



**CATALOG  
2024-25**

## **OWNER'S PROFILE**

**Dr. Rajan Chopra** a 'Charismatic Educationist' and a visionary personality, poised to advocate educational qualification and experience towards manoeuvring a successful career as a Publisher, Educator and Entrepreneur. He is a being whose mind never takes rest and whose heart's only desire is to help others succeed. He promotes those who make their way with sheer determination and hard work to transform their vision into achievement.

Dr. Rajan Chopra has made a significant professional contribution to world of education by running 'Excel Books Private Ltd., Mahatma Gandhi University, MGU, Vivekananda Management Services, Care and Vcampus. He has devoted more than a decade to foster higher education across the globe in collaboration with Universities like IGNOU, PTU, KSOU etc. by running Open and Distance Learning (ODL). To his credit, imparting knowledge to a student base of more than 150000 students.

He also holds the position as a Chancellor of a State Private University called Mahatma Gandhi University established through Meghalaya Legislative Act 2010, recognized by University Grants Commission(UGC), Distance Education Council (DEC) and the Tripartite Committee of UGC-AICTE-DEC to award degrees. MGU is also a member of the International Association of Universities, a UNESCO-based worldwide association of higher education institutions with members from over 120 countries. As a Chancellor of MGU, he is leading a team of learned academicians and capable administrators for propagating higher education to all. As of now, he is having a strong and competent strength of more than 350 employees including academicians, administrators, IT and technical staff, content writers, PRO officers, faculty members, counsellors, etc.

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## **DEAR EDUCATORS**

Excel Group is at the forefront of innovation, supporting the transition with blended learning environment-print, digital and online products. It has always been our endeavour to supplement your efforts with cost-effective publications, excelling in editorial inputs, production values and easy-to-understand subject matter.

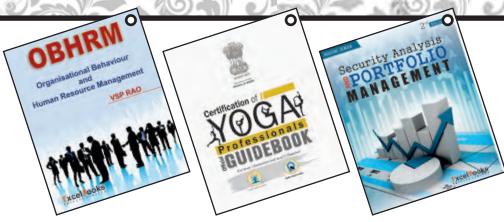
We have been a forerunner in Self-Learning Material (SLM) content development. We at Excel Books Private Limited aim at achieving the social cause of providing skill education to present and upcoming generations, for this we took the first step by publishing the 'Certificate of Yoga Professionals: Official Guidebook' under the Yoga Scheme of Quality Council of India (QCI), for Ministry of AYUSH, Government of India. The second step we will take by entering into 'beauty and wellness' segment for youths to learn and lead life through a beautiful and healthy journey.

Education is an ongoing process both for the learner and for the publisher. In the world of education, one has to be completely committed and must always strive to update ones subject knowledge. To keep abreast with the needs of the curriculum, change is the only permanent thing that we at Excel Books aspire for. Continuing our initiative to harness technology and reach out to e-readers, we have added several titles for the benefit of students and professionals, which have been well-received by the readers. To contribute in Digital India, Skill India & Make in India Initiatives by PM Modi, we added Skill Set & Easy Learn Series in our publication.

We are indebted to our authors, scholars, editors, reviewers, business professionals and entrepreneurs, who trusted our vision and volunteered their time and energy in our journey to achieve excellence in content. In 2017, we aspire to grow stronger and deliver quality content to help readers build competitive edge in their respective fields of specialization.

Leafing through this catalog will enable you find outstanding new titles and a range of texts to suit your need. At Excel Books, we are open to suggestions and feedback; do not hesitate to contact us with your valuable suggestions, which will enable us to spread quality education. Candidates having zeal for continuous learning & Development but experiencing financial constraints can connect us for Complimentary Copy at [mdoffice@excelbooks.net](mailto:mdoffice@excelbooks.net).

**—DR. RAJAN CHOPRA**



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- Inspired Leadership for Turbulent Times and the Power of Youth
- Managing Organisation
- Business Communication
- Capability Building for Cutting
- Edge Organizations
- Envisioning the Future Business

## INTERNATIONAL BUSINESS

- International Business Environment
- International Business
- International Trade Operations
- International Trade
- International Business Law
- International Financial and Management Technology
- International Marketing Management
- International Trade
- Export and Import Management
- HR Through Case Studies
- Performance Management System
- Essentials of Organisation Behaviour

## HUMAN RESOURCE

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- Performance Management System
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- Life After 360 Degree Feedback and Assessment Development Centers
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- Human Resource Management
- International Human Resource Management
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- Personnel Management Concepts
- Compensation Management
- Human Resource Development and Planning
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- A Textbook on Principles and Practice of Life Insurance
- Banking and Insurance
- Principles of Insurance Management

## MARKETING

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- Product Management and New Product Development
- Retailing in India
- Brand Management
- Product and Brand Management
- Consumer Behaviour
- Principles of Marketing
- Industrial Marketing
- International Marketing Research
- Business Communication
- Production and Operations Management
- Project Management
- Principles of Management
- Industrial and Services Marketing
- Advertising and Sales Promotion
- Marketing Research
- New Product Development

## OIL AND PETROLEUM

- Petrol Retailing Business
- Understanding Oil and Gas Business
- Negotiation Skills
- Petro Economics
- Technology Management

## TRAVEL MANAGEMENT

- Hospitality Management
- Tourism Planning and Marketing
- International Hospitality Law
- Service Marketing
- Tourism Products

## PERSONALITY DEVELOPMENT

- Competency Based Interviewing Skills
- Power of One
- Business Communication and Personality Development
- Happiness is a Choice
- Emotional Intelligence
- Succeeding in Interviews
- Insurance

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#### **ECONOMICS**

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- Business Perspectives
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- Where is Oil in National Reforms
- Privatization
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- Security Analysis and Portfolio Management
- Indian Financial System
- Financial Accounting
- Wealth Management
- Financial Statement Analysis
- Financial Management

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- Fundamentals of Information Technology
- IT Innovations and Sustainability
- Excel in Excel
- Management Information System
- Artificial Intelligence
- Business Essentials for Software Professionals
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- Foundation of Operating Systems
- e-World
- Effective Call Center Training
- Data Structure
- Java Programming
- Programming in C
- Computer Graphics
- Software Engineering
- Operating Systems
- Computer Graphics
- Client Server Architecture
- Data Communication

- Database Management Systems
- Computer System and Peripherals
- Office Automation
- Basic of Internet and HTML
- Java Script
- Project Planning and Appraisal
- Office Automation
- Computer Organization and Architecture

#### **OPERATION MANAGEMENT**

- Indian Project Management
- Operations Research and Quantitative Techniques
- Dictionary of Project Management
- Project Appraisal, Planning and Control
- Advanced Operations Management
- Project Management
- Total Quality Management
- Inventory Management
- Service Quality Excellence

#### **EVENT MANAGEMENT**

- Conference and Events Management
- Media Relations
- Customer Relationship Management
- Marketing Communication
- Negotiation Skills

#### **LAW**

- Labour Laws in Brief
- Dictionary on Legal Terms
- Company Law
- Labour Laws for Managers
- Mercantile Law
- Intellectual Property Rights
- Industrial Relations and Labour Laws
- Business Law
- Business and Corporate Laws

#### **SUPPLY CHAIN MANAGEMENT**

- Logistic Management
- Supply Chain Management
- Executive Management
- Management Information System and Computer
- Management Theory and Practice
- World Class Operations
- Advance Supply Chain Management
- Operations Management

# TEXT PREPARATION SERIES

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- Political Science
- Philosophy
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- Commerce
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- Public Administration
- Law
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- Geography
- Computer Science and Applications
- Economics
- Management
- Human Resource Management
- Mass Communication and Journalism
- Geography
- Electronic Science
- Environmental Sciences
- Human Rights and Duties
- Tourism Administration and Management
- Hindi
- English

## CENTRAL TEACHER ELIGIBILITY TEST

- Child Development and Pedagogy
- Language I
- Language II
- Mathematics
- Environmental Studies
- Mathematics and Science
- Social Studies/Social Science

## PSU (TECHNICAL)

- Mechanical
- Electrical
- Metallurgy
- Electronics
- Instrumentation
- Ceramics
- Civil
- Computer Science (IT)
- Mining or Chemical Engineering

## PSU (NON-TECHNICAL)

- General Awareness
- Quantitative Aptitude
- Reasoning
- English
- Computer
- Marketing
- IT

- Finance
- HR

## IBPS (PO/CLERK)

- Reasoning
- English Language
- Numerical Ability
- General Awareness with Special Reference to the Banking Industry
- Hindi Language
- Computer Knowledge
- General Knowledge/Current Affairs
- Marketing
- IT
- Finance
- HR

## SSC (STAFF SELECTION COMMISSION)

- General Intelligence and Reasoning
- General Knowledge and Awareness
- Quantitative Aptitude
- Quantitative Ability
- English Language and Comprehension
- Statistics
- General Awareness
- Reasoning

## UPSC CDS EXAMS

- English
- General Knowledge
- Elementary Mathematics

## GATE

- Aerospace Engineering
- Agricultural Engineering
- Geology and Geophysics
- Instrumentation Engineering
- Architecture and Planning
- Biotechnology
- Civil Engineering
- Chemical Engineering
- Chemistry
- Electronics and Communication Engineering
- Electronics and Engineering
- Mechanical Engineering
- Production and Industrial Engineering
- Engineering Science
- Physics

## INTERNATIONAL EXAMS

- TOFEL
  - ILETS
- ## GRE
- Biochemistry, Cell and Molecular Biology
  - Biology
  - Chemistry
  - Literature in English
  - Mathematics

# SKILL SETS

## RETAIL

- Cashier
- Sales Associate
- Store Operations Assistant
- Trainee Associate
- Team Leader
- Departmental Manager
- Distributor Salesman

## CONSTRUCTION

- Assistant Shuttering Carpenter & Scaffolder
- Assistant Bar Bender & Steel Fixer
- Assistant Highway Works Supervisor
- Assistant Plumber
- Helper Bar-Bender & Steel Finer
- Building Carpenter
- Highway Works Supervisor
- Junior Rural Road Layer
- Helper Mason
- Assistant Electrician
- Supervisor Structure
- Construction Electrician-LV
- Senior Land Surveyor
- System Shuttering Carpenter
- Junior Land Surveyor
- Assistant Technician Dry Wall and False-Ceiling
- Architectural and Civil 2d Drafting with Autocad
- Architectural Drafting and Basic 3d Design with Autodesk Revit
- 3d Visualisation in Architecture
- Batching Plant Operators
- Riggers
- Quality Inspector – Concrete
- Block Masonry Work
- Glass Fitter

## AUTOMOTIVE

- Automotive Body Painting Technician Level 3
- Automotive Paintshop Assistant
- Loading and Unloading Operator/Loader
- Machining Assistant
- Maintenance Technician Mechanical L4
- Maintenance Technician Electrical L4
- Manager Customer Quality Level 6
- Manager Maintenance Mechanical & Electrical
- Manager/Supervisor Manufacturing Quality
- Manager Supplier Quality
- Manager Process Engineering
- Manager Vendor Development

- Manager-Stores Operation
- Material Coordination Manager
- Method Study Executive(Level 5)
- Plastic Moulding Helper
- Tool Designer
- Tool Room Operator/Technician
- Welding Assistant
- Welding Technician Level 3
- Welding Supervisor
- Service Training Incharge Centre
- Service Office Executive
- Service Office Manager
- Auto Rickshaw Driver
- Vehicle Driver Trainer

## APPAREL

- Sewing Machine Operator
- Fabric Checker
- Measurement Checker
- Inline Checker
- Pressman
- Layer Man
- Sampling Tailor
- Fashion Designer
- Merchandiser
- Embroidery Machine Operator
- Advance Pattern Maker (CAD-CAM)
- Hand Embroiderer
- Framer-Computerized Embroidery Machine
- QC Executive-Sewing Line
- Garment Cutter-CAM
- Export Assistant
- Quality Assessor
- Export Manager
- Export Executive
- Factory Compliance Auditor
- Sampling Coordinator

## BEAUTY & WELLNESS

- Pedicurist and Manicurist
- Assistant Beautician
- Assistant Hair Stylist

## IT-ITES

- CRM Domestic Voice
- Domestic Data Entry Operator
- CRM Domestic Non-Voice
- Domestic Biometric Data Operator

- Domestic IT Helpdesk Attendant
  - Junior Software Developer
  - Associate - Clinical Data Management
  - Associate - CRM
  - Associate-Customer Care (Non-Voice)
  - Associate - Desktop Publishing (DTP)
  - Associate - Editorial
  - Engineer Trainee
  - Hardware Engineer
  - Management Trainee
  - Market Research Associate
  - Quality Engineer
  - Research Associate
  - Software Engineer
  - Technical Writer
  - Tester/Test Engineer - Hardware
  - Test Engineer - Software Analyst
  - Application Maintenance Engineer
  - Deployment Engineer
  - Junior Data Associate
  - Media Developer
  - Software Developer
  - Technical Writer
  - Test Engineer
  - Web Developer
  - Management Trainee
  - Market Research Associate
  - Media Developer
  - Product Executive
  - QA Engineer
  - Sales/Pre-Sales Executive
  - Software Developer
  - Support Engineer
  - Technical Support Executive-Non Voice
  - Technical Support Executive-Voice
  - Technical Writer
  - Test Engineer
  - Collections Executive
- LOGISTICS**
- Warehouse Picker
  - Kitting and Labelling
  - Warehouse Binner
  - Warehouse Packer
  - Inventory Clerk
  - Loader/Unloader
  - Warehouse Supervisor
  - Reach Truck Operator
  - Receiving Assistant
  - Warehouse Quality Checker
- Loading Supervisor
  - Material Handling Equipment (MHE) Maintenance
  - Goods Packaging Machine Operator
  - Warehouse Claims Coordinator
  - Transport Coordinator
  - Transport Consolidator
  - Consignment Booking Assistant
  - Consignment Tracking Executive
  - Documentation Assistant
- PLUMBING**
- Plumber (General)
  - Plumbing Mason
  - Plumber (Pipeline)
  - Plumber (Maintenance and Servicing)
  - Plumbing Supervisor
  - Plumber (Maintenance and Servicing Assistant)
  - Plumber General (Assistant)
  - Plumber General (Helper)
  - Plumber (After Sales Service)
  - Plumbing Product Sales Officer
  - Plumbing Draftsman
  - Plumbing Products Sales
  - Wastewater System Design Engineer
  - Public Health System Design Engineer
  - Bathroom and Kitchen Designer
  - Groundwater Engineer
  - Municipal Water and Sewage Assessor
  - Plumbing Site Engineer Technician
  - Telecom Terminal Equipment Application Developer (Native Application)
  - ICT Engineer
  - ICT Technician
  - E-waste Collector
  - Grass Root Telecom Provider (GRTP)
  - RF Site Surveyor
  - Telecom Board Bring-Up Engineer
  - Telecom Embedded Hardware Developer
  - Telecom Tower/Bay Installation Supervisor
- AGRICULTURAL SCIENCE**
- Second Edition Management Text Agricultural Science
  - Agricultural Machinery
  - Organic Farming
  - Principles of Agronomy
- BEVERAGE TECHNOLOGY**
- Beverage Technology
  - Food Microbiology
  - Food Chemistry
  - Food Quality and Safety
  - Food Science

## **DAIRY TECHNOLOGY**

- Dairy Technology
- Food Microbiology
- Food Chemistry
- Food Quality and Safety

## **DIETETICS**

- Dietetics
- Nutrition
- Food Science
- Food Quality and Safety
- Food Chemistry

## **FOOD PROCESSING**

- Fruit and Vegetable Technology
- Beverage Technology

## **GENERAL NURSING**

- Fundamentals of Nursing
- Basic Clinical Pathology
- Microbiology
- General Pathology
- Applied Physiology

## **HOTEL MANAGEMENT**

- Food and Beverage Service
- Basic Accounts
- Personality Development

- Hotel Engineering
- Hotel Management and Catering Technology
- Hotel & Hospitality Management
- Accommodation Operation

## **TELEVISION ENGINEERING**

- Television Technology
- Basic Electronics
- Basic Workshop Technology
- Basic Communication
- Electronic Measuring Instrument

## **DENTAL HYGIENE**

- Oral Anatomy and Physiology
- Periodontology

## **MECHANICAL ENGINEERING**

- Welding
- Hydraulic Systems
- Lift Technology
- Air Conditioning and Refrigeration
- Power Plant Engineering

## **GENERAL SCIENCE**

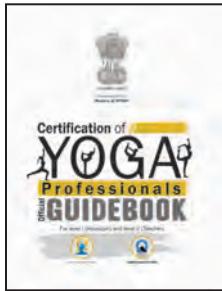
- Certificate in Nutrition and Dietetics
- Beverage Technology
- Biomedical Instrumentation
- Human Physiology for Physical Therapy

# **INFORMATION TECHNOLOGY**

- Desktop Publishing (DTP)
- Tally 9.0
- Programming in C
- Programming in C++
- BPO-Non Voice
- Computer Fundamentals, MS-Office & Internet
- Internet Technologies
- Validation, Login, Webparts and Database Controls
- Programming and Java Fundamentals
- Advance Core Java Concept
- Getting Started with ASP.NET 4.5
- Getting Started with General Database Concepts
- Getting Started with Oracle 11g
- Getting Started with SQL Server 2012
- Advances in Computing
- Basics of Computers
- Basic Elements of C
- Introduction to Networking

- Microprocessors
- MS Word
- MS Excel
- MS PowerPoint
- Network Devices
- Network Protocol
- Network Security Concepts
- Object Oriented Programming
- Operating Systems
- Web Servers
- JAVA Programming: Concepts and Features
- JAVA Programming: Basics of Java
- JAVA Programming: Programming Methods
- Database Concepts: Data Structure
- Database Concepts: SQL
- Database Concepts: Systems
- Bachelor of Engineering

## YOGA



*First Edition*

### **Certification of Yoga Professionals – Official Guidebook Level I & II**

**DR. I.V. BASAVARADDI**

**DR. N. GANESH RAO**

Based on outcome of discussions with *Sri Sri Ravi Shankar, Yogrishi Ramdev, Dr. H.R. Nagendra* and *Smt. Hansa ji*

#### **Contents include:**

Introduction to Yoga and Yogic Practices/Introduction to Hatha Yoga/Introduction to Yoga Sutras of Patanjali/Human Anatomy, Physiology, Yoga and Health/Yoga for Wellness: Prevention of Diseases and Promotion of Positive Health/Yoga and Stress Management/Communication Structure/Familiarity with Body Joints and Vyayama/Suryanamaskar and Asanas/Meditation and Pranayama/Teaching Practice

#### ***Book Detail:***

2016 / 338 Pages / PB / ₹ 850

ISBN: 978-81-8323-168-8



*First Edition*

### **Certification of Yoga Professionals – Official Guidebook Level I & II (Hindi)**

**DR. I.V. BASAVARADDI**

**DR. N. GANESH RAO**

Based on outcome of discussions with *Sri Sri Ravi Shankar, Yogrishi Ramdev, Dr. H.R. Nagendra* and *Smt. Hansa ji*

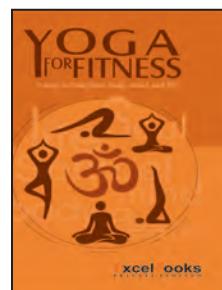
#### **Contents include:**

**Note:** Take Contents from hindi yoga book

#### ***Book Detail:***

2018 / 358 Pages / PB / ₹ 850

ISBN: 978-93-8703-423-5



*First Edition*

### **Yoga for Fitness**

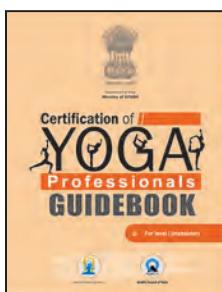
#### **Contents include:**

Concept of Yoga/Warming-Up/Surya Namaskar/Asanas/Important Tips for Practicing Yoga

#### ***Book Detail:***

2017 / 70 Pages / PB / ₹ 200

ISBN: 978-81-8323-185-5



*First Edition*

### **Certification of Yoga Professionals Guidebook Level I**

**DR. I.V. BASAVARADDI**

**DR. N. GANESH RAO**

Based on outcome of discussions with *Sri Sri Ravi Shankar, Yogrishi Ramdev, Dr. H.R. Nagendra* and *Smt. Hansa ji*

#### **Contents include:**

Introduction to Yoga and Yogic Practices/Introduction to Hatha Yoga/Introduction to Patanjali Yoga/Introduction to Human Systems, Yoga and Health/Yoga for Wellness/Yoga and Stress Management/Familiarity with Body Joints and Vyayama/Suryanamaskar and Asanas/Pranayama and Meditation/Teaching Practice

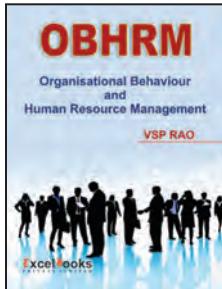
#### ***Book Detail:***

2017 / 228 Pages / PB / ₹ 700

ISBN: 978-81-8323-183-1

## General Management

### GENERAL MANAGEMENT



*First Edition*

#### **OBHRM**

*Organisational Behaviour and Human Resource Management*

**DR. VSP RAO**

*Executive Vice President of MIM Group (former Professor and Dean, IBS, Hyderabad) of Institutions, India*

