

New from Pearson January 2025

BUSINESS & ECONOMICS

Fundamentals of International Business

Sumati Varma

ISBN: 9789367138403 | Paperback | **Page Count:** 300 | ₹480

CONTENTS

Chapter 1. Globalization

Chapter 2. International Business

Chapter 3. Economic and Political Environment

Chapter 4. Cultural and Legal Environment

Chapter 5. International Trade Theories

Chapter 6. Commercial Policy Instruments

Chapter 7. Multilateral Regulation of Trade

Chapter 8. Foreign Direct Investment

Chapter 9. Regional Economic Integration

Chapter 10. International Financial Environment

Chapter 11. Exchange Rate Determination

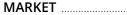
Chapter 12. International Financial Institutions

Chapter 13. International Balance of Payments

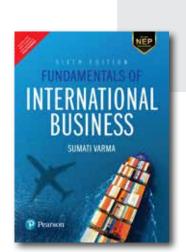
Chapter 14. Environmental Issues and Sustainable Development

Chapter 15. Global Outsourcing. Model Question Papers Index

- Introduction to new topics such as Stages of Firm Internationalization, Implications of Economic Environment and Corporate Initiatives
- Coverage of latest developments incorporating leading edge research, up-to-date examples and current statistics tracking global developments in the field
- Comprehensive discussion on international issues related to ethics, corporate social responsibility and sustainability
- Includes additional discussion questions and latest university examination questions



MBA, UG



TEST PREPARATION

NEET Crash Course Physics 2025

Pearson

ISBN: 9789367139769 | Paperback | **Page Count:** 562 | ₹450

Preface

About the Examination

NEET (UG) 2024 Solved Question Paper-Physics

Chapter 1. Units and Measurements

Chapter 2. Motion in a Straight Line

Chapter 3. Motion in a Plane

Chapter 4. Laws of Motion

Chapter 5. Work, Energy and Power

Chapter 6. System of Particles and Rotational Motion

Unit Test 1

Chapter 7. Gravitation

Chapter 8. Mechanical Properties of Solids

Chapter 9. Mechanical Properties of Fluids

Chapter 10. Thermal Properties of Matter

Chapter 11. Thermodynamics

Chapter 12. Kinetic Theory of Gases

Unit Test 2

Chapter 13. Oscillations

Chapter 14. Waves

Chapter 15. Electric Charges and Electric Fields

Chapter 16. Electrostatic Potential

Chapter 17. Capacitance

Chapter 18. Current Electricity

Unit Test 3

Chapter 19. Moving Charges and Magnetism

Chapter 20. Magnetism and Matter

Chapter 21. Electromagnetic Induction

Chapter 22. Alternating Current

Chapter 23. Electromagnetic Waves

Chapter 24. Ray Optics and Optical Instruments

Unit Test 4

Chapter 25. Wave Optics

Chapter 26. Dual Nature of Radiation and Matter

Chapter 27. Atoms

Chapter 28. Nuclei

Chapter 29. Semiconductor Electronics Materials, Devices and Simple Circuits

Unit Test 5

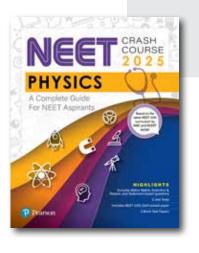
Chapter 30. Experimental Physics

Mock Test Paper-1

Mock Test Paper-2

Mock Test Paper-3

Hints and Explanations



- Structured as per the latest reduced NEET (UG) and NCERT curriculums
- Includes new topic 'Experimental Physics' with guestions
- Comprehensive summary with detailed pedagogy
- Chapter-wise solved questions in line with the NEET (UG) pattern
- Includes Assertion & Reason, Matrix Match and Statement-based questions
- Includes NEET (UG) 2024 solved paper
- Includes Unit tests and Mock test papers for quick revision

Aspirants appearing for NEET(UG) exam

NEET Crash Course Chemistry 2025

Pearson

ISBN: 9789367135105 | Paperback | **Page Count:** 376 | ₹435

CONTENTS

Preface

About the Examination

NEET (UG) 2024 Solved Question Paper-Chemistry

Chapter 1. Some Basic Concepts of Chemistry

Chapter 2. Structure of Atom

Chapter 3. Classification of Elements and Periodicity in Properties

Chapter 4. Chemical Bonding and Molecular Structure

Chapter 5. Thermodynamics

Unit Test 1

Chapter 6. Equilibrium

Chapter 7. Redox Reaction

Chapter 8. The p-Block Elements (Group 13 and 14)

Chapter 9. Organic Chemistry - Some Basic Principles and Techniques

Unit Test 2

Chapter 10. Hydrocarbons

Chapter 11. Solutions

Chapter 12. Electrochemistry

Chapter 13. Chemical Kinetics

Unit Test 3

Chapter 14. The p-Block Elements (Group 15, 16, 17 and 18)

Chapter 15. The d- and f-block Elements

Chapter 16. Coordination Compounds

Chapter 17. Haloalkanes and Haloarenes

Unit Test 4

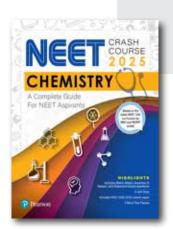
Chapter 18. Alcohols, Phenols, and Ethers

Chapter 19. Aldehydes, Ketones and Carboxylic Acids

Chapter 20. Amines

Chapter 21. Biomolecules

Chapter 22. Experimental Chemistry



Unit Test 5

Mock Test Paper-1 Mock Test Paper-2 Mock Test Paper-3

Hints and Explanations

FEATURES

- Structured as per the latest reduced NEET (UG) and NCERT curriculums
- Includes new topic 'Experimental Chemistry' with guestions
- Comprehensive summary with detailed pedagogy
- Chapter-wise solved questions in line with the NEET pattern
- Includes Assertion & Reason, Matrix Match and Statement-based questions
- Includes NEET (UG) 2024 solved paper
- Includes Unit tests and Mock test papers for guick revision

Aspirants appearing for NEET(UG) exam

NEET Crash Course Biology 2025

Pearson

ISBN: 9789367130902 | Paperback | **Page Count:** 640 | ₹465

CONTENTS

Preface

About the Examination

NEET (UG) 2024 Solved Question Paper- Biology

BOTANY

Chapter 1. The Living World and Biological classification

Chapter 2. Plant Kingdom

Chapter 3. Morphology of flowering plants

Chapter 4. Anatomy of flowering plants

Chapter 5. Cell: the unit of life.

Chapter 6. Cell Cycle and Cell Division.

Chapter 7. Photosynthesis in higher plants

Unit Test 1

Chapter 8. Respiration in plants.

Chapter 9. Plant Growth and Development.

Chapter 10. Sexual reproduction in flowering plants

Chapter 11. Principles of Inheritance and variation

Chapter 12. Molecular Basis of Inheritance

Chapter 13. Microbes in human welfare

Chapter 14. Organisms and populations; Ecosystem

Chapter 15. Biodiversity and Conservation

Unit Test 2 ZOOLOGY

Chapter 16. Animal Kingdom

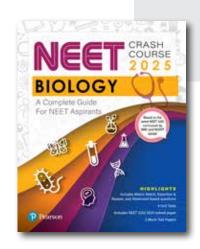
Chapter 17. Structural organization in animals

Chapter 18. Biomolecules

Chapter 19. Breathing and exchange of gases

Chapter 20. Body fluid and circulation.

Chapter 21. Excretory Products and Their Elimination



Unit Test 3

Chapter 22. Locomotion and movement.

Chapter 23. Neural control and coordination

Chapter 24. Chemical coordination and Integration

Chapter 25. Human Reproduction and Reproductive Health

Chapter 26. Evolution

Chapter 27. Human health and disease.

Chapter 28. Biotechnology: Principles and processes and Biotechnology and its applications

Unit Test 4

Mock Test Paper-1

Mock Test Paper-2

Mock Test Paper-3

Hints and Explanations

Credits

- Structured as per the latest reduced NEET (UG) and NCERT curriculums
- Divided into separate sections of Botany and Zoology
- Comprehensive summary with detailed pedagogy
- Chapter-wise solved questions in line with the NEET (UG) pattern
- Includes Assertion & Reason, Matrix Match and Statement-based questions
- Includes NEET (UG) 2024 solved paper
- Includes Unit tests and Mock test papers for quick revision

Aspirants appearing for NEET(UG) exam

Pearson Foundation Class 8 Biology

Trishna Knowledge System

ISBN: 9789361595110 | Paperback | **Page Count:** 248 | ₹470

CONTENTS

Chapter 1. Cell- the basic unit of life

Chapter 2. Tissues and Body Movements

Chapter 3. Classification of Living Organisms

Chapter 4. Reproduction in Animals and Plants

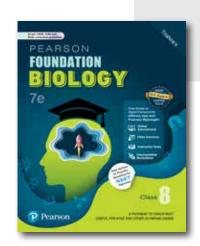
Chapter 5. Microorganisms and Human Health

Chapter 6. Ecosystem and Biodiversity

Chapter 7. Food- production and management

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for NEET aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components



Pearson Foundation Class 7 Biology

Trishna Knowledge System

ISBN: 9789361597954 | Paperback | **Page Count:** 272 | ₹380

CONTENTS

Chapter 1. Basis of Classification

Chapter 2. Nutrition in Plants and Animals

Chapter 3. Food and Food Preservation

Chapter 4. Respiration in Plants and Animals

Chapter 5. Transportation in Plants and Animals

Chapter 6. Reproduction in Plants

Chapter 7. Our Ecosystem

Chapter 8. Animal Fibres

Chapter 9. Soil

Chapter 10. Weather, Climate and Animal Adaptations

Chapter 11. Wastewater Management

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

MARKET

Foundation, Trishna, NTSE, CBSE, JEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson Foundation Class 10 Biology

Trishna Knowledge System

ISBN: 9789361598470 | Paperback | **Page Count:** 568 | ₹870

CONTENTS

Chapter 1. Cell: The Basic Unit of Life

Chapter 2. Cell Division and Cell Cycle

Chapter 3. Life Processes in Plants

Chapter 4. Reproduction in Lower Organisms and Plants

Chapter 5. Life Processes in Human Beings-I (digestive and excretory systems)

Chapter 6. Life Processes in Human Beings-II (respiratory and circulatory systems)

Chapter 7. Reproduction in Human Beings

Chapter 8. Control and Coordination

Chapter 9. Genetics

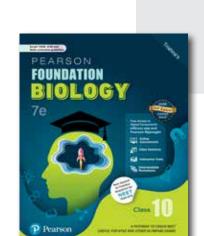
Chapter 10. Evolution

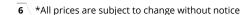
Chapter 11. Ecology

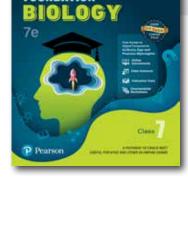
Chapter 12. Management of Natural Resources

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for NEET aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.







- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

Foundation, Trishna, NTSE, CBSE, IEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson Foundation Class 9 Biology

Trishna Knowledge System

CONTENTS

Chapter 1. Cell- fundamental unit of life

Chapter 2. Tissues

Chapter 3. Diversity in Living World - plants

Chapter 4. Diversity in Living World - animals

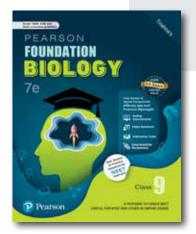
Chapter 5. Human Health and Diseases

Chapter 6. Improvement in Food Resources

Chapter 7. Natural Resources

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for NEET aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components



Pearson IIT Foundation Class 6 Math

Trishna Knowledge System

ISBN: 9789361592263 | Paperback | **Page Count:** 256 | ₹430

CONTENTS

Chapter 1. Numbers

Chapter 2. Factors and Multiples

Chapter 3. Fractions and Decimals

Chapter 4. Powers and Roots

Chapter 5. Ratio and Proportion

Chapter 6. Percentages and their Applications

Chapter 7. Algebra

Chapter 8. Geometry

Chapter 9. Mensuration

Chapter 10. Statistics

Chapter 11. Sets

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

Foundation, Trishna, NTSE, CBSE, JEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson IIT Foundation Class 7 Math

Trishna Knowledge System

ISBN: 9789361599408 | Paperback | **Page Count:** 392 | ₹560

CONTENTS

Chapter 1. Number Systems

Chapter 2. Expressions and Special Products

Chapter 3. Ratio and Its Applications

Chapter 4. Indices

Chapter 5. Geometry

Chapter 6. Mensuration

Chapter 7. Equations and their Applications

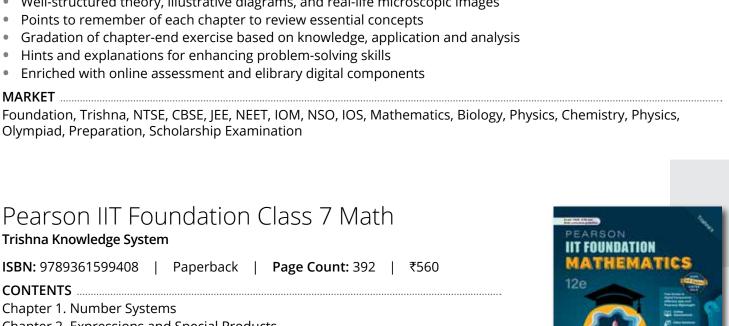
Chapter 8. Formulae

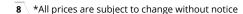
Chapter 9. Statistics

Chapter 10. Set Theory

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for NEET aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images





- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

MARKET

Foundation, Trishna, NTSE, CBSE, JEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson IIT Foundation Class 8 Math

Trishna Knowledge System

ISBN: 9789361594922 | Paperback | **Page Count:** 656 | ₹710

CONTENTS

Chapter 1. Real Numbers and LCM and HCF

Chapter 2. Squares and Square Roots and Cubes and Cube Roots

Chapter 3. Indices

Chapter 4. Polynomials, LCM and HCF of Polynomials

Chapter 5. Formulae

Chapter 6. Ratio, Proportion and Variation

Chapter 7. Percentages

Chapter 8. Profit and Loss, Discount and Partnership

Chapter 9. Simple Interest and Compound Interest

Chapter 10. Time and Work, Pipes and Cisterns

Chapter 11. Time and Distance

Chapter 12. Linear Equations and Inequations

Chapter 13. Sets

Chapter 14. Statistics

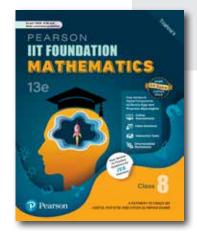
Chapter 15. Geometry

Chapter 16. Mensuration

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for IEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

MARKET



Pearson IIT Foundation Class 9 Math

Trishna Knowledge System

ISBN: 9789361595745 | Paperback | **Page Count:** 600 | ₹780

NUMBER SYSTEM

Chapter 1. Real Numbers

ARITHMETIC

Chapter 2. Ratio, Proportion and Variation

Chapter 3. Percentages, Profit and Loss, Discount and Partnership

Chapter 4. Simple Interest and Compound Interest

ALGEBRA

Chapter 5. Polynomial and Square Roots of Algebraic Expressions

Chapter 6. Linear Equations in Two Variables

Chapter 7. Sets and Relations

Chapter 8. Logarithm

GEOMETRY

Chapter 9. Geometry

Chapter 10. Mensuration

Chapter 11. Coordinate Geometry

TRIGONOMETRY

Chapter 12. Trigonometry

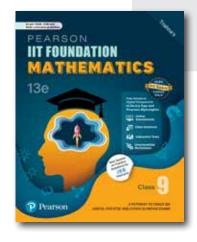
STATISTICS AND PROBABILITY

Chapter 13. Statistics

Chapter 14. Probability

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for JEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components



Pearson IIT Foundation Class 10 Math

Trishna Knowledge System

ISBN: 9789361598616 | Paperback | **Page Count:** 784 | ₹810

CONTENTS

NUMBER SYSTEM

Chapter 1. Real Numbers

ALGEBRA

Chapter 2. Polynomials

Chapter 3. Remainder and Factor Theorems

Chapter 4. Pair of Linear Equations in Two Variables

Chapter 5. Quadratic Equations

Chapter 6. Progressions

GEOMETRY

Chapter 7. Geometry

Chapter 8. Mensuration

Chapter 9. Coordinate Geometry

TRIGONOMETRY

Chapter 10. Trigonometry

STATISTICS AND PROBABILITY

Chapter 11. Statistics

Chapter 12. Probability

COMMERCIAL MATHEMATICS

Chapter 13. Banking

Chapter 14. Goods and Services Tax (G.S.T.)

