electronic Commerce
8. Electronic Payment Systems
9. Inter organizational Commerce and EDI
10. EDI Implementation, MIME, and Value-Added Networks
11. Inter organizational Electronic Commerce
12. The Corporate Digital Library
13. Advertising and Marketing on the Internet
14. Consumer Search and Resource Discovery
15. On-Demand Education and Digital Copyrights
16. Software Agents
17. The Internet Protocol Suite
18. Multimedia and Digital Video
19. Broadband Telecommunications
20. Mobile and Wireless Computing Fundamentals
21. Structural Documents
22. Active/Compound Document Architecture

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Ravi Kalakota is the Xerox Assistant Professor on Information Systems in The William E. Simon Graduate School of Business Administration at the University of Rochester at New York.

Andrew B. Whinston is the Cullen Chair Professor of Information Systems, Computer Science and Economics, and Director for Information Systems Management at the University of Texas at Austin.



USING MIS,10/e

David M. Kroenke

Randall J. Boyle

ISBN: 9789353433802

₹ 875.00 I Pages: 600

ABOUT THE BOOK

Technology is rapidly changing the way organizations do business–and knowledge of MIS is critical to keeping up. Comprehensive and up-to-date, Using MIS shows students how organizations use information systems to solve business problems every day. The 10th Edition now includes new content on using virtual reality and artificial intelligence, along with 11 new Career Guides, five new Ethics Guides, and five new Security Guides.

FEATURES

- Guides: Each chapter includes three guides that focus on current issues in information systems. One addresses ethics, one addresses security, and the third addresses information systems careers.
- Chapter Introduction Business Example: Each chapter begins with a description of a business situation that motivates the need for the chapter's contents. The authors focus on two different businesses over the course of the text: Falcon Security, a provider of aerial surveillance and inspection services; and ARES, an augmented reality exercise startup opportunity.
- Query-Based Chapter Format: Each chapter starts with a list of questions, and each major heading is a question. The Active Review contains tasks for students to perform in order to demonstrate their ability to answer the questions.
- So What?: Each chapter of this text includes an exercise called "So What?" This feature challenges students to apply the knowledge they've gained from the chapter to themselves, often in a personal way. The goal is to drive home the relevancy of the chapter's contents to their future professional lives. It presents a current issue in IS that is relevant to the chapter content and asks students to consider why that issue matters to them as future business professionals.

- 2027?: Each chapter concludes with a discussion of how the concepts, technology, and systems described in that chapter might change by 2027.
- Active Review: This review provides a set of activities for students to perform in order to demonstrate their ability to answer the primary questions addressed by the chapter.
- Using Your Knowledge: These exercises ask students to take their new knowledge one step further by applying it to a practice problem.
- Collaboration Exercises: These exercises and cases ask students to collaborate with a group of fellow students, using collaboration tools introduced in Chapter 2.
- Case Studies: Each chapter includes a case study at the end.
- Application Exercises: This appendix of Excel and Access exercises asks students to use spreadsheet and database skills.
- International Dimension: This module at the end of the text discusses international aspects of MIS. It includes the importance of international IS, the localization of system components, the roles of functional and cross-functional systems, international applications, supply chain management, and challenges of international systems development.

CONTENTS

Part I: Why MIS?

1. The Importance of MIS
2. Collaboration Information Systems
3. Strategy and Information Systems

Part II: Information Technology

4. Hardware, Software, and Mobile Systems
5. Database Processing
6. The Cloud

Part III: Using IS for Competitive Advantage

7. Processes, Organizations, and Information Systems
8. Social Media Information Systems
9. Business Intelligence Systems

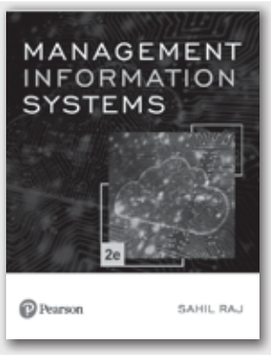
Part IV: Information Systems Management

10. Information Systems Security
11. Information Systems Management
12. Information Systems Development
13. The International Dimension
14. Application Exercises
15. Glossary

ABOUT THE AUTHORS

David M. Kroenke, Bowling Green State University

Randall J. Boyle, Weber State University



MANAGEMENT INFORMATION SYSTEMS, 2/e

Sahil Raj

ISBN: 9789332587670

₹ 599.00 | Pages: 448

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

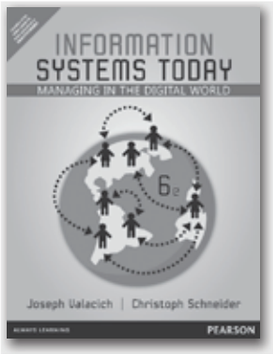
- An example-rich text: All chapters have an opening case, an interactive case, and a chapter-end case.
- Practice-orientated features: Practical examples and solved questions have been provided at the end of every chapter.
- Neatly organized, concise coverage: From first edition's 15 chapter, the present 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.