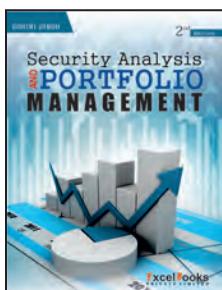
#### **Contents include:**

Understanding Organisations and Organisational Behaviour/The Nature of Human Resource Management/Individual Behaviour and Personality/ Perception and Decision Making/Attitudes, Emotions and Emotional Intelligence/Motivation/Leadership/Group Behaviour and Teamwork/ Conflict and Negotiation/Recruitment and Selection/Training and Development/Performance and Potential Appraisal/Compensation and Reward Management/Trade Unions and Industrial Relations

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*Second Edition*

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**DR. ROHINI SINGH**

*PhD from FMS(DU), Post-graduation in Management from IIM, Ahmedabad, Graduation in Economics (Hons) from LSR (DU), Associate Professor at Shaheed Sukhdev College of Business Studies, University of Delhi, India*

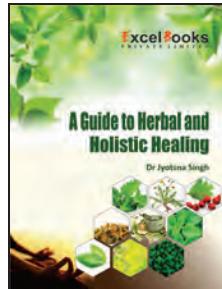
#### **Contents include:**

Introduction/Risk and Return/A Brief Overview of the Indian Financial System/Systematic Risk/Unsystematic Risk/Bond Management/Economy Analysis/Industry Analysis/Company Analysis/Valuation/Technical Analysis/Market Efficiency/Options and Futures/Portfolio Analysis/Portfolio Planning and Management/Asset Pricing Models: Required Return Analysis/Mutual Funds and Performance Analysis/Writing a Project Report or Journal Paper

#### **Book Detail:**

2018 / 450 Pages / PB / ₹ 775

ISBN: 978-81-7446-748-5



*First Edition*

#### **A Guide to Herbal and Holistic Healing**

**DR JYOTSNA SINGH**

*MD (AM), Practitioner of Alternative Medicine*

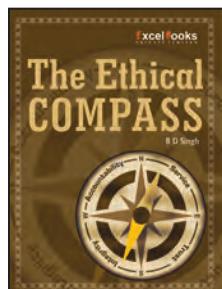
#### **Contents include:**

Alzheimer/Arthritis/Asthma/Bed Wetting/Blood Pressure Management/ Chikungunya/Cholesterol/Colitis/Constipation/Cough, Cold and Flu/Dengue Fever/Diabetes/Ear Infection/Falariasis/Female Diseases/ Fibromyalgia/Gout/Hair Loss/Indigestion & Gastritis/Insomnia/Irritable Bowel Syndrome/Kidney Stones/Malaria/Migraine/Nose Bleed/Obesity/ Piles & Fissures/Pyorrhoea/Skin Allergies/Tuberculosis/Typhoid Fever/ Urinary Troubles/Do You Know/Home Remedies for Common Health Problems

#### **Book Detail:**

2017 / 202 Pages / PB / ₹ 550

ISBN: 978-93-8703-429-7



*First Edition*

#### **The Ethical Compass**

**B. D. SINGH**

*Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM), Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India*

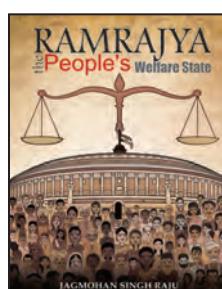
#### **Contents include:**

The Background/Ethics and Value Through Ages/Human Values/Theoretical Aspects of Ethics/Applied and Professional Ethics/Personal Ethics/Professional Ethics/Business Ethics/Managerial Function and Ethics/Miscellaneous Topics on Ethics/Ethical Audit

#### **Book Detail:**

2017 / 330 Pages / PB / ₹ 625

ISBN: 978-93-5062-632-0



*First Edition*

#### **RAMRAJYA**

*the People's Welfare State*

**JAGMOHAN SINGH RAJU**

*IAS, Chairman and Managing Director of Tamil Nadu Energy Development Agency*

**Contents include:**

Politics of Welfare and Development/Welfare and Allied Ideas/Evolution of Democratic Liberal Welfare State/Development, Hindutva and Hindu Rashtra/People's Welfare and the Indian Constitution/Ramrajya/Measuring Indian Welfare State or Ramrajya/The State of Indian States/How a State Develops into a Better Welfare State, The Dravidian Model/Ramrajya by 2046

**Book Detail:**

2017 / 342 Pages / PB / ₹ 850  
ISBN: 978-93-8703-408-2



*Third Edition*

### **Compensation and Reward Management**

**B. D. SINGH**

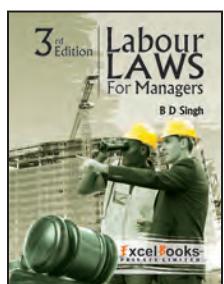
*Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM), Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India*

**Contents include:**

Background and Conceptual Aspect of Compensation and Reward Management/Total Reward System in Practice/Theoretical Dimensions of Wages, Compensation and Reward Systems/Wages and Salary Administration at Macro (National) Level/Industry's Compensation Policy (Micro-level)/Compensation Structure – Indian Practices/Incentive Schemes/Payment-By-Results (PBR)/Performance-linked Compensation/Benefits and Services/Executive/Managerial Remuneration/Tax Planning/International Compensation

**Book Detail:**

2017 / 344 Pages / PB / ₹ 850  
ISBN: 978-93-5062-011-3



*Third Edition*

### **Labour Laws for Managers**

**B. D. SINGH**

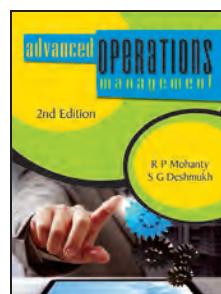
*Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM), Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India*

**Contents include:**

Background/Regulative Legislation/Protective Legislation/Wage Legislation/Social Security Legislations/Miscellaneous Legislation

**Book Detail:**

2017 / 427 Pages / PB / ₹ 850  
ISBN: 978-93-5062-630-6



*Second Edition*

### **Advanced Operations Management**

**PROF. R P MOHANTY**

**PROF. S G DESHMUKH**

*Prof. R P Mohanty, Vice Chancellor, Siksha 'O' Anusandhan University, Bhubaneswar, Odisha, India*

*Prof. S G Deshmukh, Director, ABV-IIITM, Gwalior, MP, India*

**Contents include:**

Preamble/Operations Strategy/Selection and Justification of Advanced Manufacturing Technology/Total Capacity Management/Total Quality Management/Total Productive Maintenance/Just-in-time/Business Process Reengineering/Supply Chain Management/Manufacturing Flexibility/Computer-integrated Manufacturing Systems/Enterprise-wide Information Systems: Enterprise Resource Planning Systems/Agile Manufacturing

**Book Detail:**

2017 / 440 Pages / PB / ₹ 1050  
ISBN: 978-93-5062-278-0



*Third Edition*

### **Advertising**

*An IMC Perspective*

**PROF. S N MURTHY**

**DR. U BHOJANNA**

*Prof. S N Murthy, B.E., MBA (IIMC), RNS Institute of Technology, Bangalore, India*

*Dr. U Bhojanappa, MBA, M.Phil, PhD, HOD, MBA Department, RNS Institute of Technology, Bangalore, India*

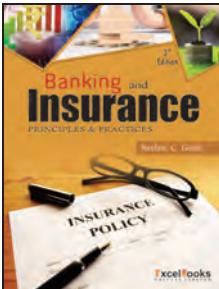
**Contents include:**

An Introduction to Advertising/Role of IMC in Marketing Process/Role of Advertising Agencies & Other Marketing Communication Organizations/The Communication Process/Perspective on Consumer Behaviour/Source, Message and Channel Factor/Advertising Objectives and Budgeting/Message and Creativity/Advertising Headlines/Media Planning and Strategy/Support Media/Evaluation of Media/Direct Marketing/Sales Promotion/Event Management/Public Relation, Publicity and Corporate Advertising/Personal Selling/Web Advertising: Internet and IMC/Monitoring, Evaluation and Control/Economic, Social and Ethical Implications of Advertising/Regulation of Advertisement/Industrial Advertising/International Advertising/Advertising Art, Graphic, Layout and Visualization/Merchandising

**Book Detail:**

2017 / 472 Pages / PB / ₹ 900  
ISBN: 978-81-7446-835-2

## General Management



Second Edition

### Banking and Insurance

Principles & Practices

NEELAM C. GULATI

M.Com., A.I.C.W.A., Sr. Lecturer, DAV Institute of Management, Faridabad, India

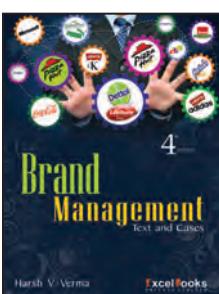
#### Contents include:

Introduction to Banking in India/Indian Banking System: Structure and Operation/RBI: The Central Bank of India/Organisation Set-up and Sectors in Banking/Concepts of E-Banking/Organisation of Bank Lending/Priority Sector Lending/Financing The International Trade/Annual Report and Balance Sheet of a Bank/Project and Working Capital Finance/Banking Legislation/Banking Sector Reforms, NPAs and Capital Adequacy in Indian Banks/Miscellaneous Topics in Banking/meaning of Risk and Insurance/Essentials of Insurance Contracts/Classification of Insurance/Basic of Life Insurance and life Policies/Principles and Practices of General Insurance/Fire, Motor, Health and Other Insurances/Marine Insurance/Insurance Distribution in India/Claims Management in Life Insurance/Miscellaneous Topics in Insurance

#### Book Detail:

2017 / 634 Pages / PB / ₹ 1075

ISBN: 978-81-7446-903-8



Fourth Edition

### Brand Management

Text and Cases

HARSH V VERMA

M.Phil., Ph.D., Faculty of Management Studies University of Delhi, Delhi, India

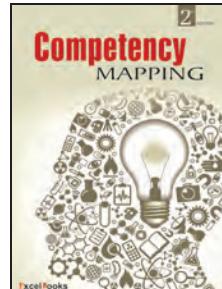
#### Contents include:

Context of Brands and Branding/Brand Power and Powerful Brand/Concept of a Brand/Brand Perspectives/Brand Evolution/Brand Identity/Brand Image/Brand Positioning/Brands and Consumers/Brand Equity/Brand Extensions — Internal Leverage/Brand Extensions — External Leverage/Brand Management over Time/Brand Architecture/Branding Outcomes

#### Book Detail:

2017 / 570 Pages / PB / ₹ 975

ISBN: 978-93-5062-174-5



Second Edition

### Competency Mapping

DR. R K SAHU

Founder Director, Human Resource Development Centre, New Delhi, India

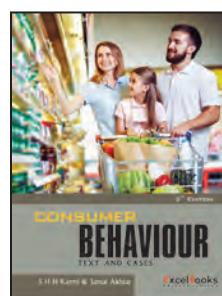
#### Contents include:

Concept of Competency/Competency Process/Developing Competency Models/Competency Identification/Competency Assessment/3600 Feedback and its Application in Competency Assessment/Assessment Centre and its Application in Competency Assessment/Applications of Competency Mapping/Commonly asked Questions on Competency Mapping/Managerial Competencies with Definitions/Will and Skill Mapping of Manual Workers

#### Book Detail:

2017 / 314 Pages / PB / ₹ 725

ISBN: 978-81-7446-745-4



Third Edition

### Consumer Behaviour

Text and Cases

SHH KAZMI

DR SATISH K BATRA

JAMAL AKHTAR

Shh Kazmi, Professor, Bhartiya Vidya Bhavan's College of Communication and Management, Banasthali Vidyapith (Deemed University), Malviya National Institute of Technology, ICFAI, and Poddar Institute of Management

Dr Satish K Batra, Dy. Director, Bhartiya Vidya Bhavan's College of Communication & Management, Jaipur, India

Jamal Akhtar, PhD, Professor, Govt. MLB PG Girls College, Bhopal

#### Contents include:

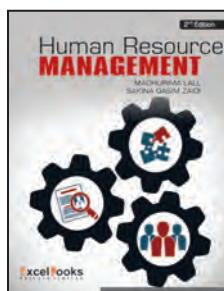
Consumer Behaviour and its Applications/Consumer Research/Market Segmentation and Positioning Concepts/Consumer Motivation/Consumer Personality/Consumer Perception/Consumer Learning, Memory & Involvement/Consumer Attitudes/Attitude Change Strategies/Marketing Communications Process/Consumer and Cultural Influences/Social Class Influences and Consumer Behaviour/Group Influences and Consumer Behaviour/Household Decision-making/Communications within Group and Opinion Leadership/Innovations and the Diffusion Process/Consumer Decision Models-(Nicosia, Howard-Sheth, and EKB)/Consumer Decision Process-Situational Influences/Consumer Decision Process-Problem Recognition/Consumer Decision Process – Information Search/Consumer Decision Process – Evaluation of Alternatives and

Selection/Consumer Decision Process – Outlet Selection and Purchase/  
Consumer Decision Process – Post-purchase Action

**Book Detail:**

2017 / 544 Pages / PB / ₹ 925

ISBN: 978-81-7446-644-0



*Second Edition*

### **Human Resource Management**

**DR. MADHURIMA LALL**

**SAKINA QASIM ZAIDI**

**Dr. Madhurima Lall, MA, MCom, MBA, PhD, DLitt, Reader in Applied Economics, Faculty of Commerce, Lucknow University, Lucknow, India**

**Sakina Qasim Zaidi, MA, MBA, Assistant Professor at the Institute of Environment and Management, Lucknow, India**

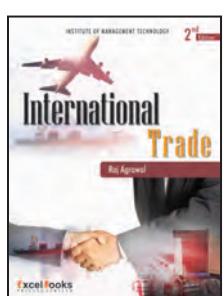
**Contents include:**

Human Resource Management: An Introduction/Human Resource Planning/Job Analysis and Design/Recruitment and Selection/Performance Appraisal/Training and Development/Job Evaluation and Job Satisfaction/Fringe Benefits and Incentives/Employees Remuneration: Reward Management, Wage and Salary Administration/Industrial Relations/Industrial Conflict/Human Resource Information System/Contemporary Issues in Human Resource Management/Business Process Outsourcing/Human Resource Accounting/Redefining Leadership Styles/Global HR Practices/Improving Cross-cultural Training: Lessons from European and American Managers in Morocco/Managing Mutual Interests in Globalisation through Market Orientation of Workers' Skills – A Study on Skilled and Semi-skilled Workforce Arriving in UK/Small Business Learning Networks Growth Rate and Operational Efficiency/Exploring Best Practice HRD in the Small Firm: The Case of the Irish Hotel Sector/Embedded HR-practices in SMEs – How they Enhance Performance and Learning/Explaining Differences in Team Performance: Does Team Learning Behaviour Matter?/The Impact of Human Resource Management Practices on Organisational Performance/Blended Learning as a Tool for Human Resource Development in a Global Context/Globalisation versus Glocalisation: Implications for HRD

**Book Detail:**

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ISBN: 978-81-7446-685-3



*Second Edition*

### **International Trade**

**DR. RAJ AGRAWAL**

**Professor of Economics and International Business  
Institute for Integrated Learning in Management (IILM)**

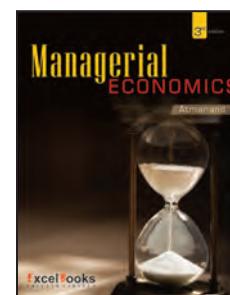
**Contents include:**

National Economic Development/The Changing Environment of International Business/States in Transitions/Why International Trade/? Role of the Government in the Foreign Trade/Balance of Payments and International Economic Linkages/Instruments of Trade Policy/Foreign Exchange Determination Systems/International Institutions UNCTAD, IMF, IBRD and WTO/Regional Economic Integration/Export and Import Policy Current Approach/Export-Import Documents and Procedures

**Book Detail:**

2017 / 312 Pages / PB / ₹ 700

ISBN: 978-81-7446-236-7



*Third Edition*

### **Managerial Economics**

**ATMANAND**

**MDI, Gurgaon, India**

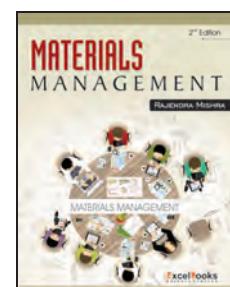
**Contents include:**

Introduction/Basic Techniques in Managerial Economics/Demand and Supply/Elasticity of Demand and Supply/Demand Forecasting/Cost Analysis/Production Analysis/Profit Analysis/Input-output Analysis/Investment Decisions/Market Structure and Price Determination/Perfect Competition/Monopoly/Imperfect Competition/Pricing Methods and Approaches/Theories of the Firm/Business Decision Making Under Risk and Uncertainty/Advertising/Location Decision of a Firm/Effects of Taxation/Welfare Economics/Introducing Macroeconomics/National Income: Concepts and Measurement/Consumption, Savings and Investment/Money, Interest and Expectations/Investments, Interest and Income: IS - LM Model/Theories of Inflation/Balance of Payments and the Foreign Sector/Globalisation of Indian Business/Economic Environment of International Trade

**Book Detail:**

2017 / 782 Pages / PB / ₹ 1200

ISBN: 978-81-7446-691-4



*Second Edition*

### **Materials Management**

**DR. RAJENDRA MISHRA**

**B. Sc. Engineering in mechanical from B.I.T, Sindri and M. Tech. (Industrial Engineering & Operations Research) and Ph. D. (Strategic Planning) from I.I.T, Kharagpur, visiting faculty at Indian Institute of Management, Lucknow, India**

**Contents include:**

Materials Management - An Overview/Inventory Systems for Independent Demand Items/Inventory Systems for Dependent Demand

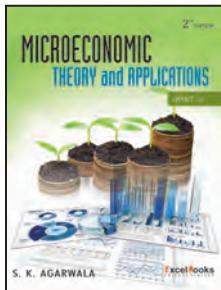
## General Management

Items/Enterprise Resource Planning/Purchase Cycle, Standardization and Outsourcing/Purchase Specification/Supplier Selection/Ordering/Purchase Strategies/Understanding Price/Negotiation/Supplier Management - Buyer-Supplier Relation, Evaluation and Development/Logistics

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2017 / 282 Pages / PB / ₹ 650

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*Second Edition*

### **Microeconomic Theory and Applications (Part I)**

**SK AGARWALA**

*BA (Hons) in Economics from Hansraj College and MA in Economics from St. Stephens College, Ex Reader, Department of Economics, Rajdhani College, University of Delhi, India*

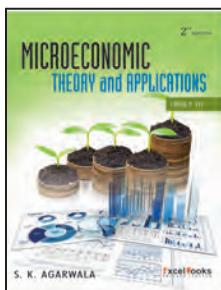
**Contents include:**

Introduction/Concepts of Demand and Supply/Elasticity of Demand and Supply/Revenue/Indifference Curve Analysis/Income-consumption and Price-consumption Curves/Income and Substitution Effects/Applications of Indifference Curves/Revealed Preference/Short Run Production Function/Long Run Production Function/Cost of Production/Perfect Competition

**Book Detail:**

2017 / 250 Pages / PB / ₹ 550

ISBN: 978-81-7446-665-5



*Second Edition*

### **Microeconomic Theory and Applications (Part II)**

**SK AGARWALA**

*BA (Hons) in Economics from Hansraj College and MA in Economics from St. Stephens College, Ex Reader, Department of Economics, Rajdhani College, University of Delhi, India*

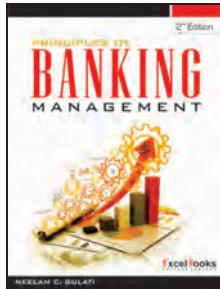
**Contents include:**

Monopoly/Price Discrimination/Monopolistic Competition/Oligopoly/Factor Pricing/Some Aspects of Factor Pricing: Monopsony and Economic Rent/Intertemporal Choice/Choice Under Uncertainty/General Equilibrium/Market Failure/Asymmetric Information/Public Goods and Externalities

**Book Detail:**

2017 / 174 Pages / PB / ₹ 375

ISBN: 978-81-7446-666-2



*Second Edition*

### **Principles of Banking Management**

**NEELAM C. GULATI**

*M.Com., A.I.C.W.A., Sr. Lecturer, DAV Institute of Management, Faridabad, India*

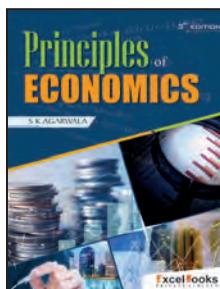
**Contents include:**

Introduction to Banking/Structure of Indian Banking System/The Reserve Bank of India/Banking Sector and Organisation of Banks/Electronic Banking/Bank Loans/Priority Sector Lending/Export Credit/Annual Report and Balance Sheet of a Bank/Project and Working Capital Finance/Banking Legislation/Banking Sector Reforms: NPAs and Capital Adequacy in Indian Banks/Banking Products/Development Banking/Bank Marketing