Chapter 15. Shares and Dividends

BRIDGE TO GRADE XI

Chapter 16. Statements

Chapter 17. Sets, Relations and Functions

Chapter 18. Limits

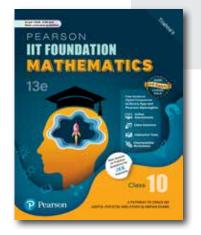
Chapter 19. Partial Fractions

Chapter 20. Logarithm

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for JEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

MARKET



Pearson IIT Foundation Class 7 Physics

Trishna Knowledge System

ISBN: 9789361595806 | Paperback | **Page Count:** 328 | ₹520

CONTENTS

Chapter 1. Measurements

Chapter 2. Kinematics

Chapter 3. Heat

Chapter 4. Light

Chapter 5. Sound

Chapter 6. Electricity

Chapter 7. Machines and Tools

Chapter 8. Our Universe

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for IEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

Foundation, Trishna, NTSE, CBSE, JEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson IIT Foundation Class 8 Physics

Trishna Knowledge System

ISBN: 9789361592683 | Paperback | **Page Count:** 452 | ₹560

CONTENTS

Chapter 1. Measurements

Chapter 2. Kinematics

Chapter 3. Dynamics

Chapter 4. Hydrostatics

Chapter 5. Wave Motion and Sound

Chapter 6. Heat

Chapter 7. Light

Chapter 8. Electricity

Chapter 9. Magnetism

Chapter 10. Electromagnetism

Chapter 11. Sources of Energy

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for JEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts



- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

Foundation, Trishna, NTSE, CBSE, JEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson IIT Foundation Class 9 Physics

Trishna Knowledge System

CONTENTS

BASIC PHYSICS

Chapter 1. Units and Measurements

MECHANICS

Chapter 2. Kinematics

Chapter 3. Dynamics

Chapter 4. Gravitation

Chapter 5. Fluid Mechanics

WAVES AND SOUND

Chapter 6. Wave Motion and Sound

THERMODYNAMICS

Chapter 7. Thermodynamics-I

ELECTRICITY AND MAGNETISM

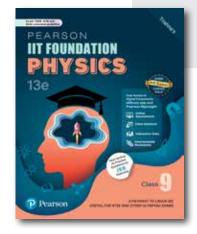
Chapter 8. Electricity-I Chapter 9. Magnetism-I

LIGHT

Chapter 10. Light

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for JEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components



Pearson IIT Foundation Class 10 Physics

Trishna Knowledge System

ISBN: 9789361592591 | Paperback | **Page Count:** 560 | ₹780

CONTENTS

BASIC PHYSICS

Chapter 1. Units and Measurements

MECHANICS

Chapter 2. Dynamics

Chapter 3. Source of Energy

WAVES AND SOUND

Chapter 4. Wave Motion and Sound

THERMODYNAMICS

Chapter 5. Thermodynamics-II

ELECTRICITY AND MAGNETISM

Chapter 6. Electricity-II Chapter 7. Magnetism-II

LIGHT

Chapter 8. Light

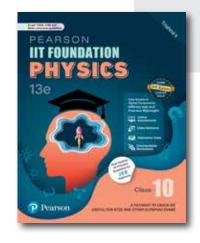
MODERN PHYSICS

Chapter 9. Modern Physics

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for JEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

MARKET



Pearson IIT Foundation Class 6 Science

Trishna Knowledge System

ISBN: 9789361598685 | Paperback | **Page Count:** 424 | ₹650

CONTENTS

Chapter 1. Measurements and Motion

Chapter 2. Force and Pressure

Chapter 3. Work and Energy

Chapter 4. The Mechanism of Machines

Chapter 5. Light

Chapter 6. The Essence of Electricity

Chapter 7. The Magical Magnetism

Chapter 8. Mystery of Matter

Chapter 9. Language of Chemistry and Changes Around Us

Chapter 10. Amazing Air

Chapter 11. Water - a wonder liquid

Chapter 12. Environment - an eternal gift to mankind

Chapter 13. Plants - nature's wonderful food factories

Chapter 14. Movement - an amazing activity

Chapter 15. Health - our greatest wealth

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

Foundation, Trishna, NTSE, CBSE, IEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson IIT Foundation Class 7 Chemistry

Trishna Knowledge System

ISBN: 9789361592713 | Paperback | **Page Count:** 288 | ₹430

CONTENTS

Chapter 1. Classification of Matter

Chapter 2. Atomic Structure and Transformation of Matter

Chapter 3. Acids, Bases and Salts

Chapter 4. Air and Oxygen

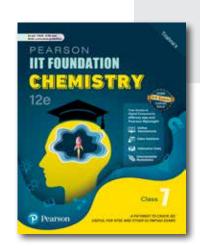
Chapter 5. Water

Chapter 6. Chemistry in Daily Life

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts





- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

Foundation, Trishna, NTSE, CBSE, JEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson IIT Foundation Class 8 Chemistry

Trishna Knowledge System

ISBN: 9789361593123 | Paperback | **Page Count:** 320 | ₹500

CONTENTS

Chapter 1. Atomic Structure

Chapter 2. Classification of Matter

Chapter 3. Language of Chemistry and Transformation of Substances

Chapter 4. Air and Oxygen

Chapter 5. Water, Solution, Solubility and Hydrogen

Chapter 6. Carbon and its Compounds

Chapter 7. Some Important Elements and their Compounds

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for JEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

MARKET

Foundation, Trishna, NTSE, CBSE, JEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson IIT Foundation Class 9 Chemistry

Trishna Knowledge System

ISBN: 9789361591907 | Paperback | Page Count: 424 | ₹440

CONTENTS

PHYSICAL CHEMISTRY

Chapter 1. Nature of Matter

Chapter 2. Basic Concepts of Chemistry

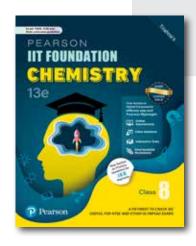
Chapter 3. Mole Concept, Stoichiometry and Behavior of Gases

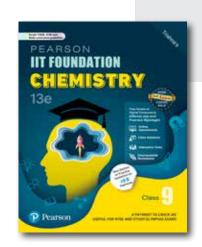
Chapter 4. Atomic Structure

Chapter 5. Chemical Kinetics and Chemical Equilibrium

INORGANIC CHEMISTRY

Chapter 6. Periodic Classification of Elements





Chapter 7. Chemical Bonding

Chapter 8. Water

Chapter 9. Metal and Non-Metals

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for JEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

MARKET

Foundation, Trishna, NTSE, CBSE, IEE, NEET, IOM, NSO, IOS, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Pearson IIT Foundation Class 10 Chemistry

Trishna Knowledge System

ISBN: 9789361596421 | Paperback | **Page Count:** 520 | ₹620

CONTENTS

PHYSICAL CHEMISTRY

Chapter 1. Mole Concept, Stoichiometry and Behavior of Gases

Chapter 2. Acid, Bases and Salts

Chapter 3. Electrochemistry

Chapter 4. Periodic Table

Chapter 5. Chemical Bonding

Chapter 6. Metallurgy

Chapter 7. Industrial Chemistry

ORGANIC CHEMISTRY

Chapter 8. General Organic Chemistry-I

Chapter 9. General Organic Chemistry-II

Chapter 10. General Organic Chemistry-III

FEATURES

- Structured as per CBSE, ICSE and State curriculums
- New section on practice questions for JEE aspirants
- The theory and exercises have been meticulously revised to enhance student engagement and provide an improved learning experience.
- Well-structured theory, illustrative diagrams, and real-life microscopic images
- Points to remember of each chapter to review essential concepts
- Gradation of chapter-end exercise based on knowledge, application and analysis
- Hints and explanations for enhancing problem-solving skills
- Enriched with online assessment and elibrary digital components

Assam General Knowledge 2nd Edition 2025

Anshuman Gogoi and Madhusmita Phukan

ISBN: 9789361595783 | Paperback | **Page Count:** 496 | ₹490

CONTENTS

APSC Prelims PYQ 2023

APSC Prelims PYQ, 2022

APSC Prelims PYQ, 2020

APSC CCE (Mains) PYQ, 2023

APSC CCE (Mains) PYQ, 2022

APSC CCE (Mains) PYQ, 2020

Unit I Current Affairs, (October 2023 - September 2024)

Chap 1: Polity

Chap 2: Economy

Chap 3: Social

Chap 4: Environment

Chap 5: Miscellaneous

Unit 2: Ancient Assam

Chap 6: Sources of Ancient Assam

Chap 7: Mythological History

Chap 8: Political History

Chap 9: Society, Economy and Religion in Ancient Assam

Chap 10: Administration in Ancient Assam 2.25

Unit 3 Medieval Assam

Chap 11: Sources of Medieval Assam

Chap 12: Early Muslim Invasion of Assam 3.9

Chap 13: Kamatapur Kingdom

Chap 14: The Chutias Chap 15: The Kacharis

Chap 16: The Ahoms

Chap 17: Administration Under The Ahom Monarchy

Unit 4: History of Modern Assam

Chap 18: British Intervention and The First Anglo-Burmese War

Chap 19: Revolt of 1857 and Assam

Chap 20: Rise of Assamese Nationalism

Chap 21: Assam and Freedom Struggle

Unit 5: Post Independence Assam

Chap 22: Reorganisation of Assam

Chap 23: Language Movement

Chap 24: Assam Movement

Chap 25: Assam Accord

Chap 26: Insurgency in Assam

Unit 6: Assam Culture

Chap 27: Culture of Assam

Chap 28: Costumes and Ornaments in Assam

Chap 29: Musical Instruments of Assam

Chap 30: Performing Arts of Assam

Chap 31: Oral Literature

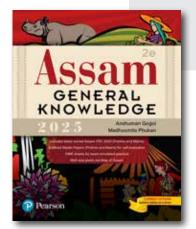
Chap 32: Cultural and Architectural Developments in the Medieval Period

Chap 33: Neo-Vaishnavite Movement in Assam

Unit 7: Assam Geography and Environment

Chap 34: Tectonic Background

Chap 35: Geological History



Chap 36: Physiography

Chap 37: Climate

Chap 38: Soil

Chap 39: Biodiversity in Assam

Chap 40: The Protected Areas Network in Assam

Chap 41: Wetlands in Assam

Chap 42: Natural Calamities

Chap 43: Population – Demography of Assam

Chap 44: Assam – Mineral and Power Resources

Chap 45: Agriculture and Industry

Unit 8: Assam Polity

Chap 46: Assam Polity

Unit 9: Assam Economy

Chap 47: Basics of Assam Economy

Chap 48: Infrastructure

Chap 49: Some Major Industries in Assam

Chap 50: Power Sector

Chap 51: Transport and Communication

Chap 52: Government Schemes

Chap 53: Assam Budget Analysis 2023-24

Chap 54: Assam BudgetAnalysis 2024–25

Unit 10: Great Personalities of Assam

Chap 55: Great Personalities of Assam

Unit 11: Northeast India at Glance

Chap 56: Northeast India at a Glance

Model Papers

Model Question Paper 1

Model Question Paper 2

Model Question Paper 3

APSC CCE Mains Model Papers

Model Question Paper 1

Model Question Paper 2

Model Question Paper 3

FEATURES

New to this Edition -

- 1. In-depth coverage of topics supported with unique pedagogical tools
- 2. Dedicated Chapter on Current Affairs highlighting major 2024 updates on the sectors such as Economy, Polity, Society and Environment.
- 3. Includes latest solved Assam PSC 2023, 2022 and 2020 papers (Prelims and Mains)
- 4. Unit-wise tagged practice questions and previous years' questions (1998-2017)
- 5. 1470+ Questions for ample practice
- 6. Includes 6 solved Model Papers (Prelims and Mains) for aspirants to evaluate their preparation.
- 7. Pedagogical features like tables, graphs, flowcharts, maps, etc. for enhanced understanding of the concepts
- 8. OMR sheets provided along with Previous Years' Papers and Model Papers to familiarize aspirants to the examination environment.
- 9. Wall-size pluck out map of Assam

Assam Public Service Commission Aspirants, Assam Government Services aspirants, APSC and UPSC aspirants

ORDER FORM JANUARY 2025

ISBN	AUTHOR	TITLE	PRICE QT			
BUSINESS & ECONOMICS						
9789367138403	Sumati Varma	Fundamentals of International Business	₹480			
		TEST PREPARATION				
9789367139769	Pearson	NEET Crash Course Physics 2025	₹450			
9789367135105	Pearson	NEET Crash Course Chemistry 2025	₹435			
9789367130902	Pearson	NEET Crash Course Biology 2025	₹465			
9789361595110	Trishna Knowledge System	Pearson Foundation Class 8 Biology	₹470			
9789361597954	Trishna Knowledge System	Pearson Foundation Class 7 Biology	₹380			
9789361598470	Trishna Knowledge System	Pearson Foundation Class 10 Biology	₹870			
9789367130353	Trishna Knowledge System	Pearson Foundation Class 9 Biology	₹590			
9789361592263	Trishna Knowledge System	Pearson IIT Foundation Class 6 Math	₹430			
9789361599408	Trishna Knowledge System	Pearson IIT Foundation Class 7 Math	₹560			
9789361594922	Trishna Knowledge System	Pearson IIT Foundation Class 8 Math	₹710			
9789361595745	Trishna Knowledge System	Pearson IIT Foundation Class 9 Math	₹780			
9789361598616	Trishna Knowledge System	Pearson IIT Foundation Class 10 Math	₹810			
9789361595806	Trishna Knowledge System	Pearson IIT Foundation Class 7 Physics	₹520			
9789361592683	Trishna Knowledge System	Pearson IIT Foundation Class 8 Physics	₹560			
9789361599132	Trishna Knowledge System	Pearson IIT Foundation Class 9 Physics	₹720			
9789361592591	Trishna Knowledge System	Pearson IIT Foundation Class 10 Physics	₹780			
9789361598685	Trishna Knowledge System	Pearson IIT Foundation Class 6 Science	₹650			
9789361592713	Trishna Knowledge System	Pearson IIT Foundation Class 7 Chemistry	₹430			
9789361593123	Trishna Knowledge System	Pearson IIT Foundation Class 8 Chemistry	₹500			
9789361591907	Trishna Knowledge System	Pearson IIT Foundation Class 9 Chemistry	₹440			
9789361596421	Trishna Knowledge System	Pearson IIT Foundation Class 10 Chemistry	₹620			
9789361595783	Anshuman Gogoi and Madhusmita Phukan	Assam General Knowledge 2nd Edition 2025	₹490			

HAVE YOU ORDERED THESE TITLES FROM LAST MONTH?

ISBN	AUTHOR	TITLE	PRICE	QTY	
IT PRO					
9789361594212	Mark Wilkins	AWS Certified Solutions Architect - Associate (SAA-C03) Cert Guide	₹995		
HUMANITIES AND SOCIAL SCIENCES					
9789361599101	Deborah C. Beidel, Danae L. Hudson, Brooke L. Whisenhunt, Preeti Kapur	Psychological Disorders	₹951		
TEST PREPARATION					
9789361597534	Prashant Jain	IOQM Mathematics	₹995		

Pearson India Education Services Private Limited

¹st Floor, Berger Tower, Plot No. C-001A/2, Sector 16B, Noida - 201301, Uttar Pradesh-India



New from Pearson February 2025

HUMANITIES AND SOCIAL SCIENCES

Criminalistics: An Introduction to Forensic Science,13ed

Richard Saferstein | Tiffany Roy

ISBN: 9789361594052 | Paperback | Page Count: 580 | ₹890

CONTENTS

Chapter 1. Introduction

Chapter 2. The Crime Scene

Chapter 3. Physical Evidence

Chapter 4. Crime-Scene Reconstruction: Bloodstain Pattern Analysis

Chapter 5. Death Investigation

Chapter 6. Fingerprints

Chapter 7. Forensic Biometrics

Chapter 8. The Microscope

Chapter 9. Firearms, Tool Marks, and Other Impressions

Chapter 10. Matter, Light, and Glass Examination

Chapter 11. Hairs and Fibers

Chapter 12. Drugs

Chapter 13. Forensic Toxicology

Chapter 14. Metals, Paint, and Soil

Chapter 15. Forensic Serology

Chapter 16. DNA: The Indispensable Forensic Science Tool

Chapter 17. Forensic Aspects of Fire and Explosion Investigation

Chapter 18. Document Examination

Chapter 19. Computer Forensics

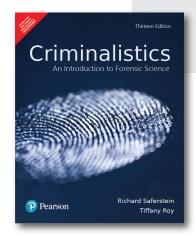
Chapter 20. Mobile Device Forensics

FEATURES

- Examples from the news and industry
- Multimedia pedagogy
- The latest forensic evidence
- Cases and learning aids

MARKET

Humanities student



TEST PREPARATION

Nvision Foundation Science Grade 6 2025

Harshit Goyal, Ashutosh Gautam, Nisha Gautam, Harshita Sharma, Charry Yadav, Bela Kalwadia

ISBN: 9789367131350 | Paperback | **Page Count:** 568 | ₹710

CONTENTS

Chemistry

Chapter 1. Fibre to Fabric

Chapter 2. Material Around Us

Chapter 3. Method of Separation in Everyday Life

Chapter 4. A Journey Through States of Matter

Chapter 6. Air Around Us

Physics

Chapter 1. Measurement of Length and Motion

Chapter 2. Lights, Shadows, and Reflections

Chapter 3. Electricity and Circuits

Chapter 4. Exploring Magnets

Chapter 5. Temperature and It's Measurement

Chapter 6. Beyond Earth

Biology

Chapter 1. Food: Where Does It Come From?

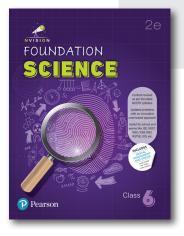
Chapter 2. Components of Food

Chapter 3. Getting to Know Plants

Chapter 4. Body Movements

Chapter 5. Living Organisms and Their Surroundings

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.



