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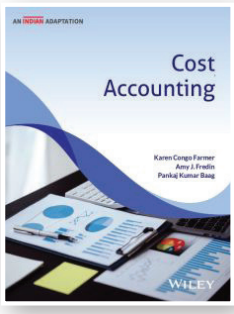
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ACCOUNTING



Cost Accounting (An Indian Adaptation) : With Integrated Data Analytics | e | IM

Karen Congo Farmer, Amy Fredin, Pankaj Kumar Baag

ABOUT THE AUTHOR

Karen Congo Farmer

Raised on a farm in southwestern Ontario, Canada, I learned from an early age the value of hospitality, music, seasons, finishing a job, and telling a good story.

Amy J Fredin

Raised in a small town in western Minnesota, the author developed a strong appreciation for music, sports, the outdoors, family, and community. They earned degrees in music and accounting from the College of St. Benedict before beginning a career in public accounting and becoming a Certified Public Accountant (CPA). They later completed an MBA at St. Cloud State University. While pursuing the MBA, they joined the accounting faculty at Alexandria Technical College, where they discovered a lasting passion for teaching.

Pankaj Kumar Baag

During his school years, the author traveled extensively across India. After completing a degree in Physics (Honors), he began his career in the Banking, Financial Services, and Insurance (BFSI) sector, which provided opportunities to work internationally. In this role, he received rigorous training in credit appraisal, developing a strong foundation in financial and management accounting. Motivated to deepen his expertise, he pursued several advanced qualifications over the next decade, earning the CAIIB, M.Com, M.FM, and multiple postgraduate diplomas. This commitment to continuous learning eventually inspired him to transition to academia as a full-time professor. He later earned a PhD from IIM Calcutta and subsequently joined the faculty at IIM Kozhikode.

ABOUT THE BOOK

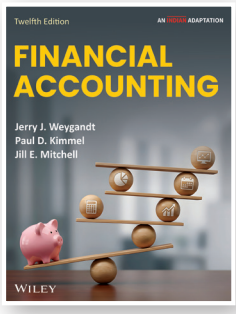
This book helps students develop the critical thinking skill set needed to understand costing concepts. Through storytelling, students develop a deeper understanding of cost accounting fundamentals, allowing them to apply their knowledge to modern business scenarios and develop the competencies and decision-making skills needed to become the future accounting professional.

It focuses on strengthening the coverage by including new and updated materials. Throughout the book, students work through a variety of assignments and integrated cases that leverage market-leading technology, helping them to make informed business decisions and think critically about data.

TABLE OF CONTENTS

• Cost Accounting Has Purpose • Refresher on Cost Terms • Cost Behavior and Cost Estimation • Cost-Volume-Profit Analysis • Relevant Costs for the Decision-Maker • Mastering the Master Budget • Capital Budgeting Choices and Decisions • Job Costing Visualized • Activity-Based Costing • Variance Analysis and Standard Costing • Process Costing • Absorption versus Variable Costing • Data Analytics • Support Department Costing • Joint Costs and Decision-Making • 16 The Art and Science of Pricing to Optimize Revenue • Management Control Systems and Transfer Pricing • Business Strategy, Performance Measurement, and the Balanced Scorecard

9789363863835 | Pages: 840 | ₹ 1249



Financial Accounting, 12ed (An Indian Adaptation) | IM

Jerry J. Weygandt, Paul D. Kimmel, Jill E. Mitchell

ABOUT THE AUTHOR

Jerry J. Weygandt, PhD, CPA, is Arthur Andersen Alumni Emeritus Professor of Accounting at the University of Wisconsin–Madison. He earned his doctorate in accounting from the University of Illinois and has published extensively in leading academic and professional journals, including The Accounting Review and Journal of Accounting Research.

Paul D. Kimmel, PhD, CPA, is a former Associate Professor at the University of Wisconsin–Milwaukee and Senior Lecturer at the University of Wisconsin–Madison. He holds a doctorate in accounting from the University of Wisconsin and has professional experience with Deloitte & Touche. Dr. Kimmel has received multiple teaching excellence awards, including the Elijah Watts Sells Award for exceptional performance on the CPA Examination.

Jill E. Mitchell, MS, MEd, CIA, is a Lecturer at the McIntire School of Commerce, University of Virginia. She has extensive teaching experience across undergraduate, graduate, hybrid, and online accounting programmes, and previously taught at Northern Virginia Community College and George Mason University. A former senior auditor at Ernst & Young, she brings strong professional relevance to the classroom.

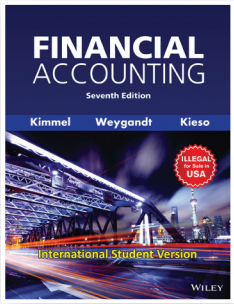
ABOUT THE BOOK

Financial Accounting (Indian Adaptation) provides a clear, rigorous, and student-friendly introduction to financial accounting fundamentals for undergraduate and postgraduate programmes. The book combines strong conceptual coverage with step-by-step worked illustrations and extensive practice material to support effective learning. Updated content reflects current accounting standards, including recent IFRS revisions, ESG reporting, and data-driven decision-making. Application-oriented features, real-world examples, and analytics exercises help students connect accounting concepts to business practice. Supported by rich digital resources and Excel-based problem sets, the book is ideal as a core text for modern accounting curricula.