**Book Detail:**

2017 / 404 Pages / PB / ₹ 775

ISBN: 978-81-7446-827-7



*Third Edition*

### **Principles of Economics**

**SK AGARWALA**

*BA (Hons) in Economics from Hansraj College and MA in Economics from St. Stephens College, Ex Reader, Department of Economics, Rajdhani College, University of Delhi, India*

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Exploring the Subject Matter of Economics/Supply and Demand/Households/Perfect Market Structure/Imperfect Market Structure/Input Markets/Exploring International Economics/Introduction to Macroeconomics/Introduction to National Income Accounting/The Classical System: The Full Employment Model/The Keynesian Model/Money in the Modern Economy/Inflation/Macroeconomics in an Open Economy

**Book Detail:**

2017 / 330 Pages / PB / ₹ 750

ISBN: 978-81-7446-692-1



*Third Edition*

### **Product and Brand Management**

**Text and Cases**

**UC MATHUR**

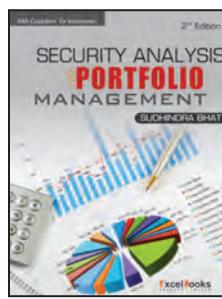
*Director (MDP) and Professor at Integrated Academy of Management & Technology (INMANTEC), Ghaziabad, India*

**Contents include:**

Product Marketing and Economy/Market Potential for Countries/Customer Purchase Process/Marketing Research/Marketing Controls/Introducing New Products and Product Life Cycle/Product Plans/Brand Value/Brand Equity and Brand Extensions/Organisational Structures for Product Sales/Marketing Mix Factors and Products/Products and Brands Advertising/Brand Name Plans/Pricing Systems/Product Distribution Systems/Advertising and Sales Promotion/Product Sales Management/Product and Public Relations/Service Product Marketing/Industrial Product Marketing/Product Exports and International Marketing/Critical Success Factors in Brand Management

***Book Detail:***

2017 / 332 Pages / PB / ₹ 725  
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*Second Edition*

### **Security Analysis and Portfolio Management**

**DR. SUDHINDRA BHAT**

MBA, MFM, CFA, M. Phil, PGDIR&PM, PGDS&MM, PhD (Finance), Investment Consultant at KSBS Consulting, India

**Contents include:**

Nature and Scope of Investment Decisions/Stock Markets in India/Stock Exchanges in India/New Issue Market/Stock Market Regulation/Intermediaries/Market Indices/Capital Market Reform/Avenues of Investment/Bond and Preference Share Valuation and Analysis/Equity Shares Valuation and Analysis/Risk and Return/Fundamental Analysis 1: Economic Analysis/Fundamental Analysis 2: Industry Analysis/Fundamental Analysis 3: Company Analysis/Technical Analysis/Efficient Market Theory/Behavioural Finance

***Book Detail:***

2017 / 700 Pages / PB / ₹ 1100  
ISBN: 978-81-7446-580-1



*Second Edition*

### **Total Quality Management**

**Text and Cases**

**DR G NAGALINGAPPA**

**PROF. MANJUNATH V S**

*Dr G Nagalingappa, BNM Institute of Technology, Bangalore, India*

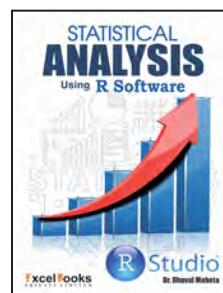
**Prof. Manjunath V S, Nitte Meenakshi Institute of Technology, Bangalore, India**

**Contents include:**

Basic Concepts of Quality/Total Quality Management – Philosophical Framework/Strategic Quality Management and Organization for Quality/Quality Management Systems/Quality Awards/Creating Customer Focus and Continuous Improvement/Statistical Process Control/Business Process Reengineering/Benchmarking/Service Quality Management/Six Sigma

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*First Edition*

### **Statistical Analysis Using R Software**

**DR. DHAVAL MAHETA**

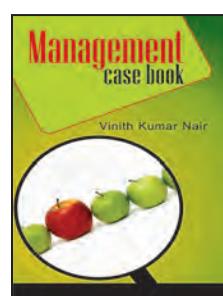
B.E. (Production), M.B.A. (Finance), N.E.T. (Management), PH.D. (Management), Post Graduate Diploma in Research Methodology, Assistant Professor, Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat, Gujarat, India

**Contents include:**

The Fundamentals of R Software/Data Management/Data Manipulation/Descriptive Statistics/Summarising Data Graphically/Normality/Hypothesis Testing/Analysis of Variance (ANOVA)/Correlation/Multiple Regression/Non-parametric Statistics/Logistic Regression/Factor Analysis/Cluster Analysis/Discriminant Analysis/Survival Analysis/Multidimensional Scaling/Correspondence Analysis/Text Analytics

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*First Edition*

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**DR. VINITH KUMAR NAIR**

Assistant Professor - Marketing, TKM Institute of Management, Kerala

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## General Management

Salient Book Store/Rajalakshmi Medicals/Growth Pangs of a Hair Saloon/ Stitching Unit/Case of Pramod Kumar Gupta/Vishvakarma Industries: Revamping Systems and Processes for Growth/Growth of a Training Company: Case of John & Mary International Training Systems Pvt. Ltd./ Market Research Dilemma for Ayurvedic Eye Drops.

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### **Organisational Communication**

**DR (LATE) P L RAO**

*Former MD of Polar Management Services (P) Limited, Secretary General Institute of Management Development and Executive Director of the Society*

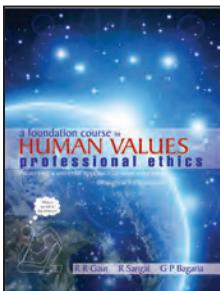
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Communication and Management/Communication Process and Organisations/Models for Understanding Interpersonal Relationships/ Barriers to Communication/Communication for Interpersonal Influence/ Communication within Organisation Sub-systems and Small Groups/ Managing Total Organisational Communication: A Global Level of Analysis/Reading Skills/Writing Skills/Résumé/Curriculum Vitae/ Interview Skills/Speech/Oral Presentation Skills/Listening Skills

**Book Detail:**

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*First Edition*

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**PROF. R R GAUR**

**PROF. R SANGAL**

**PROF. G P BAGARIA**

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*Prof. R Sangal, IIT Hyderabad Director; Computer Scientist- Artificial Intelligence and Natural Language Processing; Alumnus of IIT Kanpur and the University of Pennsylvania; Head of the Dept. of Computer Science at his Alma mater, IIT Kanpur.*

*Prof. G P Bagaria, Electronics and Communication and Value Education-renowned teacher; Extensive researcher for suitable methodology for Value Education; he was awarded the Satyendra K Dubey Memorial Award for the year 2006 by IIT Kanpur.alumnus of IIT Kanpur.*

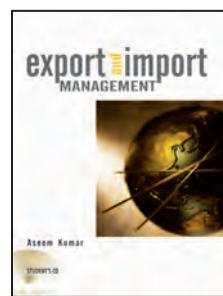
**Contents include:**

Understanding Value Education/Self-exploration as the Process for Value Education/The Basic Human Aspirations – Continuous Happiness and Prosperity/The Program to Fulfil Basic Human Aspirations/ Understanding the Human Being as Co-existence of Self ('I') and Body/ Harmony in the Self ('I') – Understanding Myself/Harmony with the Body – Understanding Sanyama and Svāsthya/Harmony in the Family – Understanding Values in Human Relationships/Harmony in the Society – From Family Order to World Family Order/Harmony in Nature – Understanding the Interconnectedness and Mutual Fulfilment/ Harmony in Existence – Understanding Existence as Co-existence/ Providing the Basis for Universal Human Values and Ethical Human Conduct/Basis for the Holistic Alternative towards Universal Human Order/Professional Ethics in the Light of Right Understanding/Vision for Holistic Technologies, Production Systems and Management Models/ Journey towards the Holistic Alternative – The Road Ahead

**Book Detail:**

2010 / 312 Pages / PB / ₹ 450

ISBN: 978-81-7446-781-2



*First Edition*

### **Export and Import Management**

**ASEEM KUMAR**

*Assistant Director, Centre for Management Development, with All India Management Association; MBA – Marketing, R.A. Podar Institute of Management, Jaipur; Intermediate Level of Institute of Company Secretaries of India; B.Com. (Hons.), Hansraj College, Delhi University*

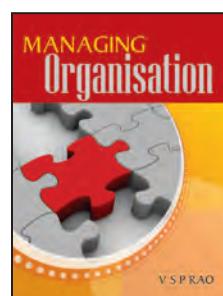
**Contents include:**

Introduction to Exports and Imports/International Business Environment/Registration Process/Export Documentation Framework/ Export Marketing/Export Contract and INCO Terms/Export Pricing and Payment Terms/Export Shipment Procedure/Export Logistics/Methods of Payment/Export Finance/Pre-shipment Inspection/Export Incentives/Risk and Insurance/ECGC/Export Promotion Councils/Import Management

**Book Detail:**

2007 / 326 Pages / PB / ₹ 725

ISBN: 978-81-7446-538-2



*First Edition*

### **Managing Organisation**

**DR. VSP RAO**

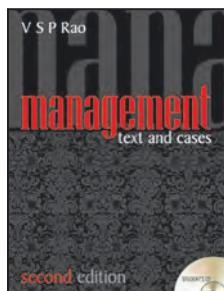
*Executive Vice President of MIM Group (Former Professor and Dean, IBS, Hyderabad) of Institutions, India*

### Contents include:

Nature of Management/Development of Management Thought/Planning/Nature and Importance of Organising/Types of Organisation Structures/Departmentation/Delegation of Authority/Fundamentals of Staffing and HRM/Direction and Supervision/Motivation and Morale/Fundamentals of Controlling/Leadership/Nature and Importance of OB/Perception/Personality/Values, Attitudes and Job Satisfaction/Learning and Behaviour Modification/Contemporary Issues in Management

#### *Book Detail:*

2013 / 496 Pages / PB / ₹ 950  
ISBN: 978-93-5062-320-6



*Second Edition*

### **Management Text and Cases**

**DR. VSP RAO**

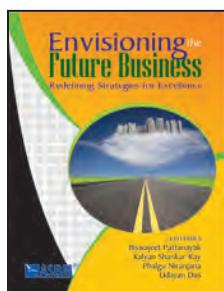
Executive Vice President of MIM Group (Former Professor and Dean, IBS, Hyderabad) of Institutions, India

### Contents include:

Nature of Management/Managerial Roles and Challenges/Development of Management Thought/Coordination/Planning and Forecasting/Vision, Mission and Objectives/Types of Plans/Strategic Planning and Management/Decision-making and MIS/Creativity and Innovation/Nature and Importance of Organising/Departmentation/Span of Control/Authority and Responsibility Relationships/Delegation and Decentralisation/Types of Organisations/Formal and Informal Organisations/Fundamentals of Staffing and HRM/Attracting and Developing Human Resources/Appraising and Maintaining Human Resources/Direction and Supervision/Motivation and Morale/Job Design, Empowerment and Quality of Work Life/Leadership/Communication/Fundamentals of Controlling/Techniques of Controlling/Individual and Group Behaviour/Management of Strategic Change/Ethics, Corporate Governance and Social Responsibilities/Contemporary Issues in Management

#### *Book Detail:*

2012 / 826 Pages / PB / ₹ 1200  
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*First Edition*

### **Envisioning the Future Business**

**Redefining Strategies for Excellence**

**DR. BISWAJEET PATTANAYAK**

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**DR. PHALGU NIRANJANA**

**PROF. UDAYAN DAS**

**Dr. Biswajeet Pattanayak** - Founder Director and Professor (HR & OB) of Asian School of Business Management (ASBM).

**Dr. Kalyan Shankar Ray** - Professor in the area of Finance & Accounting in Asian School of Business Management. Former Zonal Manager of Bank of India in Madhya Pradesh.

**Dr. Phalgu Niranjana** - Professor in the area of Organizational Behaviour in Asian School of Business Management. Prior to joining the ASBM, she was working as an Associate Professor at the Institute of Management, Bhubaneswar.

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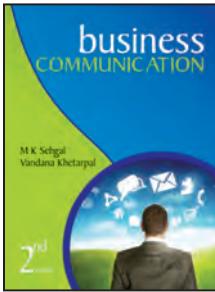
## General Management

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*Second Edition*

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**DR M K SEHGAL**

**DR VANDANA KHETARPAL**

*Dr M K Sehgal (PhD, MBA, MCom, LLB, PGDFM, PGDJMC), Founder President of Yamuna Nagar Jagadhri Management Association (affiliated to All India Management Association, AIMA).*

**Dr Vandana Khetarpal, PhD, MCom; Associate Professor in Maharishi Ved Vyas Engineering College, Jagadhri.**

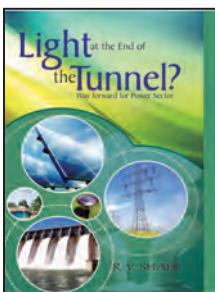
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*First Edition*

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**Way Forward for Power Sector**

**R.V. SHAHI**

*Chairman of Energy Infratech Private Limited. Formerly the Secretary to the Government of India in the Ministry of Power and formerly the*

*Chairman and Managing Director of Bombay Suburban Electric Supply Limited*

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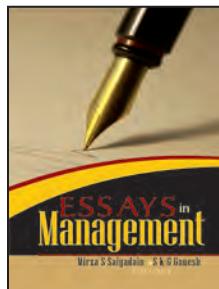
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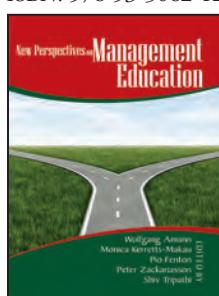
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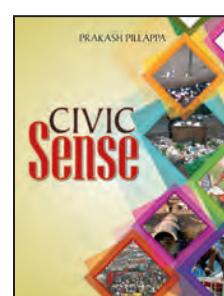
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PRAKASH PILLAPPAA

Program Director, Consumer Banking BI at Westpac

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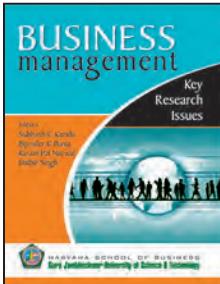
## General Management

in Promoting Civic Sense/Role of Local Self Government in Promoting Civic Sense and Success Stories/Organizing Civic Sense Campaign

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**Bijender K Punia** is a Professor and Dean, Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar.

**Karam Pal Narwal** is an Associate Professor at Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar.

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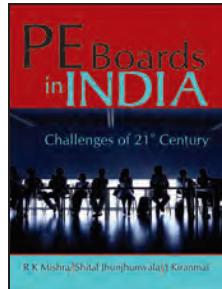
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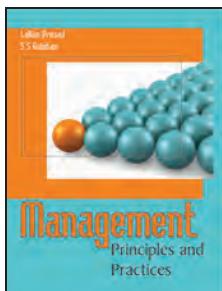
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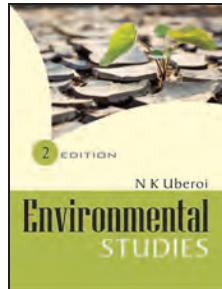
**Dr. S S Gulshan** is an eminent professional author, teacher and trainer in the education system. He had an illustrious career at the University of Delhi for more than three decades.

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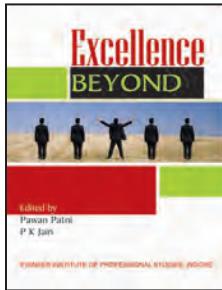
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DR. CA PRAMOD KUMAR JAIN

*Dr. Pawan Patni*, is the Director (MBA) of Pioneer Institute of Professional Studies, Indore. His areas of interest are Human Resources (HR) and Organizational Behaviour.

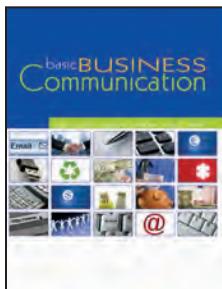
*Dr. CA Pramod Kumar Jain*, He has rendered his services as an internal auditor for JK Industries Ltd. He has worked as Practicing Chartered Accountant and conducted various Audits.

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*Concepts, Applications and Skills*

DR RAJ KUMAR

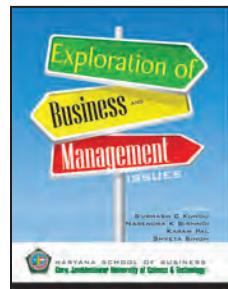
He is currently the Senior Professor and Director, Maharaja Agrasen Institute of Management & Technology (Ranked 20th by Business World, 2009), Jagadhri, Yamuna Nagar, Haryana.

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SUBHASH C KUNDU

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*Narendra K Bishnoi*, Professor at Haryana School of Business, Guru Jambheshwar University of Science & Technology.

*Karam Pal*, Professor of Business Management Haryana School of Business Guru Jambheshwar University of Science & Technology, Hisar

*Shveta Singh*, Professor (Assistant) of Business Management Haryana School of Business Guru Jambheshwar University of Science & Technology, Hisar

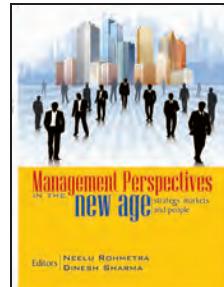
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*Prof. Neelu Rohmetra* is the Director of the Business School and the International Centre for Cross-Cultural Research and Human Resource Management, (ICCCR & HRM), University of Jammu, Jammu.

*Dr Dinesh Sharma* is the faculty at Shailesh J Mehta, School of Management, IIT, Bombay.

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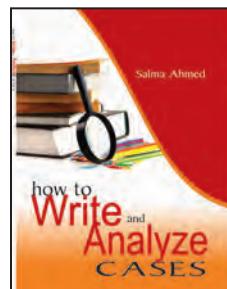
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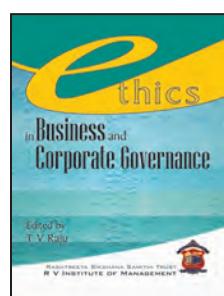
*Dr Salma Ahmed* is an Associate Professor at the Department of Business Administration, Aligarh Muslim University (AMU), Aligarh.

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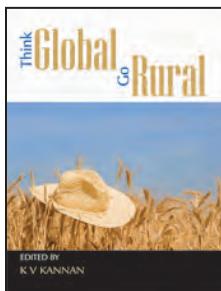
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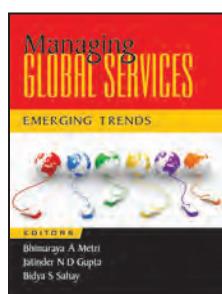
He is working as a Professor at Alliance Business Academy, Bangalore.

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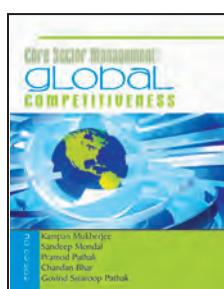
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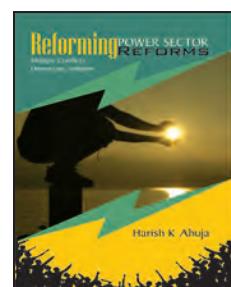
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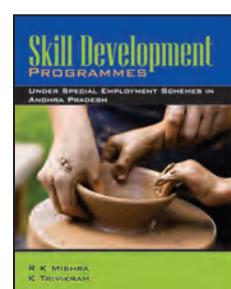
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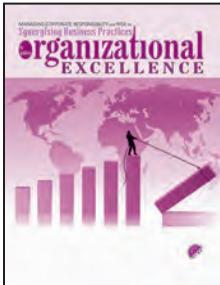
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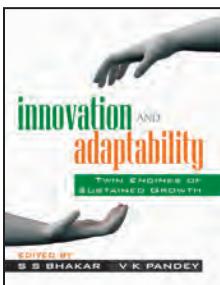
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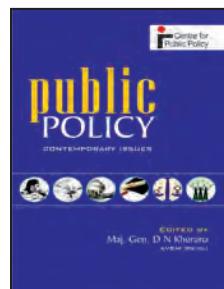
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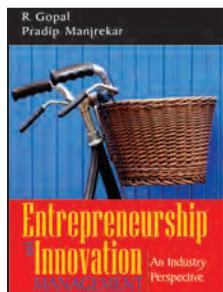
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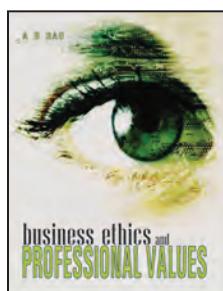
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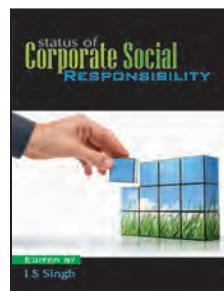
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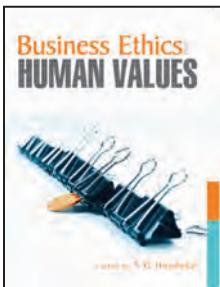
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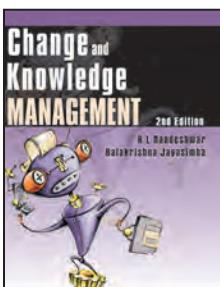
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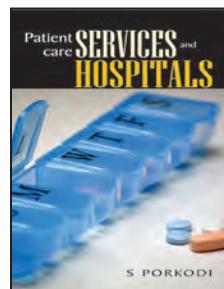
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*Dr S Porkodi is a young and energetic author. Presently, she is working as the Director of Ishan Institute of Management and Technology, Greater Noida.*

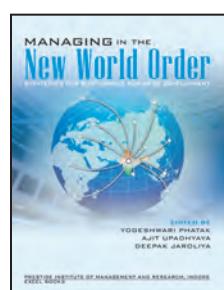
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*Prof. Deepak Jaroliya is Senior Lecturer in the area of computer applications. He is associated with Prestige Institute of Management and Research, Indore from more than five years.*

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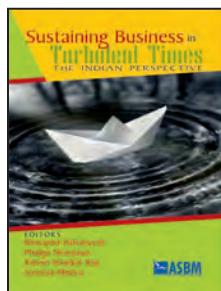
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*Dr. Biswajeet Pattanayak, is the Founder Director and Professor, HR & OB of Asian School of Business Management (ASBM).*

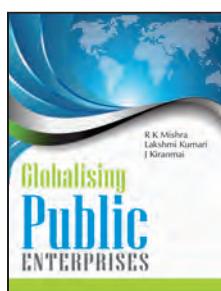
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*Dr. Ch. Lakshmi Kumari is currently Assistant Professor in the area of Economics at the Institute of Public Enterprise, Hyderabad.*

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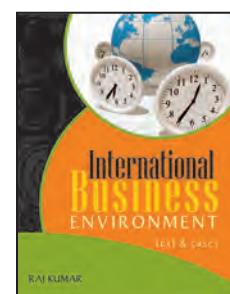
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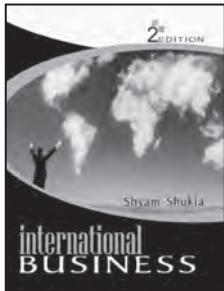
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*Prof. Shyam Shukla*, is a Senior Faculty with Central Institute of Business Management Research & Development, a founder and frontrunner of National Human Resources Development Network, Nagpur.