Nvision Foundation Science Grade 7 2025

Harshit Goyal, Ashutosh Gautam, Nisha Gautam, Harshita Sharma, Charry Yadav, Bela Kalwadia

ISBN: 9789367130049 | Paperback | **Page Count:** 594 | ₹730

CONTENTS

Chemistry

Chapter 1. Fibre to Fabric

Chapter 2. Acids, Bases and Salts

Chapter 3. Physical and Chemical Changes

Chapter 4. Water: A Precious Resource

Physics

Chapter 1. Heat

Chapter 2. Winds, Storms, and Cyclones

Chapter 3. Motion and Time

Chapter 4. Electric Current and its Effects

Chapter 5. Light

Biology

Chapter 1. Nutrition in Plants

Chapter 2. Nutrition in Animals

Chapter 3. Weather, Climate and Adaptations

Chapter 4. Soil

Chapter 5. Respiration

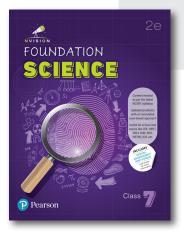
Chapter 6. Transportation in Plants and Animals

Chapter 7. Reproduction in Plants

Chapter 8. Forests: Our Lifeline

FEATURES

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.



Nvision Foundation Mathematics Grade 6 2025

Prashant Jain, Aditi Vyas

ISBN: 9789367131695 | Paperback | **Page Count:** 480 | ₹640

CONTENTS

Chapter 1. Knowing Our Numbers

Chapter 2. Whole Numbers

Chapter 3. Playing with Numbers

Chapter 4. Basic Geometrical Ideas

Chapter 5. Understanding Elementary Shapes

Chapter 6. Integers

Chapter 7. Fractions

Chapter 8. Decimals

Chapter 9. Data Handling

Chapter 10. Mensuration

Chapter 11. Algebra

Chapter 12. Ratio and Proportion

Chapter 13. Symmetry

Chapter 14. Practical Geometry

FEATURES

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Foundation, Nvision, NSTSE, CBSE, JEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Mathematics Grade 7 2025

Prashant Jain, Aditi Vyas

ISBN: 9789367136140 | Paperback | **Page Count:** 480 | ₹640

CONTENTS

Chapter 1. Integers

Chapter 2. Fractions and Decimals

Chapter 3. Data Handling

Chapter 4. Simple Equations

Chapter 5. Lines and Angles

Chapter 6. Triangle and It's Properties

Chapter 7. Congruence of Triangles

Chapter 8. Comparing Quantities

Chapter 9. Rational Numbers

Chapter 10. Practical Geometry

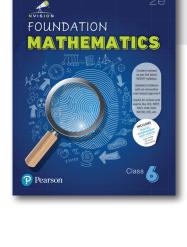
Chapter 11. Perimeter and Area

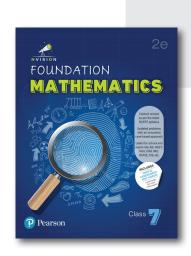
Chapter 12. Algebraic Expressions

Chapter 13. Exponents and Powers

Chapter 14. Symmetry

Chapter 15. Visualising Solid Shapes





- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Foundation, Nvision, NSTSE, CBSE, JEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Mathematics Grade 8 2025

Prashant Jain, Aditi Vyas

ISBN: 9789367134177 | Paperback | **Page Count:** 568 | ₹640

CONTENTS

Chapter 1. Rational Numbers

Chapter 2. Algebraic Expressions and Identities

Chapter 3. Exponents and Powers

Chapter 4. Factorization

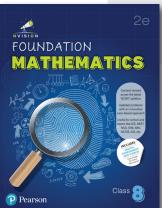
Chapter 5. Comparing Quantities Direct and Inverse Variations

Chapter 6. Visualising Solid Shapes

Chapter 7. Mensuration

Chapter 8. Introduction to Graphs

Chapter 9. Data Handling and Probability



- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Nvision Foundation Mathematics Grade 9 2025

Prashant Jain, Aditi Vyas

ISBN: 9789367134689 | Paperback | **Page Count:** 448 | ₹680

CONTENTS

Chapter 1. Number System

Chapter 2. Polynomials

Chapter 3. Coordinate Geometry

Chapter 4. Linear Equations in Two Variables

Chapter 5. Euclid's Geometry

Chapter 6. Lines and Angles

Chapter 7. Triangles

Chapter 8. Quadrilaterals

Chapter 9. Areas of Triangles and Parallelograms

Chapter 10. Circle

Chapter 11. Construction

Chapter 12. Heron's Formula

Chapter 13. Surface Area and Volume

Chapter 14. Statistics

Chapter 15. Probability

FEATURES

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Foundation, Nvision, NSTSE, CBSE, JEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Mathematics Grade 10 2025

Prashant Jain, Aditi Vyas

ISBN: 9789367131442 | Paperback | **Page Count:** 640 | ₹730

CONTENTS

Chapter 1. Real Numbers

Chapter 2. Polynomials

Chapter 3. Pairs of Linear Equations in Two Variables

Chapter 4. Quadratic Equations

Chapter 5. Arithmetic Progressions

Chapter 6. Similar Triangles

Chapter 7. Coordinate Geometry

Chapter 8. Introduction to Trigonometry

Chapter 9. Some Applications of Trigonometry

Chapter 10. Circle

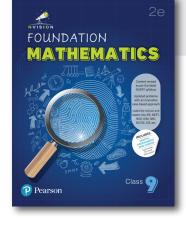
Chapter 11. Construction

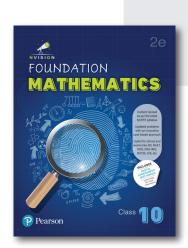
Chapter 12. Area Related to a Circle

Chapter 13. Surface Area and Volume

Chapter 14. Statistics

Chapter 15. Probability





- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Foundation, Nvision, NSTSE, CBSE, JEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Biology Grade 8 2025

Nisha Gautam, Harshita Sharma

ISBN: 9789367138205 | Paperback | **Page Count:** 288 | ₹390

- Chapter 1. Crop Production and Management
- Chapter 2. Microorganisms: Friend and Foe
- Chapter 3. Conservation of Plants and Animals
- Chapter 4. Cell: Structure and Functions
- Chapter 5. Reproduction in Animals
- Chapter 6. Reaching the Age of Adolescence
- Chapter 7. Pollution of Air and Water

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Foundation, Nvision, NSTSE, CBSE, IEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

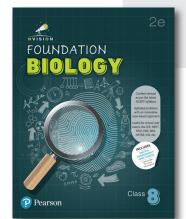
Nvision Foundation Biology Grade 9 2025

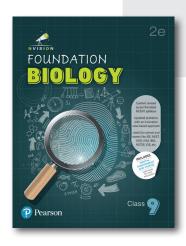
Nisha Gautam, Harshita Sharma

ISBN: 9789367134221 | Paperback | **Page Count:** 320 | ₹510

CONTENTS

- Chapter 1. The Fundamentals of Life
- Chapter 2. Tissues
- Chapter 3. Diversity in Living Organisms
- Chapter 4. Why Do We Fall III?
- Chapter 5. Natural Resources
- Chapter 6. Improvement in Food Resources





FFATURES

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

MARKET

Foundation, Nvision, NSTSE, CBSE, JEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Biology Grade 10 2025

Nisha Gautam, Harshita Sharma

ISBN: 9789367131466 | Paperback | **Page Count:** 360 | ₹570

CONTENTS

Chapter 1. Life Processes

Chapter 2. Control and Coordination

Chapter 3. How Do Organisms Reproduce

Chapter 4. Heredity and Evolution

Chapter 5. Our Environment

Chapter 6. Management of Natural Resources

FEATURES

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

MARKET

Foundation, Nvision, NSTSE, CBSE, JEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Physics Grade 8 2025

Harshit Goyal, Charry Yadav

ISBN: 9789367130742 | Paperback | **Page Count:** 304 | ₹400

CONTENTS

Chapter 1. Force and Pressure

Chapter 2. Friction

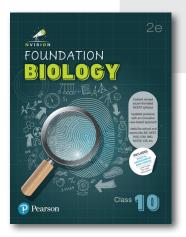
Chapter 3. Sound

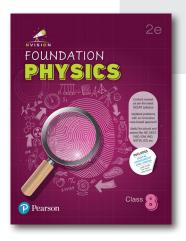
Chapter 4. Chemical Effects of Electric Current

Chapter 5. Some Natural Phenomena

Chapter 6. Light

Chapter 7. Starts and the Solar System





- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Foundation, Nvision, NSTSE, CBSE, IEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Physics Grade 9 2025

Harshit Goyal, Prashant Jain

ISBN: 9789367135907 | Paperback | **Page Count:** 312 | ₹500

CONTENTS

Chapter 1. Motion

Chapter 2. Newton's Laws of Motion

Chapter 3. Gravitation

Chapter 4. Thrust and Pressure

Chapter 5. Work, Energy, and Power

Chapter 6. Sound

FEATURES

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Foundation, Nvision, NSTSE, CBSE, IEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Physics Grade 10 2025

Harshit Goyal, Prashant Jain

ISBN: 9789367131183 | Paperback | **Page Count:** 304 | ₹470

CONTENTS

Chapter 1. Light-Reflection and Refraction

Chapter 2. Human Eye and the Colourful World

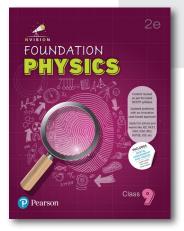
Chapter 3. Electricity

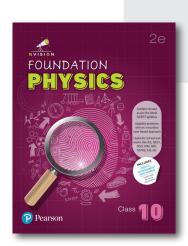
Chapter 4. Magnetic Effects of Current

Chapter 5. Nuclear Fission and Fusion

FEATURES

 Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).





- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

MARKET

Foundation, Nvision, NSTSE, CBSE, JEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Chemistry Grade 8 2025

Ashutosh Gautam, Bela Kalwadia

ISBN: 9789367134207 | Paperback | **Page Count:** 168 | ₹310

CONTENTS

Chapter 1. Synthetic Clothing Material and Polymer

Chapter 2. Metals and Non-Metals

Chapter 3. Coal and Petroleum

Chapter 4. Combustion and Flame

FEATURES

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

MARKET

Foundation, Nvision, NSTSE, CBSE, JEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Chemistry Grade 9 2025

Ashutosh Gautam, Prashant Jain

ISBN: 9789367136867 | Paperback | **Page Count:** 192 | ₹450

CONTENTS

Chapter 1. Matter in Our Surrounding

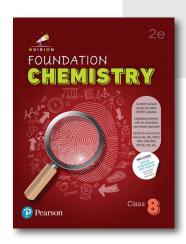
Chapter 2. Is Matter Around Us Pure?

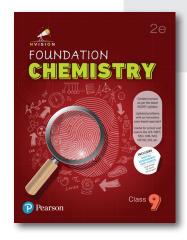
Chapter 3. Atoms and Molecules

Chapter 4. Structure of an Atom

FEATURES

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.





- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Foundation, Nvision, NSTSE, CBSE, JEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

Nvision Foundation Chemistry Grade 10 2025

Ashutosh Gautam, Prashant Jain

ISBN: 9789367133576 | Paperback | **Page Count:** 424 | ₹640

CONTENTS

Chapter 1. Chemical Reaction and Chemical Equations

Chapter 2. Acids, Bases and Salts

Chapter 3. Metals and Non-Metals

Chapter 4. Carbon and its Compounds

Chapter 5. Periodic Classification of Elements

Chapter 6. Mole Concept, Stoichiometry and Behaviour of Gases

Chapter 7. Atomic Structures

Chapter 8. Chemical Bonding

FEATURES

- Concept Maps at the end of Every Chapter. Activity Box after almost every concept (subject and grade specific, as required).
- Check Point section for checking the student's understanding of the concepts.
- Archive Corner containing questions of the level of exams like NTSE, SOF (NSO and IMO), and NVS.
- Bridge to the Next Class section to help students prepare for the next level of content.
- Solved example section will have completely new set of questions and solutions designed.
- Extensive digital support Motivational Videos, Exam Strategy and Preparation Guide Videos, Selected Concept Videos/Infographics, Worksheets.

Foundation, Nvision, NSTSE, CBSE, IEE, NEET, NSO, IOM, IMO, IOS, NTSE, Mathematics, Biology, Physics, Chemistry, Physics, Olympiad, Preparation, Scholarship Examination

NTA CUET (UG) Economics 2025

Shelly Jolly

ISBN: 9789361593321 | Paperback | **Page Count:** 440 | ₹440

CONTENTS

CUET PREP ESSENTIALS CUET (UG) Business Studies 2024-Solved Paper

Memory Based CUET (UG) Business Studies 2023 - Set 1

Memory Based CUET (UG) Business Studies 2023 - Set 2

CUET Business Studies 2022

Chapter 1: Introduction to Micro Economics

Chapter 2: Consumer Behaviour and Demand

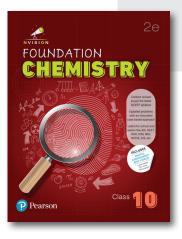
Chapter 3: National Income and Related Aggregates— Basic Concepts and Measurement

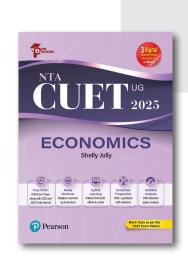
Chapter 4: Determination of Income and Employment

Chapter 5: Money and Banking

Chapter 6: Government Budgetand the Economy

Chapter 7: Balance of Payments





Chapter 8: Development Experience (1947-90) and Economic Reforms since 1991

Chapter 9: Current Challenges Facing the Indian Economy

Chapter 10: Development Experience of India: A Comparison with neighbours

MOCK TEST PAPERS

Mock Test 1

Mock Test 2

Mock Test 3

Mock Test 4

Mock Test 5

FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 and 2022 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- Hybrid Learning: 8 Mock Tests both offline and online
- Enhanced Exam Preparation: 1800 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis
- 'Quick Review' section for every chapter, given in a flowchart and infographic format.
- End-of-unit questions are further segregated into HOTS, Competency-based questions, Assertion-Reason type questions, Statement-based questions and Case Study questions.
- Includes word-search puzzles containing important terms, promoting active recall and fun-way to review concepts learned.

MARKET

Class 12th students and CUET Aspirants

NTA CUET (UG) Business Studies 2025

Bhavuk Pujara

ISBN: 9789361596353 | Paperback | **Page Count:** 280 | ₹300

CONTENTS

CUET PREP ESSENTIALS CUET (UG) Business Studies 2024-Solved Paper

Memory Based CUET (UG) Business Studies 2023 - Set 1

Memory Based CUET (UG) Business Studies 2023 - Set 2

CUET Business Studies 2022

Chapter 1: Nature and Significance of Management

Chapter 2: Principles of Management

Chapter 3: Business Environment

Chapter 4: Planning

Chapter 5: Organizing

Chapter 6: Staffing

Chapter 7: Directing

Chapter 8: Controlling

Chapter 9: Financial Management

Chapter 10: Financial Markets

Chapter 11: Marketing

Chapter 12: Consumer Protection

Chapter 13: Entrepreneurship Development

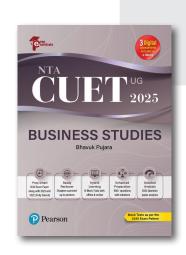
FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 and 2022 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- Hybrid Learning: 10 Mock Tests both offline and online
- Enhanced Exam Preparation: 900 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis

MARKET

Class 12th Students and CUET Aspirants

*All prices are subject to change without notice



NTA CUET (UG) Mathematics 2025

Prakash Gupta and Prashant Jain

ISBN: 9789361590771 | Paperback | **Page Count:** 496 | ₹440

CONTENTS

CUET PREP ESSENTIALS CUET Mathematics (UG) 2024 Memory - Based CUET (UG) Mathematics 2023 Set 1 Memory - Based CUET (UG) Mathematics 2023 Set 2 Memory - Based CUET (UG) Mathematics 2022

Chapter 1: Sets, Relations and Functions Chapter

Chapter 2: Limits, Continuity and Differentiability Chapter Chapter 3: Differentiation and its Application Chapter

Chapter 4: Integration Chapter

Chapter 5: Application of Integrals Chapter 6 Differential Equations Chapter

Chapter 7: Matrices Chapter Chapter 8: Vectors Chapter

Chapter 9: Three Dimensional Geometry Chapter Chapter 10: Probability and Statistics Chapter

Chapter 11: Linear Programming Chapter

Chapter 12: Numbers, Quantification and Numerical Application Chapter

Chapter 13: Financial Mathematics

MOCK TEST PAPERS

Mock Test 1

Mock Test 2

FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 and 2022 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- · Hybrid Learning: 5 Mock Tests both offline and online
- Enhanced Exam Preparation: 1900 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis
- Chapter at a Glance section for a quick revision of concepts.
- Did you know box for interesting information related to a topic.