TABLE OF CONTENTS

• 1 Accounting in Action • 2 The Recording Process • 3 Adjusting the Accounts • 4 Completing the Accounting • 5 Accounting for Merchandise • 6 Inventories • 7 Fraud, Internal Control, and Cash • 8 Accounting for Receivables • 9 Plant Assets, Natural Resources, and Intangible Assets • 10 Current Liabilities • 11 Non-Current Liabilities • 12 Corporations: Organization, Share Transactions, and Equity • 13 Investments • 14 Statement of Cash Flows • 15 Financial Analysis: The Big Picture

9789377064198 | Pages: 808 | ₹ 1099



Financial Accounting, 7ed, ISV | e | IM

Kimmel, Weygandt, Kieso

ABOUT THE AUTHOR

Jerry J. Weygandt, PhD, CPA, is Arthur Andersen Alumni Emeritus Professor of Accounting at the University of Wisconsin–Madison. He earned his doctorate in accounting from the University of Illinois and has published extensively in leading academic and professional journals, including The Accounting Review and Journal of Accounting Research.

Paul D. Kimmel, PhD, CPA, is a former Associate Professor at the University of Wisconsin–Milwaukee and Senior Lecturer at the University of Wisconsin–Madison. He holds a doctorate in accounting from the University of Wisconsin and has professional experience with Deloitte & Touche.

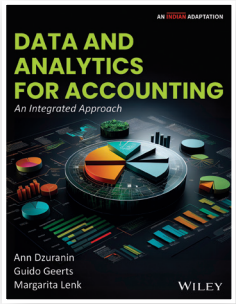
ABOUT THE BOOK

Students get accounting when using Kimmel Financial Accounting with WileyPLUS because we make learning accounting easy and accessible for today's different types of learners. Written in a concise, clear and conversation way, Kimmel Financial Accounting provides just the right amount of information students need to come to class prepared, while powerful visuals and Interactive Tutorials make complex accounting concepts possible to absorb quickly. Starting with the big picture of financial statements first, Paul Kimmel shows students why financial accounting is important to their everyday lives, business majors, and future careers. This best-selling financial accounting text is known for the most relevant and easy to understand examples, while teaching students the accounting cycle through the lens of one consistent story of Sierra Corp, an outdoor adventure company.

TABLE OF CONTENTS

• Introduction to Financial Statements • A Further Look at Financial Statements • The Accounting Information System • Accrual Accounting Concepts • Merchandising Operations and the Multiple-Step Income Statement • Reporting and Analyzing Inventory • Fraud, Internal Control, and Cash • Reporting and Analyzing Receivables • Reporting and Analyzing Long-Lived Assets • Reporting and Analyzing Liabilities • Reporting and Analyzing Stockholders' Equity • Statement of Cash Flows • Financial Analysis: The Big Picture • Appendices • A Specimen Financial Statements: Tootsie Roll Industries, Inc. • B Specimen Financial Statements: The Hershey Company • C Specimen Financial Statements: Zetar plc • D Time Value of Money • E Reporting and Analyzing Investments

9788126551262 | Pages: 772 | ₹ 1199



Data and Analytics for Accounting, (An Indian Adaptation) Custom edition : An Integrated Approach | e | IM

Ann Dzuranin, Guido Geerts, Margarita Lenk

ABOUT THE AUTHOR

Ann Dzuranin, is the KPMG Endowed Professor of Accountancy at Northern Illinois University.

Guido Geerts, is a professor and Ernst & Young faculty scholar at the Lerner College of Business, University of Delaware

Margarita Lenk, was an associate professor at Colorado State University.

ABOUT THE BOOK

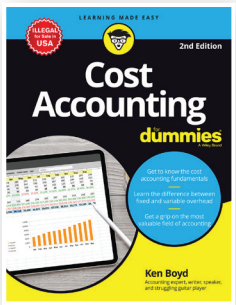
Data and Analytics for Accounting: An Integrated Approach develops an integrated data analysis and critical thinking skill set needed to be successful in the rapidly changing accounting profession. Following a pattern-based approach to profiling, cleaning, and transforming data, the book helps to explore data from a variety of perspectives for analytical purposes and key data relationships. The text guides students to develop the professional skills they need to plan, perform, and communicate data analyses effectively and efficiently in the real world.

This Indian edition introduces a new feature "Data Analytics and Decision-Making" at the end of the book, which offers students the opportunity to see how they can use data analytics to help solve realistic business problems. In addition, topical changes have been made in select chapters, and brief exercises along with multiple-choice questions have been revised in all the chapters.