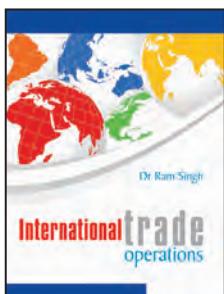
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DR RAM SINGH

Assistant Professor in IIFT.

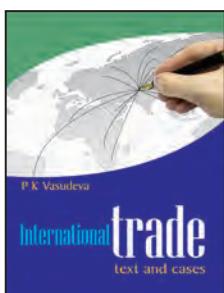
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PROFESSOR P K VASUDEVA

*Vasudeva* present appointments include Expert Panelist in Intellectual Property Rights (IPR), National Institute of Science, Communication and Information Resources of CSIR; Senior Vice

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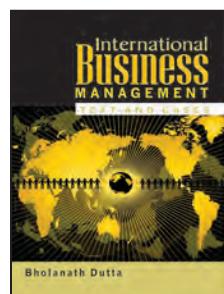
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BHOLANATH DUTTA

*Bholanath Dutta* is currently working as Assistant Placement Officer, CMRIT, and Asst Professor in the Dept of Management Studies, in CMR Institute of Technology.

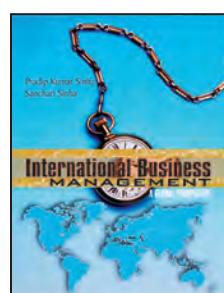
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*Sanchari Sinha*, is working in corporate planning in a multinational company at Pune.

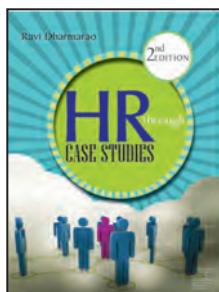
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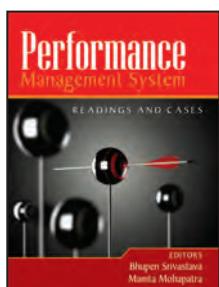
*Ravi Dharmarao*, is a Professor at ICBM-School of Business Excellence, Hyderabad.

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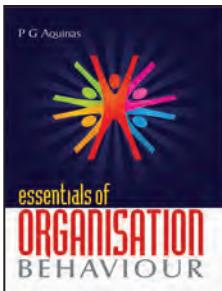
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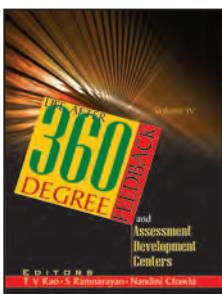
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DR. T. V. RAO

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**Dr. T. V. Rao**, Chairman of TVRLS, Ahmedabad.

**Nandini Chawla**, CEO at T V Rao Learning Systems Pvt. Ltd.

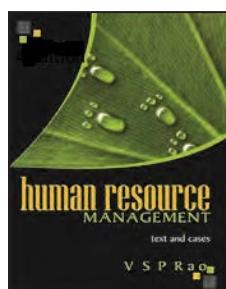
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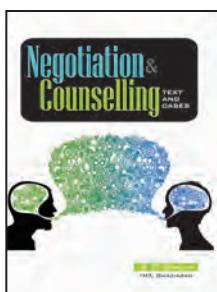
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*Dr R K Sahu, is the Founder Director of Human Resource Development Centre, New Delhi.*

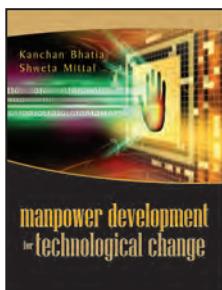
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*Dr. I.S. Singh, M.A. (Psychology), Masters in Human Resource Management and Ph.D., is a Professor in Behavioural Science at Mahatma Gandhi Labour Institute.*

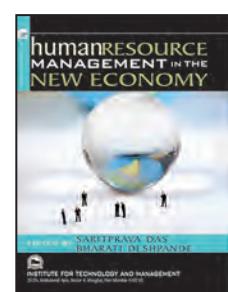
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*Prof. Bharati Deshpande is currently working as an Associate Professor in HR & OB at ITM Business School, Navi Mumbai, Maharashtra.*

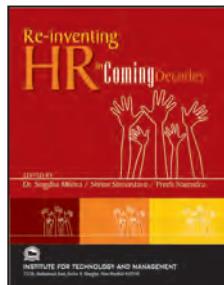
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*Prof Shrimi Srivastava*, At present, she is an *Assistant Professor at ITM Business School, Navi Mumbai*.

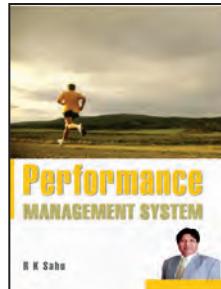
*Prof Preeti Narendra*, she is a *Faculty in HR at ITM Business School, Kharagpur, Navi Mumbai*.

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*First Edition*

## **Performance Management System**

**DR. R K SAHU**

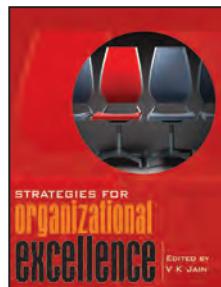
*Dr. R K Sahu*, is the *founder Director of Human Resource Development Centre, New Delhi*.

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*First Edition*

## **Performance Management System**

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**PROF. B D SINGH**

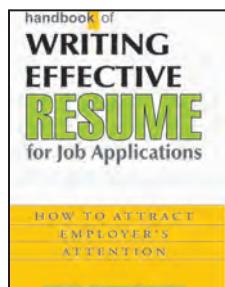
*Prof. B D Singh, is working as Sr. Professor (HRM) and Dean (MDP & Consultancy ) IMT, Ghaziabad.*

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**Book Detail:**

2010 / 716 Pages / PB / ₹ 1000  
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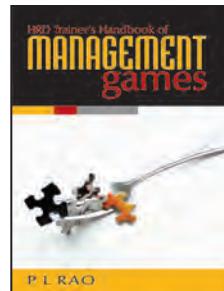
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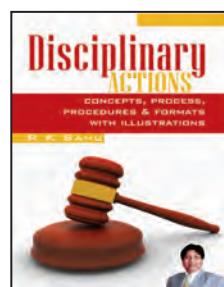
*Dr PL Rao is working as the Managing Director of Polar Management Services (P) Limited.*

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*Dr RK Sahu is the founder Director of Human Resource Development Centre, New Delhi.*

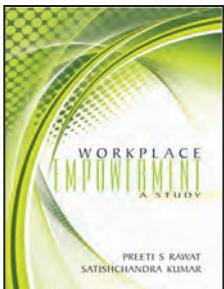
**Contents include:**

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# Human Resource Management



First Edition

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A Study

DR. PREETI S. RAWAT

DR. SATISHCHANDRA KUMAR

*Dr. Preeti S. Rawat is an Associate Professor for OB/HR at the K. J. Somaiya Institute of Management Studies and Research, Mumbai.*

*Dr. Satishchandra Kumar, is an Associate Professor in the Department of Applied Psychology and Counseling Centre, University of Mumbai.*

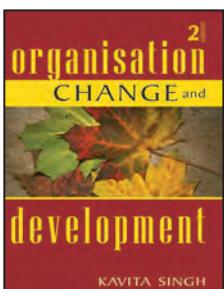
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KAVITA SINGH

*Kavita Singh is an Associate Professor in the area of Organizational Behaviour and Organizational Development and Change at the Faculty of Management Studies, University of Delhi.*

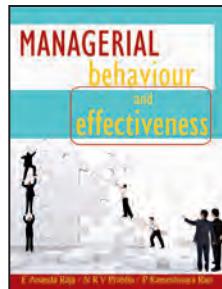
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E ANANDA RAJA

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*Dr N R V Prabhu, Dean-Academics, GSBE veronn Education Limited, Perungudi, Chennai.*

*Dr P Kameswara Rao, Professor in the Department of Business Administration, Kalasalingam University, Tamil Nadu.*

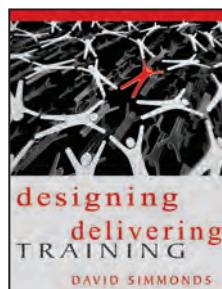
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DAVID SIMMONDS

*David Simmonds, is McKesson Canada's Senior Vice-President, Communications and Public Affairs.*

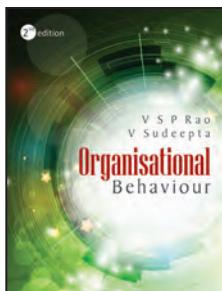
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DR V S P RAO

V SUDEEPTA

Dr V S P Rao, is currently Professor and Dean at IBS, Hyderabad.

V Sudeeptha, started her career as an officer with ABN AMRO, immediately after topping the MBA programme at IFMR, Chennai. She then moved on to IndusInd Bank and thereafter began her global journey in 2004.

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### Book Detail:

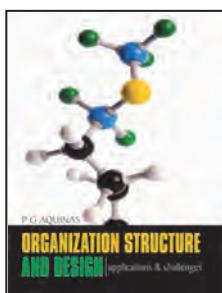
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Second Edition: New Delhi, 2015

Reprint: 2016, 2017

ISBN: 978-93-5062-499-9



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Dr. P. G. Aquinas, is engaged in research projects on HR related aspects in Mergers and Acquisition and has presented papers on the topic in several international seminars.

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DR. TAPOMOY DEB

Vice President-HR (Recipient of "100 TOP HR MINDS in INDIA Award 2018" from World HRD Congress.

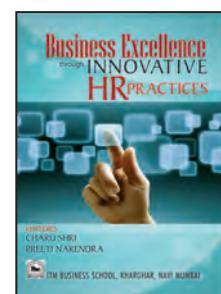
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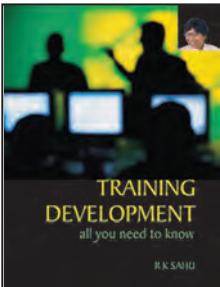
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*Dr R K Sahu, is the Founder Director of Human Resource Development Centre, New Delhi.*

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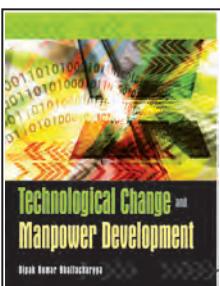
Concept of Training /Role, Need and Importance of Training/Types of Training/Role of Stakeholders in Training/Principles of Adult Learning/Understanding the Process of Learning in a Training Programme/Developing an Integrated Approach to Learning in Training Programme/Training Needs Assessment (TNA)/Levels of Training Needs/Designing Training Programmes/Training Programme Delivery/Methods of Conducting Training/Developing Audio-visual Materials/Characteristics of High-impact Course Material/Measuring Impact of Training/Levels of Training Impact Evaluation

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*Dr Dipak Kumar Bhattacharyya, is Director, Camellia School of Business Management, Kolkata.*

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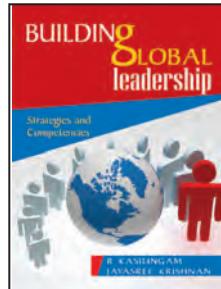
Globalisation, Technology and Human Resource Issues/Technology and Culture/Technology Management/Changing Technology and New Leadership Skills/Economic Theory of Choice and Employee Benefits/Training and Development/Performance Management Systems/

Innovation and New Technology/Balanced Scorecard, Competency Mapping and Knowledge Management for New-age Technology

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**JAYASREE KRISHNAN**

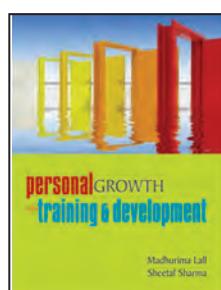
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**DR (MISS) MADHURIMA LALL**

**MS SHEETAL SHARMA**

*Dr (Miss) Madhurima Lall, has submitted her report as Principal Investigator for a Major Research Project assigned to her by the University Grant Commission, New Delhi, in 2003 and is presently working on another major research project of UGC on women entrepreneurs.*

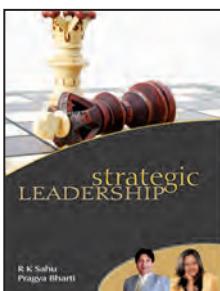
*Ms Sheetal Sharma, is a Faculty member of IILM Academy of Higher Learning, Lucknow.*

## Contents include:

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**MS PRAGYA BHARTI**

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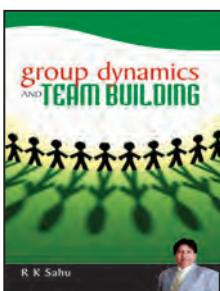
*Ms Pragya Bharti, is Assistant Director of Human Resource Development Centre, New Delhi*

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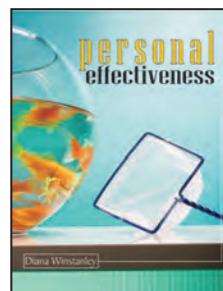
*Dr RK Sahu, is the founder Director of Human Resource Development Centre, New Delhi.*

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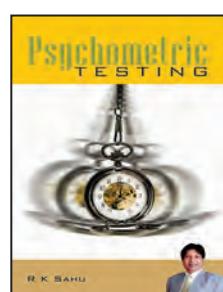
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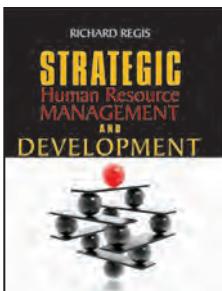
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First Edition

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PROF. RICHARD REGIS

He worked as Director of the School of Management, Sri Krishna College of Engineering and Technology, Coimbatore.

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First Edition

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DR. MADHURIMA LALL

SAKINA QASIM ZAIDI

Dr. Madhurima Lall, is a Professor at Lucknow University Lucknow, Uttar Pradesh, India.

Sakina Qasim Zaidi, (MA, MBA) is Assistant Professor at the Institute of Environment and Management, Lucknow

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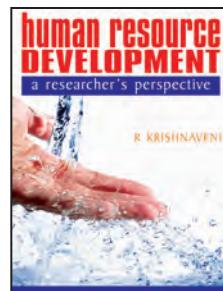
Human Resource Management - An Introduction/Human Resource Planning/Job Analysis and Design/Recruitment and Selection/Performance Appraisal/Training and Development/Job Evolution and Job Satisfaction/Fringe Benefits and Incentives/Employees Remuneration: Reward Management, Wage and Salary Administration.....

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First Edition

### Human Resource Development

A Researcher's Perspective

R. KRISHNAVENI

R. Krishnaveni, is a Professor of PSG Institute of Management, Coimbatore.

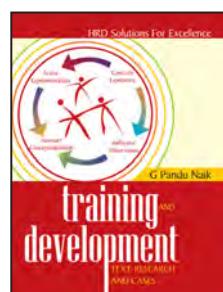
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G. PANDU NAIK

G. Pandu Naik, is presently working as Professor (OB & HRM) at PES Institute of Management, Bangalore.

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First Edition

### Managing Conflict and Negotiation

PROF B D SINGH

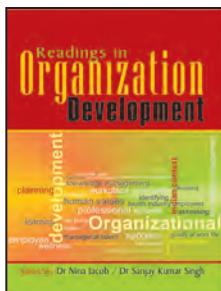
Presently, he is Senior Professor (HRM), and Associate Dean (MDP and Consultancy) at IMT, Ghaziabad.

#### Contents include:

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First Edition

### Business Transformations

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DR. K. S. CHANDRASEKAR

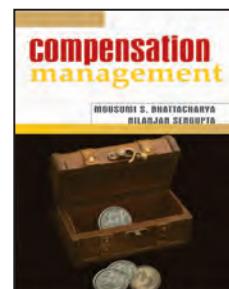
Dr. K.S. Chandrasekar, Professor and Head of one of the best B-schools— Institute of Management in Kerala (IMK), University of Kerala.

#### Contents include:

Part I: General Management: Social and Environmental Responsibility: The Role of Social Institutions/ Organizational Learning in Public Sector Enterprises in Kerala: An Empirical Study/SAARC Obligations and its Impact on Kerala with Emphasis on Sri Lankan Influence/Corporate Social Responsibility and Human Rights; Part II: Financial Management in the Modern Globalised Business Environment/Financial Inclusion: Taking Financial Services to the Common Man/Financial Inclusion in India: A need for Innovation; Part III: Human Resource Management: Human Resource Management: New Challenges/A Study on Creating Cultural Compatibility through Performance Culture in Information Technology Industry in Kerala; Part IV: Marketing Management: Global Financial Crisis and Changing Patterns of Services Marketing in Indian Life Insurance Sector/Adolescents’ Influence on Purchase Decision Challenge faced by Marketers/Marketing Challenges during Recessions: With special reference to Share Broking Business/Relationship Marketing as a Solution for the Recessions: Special reference to the Banking Sector in Sri Lanka.....

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First Edition

### Compensation Management

DR. MOUSUMI S. BHATTACHARYA

DR. NILANJAN SENGUPTA

Dr. Mousumi S. Bhattacharya, currently, she is a Professor in IFIM Business School, Bangalore, in the area of Human Resource Management and Organizational Behaviour.

Dr. Nilanjan Sengupta, at present, is a Professor in the area of Human Resource Management and Organizational Behaviour and Chairperson – Admissions at IFIM Business School, Bangalore.

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**DR NEELAM C GULATI**

*Dr Neelam C Gulati, is an Associate Professor in the area of Accounting and Finance, working at DAVIM, Faridabad, and also the Programme Director of the exclusive ICWAI Study Centreat Faridabad.*

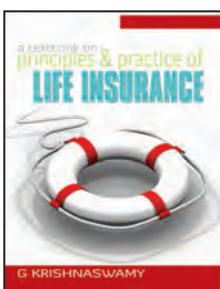
**Contents include:**

The Concept of Risk/Management of Risk and Risk Implication/The Risk Management Process/Requirements of an Insurable Risk/Enterprise Risk Management/Financial Risk Management/Financial Instruments for Risk Management/Other Areas of Risk Management/The Evolution and Meaning of Insurance/Essentials of Insurance Contracts/Classification of Insurance/Basics of Life Insurance and Life Policies/Claims Management in Life Insurance/Principles and Practices of General Insurance/Fire, Motor, Health and Other Insurances/Marine Insurance/Insurance Distribution in India/Reinsurance/Information Technology – The Key to Success of Insurance Services.....

**Book Detail:**

2013 / 548 Pages / PB / ₹ 900

ISBN: 978-93-5062-178-3



*First Edition*

### A Textbook on Principles & Practice of Life Insurance

**G KRISHNASWAMY**

Presently he is teaching Insurance – Life and General, as visiting faculty in various MBA Institutions and Health Insurances and legal aspects of medical care in Medical Colleges.