MARKET

Class 12th students and CUET Aspirants

NTA CUET Chemistry (UG) 2025

Shalendra Gupta, Prashant Jain

ISBN: 9789361592041 | Paperback | **Page Count:** 376 | ₹380

CONTENTS

Preface Acknowledgement About the Authors CUET PREP ESSENTIALS

CUET Chemistry 2024 — Solved Paper

CUET Chemistry 2023 — Solved Paper

Paper 2023 - Set I Paper 2023 - Set II

Chapter 1 Solid State

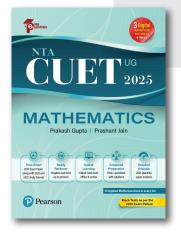
Chapter 2 Liquid Solutions

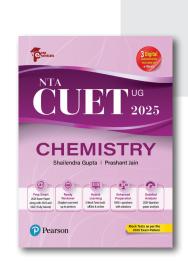
Chapter 3 Electrochemistry

Chapter 4 Chemical Kinetics

Chapter 5 Surface Chemistry

Chapter 6 General Principles and Processes of Isolation of Elements





Chapter 7 p-Block Elements

Chapter 8 d and f Block Elements

Chapter 9 Coordination Compounds

Chapter 10 Haloalkanes and Haloarenes

Chapter 11 Alcohols, Phenols, and Ethers

Chapter 12 Aldehydes, Ketones, and Carboxylic Acids

Chapter 13 Organic Compounds Containing Nitrogen

Chapter 14 Biomolecules

Chapter 15 Polymers

Chapter 16 Chemistry in Everyday Life

Mock Test Papers

Mock Test 1

Mock Test 2

FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- Hybrid Learning: 5 Mock Tests both offline and online
- Enhanced Exam Preparation: 1400 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis

MARKET

Class 12th students

NTA CUET General Aptitude Test 2025

Bhavuk Pujara

ISBN: 9789361599606 | Paperback | **Page Count:** 396 | ₹420

CONTENTS

Preface

Acknowledgements

About the Author About CUET Examination

CUET Prep Essentials Exam Analysis 2024

CUET (UG) General Test 2024

CUET (UG) General Test June 2023-Set I

CUET (UG) General Test June 2023-Set II

CUET (UG) General Test October 2022

Unit 1: General Knowledge and Current Affairs

Chapter 1: General Knowledge

Chapter 2: International and National Current Affairs

Unit 2: Numerical Ability and Quantitative Reasoning

Chapter 1: Introduction to Numbers

Chapter 2: Square Roots and Cube Roots

Chapter 3: Progressions

Chapter 4: Averages

Chapter 5: Percentages

Chapter 6: Ratio and Proportion

Chapter 7: Mixture and Alligation

Chapter 8: Profit and Loss

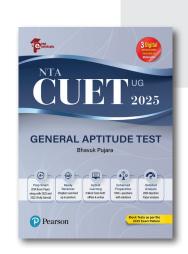
Chapter 9: Interests

Chapter 10: Time and Work

Chapter 11: Time, Speed and Distance

Chapter 12: Algebra

Chapter 13: Geometry



Chapter 14: Mensuration

Chapter 15: Permutation and Combination

Chapter 16: Probability

Chapter 17: Data Interpretation

Unit 3: General Mental Ability, Logical and Analytical Reasoning

Chapter 1: Analogy

Chapter 2: Series

Chapter 3: Coding and Decoding

Chapter 4: Mathematical Operations

Chapter 5: Blood Relations

Chapter 6: Directions Test

Chapter 7: Arrangements

Chapter 8: Rankings

Chapter 9: Selections

Chapter 10: Cubes

Chapter 11: Syllogisms and Venn Diagrams

Chapter 12: Input-Output

Chapter 13: Statements, Assumptions and Conclusions

Chapter 14: Non-Verbal Reasoning

Unit 4: Mock Test

Mock Test 1

Mock Test 2

Mock Test 3

Mock Test 4

Mock Test 5

FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 and 2022 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- Hybrid Learning: 8 Mock Tests both offline and online
- Enhanced Exam Preparation: 1650 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis

Class 12th students and CUET Aspirants

NTA CUET UG Political Science 2025

Vijay Kalyan Jha

ISBN: 9789361596834 | Paperback | **Page Count:** 258 | ₹280

CONTENTS

Chapter 1: The End of Bipolarity

Chapter 2: Contemporary Centers of Power

Chapter 3: Contemporary South Asia

Chapter 4: International Organisations

Chapter 5: Security in the Contemporary World

Chapter 6: Environment and Natural Resources

Chapter 7: Globalisation

Chapter 8: Challenges of Nation-building

Chapter 9: Era of One-party Dominance

Chapter 10: Politics of Planned Development

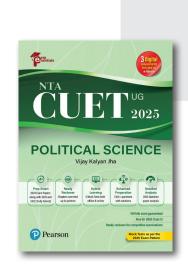
Chapter 11: India's External Relations

Chapter 12: Challenges to and Restoration of the Congress System

Chapter 13: The Crisis of Democractic Order

Chapter 14: Regional Aspirations

Chapter 15: Recent Developments in Indian Politics



MOCK TEST PAPERS

Mock Test 1

Mock Test 2

FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 and 2022 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- Hybrid Learning: 5 Mock Tests both offline and online
- Enhanced Exam Preparation: 1300 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis

Class 12th students and CUET Aspirants

NTA CUET UG Biology

Rohit Gautam, Prashant Jain

ISBN: 9789361599064 | Paperback | **Page Count:** 456 | ₹440

CONTENTS

Chapter 1: Reproduction in Organisms

Chapter 2: Sexual Reproduction in Flowering Plants

Chapter 3: Human Reproduction

Chapter 4: Reproductive Health

Chapter 5: Heredity and Variation

Chapter 6: Molecular Basis of Inheritance

Chapter 7: Evolution

Chapter 8: Health and Disease

Chapter 9: Improvement in Food Production

Chapter 10: Microbes in Human Welfare

Chapter 11: Principles and Process of Biotechnology

Chapter 12: Applications of Biotechnology

Chapter 13: Organisms and Populations

Chapter 14: Ecosystem

Chapter 15: Biodiversity and Conservation

Chapter 16: Environmental Issues

Mock Test Papers

Mock Test 1

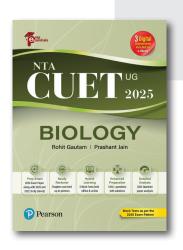
Mock Test 2

FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- Hybrid Learning: 5 Mock Tests both offline and online
- Enhanced Exam Preparation: 1400 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis

MARKET

Class 12th students



NTA CUET (UG) Accountancy 2025

Bhavuk Pujara

ISBN: 9789361593451 | Paperback | **Page Count:** 248 | ₹280

CUET PREP ESSENTIALS CUET Accountancy 2024

CUET Accountancy 2023 (Set 1) CUET Accountancy 2023 (Set 2)

CUET Accountancy 2022

UNIT 1—Accounting for not-for- Profit Organisations and Partnership Firms

Chapter 1: Accounting not-for-profit organisation

Chapter 2: Accounting for Partnership Chapter 3: Reconstitution of Partnership

Chapter 4: Dissolution of Partnership Firm

UNIT 2: Copany Accounts and Financial Statement Analysis

Chapter 5: Accounting for Share and Debenture Capital

Chapter 6: Analysis of Financial Statements

Chapter 7: Statement of Changes in financial position

UNIT 3: Computerised Accounting System (CAS)

Chapter 8: Overview of Computerised Accounting system

Chapter 9: Using Computerised Accounting System

Chapter 10: Accounting using Database Management System (DBMS)

Chapter 11: Accounting Application of Electronic Spreadsheet

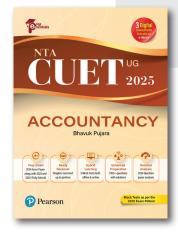
Mock Test Papers

FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 and 2022 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- Hybrid Learning: 13 Mock Tests both offline and online
- Enhanced Exam Preparation: 1900 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis

MARKET

Class 12th students and CUET Aspirants



NTA CUET Prep Smart Physics

Ajit Lulla and Prashant Jain

ISBN: 9789361599446 | Paperback | **Page Count:** 480 | ₹440

CONTENTS

Chapter 1. Electric Charge and Field,

Chapter 2. Electric Potential and Capacitance,

Chapter 3. Current Electricity,

Chapter 4. Moving Charges and Magnetism,

Chapter 5. Magnetism and Matter,

Chapter 6. Electromagnetic Induction,

Chapter 7. Alternating Current,

Chapter 8. Electromagnetic Waves,

Chapter 9. Ray Optics and Optical Instruments,

Chapter 10. Wave Optics,

Chapter 11. Dual Nature of Radiation and Matter,

Chapter 12. Atoms,

Chapter 13. Nuclei,

Chapter 14. Semiconductor,

Chapter 15. Communication System

FEATURES

• 3 digital assessments on e-library 2024, 2023 and 2022 papers fully-solved 2000+ questions with solutions

MARKET

UG

NTA CUET (UG) General Aptitude Test Previous Years' Papers 2025

Bhavuk Pujara

ISBN: 9789361597992 | Paperback | **Page Count:** 184 | ₹250

CONTENTS

PART 1: Previous Years' Questions

CUET General Test 2024

CUET General Test June 2023–Set I (Memory-Based)

CUET General Test June 2023-Set II (Memory-Based)

CUET General Test June 1st, 2023

CUET General Test June 8th, 2023

CUET General Test May 21st, 2023

CUET General Test May 30th, 2023

CUET General Test July 15th, 2022

CUET General Test August 30th, 2022

CUET General Test October 2022

Part 2: Mock Test Papers

Mock Test 1

Mock Test 2

Mock Test 3

Mock Test 4

Mock Test 5

Mock Test 6

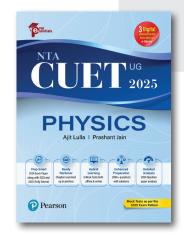
MA L T

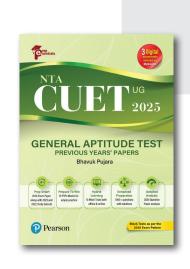
Mock Test 7

Mock Test 8 Mock Test 9

Mock Test 10

18 *All prices are subject to change without notice





FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 and 2022 (Fully Solved)
- Prepare to Win: 10 PYPs for ample practice.
- Hybrid Learning: 13 Mock Tests both offline & online
- Enhanced Exam Preparation: 1000 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis

Class 12th students and CUET Aspirants

NTA CUET (UG) English Language and General Aptitude Test 2025

dueNorth Academics (An IIM Alumni Body)

ISBN: 9789361590825 | Paperback | Page Count: 792 | ₹710

CONTENTS

PART A

Chapter 1: Reading Comprehension

Chapter 2: Sentence Correction

Chapter 3: Figures of Speech

Chapter 4: Fill in the Blanks

Chapter 5: Analogy

Chapter 6: Antonyms and Synonyms

Chapter 7: Confusing Words

Chapter 8: Idioms and Phrases English Language Practice Tests Part B

Unit 1:

Chapter 1: Mirror Image

Chapter 2: Water Image

Chapter 3: Paper Folding

Chapter 4: Cubes and Dice

Chapter 5: Symbol Based Questions

Chapter 6: Figure Construction General and Mental Ability Practice Test

Uniit 2:

Chapter 7: Sequencing and Arrangement

Chapter 8: Direction Sense

Chapter 9: Series

Chapter 10: Coding Decoding

Chapter 11: Blood Relations

Chapter 12: Problems on ages

Chapter 13: Ranking Tests

Chapter 14: Venn Diagram

Chapter 15: Data Interpretation Logical and Analytical Reasoning: Practice Tests

Unit 3:

Chapter 16: Numbers and their Properties

Chapter 17: Percentage

Chapter 18: Simple Interest and Compound interest

Chapter 19: Profit Loss and Discount

Chapter 20: Average

Chapter 21: Ratio, Proportion and Variation

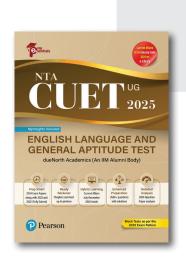
Chapter 22: Time and Work

Chapter 23: Time Speed and Distance

Chapter 24: Concepts in Algebra

Chapter 25: Geometry

Chapter 26: Mensuration Numerical Ability: Practice Tests



Unit 4:

Chapter 27: General Knowledge

Unit 5:

Chapter 28: Current Affairs

Mock Test 1

Mock Test 2

Mock Test 3

Mock Test 4

Mock Test 5

FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 and 2022 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- Hybrid Learning: Current Affairs July- December 2024 Inside
- Enhanced Exam Preparation: 2500 + questions with solutions
- Detailed analysis: 2024 Question paper analysis

MARKET

Class 12th students and CUET Aspirants

Complete CLAT Manual 2025

Rajneesh Singh and Kaushiki Singh

ISBN: 9789361595400 | Paperback | **Page Count:** 1000 | ₹995

CONTENTS

Chapter 1 CLAT - Past Year Paper Pattern

Chapter 2 Diagnostic Test

Chapter 3 How to Prepare for CLAT with the New Pattern

Chapter 4 How to Balance Speed and Accuracy

UNIT 1: ENGLISH LANGUAGE

Chapter 1 Reading Comprehension – The New Clat Pattern

Chapter 2 High Frequency Words: The Influence of Vocabulary

Chapter 3 Common Hurdles in Reading Comprehension and How to Prepare

UNIT 2: STATIC LEGAL GK

Chapter 1 Static Legal GK

UNIT 3: LEGAL REASONING

Chapter 1 How to Approach

Chapter 2 Introduction to Law of Torts

Chapter 3 Negligence

Chapter 4 Trespass to Land

Chapter 5 Trespass to Person

Chapter 6 Nuisance

Chapter 7 Vicarious Liability

Chapter 8 Strict and Absolute Liability 3.29

Chapter 9 Defamation

Chapter 10 Criminal Law

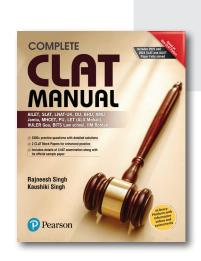
Chapter 11 Contracts

Chapter 12 Constitutional Law

Chapter 13 Miscellaneous

UNIT 4: LOGICAL REASONING

Chapter 1 What is Logic?



Chapter 2 How to be Good at Logic

Chapter 3 Logical Fallacies

Chapter 4 Building your Logical Reasoning Skills

Chapter 5 Assumptions

Chapter 6 Arguments

Chapter 7 Syllogism

Chapter 8 Evaluation of Argument

Chapter 9 Point of Contention

Chapter 10 Method of Reasoning

UNIT 5: ANALYTICAL REASONING

Chapter 1 Direction Test

Chapter 2 Blood Relations

Chapter 3 Calendars

Chapter 4 Seating Arrangement

Chapter 5 Puzzles

Chapter 6 Coding Decoding

Chapter 7 Set Theory (Venn Diagram)

UNIT 6: QUANTITATIVE TECHNIQUES

Chapter 1 Basic Numeracy

Chapter 2 Percentage

Chapter 3 Profit & Loss

Chapter 4 Simple Interest

Chapter 5 Compound Interest

Chapter 6 Average

Chapter 7 Ratio & Proportion

Chapter 8 Data Interpretation

Chapter 9 Time and Work

Chapter 10 Mixture & Allegation

Chapter 11 Time, Distance & Speed

Chapter 12 Trains

Chapter 13 Boat & Stream

Chapter 14 Mensuration & Basic Geometry

CLAT Mock Test - 1

CLAT Mock Test - 2

- Updated with fully-solved CLAT 2025 & 2024 ad AILET 2025 & 2024 papers
- 3300+ practice questions with solutions provided unit-wise
- Pedagogical features like FYI and Fact Digest boxes, included for easy learning
- Questions tagged based on difficulty level Easy, Moderate and Difficult
- In-text Exemplar problems with detailed explanations
- Speed hacks and Speedy hacks to provide multiple methodical hacks to crack problems in shortest time possible
- Mock Papers included along with detailed solutions

MARKET

CLAT Aspirants

Legal Awareness and Legal Reasoning for CLAT, SLAT, AILET, 12e

AP Bhardwaj

ISBN: 9789361590474 | Paperback | **Page Count:** 672 | ₹790

Preface Acknowledgements About the Author Examination Analysis- CLAT and AILET AILET 2025 CLAT 2025 AILET 2024 CLAT 2024 3 Year PU Law Entrance Test 2024 5 Year BA/B. Com PU Law Entrance Test 2024 5 Year BA/B. Com PU Law Entrance Test 2023

Unit I Legal Awareness

Chapter 1 Legal Awareness: An Introduction

Chapter 2 Important Legal Terms

Chapter 3 Important Legal Maxims

Chapter 4 Constitutional Law

Chapter 5 Quick Facts

Chapter 6 Jurisprudence – Understanding Law, Its Growth, Sources & Functions

Chapter 7 Landmark Judgments

Chapter 8 Famous Doctrines

Chapter 9A Hindu Law - Updated With Provisions of BNS, BNSS, 2023

Chapter 10 Legal

Awareness: Previous Years' Question Paper (2011-2024) Proficiency Tests Proficiency Test 1 Proficiency Test 2 Proficiency Test 3 Proficiency Test 4 Proficiency Test 5

Unit II Legal Reasoning

Chapter 11 Legal Reasoning - An Introduction Update with New Criminal Laws, 2023 BNS, BNSS, BSA, 2023

Chapter 12 Law of Torts

Chapter 13 Civil Law

Chapter 14A Criminal Law Based on BNS,2023

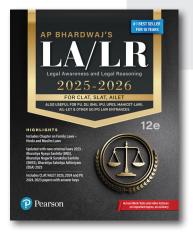
Chapter 14b Criminal Law Based on IPC,1861

Chapter 15 Legal Reasoning- Previous Years Questions (2021-2013)