TABLE OF CONTENTS

• Data and Analytics in the Accounting Profession • Foundational Data Analysis Skills • Motivations and Objectives for Data Analysis • Planning Data and Analysis Strategies • Analysis: Data Preparation • Analysis: Information Modeling • Analysis: Data Exploration • Interpreting Data Analysis Results • Communicating Data Analysis Results • Recent Data and Analyses Developments in Accounting

9789370601840 | Pages: 664 | ₹ 1099



Cost Accounting For Dummies, 2ed | e

Kenneth W. Boyd

ABOUT THE AUTHOR

Kenneth Boyd is the Co-Founder of Accountinged.com, and owns St. Louis Test Preparation. He prides himself on making accounting interesting and fun, so he opened an online community for people to chat, comment, and give advice about accounting.

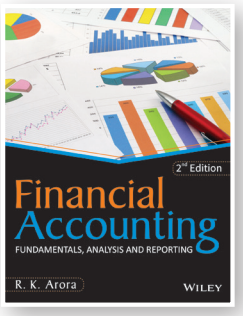
ABOUT THE BOOK

Cost Accounting For Dummies 2e will track to an entry-level college cost accounting course. It is the perfect resource for accounting students who need a little extra Dummies knowledge to pass their class. Learn the difference between fixed and variable costs. Answer practice questions. Read real-world examples to get the best understanding of various aspects of this specialty. With help from Dummies, it's never been easier to create a budget for all your business's costs.

TABLE OF CONTENTS

• Understanding the Fundamentals of Costs • Planning and Control • Making Decisions • Allocating Costs and Resources • Considering Quality Issues • The Part of Tens

9789357460446 | Pages: 452 | ₹ 959



Financial Accounting, 2ed : Fundamentals, Analysis and Reporting | e | IM

R. K. Arora

ABOUT THE AUTHOR

Ravinder Kumar Arora is Professor of Finance and Accounting at International Management Institute, New Delhi. He is also a fellow member of the Institute of Cost Accounts of India and the Institute of Company Secretaries of India. He has nearly three and a half decades of industry, teaching and research experience. He has published his research in premier national and international journals.

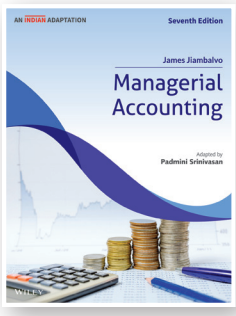
ABOUT THE BOOK

The book Financial Accounting – Fundamentals, Analysis and Reporting takes the students through the subject matter of Financial Accounting in a step-wise manner. Chapter 1 provides the basics of accounting and its uses. Chapters 2 and 3 introduce the financial statements prepared by business enterprises. Chapters 4 to 9 and Chapter 11 then explain the detailed process of preparing simple and intricate financial statements of both noncorporate and corporate entities, including banking companies. After this, the analysis of the financial statements from the perspective of managerial decision making is explained in Chapter 12.

TABLE OF CONTENTS

• Nature and Purpose of Accounting • Balance Sheet • Statement of Profit and Loss • Accounting Records and Systems • Preparation of Financial Statements • Plant Assets and Intangible Assets • Inventories: Accounting and Valuation • Corporate Financial Statements • Financial Statements of Banking Companies • Understanding Corporate Annual Reports • Statement of Cash Flows
•Analysis of Financial Statements
•Financial Reporting Standards

9788126575701 | Pages: 552 | ₹ 925



Managerial Accounting, 7ed (An Indian Adaptation) | e

James Jiambalvo, Padmini Srinivasan

ABOUT THE AUTHOR

James Jiambalvo is the Michael G. Foster Endowed Chair in Accounting at the University of Washington, Foster School of Business. He joined the accounting faculty at the University of Washington after receiving a Ph.D. in accounting from The Ohio State University. A CPA, he has audit experience with the firm of Haskins and Sells (now Deloitte), and has served on the national academic advisory board of Deloitte LLP.

Padmini Srinivasan is Associate Professor of Accounting & Finance and also the Chairperson for the Centre for Corporate Governance and citizenship. She is Fellow member of the Institute of Chartered Accountants and Associate member of the Institute of Company Secretaries of India. With more than a decade and half of industry experience in the areas of accounting, cost management & finance.

ABOUT THE BOOK

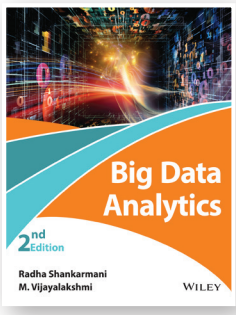
To be a successful manager, you need to understand how foundational managerial accounting concepts apply to the business world. Managerial Accounting, 7th edition helps students make direct connections between the classroom and the boardroom by presenting robust cases and managers' comments on real company issues. Known for its "You Get What You Measure" framework, this edition presents an updated focus on building students' decision-making and critical thinking skills through incremental analysis and data analytics coverage.