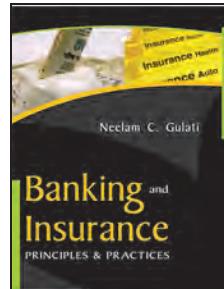
**Contents include:**

Economic Principles (LEAF = Legal, Economic, Actuarial and Financial Principles)/Insurance Intermediaries/Life Insurance Products: (1) Basic Products and (2) Traditional Products/Premium and Bonuses (LEAF Principles)/Life Insurance Underwriting/Insurance Documents/Life Insurance Claims/Insurance Organization, Information Technology and Actuarial Functions/Legislative Matters/ Financial Planning, Insurance Marketing, Agent's Role and Personality Development

**Book Detail:**

2009 / 315 Pages / PB / ₹ 725

ISBN: 978-81-7446-712-6



*First Edition*

### Banking and Insurance

**Principles & Practices**

**DR NEELAM C GULATI**

*Dr Neelam C Gulati, is an Associate Professor in the area of Accounting and Finance, working at DAVIM, Faridabad, and also the Programme Director of the exclusive ICWAI Study Centreat Faridabad.*

**Contents include:**

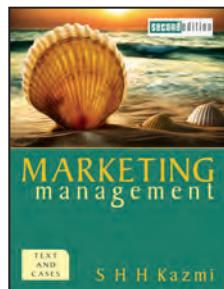
Part 1: Banking: Introduction to Banking in India/Indian Banking System: Structure and Operation/RBI: The Central Bank of India/Organisation Set-up and Sectors in Banking; Part 2: Insurance: Meaning of Risk and Insurance/Essentials of Insurance Contracts/Classification of Insurance/Basics of Life Insurance and Life Policies/Principles and Practices of General Insurance.....

**Book Detail:**

2011 / 648 Pages / PB / ₹ 1075

ISBN: 978-81-7446-903-8

## MARKETING



*Second Edition*

### Marketing Management

**Text and Cases**

**S. H. H. KAZMI**

*S. H. H. Kazmi, has been associated as visiting faculty with a number of management institutions, including Bhavan's College of Communication and Management, Banasthali Vidyapith (Deemed University), Malviya National Institute of Technology, IICFAI, and Poddar Institute of Management.*

**Contents include:**

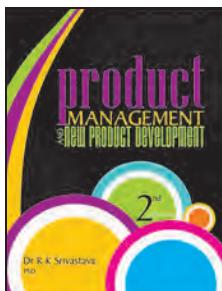
Part I: Introduction to Marketing/Strategic Market Planning/Marketing Implementation & Control; Part II: Marketing Environment Analysis/Information System & Marketing Research/Measuring Market Demand; Part III: Product Concepts/New Product Development & Adoption Process/Branding, Packaging & Labelling; Part IV: Marketing Communications/Advertising & Sales Promotion/Personal Selling; Part V: Marketing Channels and Physical Distribution/Wholesaling and Retailing; Part VI: Pricing Concepts, Strategies and Price Setting Approaches; Part VII: Product Life Cycle/Competition Analysis and Strategic Options Across PLC Stages; Part VIII: Marketing of Services/International Marketing.....

**Book Detail:**

2007 / 718 Pages / PB / ₹ 1100

Reprint: 2009, 2010, 2011

ISBN: 978-93-5062-357-2



*Second Edition*

## **Product Management and New Product Development**

**R. K. SRIVASTAVA**

*R. K. Srivastava, is Country Incharge of Rowa, a  
Germany Based Company.*

### **Contents include:**

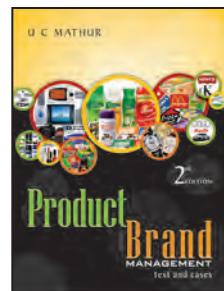
How to be an Effective Product Manager?/Changing Job Function of Product Managers/Things which Product Managers should not Do/ Changing Profile of Product Managers – Current Scenario/Facing Challenges through Effective Selection and Evaluation of Product Management Personnel/Interface of Product Management Personnel with Sales Personnel/How to improve the Efficiency of Resources Planned by Product Management Personnel/What is Marketing Plan Necessary in Today's Environment /How to make an Effective Marketing Plan to Combat Competition?.....

### **Book Detail:**

2006 / 246 Pages / PB / ₹ 550

Reprint: 2007, 2008

ISBN: 978-81-7446-478-6



*Second Edition*

## **Product and Brand Management**

**Text and Cases**

**PROFESSOR UC MATHUR**

*Professor UC Mathur is Director (MDP) and Professor at Integrated Academy of Management & Technology (INMANTEC), Ghaziabad.*

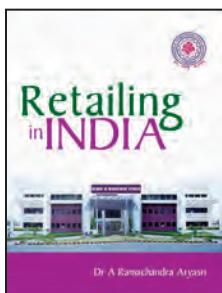
### **Contents include:**

Part I: Product Marketing and Economy/Market Potential for Countries/Customer Purchase Process/Marketing Research; Part II: Introducing New Products and Product Life Cycle/Product Plans/Brand Value; Part III: Organisational Structures for Product Sales/Marketing Mix Factors and Products/Products and Brands Advertising/Brand Name Plans; Part IV: Service Product Marketing/Industrial Product Marketing/Product Exports and International Marketing/Critical Success Factors in Brand Management.....

### **Book Detail:**

2012 / 576 Pages / PB / ₹ 950

ISBN: 978-93-5062-014-9



*First Edition*

## **Retailing in India**

**DR A RAMACHANDRA ARYASRI**

*Dr A Ramachandra Aryasri, PhD, MBA, MCom and Director, School of Management Studies, JNT University, Hyderabad.*

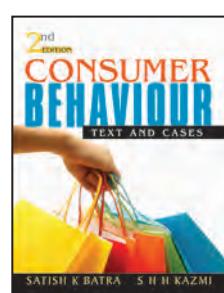
### **Contents include:**

Human Resources and Skills Development in Indian Retailing/A Step-by-Step Process of Nurturing Ethical Values in Retailers and Professionals/ Impact of WTO/TRIPS on Pharmaceutical Exports in India: A Retailer's Perspective/Impact of FDI in Retail on Business/Ethical and Legal Practices in Retailing/A Study on the Retail Analytics Practices Implemented by the Organised Retail Stores: With Reference to Hyderabad City/Customer Needs and Relationship Management in Retailing/A Study on E-Tailing in India: Unlocking the Potential/Work-Life Balance (WLB) Issues of Women Employees in Unorganized Retail Outlets/Gender Portrayal in Indian Television Commercials and its Impact on Consumer Buying Process/Governance Issues in Multi-Channel Retailing/Impact of Career Plateau on Employee Performance in Retailing Sector/Evaluation of Store Loyalty Programs of Big Bazaar.....

### **Book Detail:**

2013 / 308 Pages / PB / ₹ 550

ISBN: 978-93-5062-330-5



*Second Edition*

## **Consumer Behaviour**

**Text and Cases**

**S H H KAZMI**

**DR SATISH K BATRA**

*S H H Kazmi, has been associated, as a visiting faculty, with a number of management institutions, including Bhartiya Vidya Bhavan's College of Communication and Management, Banasthali Vidyapith.*

*Dr Satish K Batra, has retired from the University of Rajasthan. Now, Dr Batra is working as Dy. Director, Bhartiya Vidya Bhavan's College of Communication & Management, Jaipur Kendra.*

### **Contents include:**

Part 1: Consumer Behaviour and its Applications/Consumer Research/ Market Segmentation and Positioning Concepts; Part 2: Consumer Motivation/Consumer Personality/Consumer Perception; Part 3: Consumer and Cultural Influences/Social Class Influences and Consumer/ Group Influences and Consumer Behaviour/Household Decision-making; Part 4: Consumer Decision Models-(Nicosia, Howard-Sheth, and EKB)/ Consumer Decision Models- Situation Influences/Consumer Decision Models-Problem Recognition.....

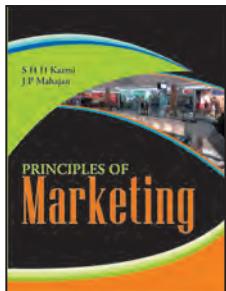
### **Book Detail:**

2008 / 558 Pages / PB / ₹ 925

Reprint: 2009, 2010, 2011, 2013

ISBN: 978-81-7446-644-0

## Marketing



First Edition

### Principles of Marketing

S H H KAZMI

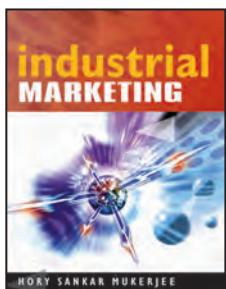
J P MAHAJAN

#### Contents include:

Part I: Marketing Building Blocks: Introduction to Marketing/Marketing Mix/Marketing Environment; Part II: Understanding and Developing Market: Market Segmentation, Targeting and Positioning/Product Concepts/New Product Development/Product Life Cycle; Part III: Marketing Tactics and Strategies: Pricing Concepts, Strategies and Price Setting Approaches/Marketing Communications (Promotion Mix)/Advertising and Sales Promotion/Personal Selling; Part IV: Sales and Distribution Management: Marketing Channels and Physical Distribution/Wholesaling and Retailing; Part V: Emerging Trends and Issues in Marketing: Rural Marketing/Recent Issues and Developments in Marketing.....

#### Book Detail:

2012 / 376 Pages / PB / ₹ 725  
ISBN: 978-93-5062-059-5



First Edition

### Industrial Marketing

HORY SANKAR MUKERJEE

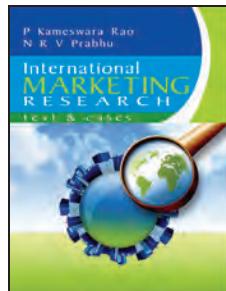
Hory Sankar Mukerjee, is currently working for Infosys, as an Associate Consultant.

#### Contents include:

Introduction to Industrial Marketing/The Industrial Markets/Industrial Marketing Environment/Industrial Buying and Buying Behaviour/Managing Customer Relationship/Strategic Planning Process/Industrial Marketing Research and Demand Forecasting/Segmenting, Targeting and Positioning/Industrial Products, New Product Development and Services/Marketing Channels/Marketing Logistics and Supply Chain Management/Industrial Sales force: Developing and Managing Them/Industrial Sales force: Planning, Organizing and Controlling/E-Commerce/Industrial Marketing Communication: Advertising, Sales Promotion and Publicity/Industrial Pricing/Industrial Marketing for Global Markets/Business Ethics and Corporate Social Responsibility

#### Book Detail:

2009 / 665 Pages / PB / ₹ 1100  
ISBN: 978-81-7446-700-3



First Edition

### International Marketing Research

Text & Cases

DR P KAMESWARA RAO

DR N R V PRABHU

Dr P Kameswara Rao is presently working as a Professor & Head in the Department of Business Administration, Kalasalingam University, Anand Nagar, Tamil Nadu.

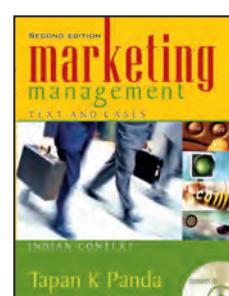
Dr N R V Prabhu, is currently working as the Dean, GSB, Chennai.

#### Contents include:

Part 1: International Marketing: Nature and Objectives: Introduction to International Marketing/Background to International Marketing/Appreciation of Different Marketing Orientations (International Marketing Orientations)/Managing the Global Marketing Process; Part 2: International Marketing Environments: The Legal, Political & Trade Environment and its Impact on International Marketing/Personality Tests/Cultural Environment and its Impact on International Marketing; Part 3: Trade Groups and International Agreements: Trade Groupings and International Agreements/World Trade by Trade Groupings and International Agreements; Part 4: International Marketing Plans: Information for International Decision-making/Assessing Potential Markets and Relating Company Resources to Markets/Planning and Implementation: International Marketing Strategies; Part 5: International Marketing Research International Marketing Research and Internal and External Information Sources/The Contemporary International Marketing Research/Comprehensive Guidelines to Exporting.....

#### Book Detail:

2011 / 548 Pages / PB / ₹ 900  
ISBN: 978-81-7446-908-3



Second Edition

### Marketing Management

Text and Cases

TAPAN K PANDA

Tapan K Panda, is a Professor of IIM, Indore.

#### Contents include:

Part I: Introduction to Marketing: Introduction/Creating and Delivering Customer Value: Part II: Analyzing Market Opportunities: Marketing Planning/Demand Measurement and Forecasting/Marketing Information System and Marketing Research/The Environment for Marketing

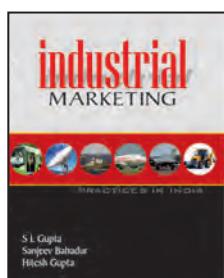
Decisions: Part III: Product and Brand Management Decisions: Managing the Product/The Marketing of Services/Management of New Product Development Process: Part IV: Pricing Decisions: Developing Pricing Strategies and Programs/Pricing Applications: Part V: Channel Management Decisions: Managing Marketing Channels/Management of Logistics and Physical Distribution/Retail Management: Part VI: Marketing Communication Decisions: Integrated Marketing Communication/Advertising Management/Sales Promotion Management: Part VII: Controlling Marketing Decisions: Marketing Organization: Part VIII: Contemporary Issues in Marketing: Non-Profit Marketing/Environmental Marketing/Rural Marketing/Global Marketing

**Book Detail:**

2007, 2008 / 768 Pages / PB / ₹ 1200

Reprint: 2009, 2010, 2011, 2012, 2013, 2017

ISBN: 978-81-7446-548-1



*First Edition*

## **Industrial Marketing**

*Practices in India*

**PROF. (DR) S L GUPTA**

*Prof. (Dr) S L Gupta, (PhD, PGDBM, MCom) is presently working as Professor, Academic and Doctoral Research Coordinator at Birla Institute of Technology (Deemed University), Mesra, Ranchi, Noida Campus, India.*

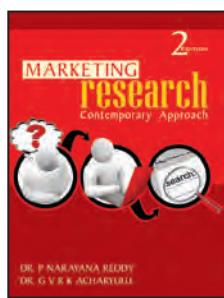
**Contents include:**

Industrial Marketing – An Introduction/Nature of Industrial Marketing/Industrial Strategic Planning/Industrial Marketing Research and Information Systems/Segmentation, Targeting and Positioning in Industrial Market/Product Decision/New Product Development/Pricing the Industrial Products/Price and DGS&D/Personal Selling/Industrial Sales Force Management/Marketing Channel and Physical Distribution of Industrial Products/Logistics Management/PSU/Government (Industrial) Purchase Procedure/E-procurement/Case Study – Shakti Minerals & Chemicals

**Book Detail:**

2013 / 500 Pages / PB / ₹ 975

ISBN: 978-93-5062-173-8



*Second Edition*

## **Marketing Research**

*Contemporary Approach*

**DR. P. NARAYANA REDDY  
DR. G.V.R.K. ACHARYULU**

*Dr. P. Narayana Reddy, is Professor and Head, School of Management Studies, CBIT, Hyderabad.*

*Dr. G.V.R.K. Acharyulu, Associate Professor at the School of Management Studies, University of Hyderabad.*

**Contents include:**

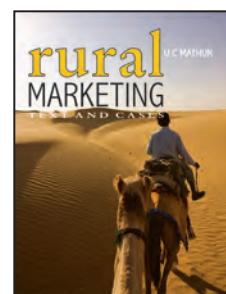
Meaning and Importance of Marketing Research/Marketing Research Process/Data Collection Methods/Measurement and Scaling/Decision-making Tools/Design of Questionnaire/Sampling/Data Processing/Central Tendency and Dispersion: Analysis of Data (Univariate Analysis)/Hypothesis Testing/Nonparametric or Distribution-Free Tests/Correlation and Regression Bi-variate Analysis/Analysis of Data (Multivariate Analysis)/Time Series/Statistical Package for the Social Sciences (SPSS)/Report Writing

**Book Detail:**

2008 / 580 Pages / PB / ₹ 950

Second Edition: New Delhi,

2011 ISBN: 978-81-7446-957-1



*First Edition*

## **Rural Marketing**

*Text and Cases*

**PROFESSOR U C MATHUR**

*Professor U C Mathur, is Dean and Professor at Integrated Academy of Management & Technology (INMANTEC), Ghaziabad.*

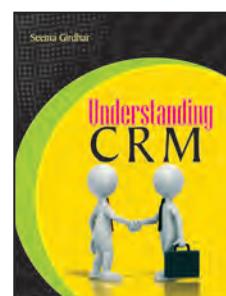
**Contents include:**

Rural Marketing: An Introduction/Marketing Management: An Introduction/Rural Marketing Management: Concepts and Systems/Rural Marketing: Plans and Policies/Pricing Systems/Rural Customer Purchase Process/Advertising, Sales Promotion and PR in Rural India/Marketing Research/Rural Competitions/Rural Development Plans/Rural Sales Force Management/Distribution of Goods/Rural Product Plans/Rural Marketing for the 21st Century/Indian Village Vignettes/Critical Marketing Strategies/Strategic Innovations in Marketing/Strategic Audit/Marketing of Agricultural Produce/Rural Cottage Industry and Artisan Products.

**Book Detail:**

2008 / 487 Pages / PB / ₹ 850

ISBN: 978-81-7446-640-2



*First Edition*

## **Understanding CRM**

**DR SEEMA GIRDHAR**

*Dr Seema Girdhar, (PhD, MPhil, MBA, MCom) is an Assistant Professor, Guru Nanak Institute of Management, Punjabi Bagh, New Delhi.*

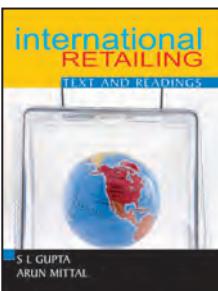
# Marketing

## Contents include:

Introduction to CRM/HRM for CRM/Loyalty/Customer Service/Challenges in Implementing CRM and How the Barriers can be Overcome/Technology and Data Platforms/Customer–Supplier Relationship/Database and Customer Data Development/Overview of the CRM Process/Customer Insight/Future of CRM

### *Book Detail:*

2013 / 364 Pages / PB / ₹ 700  
ISBN: 978-93-5062-179-0



*First Edition*

## **International Retailing**

### *Text and Readings*

**PROF. (DR) S L GUPTA**

**ARUN MITTAL**

*Prof. (Dr) S L Gupta, MCom, MBA, PhD, PGRIM (IIM, Calcutta) is presently working as Professor and Coordinator – Academics and Doctoral Research at Birla Institute of Technology, Mesra, Ranchi, (Deemed University), Noida Campus.*

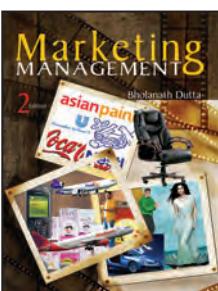
*Arun Mittal, (MBA, PGDRM, MPhil) is an Assistant Professor at Birla Institute of Technology, Mesra, Ranchi, (Deemed University), Noida Campus.*

### Contents include:

Part A: Text Book: Introduction to International Marketing/International Trade and Business/International Marketing Environment/International Marketing Research/International Market Segmentation and Product Decisions; Part B: Case Research Analysis: Financing Decisions in International Retailing/A Study on the Impact of Frequent Communication of Competitive Pricing on Consumer Perception while Purchasing from a Retail Store/Retailers' Communication to Customers: A Qualitative Approach to Analyze Retail Communication Methods and Customer Categories/RFID Technology and Retail Supply Chain.....

### *Book Detail:*

2010 / 435 Pages / PB / ₹ 825  
ISBN: 978-81-7446-859-8



*Second Edition*

## **Marketing Management**

**BHOLANATH DUTTA**

*Bholanath Dutta, is working as Assistant Placement Officer, CMRIT, and Asst Professor in the Dept of Management Studies, in CMR Institute of Technology.*

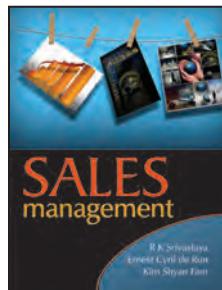
### Contents include:

Introduction to Marketing/Marketing Planning and Strategy/Marketing Environment and Marketing Research/Consumer Behaviour/Segmentation, Targeting and Positioning/Product Planning and Development/Pricing/

Distribution/Integrated Marketing Communication/Salesmanship/Direct and Network Marketing

### *Book Detail:*

2010 / 540 Pages / PB / ₹ 925  
ISBN: 978-81-7446-872-7



*First Edition*

## **Sales Management**

**DR R K SRIVASTAVA**

**DR ERNEST CYRIL DE RUN**

**DR KIM SHYAM FAM**

*Dr R K Srivastava, Emeritus Prof & Head, Research Cell K J Somaiya Institute of Management Studies, Mumbai*

*Dr Ernest Cyril De Run, University Malaysia Sarawak*

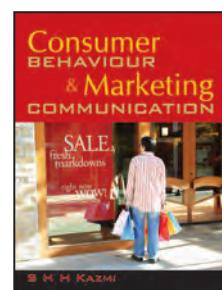
*Dr Kim Shyam Fam, Associate Professor, University of Otago, New Zealand*

### Contents include:

Sales Planning/The Selling Process/Territory Management/Sales Control/Sales Training/Role of an Area Sales Manager/How can First Line Sales Managers be more effective? A Research Finding Report/How to Build Team Spirit and Get Best Sales Performance/Sales Incentives/What Motivates the Indian Managers?/Sequential Reasoning Test/Spatial Recognition Test/Three-D Test/Systems Test/Vocabulary Test/Aptitude Profiling and Job Description and Analysis of Sales and Marketing Personnel/Recruiting and Selecting.....

