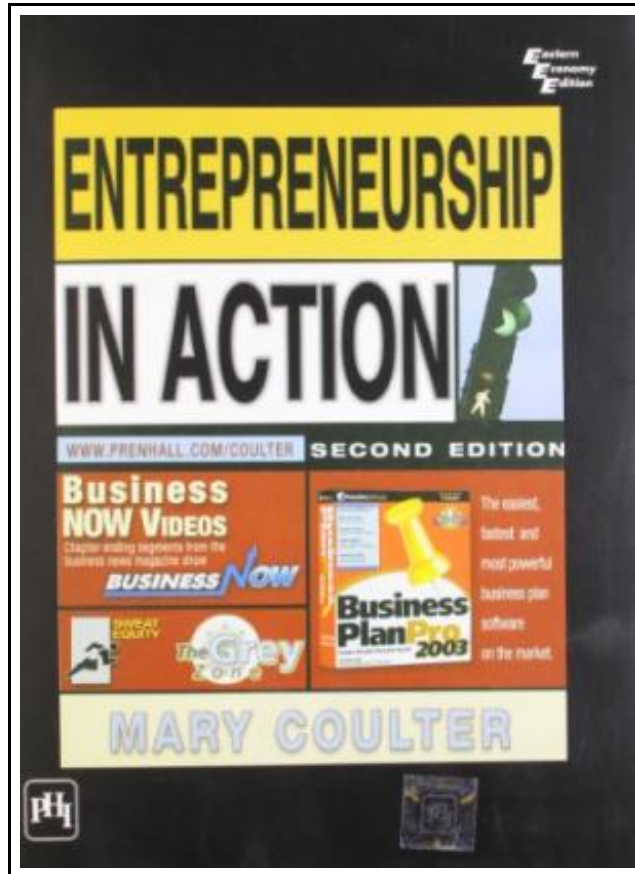


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PHI Learning, 2008. Softcover. Book Condition: New. 2nd edition. Intended as a companion volume to the author's Limit State Design of Reinforced Concrete (published by Prentice-Hall of India), the Second Edition of this comprehensive and systematically organized text builds on the strength of the first edition, continuing to provide a clear and masterly exposition of the fundamentals of the theory of concrete design. The text meets the twin objective of catering to the needs of the postgraduate students of Civil Engineering and the needs of the practising civil engineers as it focuses also on the practices followed by the industry. This text, along with Limit State Design, covers the entire design practice of revised Code IS456 (2000). In addition, it analyzes the procedures specified in many other BIS codes such as those on winds, earthquakes, and ductile detailing. What's New to This Edition * Chapter 18 on Earthquake Forces and Structural Response of framed buildings has been completely revised and updated so as to conform to the latest I.S. Codes 1893 (2002) entitled Criteria for Earthquake Resistant Design of Structures (Part I - Fifth Revision). * Chapters 19 and 21 which too deal with earthquake design have been revised. * A Summary of elementary design of reinforced concrete members is added as Appendix. * Valuable tables and charts are presented to help students and practising designers to arrive at a speedy estimate of the steel requirements in slabs, beams, columns and footings of ordinary buildings. CONTENTS: Preface. Section 1: INTRODUCTION TO ENTREPRENEURSHIP- 1. Entrepreneurs and Entrepreneurship. 2. The Context of Entrepreneurship. Section 2: ENTREPRENEURIAL VENTURES-START-UP ISSUES- 3. Researching the Venture's Feasibility. 4. Planning the Venture. 5. Organizing the Venture. 6. Launching the Venture. Section 3: MANAGING THE ENTREPRENEURIAL VENTURE- 7. Managing Processes. 8. Managing People. 9. Managing Growth and Other...



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