INFORMATION SYSTEMS TODAY: MANAGING IN THE DIGITAL WORLD, 6/e

Joseph Valacich

Christoph Schneider

ISBN: 9789332549944
₹ 775.00 I Pages: 576

ABOUT THE BOOK

One of the greatest challenges in teaching IS courses is keeping pace with what's happening in the real-world. *Information Systems Today* shows students how information technology and systems are continuing to expand within all aspects of today's organizations and society.

FEATURES

- One of the greatest challenges in teaching IS courses is keeping pace with what's happening in the real-world. Information Systems Today shows students how information technology and systems are continuing to expand within all aspects of today's organizations and society.
- 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 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

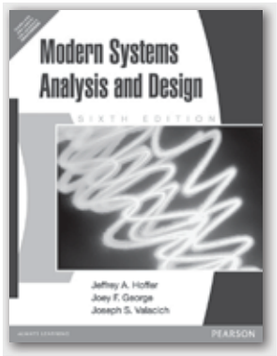
1. Managing in the Digital World
2. Gaining Competitive Advantage Through Information Systems
3. Managing the Information Systems Infrastructure and Services
4. Enabling Business-to-Consumer Electronic Commerce
5. Enhancing Organizational Communication and Collaboration Using Social Medi
6. Enhancing Business Intelligence Using Information Systems
7. Enhancing Business Processes Using Enterprise Information Systems
8. Strengthening Business-to-Business Relationships Via Supply Chain and Customer Relationship Management
9. Developing and Acquiring Information Systems
10. Securing Information Systems

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Christoph Schneider, City University of Hong Kong

System Analysis and Design



MODERN SYSTEMS ANALYSIS AND DESIGN, 6/e

Jeffrey A. Hoffer

Joey F. George

Joseph Valacich

ISBN: 9788131761410
₹ 825.00 I Pages: 576

ABOUT THE BOOK

The sixth edition of *Modern Systems Analysis and Design* covers the concepts, skills, methodologies, techniques, tools, and perspectives essential for systems analysts to successfully develop information systems. This book has been streamlined and updated to reflect the latest trends, information, and practices in the discipline. A practical rather than a technical approach has been followed to help students learn the methods and principles of systems development.

CONTENTS

Part I: Foundations for Systems Development

1. The Systems Development Environment
2. The Origins of Software
3. Managing the Information Systems Project
4. Appendix: Object-Oriented Analysis & Design: Project Management

Part II: Planning

5. Identifying and Selecting Systems Development Projects
6. Initiating and Planning Systems Development Projects

Part III: Analysis

7. Determining System Requirements
8. Structuring System Process Requirements

Appendix: Object-Oriented Analysis & Design: Use Cases
Appendix: Object-Oriented Analysis & Design: Activity Diagrams
Appendix: Object-Oriented Analysis & Design: Sequence Diagrams
Chapter 8: Structuring System Data Requirements
Appendix: Object-Oriented Analysis & Design: Object Modeling—Class Diagrams

Part IV: Design

9. Designing Databases
10. Designing Forms and Reports
11. Designing Interfaces and Dialogues
12. Designing Distributed and Internet Systems

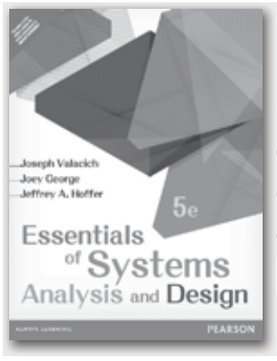
Part V: Implementation and Maintenance

13. System Implementation
14. Maintaining Information Systems

ABOUT THE AUTHORS

Jeffrey A. Hoffer (hoffer@udayton.edu) is the Sherman — Standard Register Professor of Data Management in the MIS, Operations Management, and Decision Sciences Department at the University of Dayton.

Joseph A. Valacich, University of Arizona



ESSENTIALS OF SYSTEMS ANALYSIS AND DESIGN, 5/e

Joseph S. Valacich

Joey George

Jeffrey A. Hoffer

ISBN: 9789332550209

₹ 825.00 I Pages: 456

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
6. Structuring System Requirements: Process Modeling
7. Structuring System Requirements: Conceptual Data Modeling

Part IV: Systems Design

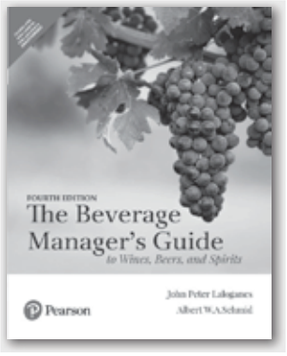
8. Designing the Human Interface
9. Designing Databases

Part V: Systems Implementation And Operation

10. Systems Implementation and Operation



HOSPITALITY, TRAVEL, TOURISM AND EVENT MANAGEMENT



THE BEVERAGE MANAGER'S GUIDE TO WINES, BEERS, AND SPIRITS, 4/e

John Peter Laloganes

Albert W. A. Schmid

ISBN: 9789353062842

₹ 650.00 | Pages: 480

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.
- 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.
- Discusses alcohol safety as it relates to lessening the liability of the beverage establishment.
- 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.