### *Book Detail:*

2008 / 238 Pages / PB / ₹ 525  
Reprint: 2016  
ISBN: 978-81-7446-652-5



*First Edition*

## **Consumer Behaviour & Marketing Communication**

**S. H. H. KAZMI**

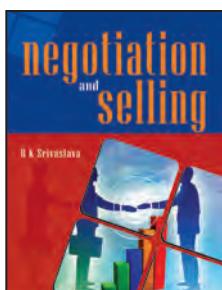
*S. H. H. Kazmi, has been associated as visiting faculty with a number of management institutions, including Bhavan's College of Communication and Management, Banasthali Vidyapith (Deemed University); Malviya National Institute of Technology, ICFAI, and Poddar Institute of Management.*

### Contents include:

Part I: Consumer Behaviour: Consumer Behaviour and its Applications/Market Segmentation/Consumers and Cultural Influences/Social Class Influences and Consumer Behaviour; Part II: Advertising and Marketing Communication: Advertising/Advertising Classification, Functions and Benefits/Economic, Social and Ethical Issues/Client and Advertising Agency/Marketing Communications.....

### *Book Detail:*

2010 / 438 Pages / PB / ₹ 1050  
ISBN: 978-81-7446-844-4



*First Edition*

### Negotiation and Selling

R K SRIVASTAVA

*R K Srivastava, at present, he is working as the Director, SIES School of Management, Mumbai.*

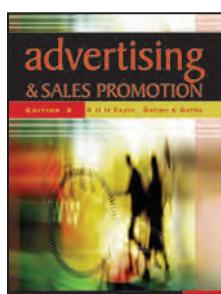
#### Contents include:

Negotiation/Types of Negotiation/Preparing for Negotiation/Organisational Structure – The Interface for Negotiation/Impact of Culture on Negotiation/International Negotiation/Negotiation – How can it be Taught Effectively to Students?/Understanding Culture in International Negotiations/Case Studies: Applications in Negotiation

#### *Book Detail:*

2010 / 202 Pages / PB / ₹ 475

ISBN: 978-81-7446-818-5



*Third Edition*

### Advertising & Sales Promotion

S. H. H. KAZMI

DR SATISH K BATRA

*S. H. H. Kazmi, has been associated as visiting faculty with a number of management institutions, including Bhavan's College of Communication and Management, Banasthali Vidyapith (Deemed University); Malviya National Institute of Technology, ICFAI, and Poddar Institute of Management.*

*Dr Satish K Batra, is working as Dy. Director, Bhartiya Vidyabhavan's College of Communication & Management, Jaipur Kendra.*

#### Contents include:

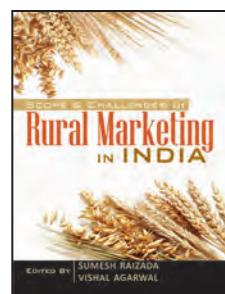
Section A: Advertising Part I: Introduction to Advertising and a Brief History/Advertising Classification, Functions and Benefits/Economic, Social, and Ethical Issues/Client and Advertising Agency; Part II: Marketing Communications/Source, Message, and Medium Factors/Consumer Behaviour Perspective; Part III: Segmentation and Positioning/Brand Awareness, Brand Attitudes and Feelings/Brand Equity, Image and Personality; Part IV: Media Planning and Strategy/Media Evaluation/Support Media; Part V: Creative Strategy – Planning and Development/Creative Strategy – Execution and Evaluation/Planning Advertising Campaign/Advertising Research; Section B: Sales Promotion: Part VI: Sales Promotion/Sales Promotion and Consumer Behaviour and How Promotions Affect Sales/Sales Promotion Objectives and Budget Allocation; Part VII: Sales Promotion – Tools and Techniques.....

#### *Book Detail:*

2008 / 658 Pages / PB / ₹ 1125

*Reprint: 2009, 2010 (Twice), 2011, 2013*

ISBN: 978-81-7446-639-6



*First Edition*

### Scope & Challenges of Rural Marketing in India

SUMESH RAIZADA

VISHAL AGARWAL

*Sumesh Raizada, is working as an Associate Professor in the BLS Institute of Management, Ghaziabad*

*Vishal Agarwal, Associate Professor, HOD and faculty of Marketing at BLS Institute of Management, Ghaziabad.*

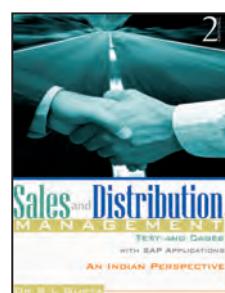
#### Contents include:

Part I: Rural Retail and Distribution: Rural Retail: A Paradigm Shift towards Rural Prosperity/Increasing Importance of Organised Retailing in Rural India/Treading the Untrodden: Lessons on Rural Marketing – A Case of DKT India/Opportunities and Challenges in Rural Marketing: A Case Study of Hindustan Unilever Ltd.'s Project "Shakti"; Part II: ICT Interface in Rural Markets: Strategies for Rural Marketing: A Case Study of ITC E-Choupal/Scope of ICT in Indian Rural Markets/Integrating Corporate Sector and Information Technology in Rural Market Transformation: A Case Study of ITC; Part III: Strategies for the Rural Marketing: Strategies for Meeting Success in Rural Market of India/Rural Economic Development through Rural Markets: A Grassroot Level Study/Rural Marketing: A Jewel in the Crown of Corporate; Part IV: Emerging Trends and Opportunities: Would the Growth in Micro finance in India be able to Check and Prevent Debt Bondage?/Emerging Trends in Rural Marketing/Strategic Alternatives in Rural Marketing: A Study of Selected Initiatives in India.....

#### *Book Detail:*

2010 / 399 Pages / PB / ₹ 925

ISBN: 978-81-7446-842-0



*Second Edition*

### Sales and Distribution Management

*Text and Cases with SAP Applications*

PROF. (DR) S L GUPTA

*Prof. (Dr) S L Gupta, MCom, MBA, PhD, PGRIM (IIM, Calcutta) is presently working as Professor and Coordinator – Academics and Doctoral Research at Birla Institute of Technology, Mesra, Ranchi, (Deemed University), Noida Campus.*

#### Contents include:

Part I: Basics of Sales Management: Sales Management Strategy/Personal Selling/Sales Organisation/Recruitment and Selection; Part II: New Techniques of Sales Management: Sales Management Information System and Sales Training/Relationship Marketings/Internet as an Emerging Selling Technique; Part III: Sales Promotion Management: Sales Display and Sales Promotion/Sales Promotions Strategies/Sales Promotion Budget and Evaluation; Part IV: Basics of the Distribution System: Distribution

## Marketing

System/Distribution Costs, Control and Customer Service/Selection of Channels>Selecting a Suitable Channel Partner; Part V: Physical Distribution Management: Logistics for Customer Satisfaction/Physical Distribution Management – Transportation and Warehousing; Part VI: New Techniques of Managing Distribution: Retail Management/Merchandise Techniques/Retail Selling/Distribution of Services .....

**Book Detail:**

Second Edition: 2010 / 758 Pages / PB / ₹ 1100  
ISBN: 978-81-7446-870-3



Fourth Edition

### International Marketing

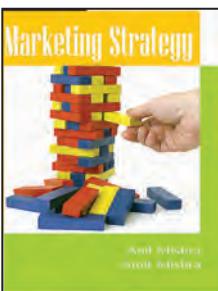
PROFESSOR P.K. VASUDEVA

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DR. ANIL MISHRA

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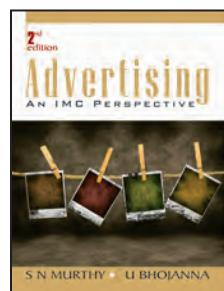
Dr. Vinith Kumar Nair, is an Assistant Professor in the area of Marketing at DC School of Management and Technology, Kerala.

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DR P G RAMANUJAM

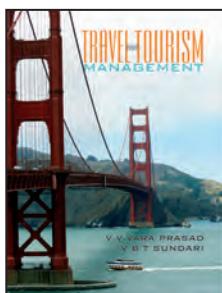
*Professor and HOD at the School of Management Studies, Swarnadhabra College of Engineering and Technology, Narsapuram, Andhra Pradesh.*

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DR VBT SUNDARI

*Mr VV Vara Prasad, is working as Associate Professor and HOD of Dept. of Business Administration in Raghu Engineering College.*

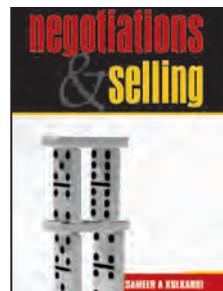
*Dr VBT Sundari, Reader and HOD of History and Tourism in St. Joseph's College for Women, an autonomous institution.*

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SAMEER A KULKARNI

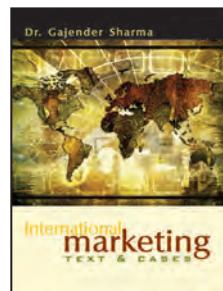
*Sameer A Kulkarni, is currently Associated with the Chanakya Institute of Management Studies & Research (CIMSR), Mumbai.*

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*Dr. Gajender Sharma, is working as an Associate Professor in Marketing area at the New Delhi Institute of Management, New Delhi.*

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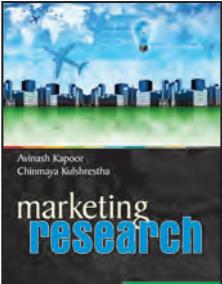
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*Dr. Avinash Kapoor, is Faculty of Marketing at MDI, Gurgaon.*

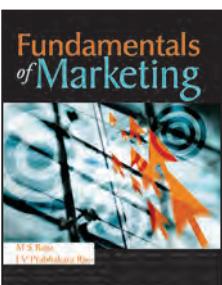
*Dr. Chinmaya Kulshrestha, is Faculty of Marketing at MDI, Gurgaon.*

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**J.V. PRABHAKARA RAO**

*M.S. Raju, Consultant Professor Integral Institute of Advanced Management, Visakhapatnam*

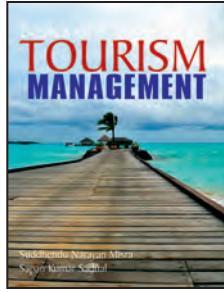
*J.V. Prabhakara Rao, Senior Professor, Commerce and Management and Former Principal, Andhra University, Visakhapatnam.*

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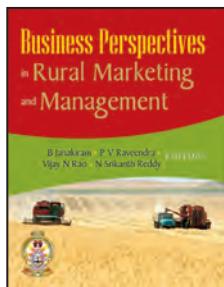
*Prof Sapan Kumar Sadual, is a professor in the Faculty of Tourism Administration, Regional College of Management, Bhubaneswar, and has eight years of teaching experience and four years of service industry experience.*

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*Mr. Vijay N Rao, is working as Assistant Professor in the Department of MBA, MSRIT, Bangalore.*

*Mr. N Srikanth Reddy, is a faculty of marketing in the MBA Department, MSRIT, Bangalore.*

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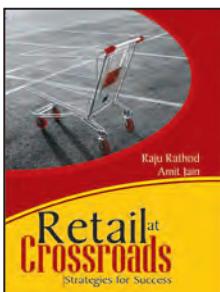
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DR. RAJU RATHOD

DR. AMIT JAIN

*Dr. Raju Rathod*, is an Assistant Professor at the PG Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar.

*Dr. Amit Jain*, is an Associate Professor with JK Lakshmi pat University – Institute of Management, Jaipur.

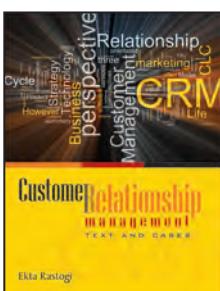
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DR. EKTA RASTOGI

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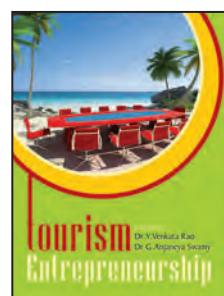
Concept and Introduction of Customer Relationship Management/CRM Versus Electronic CRM/Managing CRM through Modern Marketing Strategies/The CRM Process/Models of Customer Relationship Management/Organizing for Customer Relationship Management/Relationship Marketing & Customer Relationship Management/Technology in Customer Relationship Management/Applications of Customer Relationship Management/Beyond Marketing: Customer Relationship Management/Implementation Issues in CRM/CRM and SCM/Customer Relationship Management: A Database Approach/

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DR. G. ANJANEYA SWAMY

*Dr. Y. Venkata Rao* is the Reader at the Department of Tourism Studies, School of Management, Pondicherry University.

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### Retail Marketing

DR. A. SIVAKUMAR

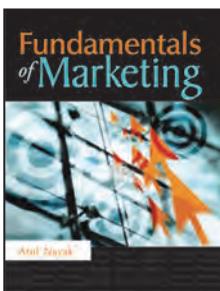
*Dr. A. Sivakumar, is a faculty member teaching marketing at TAPMI for more than 12 years.*

#### Contents include:

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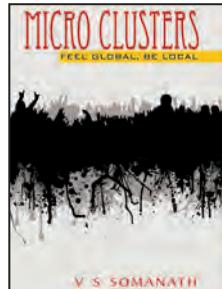
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DR VS SOMANATH

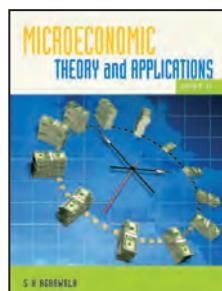
*Dr VS Somanath, is an MBA and PhD in financial management and has a wide range of experience in the financial services sector in merchant banking, investment and development banking, commercial banking, venture capital, microfinance, micro and small enterprises and teaching and research.*

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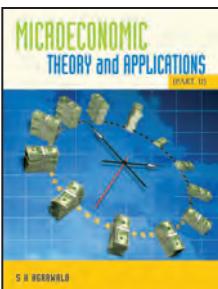
*SK Agarwala, B.A. (Honours) in Economics from Hansraj College and M.A. in Economics from St. Stephens' College of the University of Delhi, and has been a teacher of Economics in Colleges of the University of Delhi for more than 40 years.*

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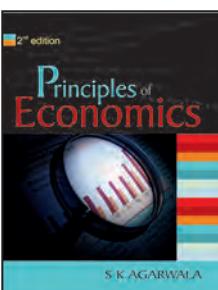
**SK Agarwala**, B.A.(Honours) in Economics from Hansraj College and M.A. in Economics from St. Stephens' College of the University of Delhi, and has been a teacher of Economics in Colleges of the University of Delhi for more than 40 years.

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### **International Economics**

**PROF. RAJ KUMAR**

**Prof. Raj Kumar**, is an alumnus of Punjab University, Chandigarh, from where he did his postgraduation in Economics. He received his MPhil in Economics from Punjab University, Chandigarh. He had also

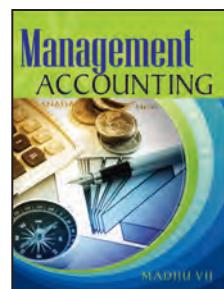
received a degree in MBA (Marketing) from Guru Jambeshwar University, Hisar, Haryana. He was awarded a Doctorate on his work in General Management from Kurukshetra University, Kurukshetra, in the year 1983.

**Contents include:**

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**DR MADHU VIJ**

**Dr Madhu Vij**, Professor, Finance, Faculty of Management Studies, University of Delhi, teaches Financial and Management Accounting and International and Corporate Finance. She is currently on the Panel of Judges for award of PM's trophy for selecting the Best Steel Plant for 2010–2011 and 2011–2012.

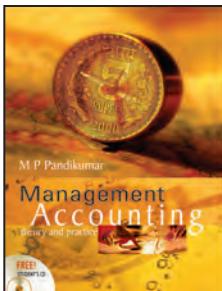
**Contents include:**

Part I: Accounting in Business/Accounting for Decision-making: A Managerial Perspective/Analysing and Recording Business Transactions/Preparation of Financial Statements/Depreciation Accounting/Inventory Valuation/Part II: Analysis of Financial Statements/Funds Flow Statement/Statement of Cash Flows/Financial Statement Analysis/Part III: Cost Behaviour, Planning and Decision-Making/Costs Concepts for Planning and Control/Cost Ledger and Control Accounts/Reconciliation and Integration of Financial and Cost Accounts/Cost-Volume-Profit and Break-even Analysis/Relevant Costing in Managerial Decisions/The Budgeting Process/Standard Costing and Variance Analysis/Part IV: Cost Control and Performance Evaluation/Responsibility Accounting and Divisional Performance Measurement/Transfer Pricing/Job Order Costing/Process Costing and Joint Product Costing/Variable Costing and Absorption Costing/Part V: Emerging Concepts in Accounting/Human Resources Accounting and Inflation Accounting/Life-Cycle Costing/Index

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MP PANDIKUMAR

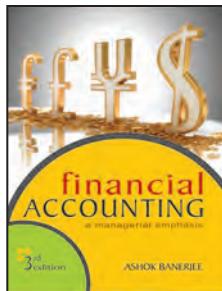
*MP Pandikumar*, is a Professor of Business administration at Infant Jesus College of Engineering. He has completed more than 11 years of teaching experience in the field of management studies, more specifically finance related disciplines.

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ASHOK BANERJEE

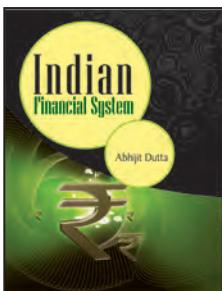
*Ashok Banerjee* is a Professor of Finance and Control at Indian Institute of Management, Calcutta. Prof. Banerjee is a Chartered Accountant and has earned his Ph.D on Economic Value Added. He has more than twenty years of teaching experience.

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### Indian Financial System

DR ABHIJIT DUTTA

*Dr Abhijit Dutta* has completed his doctoral research from the Institute of Public Enterprise, Hyderabad, as an ICSSR research scholar. He has worked as team member to several projects

of Planning Commission and Finance Commission at the Institute of Public Enterprise.

#### Contents include:

PART I: Introduction to Indian Financial System/Introduction to Indian Financial System/Saving Intermediation and Financial Market/ PART II: Financial Markets in India/Organization of Financial Market in India/Primary Market in India/Secondary Market and Stock Market Organization/Instruments in Secondary Market and Issuance Methods/ SEBI and Regulation of Capital Market/Listing Regulations/Money Market/Foreign Exchange Market/Merchant Banking/PART III: Banks in India/Introduction to Banking/Commercial Banks in India/Management of Financial Risk in Commercial Banks/Effect of Basel II on the Indian Banking Sector/Central Banks and the Reserve Bank of India/PART IV: Other Financial Institutions/Co-operative Credit Societies/Regional Rural Banks/Non-banking Financial Companies/Mutual Funds/Insurance Sector/Microfinance and Microinsurance

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### Wealth Management

SUYASH N BHATT

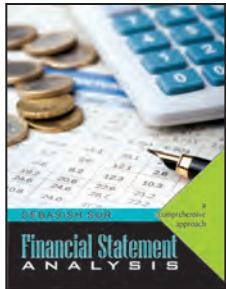
*Suyash N Bhatt* is currently Associated with the K. J. Somaiya Institute of Management Studies and Research. He has done BE from the Mumbai University with specialization in Computers and Masters of Management Studies from Mumbai University with specialization in Finance. He has nine years experience in training and consulting.

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**DR DEBASISH SUR**

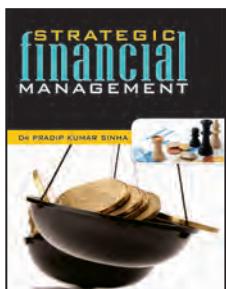
**Dr Debasish Sur** is Professor at the Department of Commerce of the University of Burdwan, West Bengal. He has done MCom (Gold Medallist), MPhil (Topper), and PhD (Human Resource Accounting). He has obtained his BCom (Hons) degree from the University of Burdwan in 1988 and stood first in the class. He has over 15 years of teaching experience at the postgraduate level.

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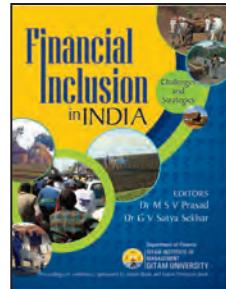
**Prof (Dr) PK Sinha** is an MCom, LLB and ACA, FICWA, ACIS (London), ACS and a Postgraduate in Management Accounting (ICA), with a PhD in Management. Dr Sinha has more than thirty-four years' senior level (GM/VP) experience in professionally managed engineering companies in Kolkata, Vadodara, Pune and Bangalore.

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**DR GV SATYA SEKHAR**

**Dr MSV Prasad**, MCom (Accounting), MBA (Finance), PhD, Associate Professor, GITAM Institute of Management, GITAM University, has published 20 research papers in reputed national and international journals. Most of his papers are in the areas of social and environmental accounting.