- Complete coverage of both verticals -legal awareness and legal reasoning
- Covers civil, criminal, constitutional law, and law of torts.
- Includes family laws Hindu and Muslim laws.
- Chapters are followed with MCQs to reinforce the concepts.
- Terms and Maxims with MCOs
- Includes 6000+ questions
- Access online mock tests and video lectures on eLibrary
- Summaries & quick facts for last moment revision

MARKET

Students preparing for law entrances



Legal Aptitude Workbook for Law Entrances (UG & PG)

AP Bhardwaj

ISBN: 9789361592799 | Paperback | **Page Count:** 552 | ₹620

Chapter 1 Legal G.K.—An Introduction Updated with New Criminal Laws, 2023 BNS, BNSS, BSA, 2023

Chapter 2 Jurisprudence – Understanding Law, Its Growth, Sources and **Functions**

Chapter 3 Legal Lexicon

Chapter 4 Constitutional Law (Set: I)

Chapter 5 Constitutional Law (Set: II)

Chapter 6 Public International Law

Chapter 7 Legal Awareness

Section B Legal Reasoning

Chapter 8 Civil Law

Chapter 9 Criminal Law Based on IPC 1860

Chapter 10 Law of Torts

Chapter 11 Criminal Law Based on BNS, 2023

Chapter 12 Family Law

Section C Legal Aptitude/Legal Reasoning Questions of CLAT and AILET

CLAT 2025

CLAT 2024

CLAT 2023

CLAT 2022

CLAT 2021

AILET 2025

AILET 2024

AILET 2023

AILET 2022

AILET 2021

Section D Previous Years' Papers PU B.A./B.Com. LL.B

5 Year BA/B. Com PU Law Entrance Test 2024

3 Year PU Law Entrance Test 2024

5 Year BA/B. Com PU Law Entrance Test 2023

5 Year BA/B. Com PU Law Entrance Test 2022

3 Year PU Law Entrance Test 2022

5 Year BA/B. Com PU Law Entrance Test 2021

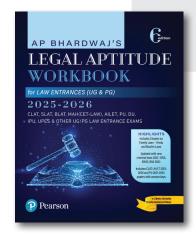
3 Year PU Law Entrance Test 2021

FEATURES

- 4000+ MCOs for thorough practice
- Dedicated chapter on jurisprudence updated with relevant questions
- Legal nomenclature for in-depth understanding
- Separate section focusing on solved Previous Years' Papers

MARKET

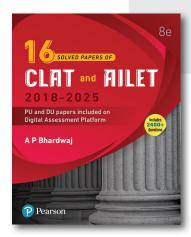
Students preparing for law entrances



16 Solved Previous Years' Papers of CLAT and AILET (2018-2025)

AP Bhardwaj

ISBN: 9789361593925 | Paperback | **Page Count:** 448 | ₹599 Preface Acknowledgements About the Author Examination Analysis-CLAT and AILET **CLAT 2025 AILET 2025 CLAT 2024 CLAT 2023**



AILET 2018 FEATURES

CLAT 2022 CLAT 2021 CLAT 2020 CLAT 2019 CLAT 2018 AILET 2024 AILET 2023 AILET 2022 **AILET 2021 AILET 2020 AILET 2019**

- Includes 2400+ questions
- PU and DU papers included on Digital Assessment Platform

Students preparing for law entrances

ORDER FORM FEBRUARY 2025

ISBN	AUTHOR	TITLE	PRICE Q
Ť	HUMAN	ITIES AND SOCIAL SCIENCES	Ť
9789361594052	Richard Saferstein Tiffany Roy	Criminalistics: An Introduction to Forensic Science,13ed	₹890
		TEST PREPARATION	
9789367131350	Harshit Goyal, Ashutosh Gautam, Nisha Gautam, Harshita Sharma, Charry Yadav, Bela Kalwadia	Nvision Foundation Science Grade 6 2025	₹710
9789367130049	Harshit Goyal, Ashutosh Gautam, Nisha Gautam, Harshita Sharma, Charry Yadav, Bela Kalwadia	Nvision Foundation Science Grade 7 2025	₹730
9789367131695	Prashant Jain , Aditi Vyas	Nvision Foundation Mathematics Grade 6 2025	₹640
9789367136140	Prashant Jain , Aditi Vyas	Nvision Foundation Mathematics Grade 7 2025	₹640
9789367134177	Prashant Jain , Aditi Vyas	Nvision Foundation Mathematics Grade 8 2025	₹640
9789367134689	Prashant Jain , Ajay Singh	Nvision Foundation Mathematics Grade 9 2025	₹680
9789367131442	Prashant Jain , Ajay Singh	Nvision Foundation Mathematics Grade 10 2025	₹730
9789367138205	Nisha Gautam, Harshita Sharma	Nvision Foundation Biology Grade 8 2025	₹390
9789367134221	Nisha Gautam, Harshita Sharma	Nvision Foundation Biology Grade 9 2025	₹510
9789367131466	Nisha Gautam, Harshita Sharma	Nvision Foundation Biology Grade 10 2025	₹570
9789367130742	Harshit Goyal, Charry Yadav	Nvision Foundation Physics Grade 8 2025	₹400
9789367135907	Harshit Goyal, Prashant Jain	Nvision Foundation Physics Grade 9 2025	₹500
9789367131183	Harshit Goyal, Prashant Jain	Nvision Foundation Physics Grade 10 2025	₹470
9789367134207	Ashutosh Gautam, Bela Kalwadia	Nvision Foundation Chemistry Grade 8 2025	₹310
9789367136867	Ashutosh Gautam, Prashant Jain	Nvision Foundation Chemistry Grade 9 2025	₹450
9789367133576	Ashutosh Gautam, Prashant Jain	Nvision Foundation Chemistry Grade 10 2025	₹640
9789361593321	Shelly Jolly	NTA CUET (UG) Economics 2025	₹440
9789361596353	Bhavuk Pujara	NTA CUET (UG) Business Studies 2025	₹300
9789361590771	Prakash Gupta and Prashant Jain	NTA CUET (UG) Mathematics 2025	₹440
9789361592041	Shalendra Gupta, Prashant Jain	NTA CUET Chemistry (UG) 2025	₹380
9789361599606	Bhavuk Pujara	NTA CUET General Aptitude Test 2025	₹420
9789361596834	Vijay Kalyan Jha	NTA CUET UG Political Science 2025	₹280
9789361599064	Rohit Gautam, Prashant Jain	NTA CUET UG Biology	₹440
9789361593451	Bhavuk Pujara	NTA CUET (UG) Accountancy 2025	₹280
9789361599446	Ajit Lulla and Prashant Jain	NTA CUET Prep Smart Physics	₹440
9789361597992	Bhavuk Pujara	NTA CUET (UG) General Aptitude Test Previous Years' Papers 2025	₹250
9789361590825	dueNorth Academics (An IIM Alumni Body)	NTA CUET (UG) English Language and General Aptitude Test 2025	₹710
9789361595400	Rajneesh Singh and Kaushiki Singh	Complete CLAT Manual 2025	₹995
9789361590474	AP Bhardwaj	Legal Awareness and Legal Reasoning for CLAT, SLAT, AILET, 12e	₹790
9789361592799	AP Bhardwaj	Legal Aptitude Workbook for Law Entrances (UG & PG)	₹620
9789361593925	AP Bhardwaj	16 Solved Previous Years' Papers of CLAT and AlLET (2018-2025)	₹599

HAVE YOU ORDERED THESE TITLES FROM LAST MONTH?

ISBN	AUTHOR	TITLE	PRICE QTY
•	•	BUSINESS & ECONOMICS	
9789367138403	Sumati Varma	Fundamentals of International Business	₹480
		TEST PREPARATION	
9789367139769	Pearson	NEET Crash Course Physics 2025	₹450
9789367135105	Pearson	NEET Crash Course Chemistry 2025	₹435
9789367130902	Pearson	NEET Crash Course Biology 2025	₹465
9789361595110	Trishna Knowledge System	Pearson Foundation Class 8 Biology	₹470
9789361597954	Trishna Knowledge System	Pearson Foundation Class 7 Biology	₹380
9789361598470	Trishna Knowledge System	Pearson Foundation Class 10 Biology	₹870
9789367130353	Trishna Knowledge System	Pearson Foundation Class 9 Biology	₹590
9789361592263	Trishna Knowledge System	Pearson IIT Foundation Class 6 Math	₹430
9789361599408	Trishna Knowledge System	Pearson IIT Foundation Class 7 Math	₹560
9789361594922	Trishna Knowledge System	Pearson IIT Foundation Class 8 Math	₹710
9789361595745	Trishna Knowledge System	Pearson IIT Foundation Class 9 Math	₹780
9789361598616	Trishna Knowledge System	Pearson IIT Foundation Class 10 Math	₹810
9789361595806	Trishna Knowledge System	Pearson IIT Foundation Class 7 Physics	₹520
9789361592683	Trishna Knowledge System	Pearson IIT Foundation Class 8 Physics	₹560
9789361599132	Trishna Knowledge System	Pearson IIT Foundation Class 9 Physics	₹720
9789361592591	Trishna Knowledge System	Pearson IIT Foundation Class 10 Physics	₹780
9789361598685	Trishna Knowledge System	Pearson IIT Foundation Class 6 Science	₹650
9789361592713	Trishna Knowledge System	Pearson IIT Foundation Class 7 Chemistry	₹430
9789361593123	Trishna Knowledge System	Pearson IIT Foundation Class 8 Chemistry	₹500
9789361591907	Trishna Knowledge System	Pearson IIT Foundation Class 9 Chemistry	₹440
9789361596421	Trishna Knowledge System	Pearson IIT Foundation Class 10 Chemistry	₹620
9789361595783	Anshuman Gogoi and Madhusmita Phukan	Assam General Knowledge 2nd Edition 2025	₹490

^{🔘 1}st Floor, Berger Tower, Plot No. C-001A/2, Sector 16B, Noida - 201301, Uttar Pradesh-India



New from Pearson March 2025

ENGINEERING AND COMPUTER SCIENCE

Deep Learning

S. Sridhar, D. Narashiman

ISBN: 9789367138663 | Paperback | **Page Count:** 696 | ₹789

Chapter 1. Introduction to Deep Learning

Chapter 2. Introduction to Artificial Neural Networks

Chapter 3. Introduction to Activation and Loss Functions

Chapter 4. Introduction to Optimization 5. Introduction to Regularization

Chapter 6. Understanding Data

Chapter 7. Introduction to Regression and Classification

Chapter 8. Introduction to Computer Vision and Image Processing

Chapter 9. Convolutional Neural Networks

Chapter 10. Transfer Learning

Chapter 11. Introduction to Object Detection

Chapter 12. Recurrent Neural Networks

Chapter 13. Introduction To Autoencoders

Chapter 14. Natural Language Processing for Deep Learning

Chapter 15. Transformer Architecture and Large Language Models

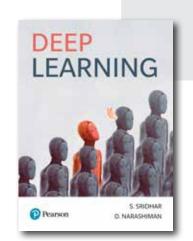
Chapter 16. Generative Al and Generative Adversarial Networks

Chapter 17. Boltzmann Machines and Deep Belief Networks

Chapter 18. Deep Reinforcement Learning

- Deep learning concepts are presented in a clear, concise, and approachable manner, making complex topics easy to understand.
- Hands-on Learning with an online Keras lab manual, enabling practical implementation of deep learning
- Extensive solved numerical problems, providing clarity and reinforcing deep learning concepts.
- Comprehensive learning support, including summaries, glossaries, conceptual questions, numerical problems, and multiple-choice questions.
- Engaging pedagogical techniques, such as crossword puzzles and jumbled words, to reinforce key concepts.

Students of B. Tech (Computer Science), MCA, IT Professionals



Fundamentals of Internal Combustion Engines

Bijan Kumar Mandal, Amitava Sarkar, Ambarish Datta

ISBN: 9789361595844 | Paperback | Page Count: 884 | ₹829

CONTENTS

Chapter 1 Introduction to Internal Combustion Engines

Chapter 2 Review of Basic Engineering Thermodynamics

Chapter 3 Fuel-Air Cycle and Actual Cycle Analysis

Chapter 4 Thermochemistry

Chapter 5 Fuels for Internal Combustion Engines

Chapter 6 Fuel Admission Systems in Spark Ignition Engine

Chapter 7 Fuel Admission Process in CI Engine

Chapter 8 Gas Motion Within the Engine Cylinder

Chapter 9 Intake and Exhaust Processes

Chapter 10 Ignition Systems in SI Engines 1Chapter 11 Combustion Process in SI Engine

Chapter 12 Combustion Process in CI Engine

Chapter 13 Electronic Control Unit

Chapter 14 Lubrication in IC Engines

Chapter 15 Engine Performance and Control

Chapter 16 Pollution from IC Engines and Its Control

Chapter 17 Heat Transfer in Engine

Chapter 18 Introduction to Gas Turbine

FEATURES

- Comprehensive discussion on modern fuel admission techniques and advanced ignition methods for SI engines
- A dedicated chapter on electronic control systems to explain the functioning of control mechanisms in engines
- Includes chapters on gas motion and intake/exhaust processes to enhance understanding of fluid flow and heat transfer during engine operation
- Detailed coverage of engine emissions and state-of-the-art mitigation techniques
- A rich collection of solved and unsolved numerical problems included throughout the book to aid both conceptual clarity and practical application

MARKET

B Tech Mechanical, B Tech Automobile

BUSINESS & ECONOMICS

Financial Accounting for Management, 8e

Ambrish Gupta

ISBN: 9789367137116 | Paperback | **Page Count:** 896 | ₹920

CONTENTS

PART 1: THE FOUNDATION

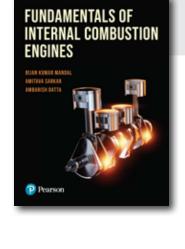
- Chapter 1 Measurement of Profit and Financial Position: I Business Transactions to Recording in Journal
- Chapter 2 Measurement of Profit and Financial Position: II Journal to Trial
- Chapter 3 Measurement of Profit and Financial Position: III Trial balance to Balance Sheet and Profit and Loss Account: Non-corporate Entities
- Chapter 4 Measurement of Profit and Financial Position: IV Corporate Entities
- Chapter 5 Vertical Financial Statements of Corporate Entities in Accordance with IFRS Converged Indian Accounting Standards (Ind AS) Schedule III

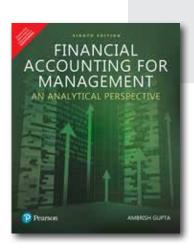
Chapter 6 Specific Day Books

PART 2: Concepts and Principles

Chapter 7 Conceptual Framework for the Preparation and Presentation of Financial Statements in Accordance with Indian Accounting Standards (Ind As)

Chapter 8 GAAPs and Accounting Policies





PART 3: ASSET VALUATION

Chapter 9 Valuation of PPE, other Tangible Fixed Assets and Related Issues of Government Grants and Borrowing

Chapter 10 Depreciation on PPE and Other Tangible Fixed Assets

Chapter 11 Valuation of ROU (Leased) Assets and Intangible Assets, Amortization and Asset Impairment

Chapter 12 Valuation of Inventories

Chapter 13 Financial Instruments: Financial Assets, Financial Liabilities and Investments

PART 4: UNDERSTANDING THE ANNUAL REPORT

Chapter 14 Ind-AS Financial Statements of Reliance Industries Limited along with Notes to Accounts and Significant **Accounting Policies**

Chapter 15 Other Mandatory Financial Reports

PART 5: FINANCIAL STATEMENT ANALYSIS

Chapter 16 Quality of Earnings: Window Dressing and Analyst Adjustments

Chapter 17 Financial Statement Analysis and the Tool Kit of the Analyst: I Multi-step, Horizontal, Vertical and Trend Analyses

Chapter 18 Financial Statement Analysis and the Tool Kit of the Analyst: II Earnings Per Share (EPS) Analysis

Chapter 19 Financial Statement Analysis and the Tool Kit of the Analyst: III Ratio Analysis

Chapter 20 Construction and Analysis of Corporate Statement of Cash Flows

Chapter 21 Model for Strategic and Integrated Managerial Financial Analysis of Annual Report

PART 6: MORE ON FINANCIAL REPORTING AND ANALYSIS

Chapter 22 Corporate Financial Frauds

Chapter 23 Analysis of Group Performance: Consolidated Financial Reporting

Chapter 24 Advances in Financial Reporting

Appendix 1: Present Value of an Annuity of Rupee 1 paid at the Year End Appendix 2: Present Value Factor of a Lump Sum (PVF) of Rupee 1 Index

- Thoroughly revised and updated subject matter, with the addition of numerous exercises and illustrations.
- Incorporation of the latest corporate cases including those of multinational corporations in nearly every chapter (a total of 107 cases).
- Redrafted Chapter 14 on Ind-AS Financial Statements of Reliance Industries Limited using the 2022-23 annual reports of the company
- Accompanied with revised Solutions Manual and PPTs.