TABLE OF CONTENTS

• Managerial Accounting in the Information Age • Job-Order Costing for Manufacturing and Service Companies • Process Costing • Cost-Volume-Profit Analysis • Variable Costing • Cost Allocation and Activity-Based Costing • The Use of Cost Information in Management Decision Making • Pricing Decisions, Customer Profitability Analysis, and Activity-Based Pricing • Capital Budgeting and Other Long-Run Decisions • Budgetary Planning and Control • Standard Costs and Variance Analysis • Decentralization and Performance Evaluation • Statement of Cash Flows • Analyzing Financial Statements: A Managerial Perspective

9789354640872 | Pages: 560 | ₹ 1159

BIG DATA/ ANALYTICS



Big Data Analytics, 2ed | e

Radha Shankarmani, M. Vijayalakshmi

ABOUT THE AUTHOR

Dr. Radha Shankarmani is currently working as Professor and Head at Department of Information Technology, Sardar Patel Institute of Technology, Mumbai. Her areas of interest include Business Intelligence, Software Engineering, Software Testing, Databases, Data

Warehousing and Mining, Computer Simulation and Modeling, Management Information System and SOA.

Dr. M. Vijayalakshmi is Professor of Information Technology at VES Institute of Technology Mumbai. Currently she is also the Vice Principal of the college. She has more than 25 years of teaching experience both at undergraduate and postgraduate engineering level.During her career at VESIT, she has served on syllabus board of Mumbai University for BE of Computer Science and Information Technology departments.

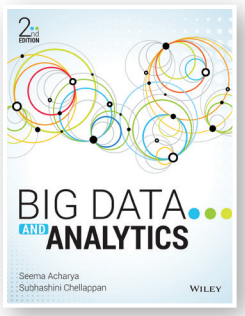
ABOUT THE BOOK

The goal of this book is to cover foundational techniques and tools required for Big Data Analytics. It focuses on concepts, principles and techniques applicable to any technology environment and industry and establishes a baseline that can be enhanced further by additional real-world experience. This book aims to be a ready reckoner to either a novice or a professional working in the field. Topics covered include Hadoop, MapReduce, Association Rules, Large-Scale Supervised Machine Learning, Data Streams, Clustering, NoSQL systems (Pig, Hive) and Applications including Recommendation Systems, Web and Security.

TABLE OF CONTENTS

• Big Data Analytics • Hadoop • What is NoSQL? • MapReduce • Finding Similar Items • Mining Data Streams • Link Analysis • Frequent Itemset Mining • Clustering Approaches • Recommendation Systems • Mining Social Network Graphs

9788126565757 | Pages: 336 | ₹ 699



Big Data and Analytics, 2ed | e | IM

Seema Acharya, Subhashini Chellappan

ABOUT THE AUTHOR

Seema Acharya is a Senior Lead Principal with the Education, Training and Assessment department of Infosys Limited. She is a technology evangelist, a learning strategist, and an author with over 15+ years of IT experience in learning/education services. She has designed and delivered several large-scale competency development programs across the globe involving organizational competency need analysis, conceptualization, design, development and deployment of competency development programs. She is an educator by choice and vocation, and has rich experience in both academia and the software industry.

ABOUT THE BOOK

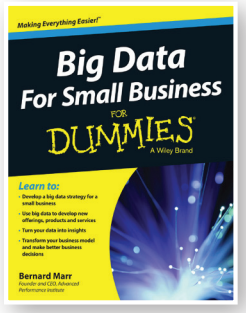
BIG DATA is a term used for massive mounds of structured, semi-structured and unstructured data that has the potential to be mined for information. The real power lies not just in having colossal data but in what insights can be drawn from this data to facilitate better and faster decisions. This book Big Data and Analytics is a comprehensive coverage on the concepts and practice of Big Data, Hadoop and Analytics. From the Do It Yourself steps and guidelines to set up a Hadoop Cluster to the deeper understanding of concepts and ample time-tested hands-on practice exercises on the concepts learned, this ONE book has it all!

TABLE OF CONTENTS

• Types of Digital Data • Introduction to Big Data • Big Data Analytics • The Big Data Technology Landscape • Introduction to Hadoop • Introduction to MongoDB • Introduction to Cassandra • Introduction to MAPREDUCE Programming • Introduction to Hive • Introduction to Pig • JasperReport using Jaspersoft • Introduction to Machine Learning • Few Interesting Differences

·Big Data Trends in 2019 and Beyond

9788126579518 | Pages: 384 | ₹ 899



Big Data for Small Business for Dummies | e

Bernard Marr

ABOUT THE AUTHOR

Bernard Marr is a bestselling author, strategic performance consultant and analytics, KPI & Big Data guru. He helps companies to better manage, measure, report and analyse performance. His leading-edge work with major companies, organisations and governments across the globe makes him an acclaimed and award-winning keynote speaker, researcher, consultant and teacher. Bernard is acknowledged by the CEO Journal as one of today's leading business brains.

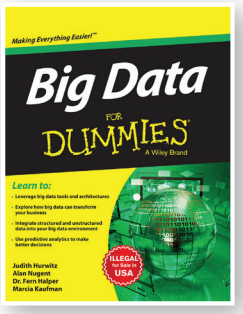
ABOUT THE BOOK

Business data has been around for a long time. Unfortunately, it was trapped away in overcrowded filing cabinets and on archaic floppy disks. Now, thanks to technology and new tools that display complex databases in a much simpler manner, small businesses can benefit from the big data that's been hiding right under their noses. With the help of this friendly guide, you'll discover how to get your hands on big data to develop new offerings, products and services; understand technological change; create an infrastructure; develop strategies and make smarter business decisions.