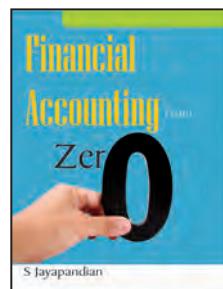
**Dr GV Satya Sekhar**, MCom, MBA, MPhil, PhD, Asst. Professor, Department of Finance, GITAM Institute of Management, GITAM University, Visakhapatnam, has 17 years of teaching and research experience at the postgraduate level.

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## Accounting and Finance

of industrial finance specifically in project appraisal for 15 years. He worked as the Managing Director of a medium scale manufacturing industry in Tamil Nadu for 12 years. He was the principal consultant of Oriental Consultants, Chennai — one of the leading consultancy organisations approved by All India Financial Institutions.

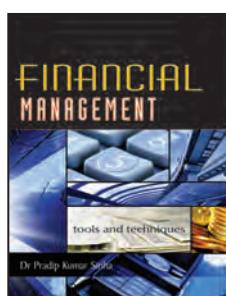
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**Prof. Dr Pradip Kumar Sinha** is an MCom, LLB and an ACA, FICWA, ACIS (London), ACS, a Post Graduate in Management Accounting (ICA), and a PhD in Management. He has more than 34 years' senior level (GM/VP) experience in professionally managed engineering companies in Kolkata, Vadodara, Pune and Bangalore.

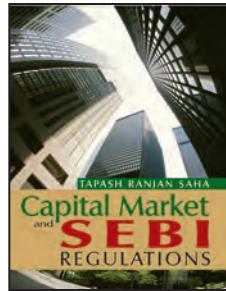
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**Prof Tapash Ranjan Saha** is a hard-core academician with a sound industry experience. He is an MCom, MBA, MPhil, FICWA and an alumni of St. Xaviers College, University of Calcutta and IISWBM, to name a few. At present, he is Professor and Director of Institute of Management Study, leading the Institute for its BBA, BCAMMA and MBA Programmes.

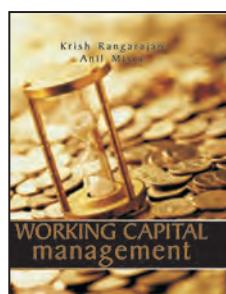
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First Edition

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**DR. KRISH RANGARAJAN**

**Dr. Krish Rangarajan** is Professor at IIFT. He holds Masters in Commerce with Management Specialisation and remained first class through out his academic career. He holds University Rank for the top performance in his Masters Degree. He has completed doctoral degree and has many research papers and articles to his credit.

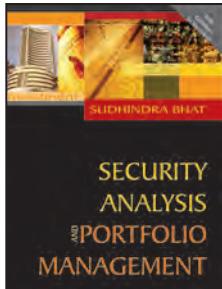
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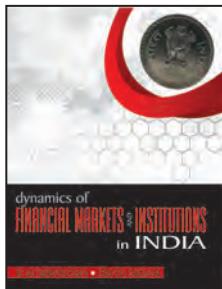
**Dr. Sudhindra Bhat** is a Investment Consultant at KSBS Consulting and is an MBA, MFM, CFA, M. Phil, PGDIR & PM, PGDS & MM, PhD (Finance). He has rendered his services as a consultant, faculty, and adjunct faculty, at prestigious companies and B-schools like Bharati Info Tel, AFF, Srinivas B Pai & Company, Alliance Business Academy, MSRIM, IFIM, AIIMS etc. He has presented more than 45 papers in national and international conferences.

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**PROFESSOR R.M. SRIVASTAVA  
DR. DIVYA NIGAM**

**Professor R.M. Srivastava**, a Ph.D. (1969) in the area of Financial Management from Banaras Hindu University (BHU), has been Senior Professor of Management and Head & Dean, Faculty of Management Studies, BHU. Prof. Srivastava is a prolific writer having made seminal contribution in the field of management through publications of research papers (118) and management treatises (13) on Corporate Policy and Strategic Management, Financial Management, Management of Financial Markets and Institutions.

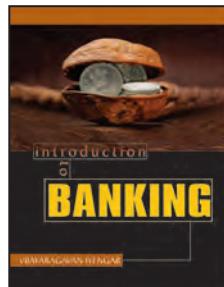
**Dr. Divya Nigam**, Lecturer, Lala Lajpat Rai College of Commerce and Economics, Mumbai, has had luminous academic attainments to her credit having all through first class career and has doctored in the field of Indian Financial Institutions in 1998 from Banaras Hindu University.

#### **Contents include:**

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**Dr. G. Vijayaragavan Iyengar** brings in real time banking experience of over two and a half decades in Punjab National Bank. Dr. Iyengar has experienced his life as a banker at all levels including major part of service in the bank as Faculty Member in the Training College of the bank. He has conducted over 250 Training modules on Banking as Senior Faculty of the bank which include a training module for General Managers of Bank of Mongolia at the instance of the Government of India.

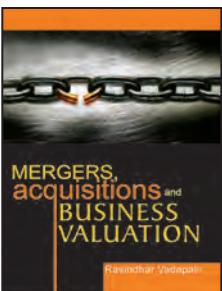
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## Accounting and Finance



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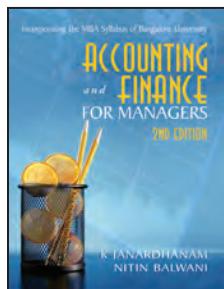
RAVINDHAR VADAPALLI

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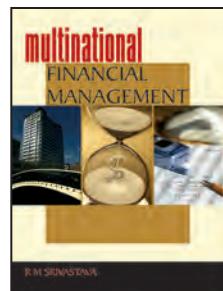
K JANARDHANAM  
NITIN BALWANI

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PROFESSOR RM SRIVASTAVA

**Professor RM Srivastava**, a Ph.D. (1969) in Financial Management from Banaras Hindu University (B.H.U), has been a Senior Professor of Management and Head & Dean, Faculty of Management Studies, B.H.U. He is a prolific writer, having made seminal contribution in the field of management through publications of research papers (118) and management treatises (13) on Corporate Policy and Strategic Management, Financial Management, Management of Financial Institutions and Dynamics of Leadership.

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DR. K.K. VERMA

**Dr. K.K. Verma** is a senior faculty member in the Faculty of Commerce and Management Studies, Badshahi Thoul Campus of H.N.B. Garhwal University, Srinagar-Garhwal Himalayas, Uttranchal State. He has been teaching Accounting and Finance for more than one decade.

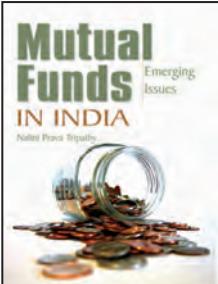
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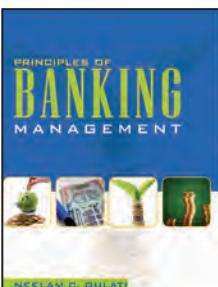
**Mutual Funds in India**  
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NALINI PRAVA TRIPATHY

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*First Edition*

**Principles of Banking Management**  
NEELAM C. GULATI

**Neelam C. Gulati** is a teacher and an educationist. She has to her credit a large number of research papers published in journals and newspapers and has also presented many papers in various national/international conferences and participated in numerous Management/Faculty Development Programmes, especially FDPs at IIM-Calcutta and FMS New Delhi.

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**Cost Accounting**

*Theory and Practice*

KS THAKUR

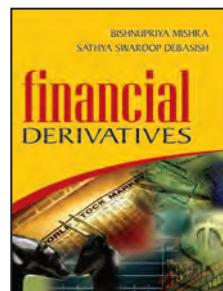
**K.S. Thakur** is Reader, School of Studies in Commerce and Management, Jiwaji University, Gwalior (MP). He has more than two decades of teaching and research experience in the areas of Commerce and Management. He has published a large number of research papers and articles in various international and national journals of repute.

**Contents include:**

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PROF. BISHNUPRIYA MISHRA

DR. SATHYA SWAROOP DEBASISH

**Prof. Bishnupriya Mishra** obtained her B.Com (Hons.), M.Com., M.Phil., Ph.D. and D.Litt. from Utkal University, Vani Vihar, Bhubaneswar apart from PGDFM (IGNOU) and DCA. She is a Professor in Finance in the Department of Business Administration, Regional College of Management, Bhubaneswar.

**Dr. Sathya Swaroop Debasish** is currently a Lecturer in the Finance area at Department of Business Management, Fakir Mohan University, Balasore, Orissa, India. He obtained his MBA from Sri Sathya Sai University, Prasanthi Nilayam, (in 1999), qualified UGC NET (in 2000), was awarded Ph.D. in Management from Utkal University, Bhubaneswar (in 2004) and PGDIBO from IGNOU (in 2006). Dr. Debasish has 7 years of teaching experience at Post-Graduate level.

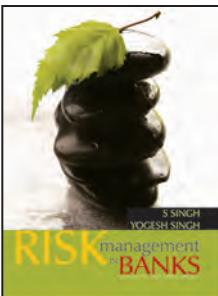
**Contents include:**

Introduction to Derivatives/Forward Contracts/Futures Contracts – Basic Principles/Pricing of Futures Contracts/Hedging Strategies Using Futures/Options Contracts – Basic Principles/Valuation of Options/Hedging Strategies Using Options/Financial Swaps – Principles and Valuation

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## Accounting and Finance



*First Edition*

### Risk Management in Banks

#### Concepts and Applications

S SINGH

YOGESH SINGH

*S Singh, PhD, has work experience of over four and a half decades in various universities and colleges like Allahabad University, Jodhpur University, Sir Pochkhanawala Bankers Training College, Mumbai. He worked as Principal, New Bank of India Training College and Director, Apeejay Institute of Management, Delhi. He was the Principal of New Delhi Institute of Management (NDIM), till 2007.*

*Yogesh Singh, MBA from Indian Institute of Management, Ahmedabad, and Master in Finance from Boston College, US, has exceptionally distinguished professional record in the area of Risk Advisory. He has worked at BARRA Rogers Casey (An Investment Research and Advisory firm) in the United States, at Deloitte India's Enterprise Risk services, and as Associate Director with Grant Thornton India. Presently, he is working as Associate Director, Dunn & Brad Street, a US company, based in Dubai, since January 2008. He is in-charge of risk advisory services of companies in Asia, Africa and Nepal.*

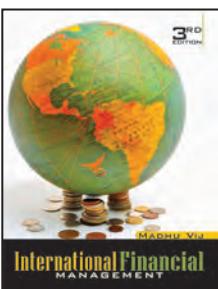
#### Contents include:

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#### *Book Detail:*

2008 / 220 Pages / PB / ₹ 525

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*Third Edition*

### International Financial Management

DR MADHU VIJ

*Dr Madhu Vij is a Professor of Finance at the Faculty of Management Studies, University of Delhi, where she teaches Financial and Management Accounting and International and Corporate Finance. Her specialization includes International Financial Management, Management of Financial Services, and Management of Financial Institutions.*

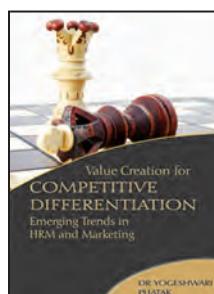
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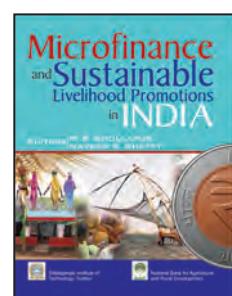
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DR. M.R. SHOLLAPUR

DR. NAVEEN K. SHETTY

*Dr. M.R. Shollapur is the Director of the Post Graduate Department of Management Studies and Research Centre,*

*Siddaganga Institute of Technology, Tumkur. He holds a First Class Masters Degree in Commerce (MCom), Masters in Business Administration (MBA) and PhD in Finance and Banking from Karnatak University, Dharwad.*

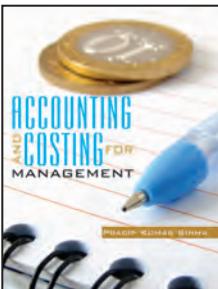
**Dr. Naveen K. Shetty** is serving as Assistant Professor in the PGDMS & RC, SIT, Tumkur. He has secured First rank and Gold Medal in Masters Degree in Economics. He holds NET in Economics from University Grants Commission, New Delhi. He also holds a Post Graduate Degree in Human Resource Management from the University of Mysore.

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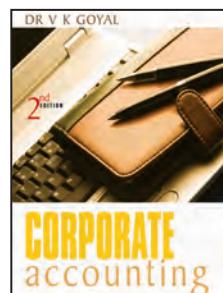
**Prof (Dr) Pardip Kumar Sinha** is an MCom, LLB and ACA, FICWA, ACIS (London), ACS and a Post Graduate in Management Accounting (ICA), with a PhD in Management. He has more than thirty-four years' senior level (GM/VP) experience in professionally managed engineering companies in Kolkata, Vadodara, Pune and Bangalore.

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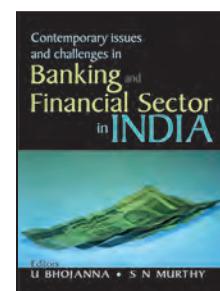
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**Prof. S.N. Murthy** is a qualified Electrical Engineer with postgraduate degree in Business Administration from IIMC. His area of specialisation is Marketing. He has worked with multinational engineering companies in India and abroad and has a total industrial experience spanning over a period of 28 years.

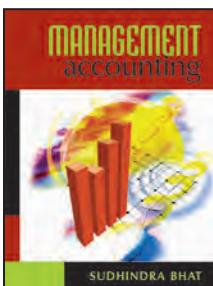
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**DR SUDHINDRA BHAT**

**Dr Sudhindra Bhat** is a Professor of Finance and Accounts at Adarsh Group and Director at ABS, Bangalore. He is also the Founding Director and CEO of KSBS Consulting in India and Europe. He is an MBA, CFA, MFM, MPhil, PGDIR & PM, PGS & MM, DBA, PhD (Finance).

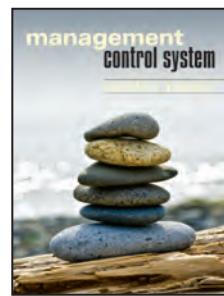
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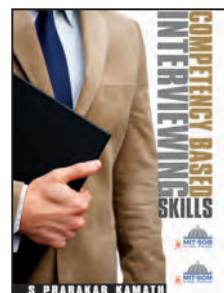
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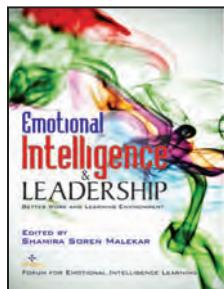
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*First Edition*

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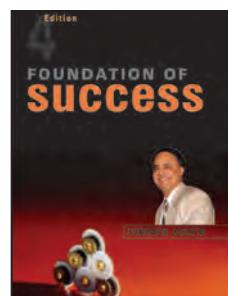
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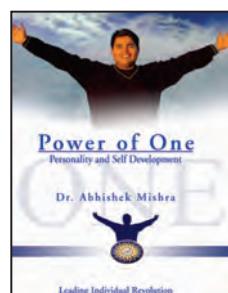
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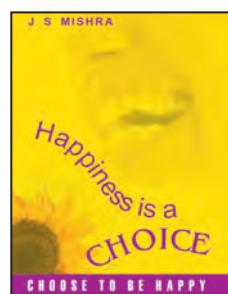
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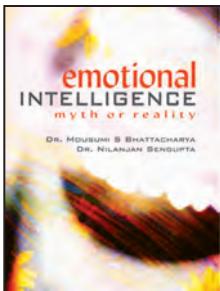
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**Dr. Mousumi S. Bhattacharya** is a Professor in Department of MBA, PES School of Engineering (PESSE), Bangalore in the area of Organizational Behavior and Human Resource Management. She has obtained Ph. D. from the Department of Humanities and Social Sciences, IIT Kharagpur in the area of Emotional Intelligence which now holds a centre stage among research topics and scholarly pursuits in the area of management education. She has a Masters Degree in Human Resource Management from Thames Valley University, London and is a Graduate Member of Institute of Personnel and Development (IPD), London.

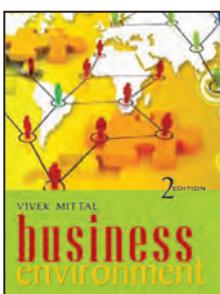
**Dr. Nilanjan Sengupta** is a Professor in the area of Organizational Behavior and Human Resource Management at M.P. Birla Institute of Management, Associate Bharatiya Vidya Bhavan, Bangalore. He has done Ph.D. in Sociology from Viswa Bharati, Shantiniketan, West Bengal and M. A. in Sociology from Jawaharlal Nehru University, New Delhi.

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**Vivek Mittal**, is the Director at Premprakash Gupta Institute of Management at Bareilly.

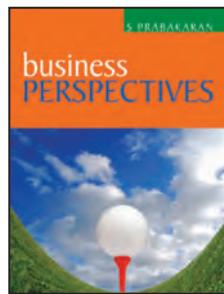
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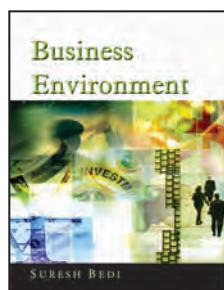
*He has a vast and varied experience of teaching for more than 42 years at graduate and postgraduate levels.*

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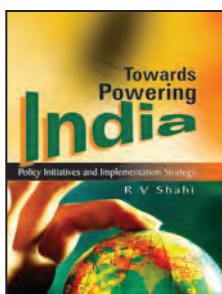
**Dr. Suresh Bedi** (b. 1953), is Professor and Dean, Faculty of Management Sciences and Director of the Prestigious Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak.

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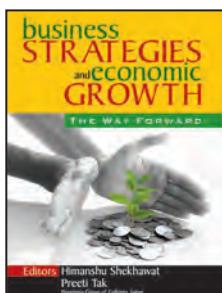
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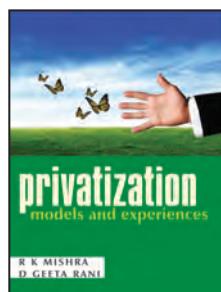
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**Dr D Geeta Rani** is an Assistant Professor in Finance at the Institute of Public Enterprise, Hyderabad. Apart from teaching, she is also involved in research projects like Performance Appraisal of Andhra Pradesh-State Level Public Enterprises.

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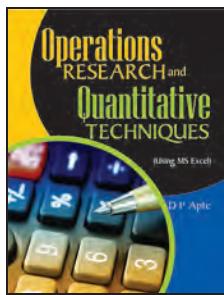
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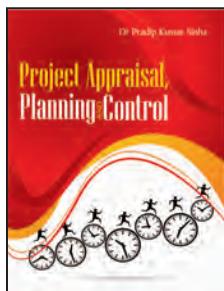
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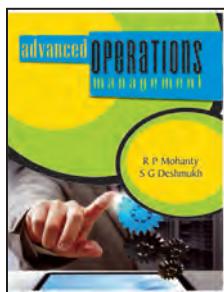
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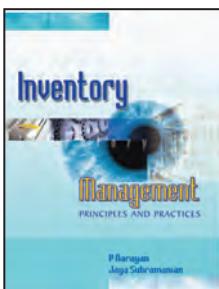
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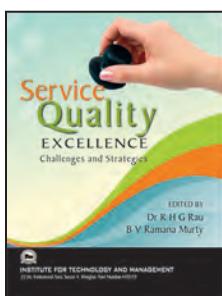
*Java Subramanian, Electrical Engineer, Worked in Supply Chain Management in SAIL, India*

**Contents include:**

Need for Inventory Management/Costs Associated With Inventories/Classification of Inventories/Inventory Control Techniques – I/Inventory Control Techniques – II/Forecasting/Materials Requirement Planning – I/Materials Requirement Planning – II/JIT/Total Quality Management (TQM)/Surplus, Obsolete and Non-Moving Inventory/Work in Process (WIP) Inventory/Finished Goods Inventories/Spares Parts Inventory Management/Logistics and Supply Chain Management/Vendor Managed Inventory (VMI)/Stores Management/Introduction to E-Commerce/Some Motivation Thoughts

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**PROF. BV RAMANA MURTY**

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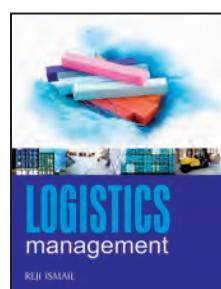
*Prof. BV Ramana Murty, M.Tech from IIT, Madras, Deputy Director, ITM Global Leadership Centre, ITM, Kharghar, Navi Mumbai, India*

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**REJI ISMAIL**

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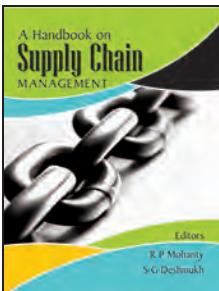
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# Operations Management



First Edition

## A Handbook on Supply Chain Management

PROF. R. P. MOHANTY  
PROF. S. G. DESHMUKH

Prof. R. P. Mohanty, Vice Chancellor of SIKSHA 'O' ANUSANDHAN University in Bhubaneshwar, India

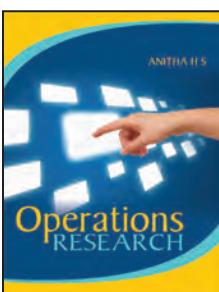
Prof. S. G. Deshmukh, BTech, MTech and Ph.D. from IIT Bombay, Professor at IIT Delhi, India

### Contents include:

Foundations for a Successful Sales and Operations Planning Program/Supply Chain Management Issues in Small and Medium Scale Enterprises (SMEs): Select Insights for Contemporary Researchers and Industry Practitioners/Supply Chain Management in Retail Outlets/Supply Chain Management Frameworks: A Comparative Evaluation/Agri-food Supply Chain Network/Evolving Differential Purchase Strategy using Portfolio Models for the Automotive Industry/Vendor Selection in Supply Chain using a Particle Swarm Optimization Algorithm/Decision Tree-based Model for Supplier Selection considering Risks and Uncertainties/Collaboration in Supply Chain Management/A Multi-attribute Framework for Collaborative Supply Chain: Evaluation of Horizontal Relationships/Quantitative Models to Evaluate Supply Chain Co-ordination adopting Co-ordination Theory/Impact of Integration between ERP and SCM on different Industry Sector/Formulation of Green Supply Chain Contracts: A Two Player Evolutionary Game Approach/Analysis of Barriers in Reverse Supply Chain: An Indian Perspective/Supply Chain Performance Measures: A Comprehensive Review/Re-engineering of Logistics Value Chain of a Petroleum Products Marketing Company/Supply Chain Network Design under Uncertainty: A Case of Indian Export Industry/Supply Chain: Next Generation Issues and Concerns

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PROF. ANITHA H.S.