MARKE	Γ
-------	---

MBA

Marketing Research, 7e (Updated)

Naresh K. Malhotra, Satyabhushan Das

ISBN: 9789361594489 | Paperback | **Page Count:** 992 | ₹1000

PART 1 introduction and Early Phases of Marketing Research 1

Chapter 1 introduction to Marketing research 2

Chapter 2 Defining the Marketing research Problem and Developing an approach

PART 2 Research Design Formulation

Chapter 3 research Design

Chapter 4 exploratory research Design: secondary and syndicated Data

Chapter 5 exploratory research Design: Qualitative research

Chapter 6 Descriptive research Design: survey and Observation

Chapter 7 causal research Design: experimentation

Chapter 8 Measurement and scaling: Fundamentals and comparative scaling



Chapter 9 Measurement and scaling: noncomparative scaling techniques

Chapter 10 Questionnaire and Form Design Chapter 11 sampling: Design and Procedures

Chapter 12 sampling: Final and initial sample size Determination

PART 3 Data Collection, Preparation, Analysis, and Reporting

Chapter 13 Fieldwork

Chapter 14 Data Preparation

Chapter 15 Frequency Distribution, cross-tabulation, and hypothesis testing

Chapter 16 analysis of Variance and covariance

Chapter 17 correlation and regression

Chapter 18 Discriminant and Logit analysis

Chapter 19 Factor analysis Chapter 20 cluster analysis

Chapter 21 Multidimensional scaling and conjoint analysis

Chapter 22 structural equation Modeling and Path analysis

Chapter 23 report Preparation and Presentation

CASES

Running Case with Real Data

Case 1.1 HP: Using Marketing research to gain a competitive edge Comprehensive Critical Thinking Cases

Case 2.1 Baskin-robbins: can it Bask in the good 'Ole Days?

Case 2.2 kid stuff? Determining the Best Positioning strategy for akron children's hospital Brief contents

Data Analysis Cases with Real Data

Case 3.1 AT &T Wireless: Ma Bell Becomes Ma Again

Case 3.2 I BM: A Top Provider of Computer Hardware, Software, and Services

Case 3.3 K imberly-Clark: Competing Through Innovation

Case 3.4 Teenage Shopping Behavior for Clothing Products: A Comparison of Attitude Toward Local versus Foreign Brand

Case 3.5 Antecedents of Trust in Online Shopping: A Study in the Indian Context

Case 3.6 Conjoint-Based Preferential Segmentation in the Design of New Insurance Product: Results from Conjoint, Cluster, ANOVA, and Cross-Tabulation Analysis

Case 3.7 Cooperation–Relationship Commitment Link in International Commercial Banking Relationships: The Mediating Role of Trust and Moderating Role of Power Distance

Case 3.8 Antecedents and Consequences of Trust in B2C Online Shopping in the Indian Context: Results from Structural Equation Modeling Analysis Using AMOS

Case 3.9 Effective Website Design and Purchase Intention: Results from Structural Equation Modeling Analysis using SmartPLS

Comprehensive Cases with Real Data

Case 4.1 JPMorgan Chase: Chasing Growth Through Mergers and Acquisitions

Case 4.2 Wendy's: History and Life After Dave Thomas

Case 4.3 Brand Q Looks at the Future

Comprehensive Harvard Business School Cases

Case 5.1 The Harvard Graduate Student Housing Survey

Case 5.2 BizRate.Com

Case 5.3 C ola Wars Continue: Coke and Pepsi in the Twenty-First Century

Case 5.4 TiVo in 2002

Case 5.5 Compag Computer: Intel Inside?

Case 5.6 The New Beetle

FEATURES

- Updated Content: Covers the latest trends and innovations in marketing research, including the use of big data,
 Al, and social media analytics.
- Real-World Case Studies: Features fresh, real-world examples from companies like Purple Audacity, Datamatics,
 Drshti Strategic Research Services, and Qualisys India, demonstrating how businesses use marketing research to
 solve complex problems and make informed decisions.

- Advanced Methodologies: Introduces advanced research methods such as data mining, predictive analytics, and the use of online surveys.
- Expanded Focus on Ethics: Explores the ethical considerations in research practices, ensuring responsible and reliable data collection.
- Practical Approach: Emphasizes how to design research projects, collect data, and interpret results to make actionable marketing decisions.

MARKE [*]	I
MBA	

TEST PREPARATION

NTA CUET (UG) English Language Test 2025

Tanima Seth

ISBN: 9789361590351 | Paperback | Page Count: 288 | ₹350

CUET Prep Essentials CUET English 2024 CUET English 2023 **CUET English 2022**

Chapter 1 Reading Comprehension

Chapter 2 Verbal Ability

Chapter 3 Rearranging the Parts

Chapter 4 Choosing the Correct Word

Chapter 5 Synonyms and Antonyms

Chapter 6 Vocabulary

MOCK TEST PAPERS

Mock Test 1

Mock Test 2

Mock Test 3

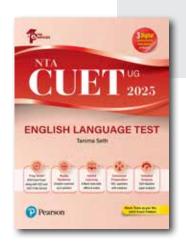
Mock Test 4

Mock Test 5

FEATURES

- Prep Smart: Latest CUET (UG) 2024 Exam Paper along with 2023 and 2022 (Fully Solved)
- Ready Reckoner: Chapters summed up in pointers.
- Hybrid Learning: 8 Mock Tests both offline and online
- Enhanced Exam Preparation: 700 + questions with elaborate solutions
- Detailed analysis: 2024 Question paper analysis
- Text interspersed with ample number of info graphs and flowcharts for easy grasping of concepts

Class 12th students and CUET Aspirants



International Relations 2nd Edition For UPSC and State Civil Services Examination

Saumitra Mohan and Chandan Jha

ISBN: 9789361593413 | Paperback | **Page Count:** 440 | ₹550

CONTENTS

UNIT ONE India and the Evolving Global Order

Chapter 1. Principles of India's Foreign Policy

Chapter 2. India's Geopolitics and its Implications

Chapter 3. India's Foreign policy and Nuclear Diplomacy

Chapter 4. India's National Security Management

Chapter 5. India's Climate Change Diplomacy

Chapter 6. Indian Diaspora and India's Foreign Policy

Chapter 7. India's Refugee Policy: A Strategic Enigma

Chapter 8. India and Global Economic Diplomacy

UNIT TWO India and Her Neighbourhood

Chapter 9. India and China: A History of Stance and Truce

Chapter 10. India and Bangladesh: Developing Better Ties

Chapter 11. India and Pakistan: A Tale of Missed Opportunities

Chapter 12. Strengthening India-Bhutan Relations

Chapter 13. India and Nepal: Consolidating Civilisational Legacy

Chapter 14. India and Afghanistan: In Search of Lost Leverage

Chapter 15. India and Myanmar: Nurturing Complementarities

UNIT THREE India's Regional and Extra-Regional Outreach

Chapter 16. India's Immediate and Extended Neighbourhood

Chapter 17. India and Central Asia

Chapter 18. India and West Asia

Chapter 19. India and European Union: Evolving a Vision for Future

Chapter 20. India and Africa: Building a Strategic Partnership

UNIT FOUR India and Major Powers

Chapter 21. India and United States of America: Retrospect and Prospect

Chapter 22. India and Russia: Consolidating Historic Ties

Chapter 23. India and Japan: Building on Complementarities

Chapter 24. India and United Kingdom: Consolidating Historical Linkages

Chapter 25. India and German: Exploring Newer Avenues of Bilateral Cooperation

Chapter 26. India and Israel: Enhancing Strategic Partnership

Chapter 27. Indo-French Relations: Deepening Ties

UNIT FIVE Regional & Global Groupings/ Institutions Affecting India's Interests

Chapter 28. India and Major Regional Groupings in Asia

Chapter 29. India and Major International Groupings

Chapter 30. India and Major Regional Groupings in Africa and South America

Chapter 31. Major International Institutions: Understanding their Role and Functions

Chapter 32. United Nations and India as the Emerging Global Power

UNIT SIX Appendices

Appendix 1: Key Terms Related to International Relations

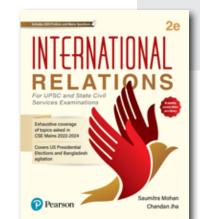
Appendix 2: Major International Reports and Indices and Reports

Appendix 3: Joint Military Exercises Associated with India

Appendix 4: Acronyms

FFATURES

- Covers US Presidential Elections and impacts of Bangladesh's agitation on India
- Bi-monthly current affairs on e-Library platform
- Includes 2022-2024 CSE Prelims questions with solutions.



- Incorporates Mains Questions (2011- 2024) with the right approach of a select few.
- Text interspersed with FYI, Key Highlights and 'IR shots'.
- Appendices include key terms, acronyms, major international reports, indices and lists of joint military exercises.

MARKET

UPSC and Civil service aspirants, undergraduate and post graduate students

World Geography for UPSC and State Civil Services Examinations

Neeraj Nachiketa

ISBN: 9789367136256 | Paperback | **Page Count:** 336 | ₹350

Preface

Acknowledgement About the Author Prelims & Mains 2024

Unit I General Geography

Chapter 1 Geography as A Subject

Chapter 2 Our Earth

Chapter 3 Motion of the Earth

Chapter 4 Internal Structure of Earth

Chapter 5 Latitude, Longitude, and International Date Line

Unit II Physical Geography

Chapter 6 Lithosphere and Various Landforms

Chapter 7 Atmosphere

Chapter 8 Dynamic Aspects of Atmosphere

Chapter 9 Oceanography

Unit III World Physical, Human, and Economic Geography

Chapter 10 Africa

Chapter 11 Asia

Chapter 12 Europe

Chapter 13 North America, Central America, and South America

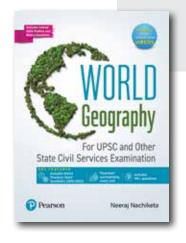
Chapter 14 Oceania

FEATURES

- Solved 2024 Prelims and Mains questions with answers cross-referenced within the chapters
- Dedicated chapter-end practice exercises for both Preliminary and Mains Examination
- 'Ace Your Answers' helps students master answer-writing for Mains
- Unit-opening Flowchart offer insights to the chapters
- Pedagogical boxes like 'Info-bytes' and 'Did you know?' assist in quick revision and note-making

MARKET

UPSC Aspirants



अंतर्राष्ट्रीय संबंध, 2e

सौमित्र मोहन, चन्दन दूबे

ISBN: 9789361595820 | Paperback | **Page Count:** 432 | ₹ 550

CONTENTS

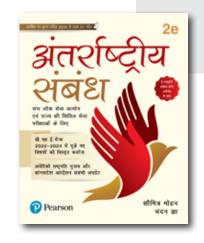
इकाई—1 भारत और विकासशील वैश्विक व्यवस्था 1.भारत की विदेश नीति के सिद्धांत 2.भारत की भू—राजनीति और इसके निहितार्थ 3.भारत की विदेश नीति और परमाणु कूटनीति 4.भारत का राष्ट्रीय सुरक्षा प्रबंधन 5.भारत की जलवायु परिवर्तन कूटनीति 6.भारतीय प्रवासी और भारत की विदेश नीति 7.भारत की शरणार्थी नीतिःएक रणनीतिक पहेली 8.भारत और वैश्विक आर्थिक कूटनीति

इकाई—2 भारत एवं उसके प्रतिवेशी राज्य 9.भारत और चीनःरुख और संघर्ष विराम का इतिहास 10.भारत और बांग्ला देशः बेहतर संबंधों का विकास 11.भारत और पाकिस्तानः असफल अवसरों की एक कहानी 12.भारत और भूटानः संबंधों का सुदृढ़ीकरण 13. भारत और नेपालः सभ्यतागत विरासत का सुदृढ़ीकरण 14. भारत और अफगानिस्तानः पारस्परिक संबंधों के विकास की ओर 15. भारत और म्यांमारःअनुपूरकताओं का पोषण

इकाई—3 भारत की क्षेत्रीय और अतिरिक्त क्षेत्रीय पहुंच 16.भारत के तत्काल और विस्तारित पड़ोस 17.भारत और मध्य एशिया 18.भारत और पश्चिम एशिया 19.भारत और यूरोपीय संघः भविष्य के लिए विकसित दृष्टिकोण 20.भारत और अफ्रीकाःरणनीतिक साझेदारी का निर्माण

इकाई—4 भारत और प्रमुख शक्तियां 21.भारत और संयुक्त राज्य अमेरिकाः पूर्वव्यापी और संभावना 22.भारत और रूसःऐतिहासिक संबंधों को मजबूत करना 23.भारत और जापानः संपूरकता का निर्माण 24.भारत और ब्रिटेनः ऐतिहासिक संबंधों का एकत्रीकरण 25.भारत और जर्मनीः द्विपक्षीय सहयोग के नए अवसरों की तलाश 26.भारत और इजराइलः रणनीतिक साझेदारी बढ़ाना 27.भारत—फ्रांसः पुराने संबंध

इकाई—5 भारत के हितों को प्रभावित करने वाले क्षेत्रीय और वैश्विक समूहध्संस्थान 28.भारत और एशिया के प्रमुख क्षेत्रीय समूह 29.भारत और मुख्य अंतर्राष्ट्रीय समूह 30.भारत और अफ्रीका व दक्षिणी अमेरिका में प्रमुख क्षेत्रीय समूह 31.प्रमुख अंतर्राष्ट्रीय संस्थानः उनकी भूमिका और कार्य 32.उभरती वैश्विक शक्ति के रूप में संयुक्त राष्ट्र और भारत



इकाई-6

परिशिष्ट 1 अंतर्राष्ट्रीय संबंधों से संबंधित मुख्य परिभाषाएं

परिशिष्ट 2 प्रमुख अंतर्राष्ट्रीय रिपोर्ट व सुचकांक

परिशिष्ट 3 संयुक्त सैन्य अभ्यास

परिशिष्ट 4 संक्षिप्त शब्द

संदर्भ और अतिरिक्त पाठ्य सामग्री

FEATURES

- 'अमेरिकी राष्ट्रपति चनाव और भारत पर बांग्लादेश के आंदोलनों के प्रभावों को सम्मिलित किया गया किया गया है।
- 2022-24 सीएसई प्रारंभिक परीक्षा के प्रश्न हल सहित
- मुख्य परीक्षाओं (2011–2024) के प्रश्न कुछ चुनिंदा सही दुष्टिकोणों सहित
- अध्याय प्रस्तुति 'जानकारी के लिए' 'मुख्य विशेषताएं' और 'आईआरशॉट्स' सहित
- परिशिष्ट- मुख्य शब्द, संक्षिप्ताक्षर, प्रमुख अंतर्राष्ट्रीय रिपोर्ट, सूचकांक और संयुक्त सैन्य अभ्यासों सहित'

UPSC GS Paper 2

General Studies Paper 2 (Prelims) CSAT 2025 for UPSC and State Civil Services Examination

Showick Thorpe, Edgar Thorpe

ISBN: 9789361591884 | Paperback | **Page Count:** 640 | ₹699

CONTENTS

Preface

Acknowledgement

Unit 1 Reading Comprehension

Chapter 1 Comprehensive View of RC-CSAT

Chapter 2 The Passages-The Cornerstone of CSAT RC

Chapter 3 The Questions-The Cornerstone of CSAT Reading Comprehension

Chapter 4 The Options

Chapter 5 Assumption-based Questions in CSAT RC

Chapter 6 Reflection-based Questions in CSAT RC

Chapter 7 Inference-based Questions in CSAT RC

Chapter 8 Traditional Type Questions in CSAT RC

Chapter 9 Non-traditional Type of Questions in CSAT RC

Unit 2 Interpersonal Skills, Communication Skills and Decision-making

Chapter 1 Interpersonal and Communication Skills

Chapter 2 Decision-making and Problem Solving

Chapter 3 Decision-making in Disaster Management

Unit 3 Logical Reasoning and Analytical Ability

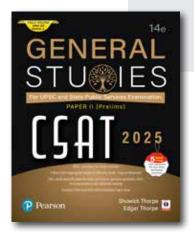
Chapter 1 Logical Reasoning

Chapter 2 Analytical Ability

Unit 4 General Mental Ability

Chapter 1 Verbal Ability

Chapter 2 Non-verbal Ability



Unit 5 Basic Numeracy

Chapter 1 Number and their Relations

Chapter 2 Basic Arthemetic

Chapter 3 Algebraic Expressions and Geometric Methods

Unit 6 Data Interpretation and Data Sufficiency

Chapter 1 Data Interpretation Chapter 2 Data Sufficiency

Mock Test 1

Mock Test 2

Mock Test 3

Mock Test 4

Mock Test 5

- Hybrid learning model (both book and digital) to make learning engaging; whereby maximizing knowledge retention
- Comprehensive practice exercises for extensive practice to be exam ready
- QR Codes containing Animations, Learning Modules, PYQ Solutions and Practice Worksheets embedded throughout the topics
- Structured content fragmented into chapters and sections for easy navigation
- Mock Tests (5) to provide exam-simulated experience

MARKET

UPSC Aspirants

UGC NET Paper 1 Teaching and Research **Aptitude**

KVS Madaan

ISBN: 9789361597183 | Paperback | **Page Count:** 728 | ₹599

Preface **About NTA** About the Author **Syllabus**

Strategy about NTA Exam

UGC NET Question Paper January 2025 **UGC NET Question Paper August 2024**

Chapter 1 Teaching Aptitude

Chapter 2 Research Aptitude

Chapter 3 Comprehension

Chapter 4 Communication

Chapter 5 Mathematical Reasoning and Aptitude

Chapter 6 Logical Reasoning

Chapter 7 Data Interpretation

Chapter 8 Information and Communication Technology (ICT)