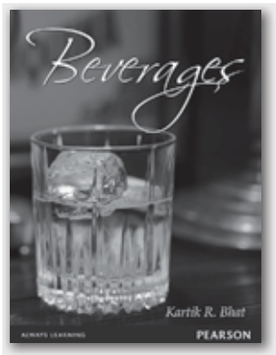
CONTENTS

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
9. Beer Styles: Ales and Lagers of the World
10. Sake, Cider, and Mead
11. The Distillery: Spirits and Liqueurs of the World
12. Mixology: The Art and Science of the Cocktails
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

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
₹ 525.00 | 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

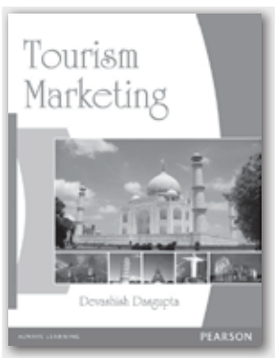
- A practical and learner-centred approach to the subject
- A detailed discussion on the histories of Old World wines, with tasting notes on the best wines of each region, commune and vineyard across France, Italy, Germany and other wine-producing regions of the world
- Did You Know boxes highlight important 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.



TOURISM MARKETING

Devashish Dasgupta

ISBN: 9788131731826
₹ 550.00 | Pages: 300

ABOUT THE BOOK

Tourism industry in India is one of them most profitable industries in the country and contributes substantially to foreign exchange. Increased tourism in India has created jobs in a variety of related sectors, both directly and indirectly. Almost 20 million people are now working in the India's tourism industry. India's tourism is thriving, owing to a huge surge in both business and leisure travel by foreign and domestic tourists. According to the latest Tourism Satellite Accounting (TSA) research released by the World Travel and Tourism Council (WTTC) and its strategic partner Accenture, India's travel and tourism industry is expected to generate approximately US$ 275.5 billion by 2018. This book is first of its kind in the complete book market. No other book deals with the subject that exhaustively. It is based on a well researched structure of marketing. All chapters are based on international research in tourism and Special care has been taken to give the book a global touch. It covers almost all prominent international destinations.

FEATURES

- A number of unsung tourist destinations have been discussed in depth throughout the book to give a unique reading experience.
- Real-life tourist experiences have been recorded and converted into short case lets for discussion as well as for

knowledge assimilation (IIM Lucknow as well as students of other institutes have shared their experiences.)

- A glossary of terminologies as well as a glossary of tourist destinations given at the end of the book.
- Each chapter is followed by an exhaustive bibliography and discussion questions

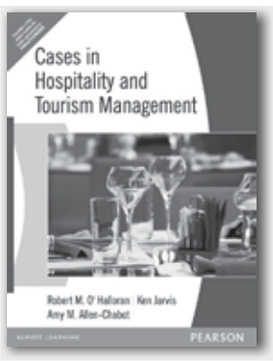
CONTENTS

1. Tourism Market Environment Scanning
2. Tourist Consumer Behaviour
3. Customer Value, Loyalty and Satisfaction
4. Services Marketing Issues in Tourism
5. Marketing Mix and C's of Marketing in Tourism
6. Tourism Life Cycle
7. Tourist Market Segmentation and Targeting
8. Differentiation & Positioning in Tourism
9. Tourism Product Development and Packaging
10. Tourism Promotional Mix: An Integrated Marketing Communication (IMC) Approach
11. Destination Branding: Building Brand Equity
12. Information and Communication Technology and Tourism Marketing
13. Tourism Marketing: Planning, Implementation & Control - A Holistic Approach
14. Contemporary Avenues in Tourism

ABOUT THE AUTHOR

Devashish Dasgupta is a professor at IIM Lucknow.