TABLE OF CONTENTS

• Getting Started with Big Data Basics • Unpacking Big Data • A Brave New World for Small Business • Show Time! Making Big Data Work for Small Business • The Part of Tens

9788126559688 | Pages: 264 | ₹ 529



Big Data for Dummies | e

Judith Hurwitz, Alan Nugent, Dr. Fern Halper, Marcia Kaufman

ABOUT THE AUTHOR

Judith Hurwitz is President and CEO of Hurwitz & Associates, specializing in cloud computing, service management, information management, and business strategy.

Alan Nugent has extensive experience in cloud-based big data solutions.

Dr. Fern Halper is a partner at Hurwitz & Associates with extensive expertise in information management, big data and analytics.

Marcia Kaufman is COO and partner of Hurwitz & Associates, focusing on the cloud infrastructure, information management, and service management.

Daniel Kirsch is an analyst at Hurwitz & Associates, focusing on cloud compliance, governance, security, and privacy.

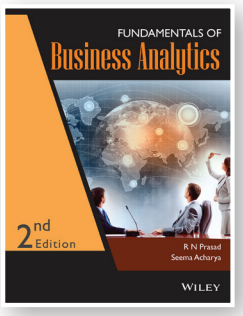
ABOUT THE BOOK

Big data management is one of the major challenges facing business, industry and not-for-profit organizations. Data sets such as customer transactions for a mega-retailer, weather patterns monitored by meteorologists, or social network activity can quickly outpace the capacity of traditional data management tools. If you need to develop or manage big data solutions, you'll appreciate how these four experts define, explain and guide you through this new and often confusing concept. You'll learn what it is, why it matters and how to choose and implement solutions that work

TABLE OF CONTENTS

• Getting Started with Big Data • Technology Foundations for Big Data • Big Data Management • Analytics and Big Data • Big Data Implementation • Big Data Solutions in the Real World • The Part of Tens

9788126543281 | Pages: 336 | ₹ 749



Fundamentals of Business Analytics, 2ed | e | IM

R N Prasad, Seema Acharya

ABOUT THE AUTHOR

RN Prasad is the founder and Chief Practice Officer of Confluence Consulting Circle with over 37 years of IT industry experience. He works with companies to develop data platforms, patent innovative ideas, and design smart-decision systems leveraging SMAC. His interest areas include Big Data applications, Business Analytics solutions, BI self-service portals, Data Virtualization, Digital Transformation, Analytics & Big Data related executive education, Analytics certification assessments design, University curriculum innovation consulting and IGIP (International Society for Engineering Pedagogy)-based faculty certification.

Seema Acharya is Lead Principal with the Education, Training and Assessment Department of Infosys Limited. She is an educator by choice and vocation, and has rich experience in both academia and the software industry. Her areas of interest and expertise are centered on Business Intelligence, Big Data and Analytics, technologies such as Data Warehousing, Data Mining, Data Analytics, Text Mining and Data Visualization.

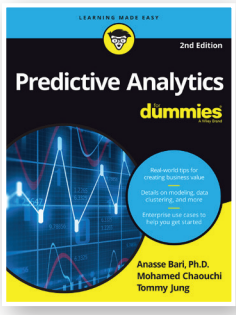
ABOUT THE BOOK

The book promises to be a single source of introductory knowledge on business intelligence which can be taught in one semester. It will provide a good start for first time learners typically from the engineering and management discipline. Business Intelligence subject cannot be studied in isolation. The book provides a holistic coverage beginning with an enterprise context, developing deeper understanding through the use of tools, touching a few domains where BI is embraced and discussing the problems that BI can help solve. It covers the complete life cycle of BI/Analytics project: Covering operational / transactional data sources, data transformation, data mart / warehouse design-build, analytical reporting and dashboards.

TABLE OF CONTENTS

• Business View of Information Technology Applications • Types of Digital Data • Introduction to OLTP and OLAP • Getting Started with Business Intelligence • BI Definitions and Concepts • Basics of Data Integration • Multidimensional Data Modeling • Measures, Metrics, KPIs and Performance Management • Basics of Enterprise Reporting • Understanding Statistics • Application of Analytics • Data Mining Algorithms • BI Road Ahead

9788126563791 | Pages: 428 | ₹ 1050



Predictive Analytics For Dummies, 2ed | e

Anasse Bari, Mohamed Chaouchi, Tommy Jung

ABOUT THE AUTHOR

Dr. Anasse Bari has over five years of large-scale software architecture experience in designing and implementing software systems under different platforms. He is a Fulbright scholar, a software engineer, and a data mining expert. Dr. Bari works for the World Bank Group in Washington DC.

Mohamed Chaouchi has conducted extensive research using predictive analytics and data mining in both the health and financial domains. He holds a patent for a data-mining platform to analyze cancer development. His technical expertise includes service-oriented architecture, web services, and application security.