Chapter 9 People, Development and Environment

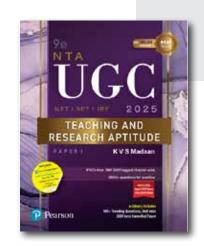
Chapter 10 Higher Education System

MOCK TEST

Previous Years' Papers

UGC NET Question Paper December 2023

UGC NET Question Paper June 2023 - Set 1



UGC NET Question Paper June 2023 - Set 2 UGC NET Question Paper 2022 - Set 1 UGC NET Question Paper 2022 - Set 2

- Updated with solved August 2024 and January 2025 papers
- 3500+ questions for ample practice
- Stopover questions and Concept boxes embedded topic-wise
- 100+ Trending Questions tagged unit-wise on eLibrary
- Access to diagnostic tests, chapter-level mock tests, PYQs and full-length tests at Myinsights

UGC NET Aspirants

UGC NET Paper 1 Shikhsan evam Shodh Abhyogyata, 8e

KVS Madaan

ISBN: 9789367132647 | Paperback | **Page Count:** 672 | ₹599

युजीसी नेट प्रश्न पत्र जनवरी-2025 यूजीसी नेट प्रश्न पत्र अगस्त-2024

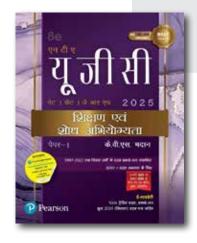
- 1.शिक्षण अभिक्षमता
- 2.शोध अभिक्षमता
- 3.बोध4.संप्रेषण
- 5.गणितीय तर्क और अभिक्षमता६.युक्तियुक्त तर्क
- 7.आंकडों की व्याख्या
- 8.सूचना एवं संचार प्रौद्योगिकी (आई.सी.टी.)
- 9.लोग, विकास और पर्यावरण10.उच्च शिक्षा प्रणालीविगत वर्षों के प्रश्न पत्रः
- युजीसी नेट प्रश्न पत्र-2023 सेट 1
- युजीसी नेट प्रश्न पत्र-2023 सेट 2
- युजीसी नेट प्रश्न पत्र-2022 सेट 1
- यूजीसी प्रश्न पत्र-2022 सेट 2

FEATURES

- परीक्षा के लिए महत्वपूर्ण विषयों को संक्षेप में प्रस्तुत करने वाले अध्यायों में कॉन्सेप्ट बॉक्स सम्मिलित किए गए हैं।
- संपूर्ण पुस्तक में दिए गए स्टॉपओवर प्रश्न छात्रों को परीक्षा—तत्परता के बारे में सोचने, विश्लेषण करने और मूल्यांकन करने में मदद करते हैं।
- 2022—2025 तक विगत वर्षों के प्रश्न पत्र पूरी तरह से हल किए गए हैं।

MARKET

UGC NET Aspirants



ORDER FORM MARCH 2025

ISBN	AUTHOR	TITLE	PRICE	QTY		
•	ENGINEERING AND COMPUTER SCIENCE					
9789367138663	S. Sridhar, D. Narashiman	Deep Learning	₹789			
9789361595844	Bijan Kumar Mandal, Amitava Sarkar, Ambarish Datta	Fundamentals of Internal Combustion Engines, 8e	₹829			
	BU	SINESS & ECONOMICS				
9789367137116	Ambrish Gupta	Financial Accounting for Management	₹920			
9789361594489	Naresh K. Malhotra, Satyabhushan Das	Marketing Research, 7e (Updated)	₹1000			
		TEST PREPARATION				
9789361590351	Tanima Seth	NTA CUET (UG) English Language Test 2025	₹350			
9789361593413	Saumitra Mohan and Chandan Jha	International Relations 2nd Edition For UPSC and State Civil Services Examination	₹550			
9789367136256	Neeraj Nachiketa	World Geography for UPSC and State Civil Services Examinations	₹350			
9789361595820	Saumitra Mohan and Chandan Jha	Antarashtriya Sambandh, 2e	₹550			
9789361591884	Showick Thorpe, Edgar Thorpe	General Studies Paper 2 (Prelims) CSAT 2025 for UPSC and State Civil Services Examination	₹699			
9789361597183	KVS Madaan	UGC NET Paper 1 Teaching and Research Aptitude	₹599			
9789367132647	KVS Madaan	UGC NET Paper 1 Shikhsan evam Shodh Abhyogyata	₹599			

HAVE YOU ORDERED THESE TITLES FROM LAST MONTH?

ISBN	AUTHOR	TITLE	PRICE	QT
•	HUMAN	ITIES AND SOCIAL SCIENCES		
9789361594052	Richard Saferstein Tiffany Roy	Criminalistics: An Introduction to Forensic Science,13ed	₹890	
		TEST PREPARATION		
9789367131350	Harshit Goyal, Ashutosh Gautam, Nisha Gautam, Harshita Sharma, Charry Yadav, Bela Kalwadia	Nvision Foundation Science Grade 6 2025	₹710	
9789367130049	Harshit Goyal, Ashutosh Gautam, Nisha Gautam, Harshita Sharma, Charry Yadav, Bela Kalwadia	Nvision Foundation Science Grade 7 2025	₹730	
9789367131695	Prashant Jain , Aditi Vyas	Nvision Foundation Mathematics Grade 6 2025	₹640	
9789367136140	Prashant Jain , Aditi Vyas	Nvision Foundation Mathematics Grade 7 2025	₹640	
9789367134177	Prashant Jain , Aditi Vyas	Nvision Foundation Mathematics Grade 8 2025	₹640	
9789367134689	Prashant Jain , Ajay Singh	Nvision Foundation Mathematics Grade 9 2025	₹680	
9789367131442	Prashant Jain , Ajay Singh	Nvision Foundation Mathematics Grade 10 2025	₹730	
9789367138205	Nisha Gautam, Harshita Sharma	Nvision Foundation Biology Grade 8 2025	₹390	
9789367134221	Nisha Gautam, Harshita Sharma	Nvision Foundation Biology Grade 9 2025	₹510	
9789367131466	Nisha Gautam, Harshita Sharma	Nvision Foundation Biology Grade 10 2025	₹570	
9789367130742	Harshit Goyal, Charry Yadav	Nvision Foundation Physics Grade 8 2025	₹400	
9789367135907	Harshit Goyal, Prashant Jain	Nvision Foundation Physics Grade 9 2025	₹500	
9789367131183	Harshit Goyal, Prashant Jain	Nvision Foundation Physics Grade 10 2025	₹470	
9789367134207	Ashutosh Gautam, Bela Kalwadia	Nvision Foundation Chemistry Grade 8 2025	₹310	
9789367136867	Ashutosh Gautam, Prashant Jain	Nvision Foundation Chemistry Grade 9 2025	₹450	
9789367133576	Ashutosh Gautam, Prashant Jain	Nvision Foundation Chemistry Grade 10 2025	₹640	
9789361593321	Shelly Jolly	NTA CUET (UG) Economics 2025	₹440	
9789361596353	Bhavuk Pujara	NTA CUET (UG) Business Studies 2025	₹300	
9789361590771	Prakash Gupta and Prashant Jain	NTA CUET (UG) Mathematics 2025	₹440	
9789361592041	Shalendra Gupta, Prashant Jain	NTA CUET Chemistry (UG) 2025	₹380	
9789361599606	Bhavuk Pujara	NTA CUET General Aptitude Test 2025	₹420	
9789361596834	Vijay Kalyan Jha	NTA CUET UG Political Science 2025	₹280	
9789361599064	Rohit Gautam, Prashant Jain	NTA CUET UG Biology	₹440	
9789361593451	Bhavuk Pujara	NTA CUET (UG) Accountancy 2025	₹280	
9789361599446	Ajit Lulla and Prashant Jain	NTA CUET Prep Smart Physics	₹440	
9789361597992	Bhavuk Pujara	NTA CUET (UG) General Aptitude Test Previous Years' Papers 2025	₹250	
9789361590825	dueNorth Academics (An IIM Alumni Body)	NTA CUET (UG) English Language and General Aptitude Test 2025	₹710	
9789361595400	Rajneesh Singh and Kaushiki Singh	Complete CLAT Manual 2025	₹995	
9789361590474	AP Bhardwaj	Legal Awareness and Legal Reasoning for CLAT, SLAT, AILET, 12e	₹790	
9789361592799	AP Bhardwaj	Legal Aptitude Workbook for Law Entrances (UG & PG)	₹620	
9789361593925	AP Bhardwaj	16 Solved Previous Years' Papers of CLAT and AILET (2018-2025)	₹599	

Pearson India Education Services Private Limited

¹st Floor, Berger Tower, Plot No. C-001A/2, Sector 16B, Noida - 201301, Uttar Pradesh-India



New from Pearson April 2025

IT PRO

A Field Guide to Digital Transformation

Thomas Erl | Roger Stoffers

ISBN: 9789361598166 | Paperback | **Page Count:** 280 | ₹350

PART I: DIGITAL TRANSFORMATION FUNDAMENTALS

Chapter 1: Understanding Digital Transformation

Chapter 2: Common Business Drivers

Chapter 3: Common Technology Drivers

Chapter 4: Common Benefits and Goals

Chapter 5: Common Risks and Challenges

Chapter 6: Realizing Customer-Centricity

Chapter 7: Data Intelligence Basics

Chapter 8: Intelligent Decision-Making

PART II: DIGITAL TRANSFORMATION IN PRACTICE

Chapter 9: Understanding Digital Transformation Solutions

Chapter 10: An Introduction to Digital Transformation Automation Technologies

Chapter 11: An Introduction to Digital Transformation Data Science Technologies

Chapter 12: Inside a Customer-Centric Solution About the Authors

- Provides realistic, well-structured guidance to help students succeed, every step of the way
- Offers complete coverage of risks, challenges, and pitfalls
- Includes a from the ground up tutorial on the fundamental concepts underlying digital transformation
- Co-authored by best-selling IT author Thomas Erl

MARKET

IT Professional



ENGINEERING AND COMPUTER SCIENCE

Construction Quality Management and Control Kumar Neeraj Jha, Amarjit Singh, Sreedevi A. R.

ISBN: 9789367137550 | Paperback | **Page Count:** 340 | ₹599

CONTENTS

Chapter 1 Introduction

Chapter 2 Quality Management Scientists and their Teachings

Chapter 3 Total Quality Management

Chapter 4 ISO Standards and Quality Assessment Systems

Chapter 5 Cost of Quality

Chapter 6 Planning for Project Quality

Chapter 7 Quality Audit

Chapter 8 Inspection and Quality Control

Chapter 9 Acceptance Sampling and Six Sigma Applications

Chapter 10 Quality Control Tools

Chapter 11 Reliability and Availability

Chapter 12 Statistical Evaluation of Concrete Strength



CONSTRUCTION QUALITY MANAGEMENT

AND CONTROL

Kumar Neeraj Jha | Amarjit Singh | Sreedevi A R

FFATURES

- This book delves into the principles and practices of quality management, addressing critical topics such as quality planning, assurance, control processes, and continuous improvement strategies.
- The book focuses on modern tools and technologies covering topics such as reliability, availability, operating
 characteristic curves, process capability, Six Sigma, and data-driven decision-making, effectively bridging the gap
 between traditional practices and emerging innovations.
- It also provides practical insights into implementing quality control measures, conducting inspections and managing risks that can compromise project integrity.

MARKE^{*}

B Tech Civil, M Tech Structural Engineering, Consultants and engineers in the field of Construction Quality & Quality Assurance

Construction Project Management - Theory and Practice

Kumar Neeraj Jha

ISBN: 9789361593826 | Paperback | Page Count: 924 | ₹1120

CONTENTS

Chapter 1 Introduction

Chapter 2 Project Organization

Chapter 3 Construction Economics

Chapter 4 Client's Estimation of Project Cost

Chapter 5 Construction Contract

Chapter 6 Construction Planning

Chapter 7 Project Scheduling and Resource Levelling

Chapter 8 Contractor's Estimation of Cost and Bidding Strategy

Chapter 9 Construction Equipment Management

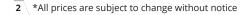
Chapter 10 Construction Accounts Management

Chapter 11 Construction Material Management

Chapter 12 Project Cost and Value Management

Chapter 13 Construction Quality Management





Chapter 14 Risk and Insurance in Construction

Chapter 15 Construction Safety Management

Chapter 16 Project Monitoring and Control System

Chapter 17 Construction Claims, Disputes, and Project Closure

Chapter 18 Computer Applications in Scheduling, Resource Levelling, Monitoring, and Reporting

Chapter 19 Factors Behind the Success of a Construction Project

Chapter 20 Linear Programming in Construction Management

Chapter 21 Transportation, Transshipment, and Assignment Problems

FEATURES

- Dedicated chapters on Construction Material Management, Construction Equipment Management and Construction Contracts to provide readers with a comprehensive understanding
- The latest and emerging concerns of Construction Safety and Construction Quality are discussed in detail
- Step by step illustration of MS Project 2019 and Primavera P6
- Ample examples throughout the book to facilitate a better understanding of the concepts discussed
- Enriched with numerous charts, tables, and diagrams to help comprehend and retain the information presented

B Tech Civil, M Tech Structural Engineering, Consultants and engineers in the field of Construction

SCIENCE AND MATHEMATICS

Real Analysis, 5th edition

Halsey Royden, Patrick M. Fitzpatrick

ISBN: 9789361594724 | Paperback | **Page Count:** 496 | ₹700

CONTENTS

PART I: LEBESGUE INTEGRATION FOR FUNCTIONS OF A SINGLE REAL VARIABLE Preliminaries on Sets, Mappings, and Relations

Chapter 1. The Real Numbers: Sets, Sequences and Functions

Chapter 2. Lebesgue Measure

Chapter 3. Lebesgue Measurable Functions

Chapter 4. Lebesgue Integration

Chapter 5. Lebesgue Integration: Further Topics

Chapter 6. Differentiation and Integration

Chapter 7. The LP Spaces: Completeness and Approximation

Chapter 8. The LP Spaces: Duality, Weak Convergence and Minimization

PART II: MEASURE AND INTEGRATION: GENERAL THEORY

Chapter 9. General Measure Spaces: Their Properties and Construction

Chapter 10. Particular Measures: Lebesgue Measure on Euclidean Space, Borel Measures, and Signed Measure

Chapter 11. Integration Over General Measure Spaces

Chapter 12. General Lp Spaces: Completeness, Convolution, and Duality

PART III: ABSTRACT SPACES: METRIC, TOPOLOGICAL, BANACH, AND HILBERT SPACES

Chapter 13. Metric Spaces: General Properties

Chapter 14. Metric Spaces: Three Fundamental Theorems and Applications

Chapter 15. Topological Spaces: General Properties

Chapter 16. Topological Spaces: Three Fundamental Theorems

Chapter 17. Continuous Linear Operators Between Banach Spaces

Chapter 18. Duality for Normed Linear Spaces

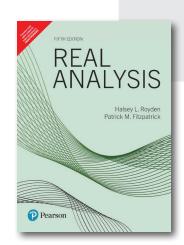
Chapter 19. Compactness Regained: The Weak Topology

Chapter 20. Continuous Linear Operators on Hilbert Spaces

PART IV: MEASURE AND TOPOLOGY: INVARIANT MEASURES

Chapter 21. Measure and Topology

Chapter 22. Invariant Measures



FEATURES

- Updated and reordered presentation
- Independent, modular chapters give instructors flexibility to cover material to suit course needs.
- Understanding of the linkages between the text's parts is fostered throughout.
- Problems range from those that confirm understanding of basic results and ideas to those that are quite challenging; many problems foreshadow future developments.
- Simpler proofs of the Vitali Covering Lemma and Lebesgue's theorem on the differentiability almost everywhere of a monotone function are provided in Part I.