Dr. Russell Arthur Smith, Interim Dean, Cornell-Nanyang Institute of Hospitality Management, Nanyang Technological University Nanyang Business School, Singapore



CASES IN HOSPITALITY AND TOURISM MANAGEMENT

Robert M. O' Halloran

Ken Jarvis

Amy M. Allen-Chabot

ISBN: 9788131721063

₹ 730.00 | Pages: 128

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 understaing 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

20. The Adirondacks: Human & Nature Tourism Partnership
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

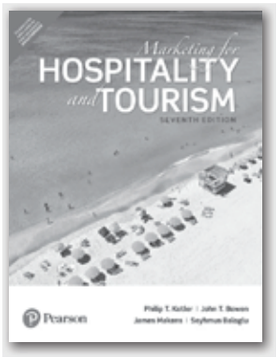
24. Food Service
25. Lodging
26. Resort & Club Management
27. Tourism

ABOUT THE AUTHORS

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Ken Jarvis, Anne Arundel Community College

Amy M. Allen-Chabot, Ann Arundel Community College



MARKETING FOR HOSPITALITY AND TOURISM, 7/e

Philip T. Kotler
John T. Bowen
James Makens
Seyhmus Baloglu

ISBN: 9789332586260
₹ 950.00 | Pages: 688

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

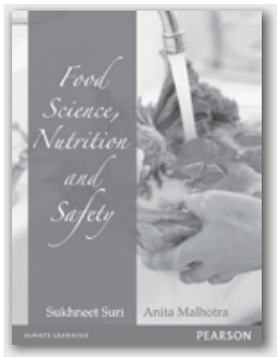
Part II: Developing Hospitality and Tourism Marketing Opportunities and Strategies
4. The Marketing Environment
5. Managing Customer Information to Gain Customers Insights
6. Consumer Markets and Consumer Buying Behavior
7. Organizational Buyer Behavior of Group Market
8. Customer Driven Marketing Strategy: 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 AUTHORS

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FOOD SCIENCE, NUTRITION AND SAFETY

Sukhneet Suri
Anita Malhotra

ISBN: 9788131771105
₹ 525.00 | Pages: 472

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

ISBN: 9788131773567

₹ 399.00 | Pages: 216

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 skillfully. 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.



FASHION



PATTERNMAKING FOR FASHION DESIGN, 5/e

Helen Joseph Armstrong

ISBN: 9789332518117
₹ 1045.00 | Pages: 920

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 contouringit 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:

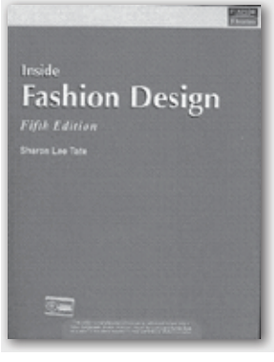
- Updated with modern, cutting-edge sketches and designs.
- Ribbing added to the knit section of Chapter 27.
- More materials on children's wear and swim wear.
- Knock offs.
- Fitting corrections
- Advanced design projects
- A practical introduction to patternmaking
- Complete coverage of the three steps 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)
6. Stylelines.
7. Added Fullness (Principle #2).
8. Yokes, Flanges, Pin-Tucks, and Pleat Tucks.
9. Contouring (Principle #3).
10. Collars.
11. Built-up Necklines.
12. Cowls.
13. Skirts/Circles and Cascades.
14. Sleeves.
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).
19. Strapless Foundations and Interconstruction.
20. Patternmaking for Bias-Cut Dresses.
21. Shirts.
22. Jackets and Coats.
23. Capes and Hoods.
24. Knock-Off-Copying Ready-Made Designs.
25. Pants.
26. Knits Stretch and Shrinkage Factors.
27. Actionwear for Dance and Exercise.
28. Swimwear
29. Introduction to Childrenswear.
30. Drafting the Basic Pattern Set: Measurement Taking, Standard Measurement Charts.
31. Collars, Sleeves, and Skirts.
32. Dresses and Jumpers.
33. Tops.
34. Pants and Jumpsuits.
35. Bodysuits, Leotards, Mailott, and Swimwear.



INSIDE FASHION DESIGN, 5/e

Sharon Lee Tate

ISBN: 9788131706954
₹ 925.00 | Pages: 476

FEATURES

- **Updated information throughout**—Includes descriptions of fashion categories; resources; and fashion companies.
- **Focus on youthful fashions**—Features the "grunge" look.
- **Expanded coverage of swimwear.**
- **Student-friendly writing style**—Includes chapter introductions that summarize content.
  - Give's students an insider's perspective on all aspects of product development in a comprehensive way. Allows instructors to tailor the material to a beginning or advanced approach to product development.
- **Fashionable, current illustrations and photographs throughout**—Features a variety of product lines and a diverse representation of fashion professionals.
- **Historical perspectives**—Extend through the 1990s.
  - Offers students a look at fashion trends of the times, as well as the most recent fashion developments and apparel categories.

- 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.

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
7. Kinds of Trims and Their Uses

Unit 3: Speciality Design Categories

8. Children's Wear
9. Menswear

Unit 4: Apparel Categories 361

10. Tops and Coats
11. Skirts
12. Dresses
13. Sportswear and Pants

ABOUT THE AUTHOR

Sharon Lee Tate, East Los Angeles College