Tommy Jung is a software engineer who has been developing software applications for over 15 years. He has worked extensively on creating analytic's tools for natural language processing in his days at a speech recognition company and then turned his focus to the web analytics, A/B testing, and stock analysis. He has worked at several Fortune 500 companies.

ABOUT THE BOOK

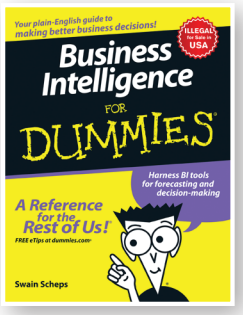
Predictive Analytics For Dummies, 2e will help the you understand the core of predictive analytics and get started putting it to use with readily available tools to collect and analyze data. You will learn how to incorporate algorithms through discovering data models, identifying similarities and relationships in your data, and how to predict the future through data classification. You will develop a roadmap by preparing your data, creating goals, processing your data, and building a predictive model that will get stakeholder buy-in. The

author will also address ""soft"" issues, including handling people, setting realistic goals, protecting budgets, making useful presentations, and more, to help the reader prepare for shepherding predictive analysis projects through their companies.

TABLE OF CONTENTS

• Getting Started with Predictive Analytics • Incorporating Algorithms in Your Models • Developing A Roadmap • Programming Predictive Analytics • Executing Big Data • The Part of Tens

9788126567935 | Pages: 464 | ₹ 799



Business Intelligence For Dummies | e

Swain Scheps

ABOUT THE AUTHOR

Swain Scheps is Manager of Business Analysis at Brierley + Partners, Inc. and a technology veteran making his first foray into the world of book authoring.

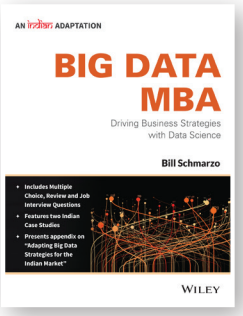
ABOUT THE BOOK

Business Intelligence For Dummies makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll see how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers, competitors, and more.

TABLE OF CONTENTS

• Introduction and Basics. • Business Intelligence User Models. • The BI Lifecycle. • Implementing BI. • BI and Technology. • The Part of Tens.

9789363861138 | Pages: 384 | ₹ 959



Big Data MBA, (An Indian Adaptation) : Driving Business Strategies with Data Science | e | IM

Bill Schmarzo

ABOUT THE AUTHOR

BILL SCHMARZO is the chief technology officer of the Big Data Practice of EMC Global Services. He is responsible for setting the strategy and defining the big data service offerings and capabilities for EMC Global Services. He also works directly with organizations to help them identify where and how to start their big data journeys. In addition, Schmarzo is the author of Big Data: Understanding How Data Powers Big Business from Wiley.

ABOUT THE BOOK

Big Data MBA: Unlock the Power of Analytics to Transform Your Business

Big Data MBA is your ultimate guide to leveraging big data and advanced analytics for a competitive edge. Perfect for tech enthusiasts, marketers, content creators, technical professionals, and data experts, this comprehensive resource empowers you to harness data-driven insights and drive impactful business outcomes.

Built on a practical framework with actionable methodologies and hands-on exercises, this book shows you how to: • Unleash the potential of big data to revolutionize your business operations. • Explore new sources of customer, product, and operational data for deeper insights. • Utilize advanced analytics and data science to optimize processes and identify monetization opportunities. • Drive competitive differentiation with data-informed decision-making.

Discover step-by-step strategies for operationalizing analytics and embedding them into your organization. Learn how to structure your teams for maximum efficiency and ensure analytics enrich every user experience, from customers to frontline employees.

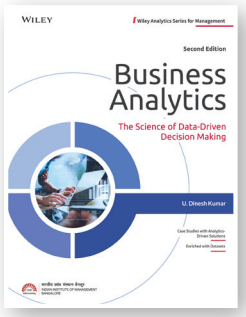
With Big Data MBA, you'll gain the tools to think like a data scientist—formulating the right questions, testing hypotheses, and making accurate predictions to power your business into the future.

Whether you're seeking to optimize customer experiences, innovate product offerings, or enhance operational efficiency, this book is your roadmap to success in the data-driven world.

TABLE OF CONTENTS

• Business Potential of Big Data • Data Science • Data Science for Business Stakeholders • Building Cross-Organizational Support

9789363863088 | Pages: 348 | ₹ 813



Business Analytics, 2ed : The Science of Data-Driven Decision Making | e | IM

U. Dinesh Kumar

ABOUT THE AUTHOR

Dr. U. Dinesh Kumar is a Professor of Decision Sciences at IIM Bangalore. He is also the IIMB Chair of Excellence since January 2020. Dr. Dinesh Kumar introduced Business Analytics elective course in 2008 to the PGP students at IIM Bangalore and started one of the first certificate programs in Business Analytics in India in 2010. Dr. Dinesh Kumar has over 25 years of teaching and research experience.