MARKET

UG and PG students of Mathematics

HUMANITIES AND SOCIAL SCIENCES

Ancient Greek Philosophy: Thales to Aristotle

Vijay Tankha

ISBN: 9789361596261 | Paperback | Page Count: 448 | ₹530

CONTENTS

Preface to Third Edition Preface About the Author Chronology Sources

PART I: THE IONIANS

Chapter 1. The Milesians

Chapter 2. Heraclitus of Ephesus

PART II: THE ITALIANS

Chapter 3. Pythagoreans

Chapter 4. Philolaus of Croton

Chapter 5. Parmenides of Elea

Chapter 6. Zeno of Elea

PART III: THE PLURALISTS

Chapter 7. Empedocles of Acragas

Chapter 8. Anaxagoras of Clazomenae

Chapter 9. The Atomists

PART IV: THE SOPHISTS AND SOCRATES

Chapter 10. Protagoras and Gorgias

Chapter 11. Socrates

Chapter 12. Plato

Chapter 13. Aristotle

Bibliography

General Index

Index of Fragments

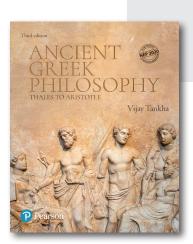
Index of Passages

FEATURES

- Aligned with the New UGCF syllabus as per NEP-2020 curriculum directives
- Two new dedicated chapters on Plato and Aristotle, offering in-depth insights into their philosophies
- Comprehensive introduction to key Greek philosophers, including Pre-Socratics, Socrates, Plato, and Aristotle

MARKET

UG and PG Philosophy



TEST PREPARATION

NTA UGC NET Teaching and Research Aptitude Paper 1 Previous Years' Solved Papers 2025

KVS Madaan

ISBN: 9789367138076 | Paperback | **Page Count:** 496 | ₹440

CONTENTS

Preface

Acknowledgment

About the Author

UGC NET Question Paper January 2025

UGC NET Question Paper August 2024

Chapter 1 Teaching Aptitude

Chapter 2 Research Aptitude

Chapter 3 Comprehension

Chapter 4 Communication

Chapter 5 Mathematical Reasoning and Aptitude

Chapter 6 Logical Reasoning

Chapter 7 Data Interpretation

Chapter 8 Information and Communication Technology (ICT)

Chapter 9 People, Development and Environment

Chapter 10 Higher Education System

FEATURES

- Questions segregated as per the latest UGC NET Paper 1 syllabus
- Includes solved August 2024 and January 2025 papers
- Chapter-wise tagged previous years' questions (2014-2023)
- Includes 2500+ questions
- Includes detailed answers to all questions to bridge the gap between learning and problem-solving

NET-JRF aspirants and PhD aspirants

UGC NET Paper 1 Vigat Varsho ke Prashna Patra Hal Sahit

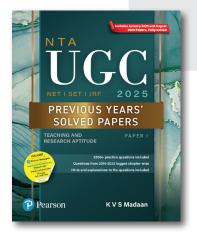
KVS Madaan

ISBN: 9789361598241 | Paperback | Page Count: 384 | ₹370

CONTENTS

युजीसी नेट प्रश्न पत्र जनवरी, 2025 यूजीसी नेट प्रश्न पत्र अगस्त, 2024

- 1.शिक्षणअभिक्षमता
- 2. शोध अभिक्षमता
- 3. बोध





- 4. संप्रेषण
- 5. गणितीय तर्क और अभिक्षमता
- 6. युक्तियुक्त तर्क
- 7. आंकडों की व्याख्या
- 8. सूचना एवं संचार प्रौद्योगिकी (आई. सी. टी.)
- 9. लोग, विकास और पर्यावरण
- 10. उच्च शिक्षा प्रणाली

FEATURES

प्रमुख विशेषताएं:

- नवीनतम यूजीसी नेट पेपर 1 पाठ्यक्रम के अनुसार प्रश्नों को इकाई—वार अलग किया गया है।
- वर्ष 2018-2023 तक के पिछले प्रश्न पत्रों को अध्याय-वार संकलित किया गया है।
- सीखने और समस्या–समाधान के बीच के अंतराल की पूर्ति के लिए सभी प्रश्नों के विस्तृत उत्तर दिए गए हैं।

MARKET

UGC NET

NTA-UGC NET|SET|JRF Education Paper 2 2025, 3e

Heena Dawar

ISBN: 9789361594656 | Paperback | **Page Count:** 696 | ₹660

CONTENTS

UNIT 1: EDUCATIONAL STUDIES

- Chapter 1. Inter-relationship between Education and Philosophy
- Chapter 2. Western Schools of Thought
- Chapter 3. Indian Schools of Thought
- Chapter 4. Contribution of Western Thinkers
- Chapter 5. Contribution of Indian Thinkers
- Chapter 6. Sociology of Education
- Chapter 7. National Values as Enshrined in The Indian Constitution

UNIT 2: HISTORY, POLITICS AND ECONOMICS OF EDUCATION

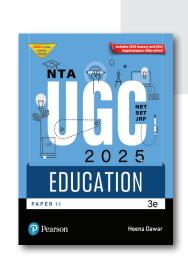
- Chapter 1. Committees and Commissions' Contribution to Teacher Education
- Chapter 2. Concept of Economics of Education
- Chapter 3. Relationship Between Politics and Education
- Chapter 4. Relationship Between Policies and Education

UNIT 3: LEARNER AND LEARNING PROCESS

- Chapter 1. Growth and Development
- Chapter 2. Piaget's Theory of Cognitive Development
- Chapter 3. Personality
- Chapter 4. Intelligence
- Chapter 5. Problem Solving
- Chapter 6. Learning
- Chapter 7. Guidance and Counselling

UNIT 4: TEACHER EDUCATION

- Chapter 1. Meaning and Nature of Teacher Education
- Chapter 2. Understanding Areas of Teacher Education
- Chapter 3. Concepts of Profession and Professionalism



UNIT 5: CURRICULUM STUDIES

Chapter 1. Basic Concept and Meaning of Curriculum

Chapter 2. Curriculum Development

Chapter 3. Curriculum Transaction and Evaluation

UNIT 6: RESEARCH IN EDUCATION

Chapter 1. Basic Concept of Research and Research Designs

Chapter 2. Variables, Hypothesis and Sampling

Chapter 3. Data Analysis

Chapter 4. Qualitative Research Designs

UNIT 7: PEDAGOGY, ANDRAGOGY, AND ASSESSMENT

Chapter 1. Basic Concept of Pedagogy and Andragogy

Chapter 2. Measurement, Assessment, and Evaluation

Chapter 3. Assessment Tools and Feedback Devices

UNIT 8: TECHNOLOGY IN/FOR EDUCATION

Chapter 1. Meaning of Educational Technology

Chapter 2. Instructional Design and Its Models

Chapter 3. E-learning and E-inclusion

UNIT 9: EDUCATIONAL MANAGEMENT. ADMINISTRATION AND LEADERSHIP

Chapter 1. Educational Management and Administration

Chapter 2. Theories and Techniques of Educational Management

Chapter 3. Leadership and its Models

Chapter 4. Quality in Education

UNIT 10: INCLUSIVE EDUCATION

Chapter 1. Evolution of Inclusive Education

Chapter 2. Classification of Disabilities

Chapter 3. Planning and Management of Inclusive Classrooms

Mock Tests

Further Readings

FEATURES

- Includes 2024 June and 2025 January papers fully-solved
- Previous years' questions (2017-2023) tagged chapter-wise
- Chapter-wise MCQs provide ample questions for practice
- Concept Boxes like Info Bytes, Quick Bytes and Let's Revise for easy learning
- 5 Mock tests for enhanced practise

undergraduate and postgraduate, NET/SET /JRF Aspirants

UGC NET SET JRF Paper 2 Sociology 2025, 3e

Manoj Sonker

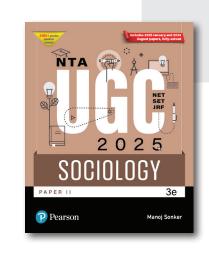
ISBN: 9789361597930 | Paperback | **Page Count:** 520 | ₹550

CONTENTS

Preface Acknowledgement About the Author **UGC NET Sociology January 2025** UGC NET Sociology August 2024

Unit I: Sociological Theory

Chapter 1: Classical Sociological Traditions



Chapter 2: Structure-Functionalism and Structuralism

Chapter 3: Hermeneutic and Interpretative Tradition

Chapter 4: Post Modernism, Post Structuralism and Post Colonialism

Chapter 5: Indian Thinkers

Unit II: Research Methodology and Methods

Chapter 1: Conceptualizing Social Reality

Chapter 2: Formulating Research Design

Chapter 3: Quantitative and Qualitative Methods

Chapter 4: Techniques

Unit III: Basic Concepts and Institutions

Chapter 1: Sociological Concepts Chapter 2: Social Institutions

Unit IV: Rural and Urban Transformations

Chapter 1: Rural and Peasant Society

Chapter 2: Urban Society

Unit V: State Politics and Development

Chapter 1: Political Processes in India

Chapter 2: Social Movements and Protests

Unit VI: Economy and Society

Chapter 1: Relationship between Economy and Society

Unit VII: Environment and Society

Chapter 1: Culture, Society, and Environment

Unit VIII: Family, Marriage, and Kinship

Chapter 1: Evolution of Family, Marriage, and Kinship

Unit IX: Science, Technology, and Society

Chapter 1: Evolution of Society with Science and Technology

Unit X: Culture and Symbolic Transformation

Chapter 1: Signs and Symbols, Rituals, Beliefs and Practices

Chapter 2: Changing Material Culture, Moral Economy

Chapter 3: Education: Formal and Informal, Religious Organizations

Chapter 4: Piety and Spirituality, Commodification of Rituals

Chapter 5: Communalism and Secularism

Chapter 6: Art and Aesthetics

Chapter 7: Ethics and Morality, Sports and Culture

Chapter 8: Pilgrimage and Religious Tourism, Religion and Economy

Chapter 9: Culture and Environmet, New Religious Movements

Appendix

Extra Thinkers

Mock Tests

Mock Test 1

Mock Test 2

Mock Test 3

Mock Test 4

Mock Test 5

Further Readings

FEATURES

• Updated with solved January 2025 and August 2024 papers

- Previous Years' Questions (2019-2023) tagged unit-wise
- Practice Exercises includes exam-relevant questions for ample practice
- Includes 5 Mock Tests to check exam readiness

MARKET

NET-JRF aspirants and Phd aspirants

UGC NET Paper 2 English

Vineet Pandey

ISBN: 9789367137475 | Paperback | Page Count: 536 | ₹580

CONTENTS

Chapter 1 British Poetry

Chapter 2 British Drama

Chapter 3 Fiction and Short Stories

Chapter 4 Nonfictional Prose

Chapter 5 Language: Basic Concepts, Theories and Pedagogy, English in Use

Chapter 6 English in India: History, Evolution and Future

Chapter 7 Cultural Studies

Chapter 8 Literary Criticism

Chapter 9 Literary Theory Post World War II

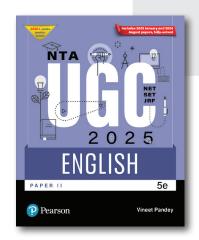
Chapter 10 Research Methods and Materials in English

FEATURES

- Includes 2025 January and 2024 August papers fully-solved
- Updated with Previous Years' (2024-2020)
- Trending Questions based upon units
- Important literary terms and acronyms enlisted
- Did You Know and Key Point boxes included
- Mock Tests to judge students' knowledge
- 2820+ Practice Questions topic-wise for practice

MARKET

UGC NET



UGC NET Paper 2 Management, 5e

Mahak Mahajan and Rahat Arora

ISBN: 9789367136881 | Paperback | **Page Count:** 848 | ₹790

CONTENTS

Chapter 1 Management and Economics

Chapter 2 Organizational Behaviour and Human Resource Management

Chapter 3 Strategic Role of HRM

Chapter 4 Accounting Principles and Standards

Chapter 5 Value and Returns

Chapter 6 Strategic Management

Chapter 7 Marketing

Chapter 8 Statistics

Chapter 9 International Business

Chapter 10 Entrepreneurship Development

FEATURES

- Updated with solved 2024 and 2025 papers.
- Solved Multiple choice questions to test students' knowledge
- Previous years' questions (2014-2023) tagged chapter-wise
- Ample questions for topic-wise practice through 'Read-Learn-Revise-Repeat' section
- 4200+ practise questions included

MARKET

UGC NET Aspirants

UGC NET Paper 2 History, 3e

Subhangini Priya, Abhishek Mishra

ISBN: 9789367134337 | Paperback | **Page Count:** 672 | ₹760

CONTENTS

Theme 1: Ancient Indian History

Unit 1: Pre-History and Proto-History

Chapter 1: Palaeolithic Age Chapter 2: Mesolithic Age

Chapter 3: Neolithic and Chalcolithic Age Chapter 4: The Indus Valley Civilization

Unit 2: Vedic Age

Chapter 1: Vedic Age Unit 3: Sixth Century BCE

Chapter 1: The Age of Mahajanapadas

Chapter 2: Ajivikas, Buddhism and Jainism

Unit IV: Mauryan Age

Chapte 1: Mauryan Age

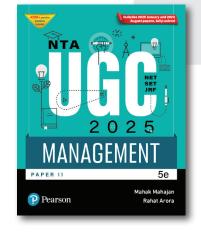
Unit 5: Post Mauryan Age

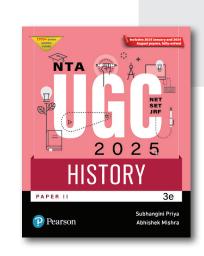
Chapter 1: Post-Mauryan Dynasties Unit VI: Gupta Age and Vakatakas

Chapter 1: Gupta Age and Vakatakas Theme 2: Early Medieval Indian History

Unit VII: Post Gupta Polities

Chapter 1: Post Gupta Dynasties





Unit VIII: Early Medieval Dynasties

Chapter 1: Early Medieval Dynasties Theme 3: Medieval Indian History

Unit IX: Thirteenth to Fourteenth Century

Unit X: Fourteenth to Fifteenth Century

Chapter 1: Fourteenth to Fifteenth Century

Unit XI: Mughal Dynasty Chapter 1: Mughal India

Unit XII: Maratha Dynasty

Chapter 1: Marathas

Unit XIII: Sikhism Chapter 1: Sikhism

Theme 4: Modern Indian History Unit Early Modern History

FEATURES

- Chronological Timelines: Ancient, Early Medieval, Medieval and Modern History
- Previous Year Questions from 2012-2024 for ample practice
- 5 Mock Tests to simulate examination experience
- Maps of every era sketched for readers' knowledge and understanding

MARKET

UGC NET Aspirants

UGC NET Paper 2 Political Science, 3e

Pradyumn Tripathi

ISBN: 9789367130445 | Paperback | **Page Count:** 760 | ₹810

CONTENTS

Unit 1: Political Theory Unit 2: Political Thought

Unit 3: Indian Political Thought

Unit 4: Comparative Politics

Unit 5: International Relations

Unit 6: India's Foreign Policy

Unit 7: Indian Constitution

Unit 8: Political Processes in India

Unit 9: Public Administration in India

Unit 10: Governance in India

- Student-friendly pedagogy with figures and tables supporting the theory
- Previous year questions with answer keys after every unit to help students get a fair idea of live question papers
- List of Further Readings to help students get familiar with the other literatures available

MARKET

UGC NET Aspirants

ORDER FORM APRIL 2025

ISBN	AUTHOR	TITLE	PRICE	QTY
		IT PRO		
9789361598166	Thomas Erl Roger Stoffers	A Field Guide to Digital Transformation	₹350	
	ENGINEER	ING AND COMPUTER SCIENCE		
9789367137550	Kumar Neeraj Jha, Amarjit Singh & Sreedevi A. R.	Construction Quality Management and Control	₹599	
9789361593826	Kumar Neeraj Jha	Construction Project Management - Theory and Practice	₹1120	
	SCIE	NCE AND MATHEMATICS		
9789361594724	Halsey Royden, Patrick M. Fitzpatrick	Real Analysis, 5th edition	₹700	
	HUMAN	ITIES AND SOCIAL SCIENCES		
9789361596261	Vijay Tankha	Ancient Greek Philosophy: Thales to Aristotle	₹530	
		TEST PREPARATION		
9789367138076	KVS Madaan	NTA UGC NET Teaching and Research Aptitude Paper 1 Previous Years' Solved Papers 2025	₹440	
9789361598241	KVS Madaan	UGC NET Paper 1 Vigat Varsho ke Prashna Patra Hal Sahit	₹370	
9789361594656	Heena Dawar	NTA-UGC NET SET JRF Education Paper 2 2025 3E	₹660	
9789361597930	Manoj Sonker	UGC NET SET JRF Paper 2 Sociology 2025, 3e	₹550	
9789367137475	Vineet Pandey	UGC NET Paper 2 English	₹580	
9789367136881	Mahak Mahajan and Rahat Arora	UGC NET Paper 2 Management, 5e	₹790	
9789367134337	Subhangini Priya, Abhishek Mishra	UGC NET Paper 2 History, 3e	₹760	
9789367130445	Pradyumn Tripathi	UGC NET Paper 2 Political Science, 3e	₹810	

HAVE YOU ORDERED THESE TITLES FROM LAST MONTH?

ISBN	AUTHOR	TITLE	PRICE	QTY	
ENGINEERING AND COMPUTER SCIENCE					
9789367138663	S. Sridhar, D. Narashiman	Deep Learning	₹789		
9789361595844	Bijan Kumar Mandal, Amitava Sarkar, Ambarish Datta	Fundamentals of Internal Combustion Engines, 8e	₹829		
	BU	SINESS & ECONOMICS			
9789367137116	Ambrish Gupta	Financial Accounting for Management	₹920		
9789361594489	Naresh K. Malhotra, Satyabhushan Das	Marketing Research, 7e (Updated)	₹1000		
		TEST PREPARATION			
9789361590351	Tanima Seth	NTA CUET (UG) English Language Test 2025	₹350		
9789361593413	Saumitra Mohan and Chandan Jha	International Relations 2nd Edition For UPSC and State Civil Services Examination	₹550		
9789367136256	Neeraj Nachiketa	World Geography for UPSC and State Civil Services Examinations	₹350		
9789361595820	Saumitra Mohan and Chandan Jha	Antarashtriya Sambandh, 2e	₹550		
9789361591884	Showick Thorpe, Edgar Thorpe	General Studies Paper 2 (Prelims) CSAT 2025 for UPSC and State Civil Services Examination	₹699		
9789361597183	KVS Madaan	UGC NET Paper 1 Teaching and Research Aptitude	₹599		
9789367132647	KVS Madaan	UGC NET Paper 1 Shikhsan evam Shodh Abhyogyata	₹599		

^{🔘 1}st Floor, Berger Tower, Plot No. C-001A/2, Sector 16B, Noida - 201301, Uttar Pradesh-India