Professor & Chairperson of the Department of Commerce, Davangere University, Davangere, India

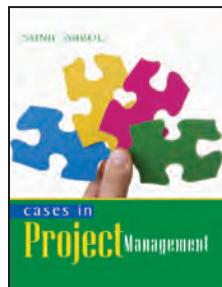
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G NAGALINGAPPA

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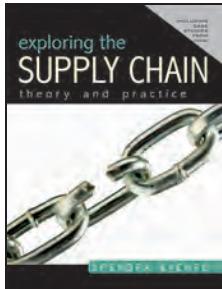
Prof. Manjunath V S, Nitte Meenakshi Institute of Technology, Bangalore, India

### Contents include:

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## **Exploring the Supply Chain**

**Theory and Practice**

**UPENDRA KACHRU**

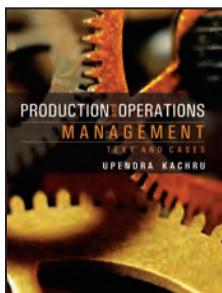
*Faculty at Goa Institute of Management at Ribandar, Goa, India*

### **Contents include:**

Supply Chain and the Materials Function/Supply Chain Management Basics/Supply Chain Relationships/Supply Chain Design/Purchasing Basics/Purchasing and Supplier Sourcing/Demand Planning and Forecasting/Aggregate Planning and Inventory Management/Inventory Models/Work-in-Progress and Finished Goods Inventory/Supply Chain Quality/Information Visibility in Supply Chains/Transportation in Supply Chains/Warehouse Management and Operations/Location and Networking/Supply Chain Coordination and Performance

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*Faculty at Goa Institute of Management at Ribandar, Goa, India*

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**A.K. SINHA**

*B.D. Singh, Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM), Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India*

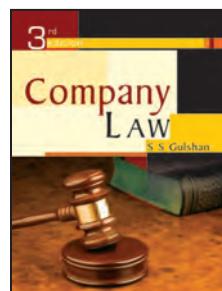
*A.K. Sinha, Legal Consultant, Guest faculty in Business Law and Labour Laws to Management Institutes*

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**S S GULSHAN**

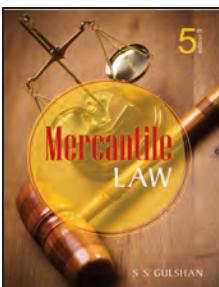
*M.Com., Ph.D., LL.B., Adviser, Author and Educationist, India*

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Nature, Extent and Administration of the Companies Act, 1956/The Company: Its Meaning and Nature/Classification of Companies/Formation of a Company/Contracts/Memorandum of Association/Articles of Association/Share and Share Capital/Prospectus/Public Deposits/Allotment of Shares/Membership/Calls on Shares/Transfer and Transmission of Shares/Investments, Loans, Borrowings and Debentures/Accounts and Audit/Divisible Profits and Dividends/General Meetings and Proceedings/Inspection and Investigation/Management of a Company – I/Management of a Company – II/Company Secretary/Sole Selling and Buying Agents.

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**S S GULSHAN**

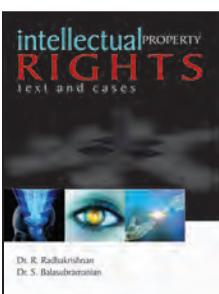
*M.Com., Ph.D., LL.B., Adviser, Author and Educationist, India*

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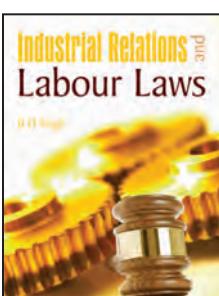
*Dr. S. Balasubramanian, Director, Centre for Intellectual Property Rights, Anna University - Coimbatore, India*

**Contents include:**

Fundamentals of IPR/Patents/Trademarks/Copyright/Industrial Designs/Geographical Indication/Trade Secret/Software Copyright/IPR in International Scenario/Cyberlaw/Patent Management/Audit Procedures

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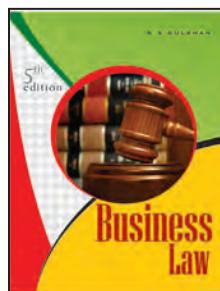
*Ex. Professor (HRM), MDI Gurgaon and Ex. Sr. Professor (HRM) and Dean (MDP & Consultancy), IMT Ghaziabad, Professor (HRM), Dean & Mentor (MDP) Jaipuria Institute of Management Noida, India*

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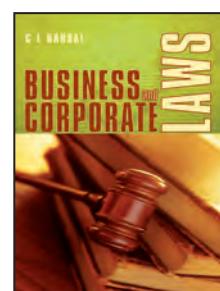
*M.Com., Ph.D., LL.B., Adviser, Author and Educationist, India*

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**UPENDRA KACHRU**

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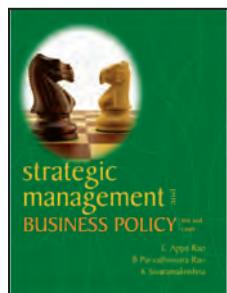
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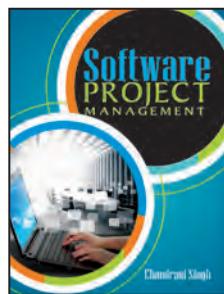
Functional Strategies/Production/Operations Strategy/Marketing Strategy/Financial Strategy/Human Resource Strategy/Research and Development (R&D) Strategies/Strategic Evaluation and Control/Corporate Social Responsibility/Social Audit/Business Ethics/Corporate Governance/Case Study Methodology

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**CHANDRANI SINGH**

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**DR. DHAVAL MAHETA**

*BE (Production), MBA (Finance), Ph.D., PGDRM, Qualified NET, and Faculty*

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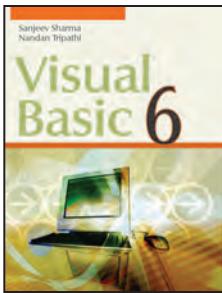
Introduction to Minitab/Data Management/Data Manipulation/Summarizing Data (Graphically)/Summarizing Data (Descriptive Statistics)/Normality/Hypothesis Testing/ANOVA/Correlation Analysis/Regression Analysis/Residual Analysis/Non-parametric Statistics/Logistic Regression/Factor Analysis/Quality Control

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# Information Technology



*First Edition*

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**SANJEEV SHARMA**

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**SUYASH JHAWAR**

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*Suyash Jhawar, Assistant Professor in the area of Systems, General Management and Human Resource Management at Prestige Institute of Management and Research, Indore, India*

*Yogeshwari Phatak, Director of Prestige Institute of Management and Research, Indore, India*

*Raj Kishore Sharma, Director of Undergraduate Programs at Prestige Institute of Management and Research, Indore, India*

*Alok Bansal, HOD and Associate Professor in the area of Systems and Quantitative Techniques at Prestige Institute of Management and Research, Indore, India*

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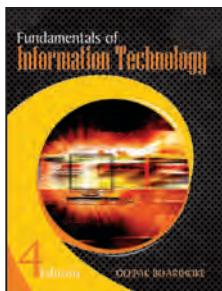
A Study on Factor Criticality for E-Banking Adoption and Implementation/ Challenges in Using Internet Banking/Core Banking: Roadmap for Future

Cooperative Banking: A Case Study of SVC/E-Commerce: Essence for Business Ex crescence/E-Commerce: A Study of Users with Special Reference to Baroda City of Gujarat/E-Banking: A Study of Preferences and Barriers/E-Government in India: Barriers to Adoption and Diffusion/ Enterprise Resource Planning: Implementation Procedures and Critical Success Factors/E-Society by E-Governance: A Case Study of Madhya Pradesh/IT Resources, Billing and Profitability: The Survival Quotient/ Survey of E-Commerce Security Measurement and Risk Analysis/A Review on Data Cleaning: Problems and Different Approaches/ Customers' Perception towards Private and Government DTH Services in Rural Area/Applications of Data Mining in Business Decision/ Automation of Activities in Management Institutes: An Analytical Study/ Clustering and Sequential Pattern Mining of Learning Data/Data Mining and Data Warehousing: Market Basket Analysis in a Supermarket/Impact of Clustering Data on Action Queries Performed in Large Databases/ Knowledge Management Applications in Petroleum Sector/Role of IT in Travel and Tourism Industry: An Empirical Study/Significance of IT- Enabled Human Resource Management/Web-based Online Examination System: Relevance with Modern Scenario/An Exhaustive Analysis of Technique for Improving Efficiency and Removing Anomalies in Genetic Algorithm/Automatic Transport Verification and Security Policy Measures under Wireless Computing/Design and Implementation of Steganography Technique: Challenges and Approaches/Finding the Number of Clusters in Unlabeled Datasets using Extended Dark Black Extraction (EDBE)/ Firewall Architecture and Design Challenges/Fuzzy Edge Filter: Edge Detection and Feature Extraction Technique for JPEG Image/Mapping 12 to 14 with Total Quality/Optimization of Standard Color Model using Image Processing and Analysis/Providing Cluster Management through Distributed Mobile Agents/Securing Ad-hoc Network: Joint Venture of Intrusion Detection and Denial of Service Resilience/Security of Group Communication Schemes in Wireless Network/A Study on Users' Perception towards Security Concerns in E-Transactions/Ethical Issues in Information and Communication Technology/Feasibility of an Intermediary for E-waste Management/Fun and Fraud by Teenagers in Cyber World/Green Computing Approaches Help IT Organizations to Observe Social Responsibility/Green Computing as a Technique of Environmental Protection/Mobile Devices Exploitation by Malware/ Semi-strong Form of Efficiency in Indian Stock Market with Special Reference to Indian IT Stocks/The Mathematics between Cyber Law and Cyber Crime in Indian Arena/Application of ICT in Education: Opportunities and Challenges for India/Emergency Communications: A Study with Special Reference to Present Condition of India/ICT Adoption in Managerial Functions: Issues and Challenges/Inherent Security Issues of Bluetooth/M-Commerce: Its Ten Components and their Role in India/ Mobile Ticketing: An Application of IT in Cinemas/Past Present and Future of Mobile Computing/Usage of Internet by Senior Citizens: A Study of Kothrud Area in Pune City/Use of ICT in Indian Educational System: Issues and Challenges/VSAT-Technology: An Innovative Tool with Special Reference to Blended Learning

### ***Book Detail:***

*2010 / 508 Pages / PB / ₹ 1000*

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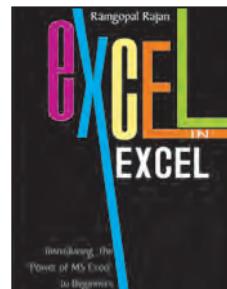
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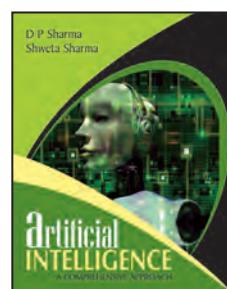
He has been working as a technical and process consultant for major companies, primarily in North American geography.

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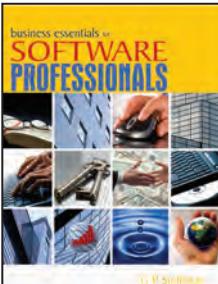
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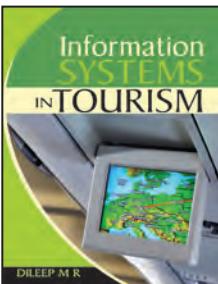
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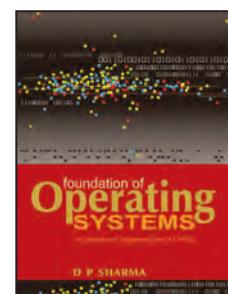
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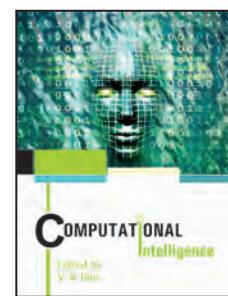
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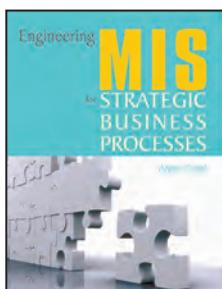
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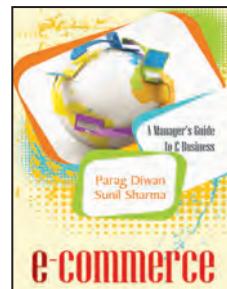
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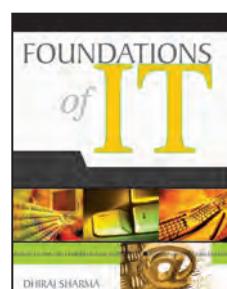
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*He is working as Assistant Professor and Head, Department of Management, in a reputed post-graduate college of Punjab. He holds three masters in the area of Finance, Commerce and Business*

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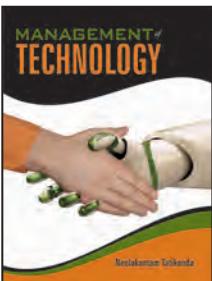
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NEELAKANTAM TATIKONDA

*Neelakantam Tatikonda* is a Research Scholar and working as an Associate professor in Dept. of Management Studies, SVCET, Hyderabad. He received his Master's Degree in Management from Kakatiya University, Warangal. He has about 14 years of experience in teaching, public relations, and marketing.

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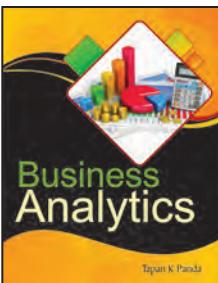
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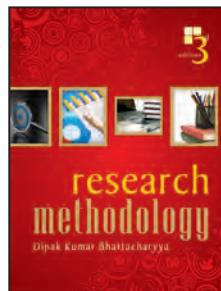
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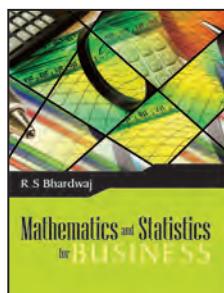
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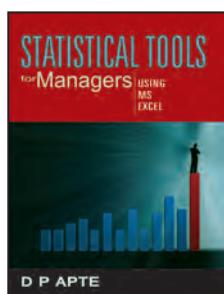
Associate Professor, Department of Economics, Shivaji College, University of Delhi, India

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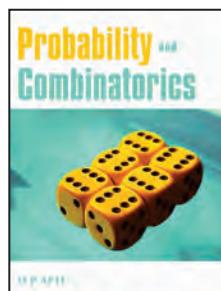
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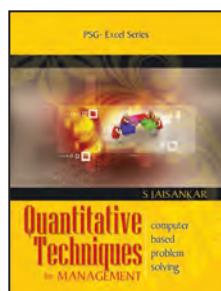
Professor and Director of MIT School of Management, Pune, India

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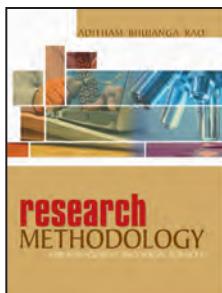
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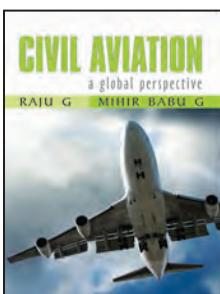
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*Mihir Babu G, BTech, MBA, Researcher in the field of aviation, India*

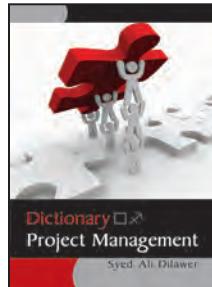
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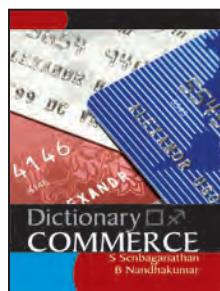
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*Dr. S. Senbaganathan is currently working as a Principal in NPR Arts and Science College, Natham.*

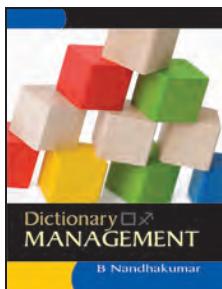
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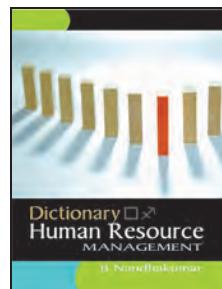
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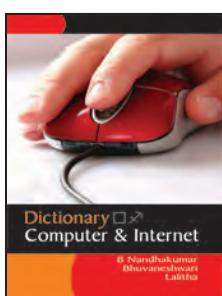
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**P. Lalitha** is currently working as a faculty in Hindusthan College of Arts and Science, Department of Computer Science, Coimbatore. She has more than 10 years of working experience in academic institutions.

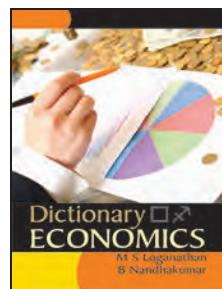
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**B. Nandakumar** is currently working as a faculty in Hindusthan College of Arts and Science, Department of Management Studies, Coimbatore. He has more than 11 years of working experience in industry as well as in academic institutions.

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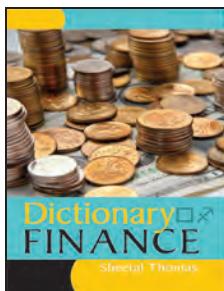
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MS. SHEETAL THOMAS

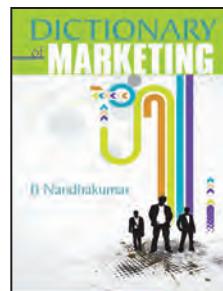
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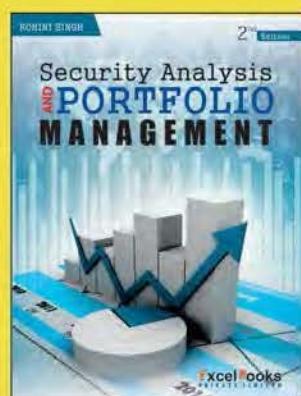
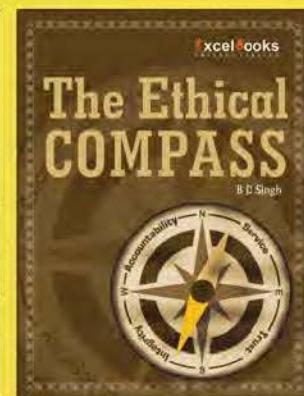
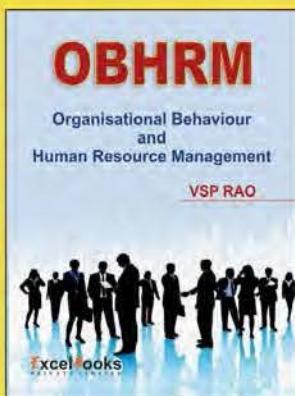
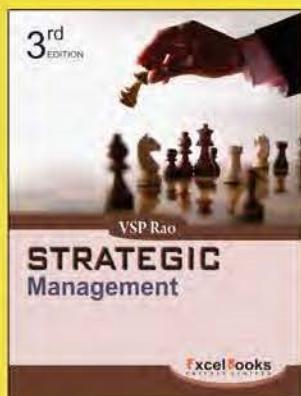
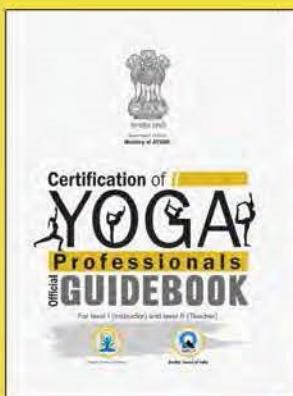
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