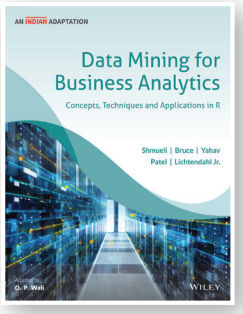
ABOUT THE BOOK

Business Analytics has become one of the most important skills that every student of Management and Engineering should acquire to become successful in their career. The use of analytics across industries for decision making, problem solving, and driving organizational innovation makes it an essential skill to develop. Analytics is used as a competitive strategy by many successful companies.

TABLE OF CONTENTS

• Introduction to Business Analytics • Foundations of Data Science: Descriptive Analytics • Introduction to Probability • Sampling and Estimation • Confidence Intervals • Hypothesis Testing • Analysis of Variance • Correlation Analysis • Simple Linear Regression • Multiple Linear Regression • Logistic Regression • Decision Trees • Forecasting Techniques • Clustering • Prescriptive Analytics • Stochastic Models and Reinforcement Learning • Ensemble Methods • Six Sigma

9789354246197 | Pages: 648 | ₹ 1129



Data Mining for Business Analytics, An Indian Adaptation : Concepts, Techniques, and Applications in R | e | IM

Shmueli, Bruce, Yahav, Patel, Lichtendahl Jr., O P Wali

ABOUT THE AUTHOR

Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University's Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, Indian School of Business, and National Tsing Hua University, Taiwan.

Peter C. Bruce is President and Founder of the Institute for Statistics Education at Statistics.com. He has written multiple journal articles and is the developer of Resampling Stats software.

Inbal Yahav, PhD, is Professor at the Graduate School of Business Administration at Bar-Ilan University, Israel. She teaches courses in social network analysis, advanced research methods, and software quality assurance.

Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University..

Kenneth C. Lichtendahl, Jr., PhD, is Associate Professor at the University of Virginia. He is the Eleanor F. and Phillip G. Rust Professor of Business Administration and teaches MBA courses in decision analysis, data analysis and optimization, and managerial quantitative analysis.

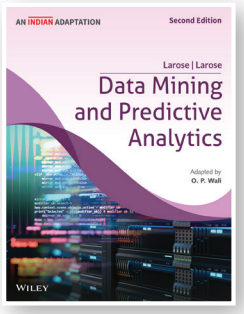
ABOUT THE BOOK

Data Mining for Business Analytics: Concepts, Techniques, and Applications in R is a comprehensive resource for learners pursuing graduate and undergraduate level courses in data mining, business analytics, and related courses within domain of AI. This is an excellent reference for analysts, researchers, and practitioners working in various domains of business like finance, marketing, human resource, operations, information services, consultancy etc., who want to tap more opportunities for insights in variety of data driven decision-making scenarios.

TABLE OF CONTENTS

• Data Exploration And Dimension Reduction • Performance Evaluation • Prediction And Classification Methods • Mining Relationships Among Records • Forecasting Time Series • Data Analytics

9789390421701 | Pages: 584 | ₹ 1129



Data Mining and Predictive Analytics, 2ed (An Indian Adaptation) | e | IM

Daniel T. Larose, O.P. Wali

ABOUT THE AUTHOR

Daniel T. Larose is Professor of Mathematical Sciences and Director of the Data Mining programs at Central Connecticut State University. He has published several books, including Data Mining the Web: Uncovering Patterns in Web Content, Structure, and Usage (Wiley, 2007) and Discovering Knowledge in Data: An Introduction to Data Mining (Wiley, 2005).

Chantal D. Larose is an Assistant Professor of Statistics & Data Science at Eastern Connecticut State University (ECSU). She has co-authored three books on data science and predictive analytics. She helped develop data science programs at ECSU and at SUNY New Paltz.

O. P. Wali is currently professor and Head of Research at Indian Institute of Foreign Trade. He has work experience of more than 31 years in corporate and academics. He is a management graduate from IRMA Gujarat and did doctorate from Jamia Milia Islamia Delhi.

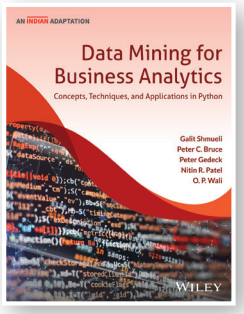
ABOUT THE BOOK

"Data Mining and Predictive Analytics serves as an introduction to data mining methods and models, including association rules, clustering, neural networks, logistic regression, and multivariate analysis. The authors apply a unified "white box" approach to data mining methods and models. This approach is designed to walk readers through the operations and nuances of the various methods, using small data sets, so readers can gain an insight into the inner workings of the method under review.

TABLE OF CONTENTS

• Data Preparation • Statistical Analysis • Classification • Clustering • Association Rules • Enhancing Model Performance • Further Topics

9789354247255 | Pages: 908 | ₹ 1219



Data Mining for Business Analytics, (An Indian Adaptation) : Concepts, Techniques and Applications in Python | e | IM

Galit Shmueli, Peter C. Bruce, Peter Gedeck, Nitin R. Patel, O.P. Wali

ABOUT THE AUTHOR

Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University's Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, Indian School of Business, and National Tsing Hua University, Taiwan.

Peter C. Bruce is President and Founder of the Institute for Statistics Education at Statistics.com. He has written multiple journal articles and is the developer of Resampling Stats software.

Peter Gedeck PHD, is a Senior Data Scientist at Collaborative Drug

Discovery, where he helps develop cloud-based software to manage the huge amount of data involved in the drug discovery process. He also teaches data mining at Statistics.com.

Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University.

O.P. Wali is a Professor (IT and KM Discipline) and Head (Research) at Indian Institute of Foreign Trade, New Delhi. He has more than 33 years of experience in corporate and academics. Prior to IIFT, he worked with Mother Dairy F & V Project, Delhi, a unit of National Dairy Development Board, India(NDDB) and Indira Gandhi National Open University, India (IGNOU).

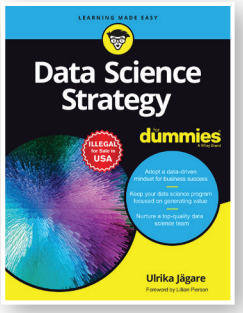
ABOUT THE BOOK

Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python presents an applied approach to data mining concepts and methods, using python software for illustration. Readers will learn how to implement a variety of popular data mining algorithms in Python to tackle business problems and opportunities. It is a comprehensive resource for students pursuing courses in data mining, business analytics, and related courses within the domain of AI.

TABLE OF CONTENTS

• Data Exploration And Dimension Reduction • Performance Evaluation • Prediction And Classification Methods • Mining Relationships Among Records • Forecasting Time Series • Data Analytics

9789357461672 | Pages: 636 | ₹ 1099



Data Science Strategy For Dummies | e

Ulrika Jagare

ABOUT THE AUTHOR

Ulrika Jägareis an M.Sc. Director at Ericsson AB with over 18 years of experience in telecommunications and ten years in analytics and machine intelligence. She's held various leadership positions, mostly in R&D and product management. Ulrika was also the main person behind the launch of Ericsson´s Machine Intelligence strategy and commercial approach. In addition to this book, she is the author of two technical books in the Data Science space by Wiley

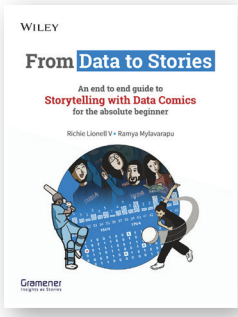
ABOUT THE BOOK

Data Science Strategy For Dummies begins by explaining what exactly data science is and why it's important. While Using non-technical language, it covers mindsets, organizational players, processes and common roadblocks, all the while keeping a razor focus on business value and the nurturing of a top quality data science team.

TABLE OF CONTENTS

• Optimizing Your Data Science Investment • Making Strategic Choices for Your Data • Building a Successful Data Science Organization • Investing in the Right Infrastructure • Data as a Business • The Part of Tens

9788126533367 | Pages: 364 | ₹ 799



From Data to Stories : An end to end guide to Storytelling with Data Comics for the absolute beginner

Richie Lionell V, Ramya Mylavarapu

ABOUT THE AUTHOR

Richie Lionell V & Ramya Mylavarapu are data storytellers at Gramener Inc pushing boundaries to tell insightful stories from data through innovative formats.

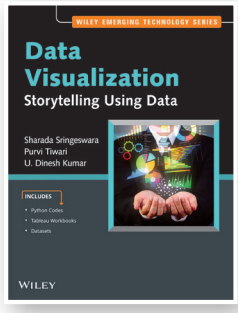
ABOUT THE BOOK

Is no one reading your reports? Are your analytical findings not getting the attention they deserve? Do your reports lack a human touch? It's time you tried the 'data comic stories' approach. 'From Data to Stories' shows how comics and data visualisation combine well to help narrate insights as engaging stories. The data comic examples, and the tutorial in this book will inspire you to create enjoyable data comic reports that everyone would want to read. No more boring reports. Say 'hello' to storytelling with data comics.

TABLE OF CONTENTS

• Bigger than the Game (A Graphic Novel) • How to create a data comic story? (A Tutorial)

9789354249891 | Pages: 112 | ₹ 620



Data Visualization : Storytelling Using Data | e | IM

Sharada Sringeswara, Purvi Tiwari, U. Dinesh Kumar

ABOUT THE AUTHOR

Sharada Sringeswara is an adjunct faculty member at the Indian Institute of Management Bangalore – Data Centre and Analytics Lab (IIMB–DCAL) and Associate Partner at Acuver Consulting Private Limited. Currently She is a seasoned analytics executive with hands-on and leadership experience in building business models with an understanding of the digital technology landscape.

Purvi Tiwari is a research associate at IIMB-DCAL. She has a master's degree focused on Applied Mathematics from the Indian Institute of Science Education and Research, Pune (IISER-Pune). She has a strong research working experience with a demonstrated history in the higher education industry, specializing in mathematical modelling, statistical modelling, Monte Carlo–Markov Chain (MCMC), machine learning, and deep learning.

U Dinesh Kumar is a Professor of Decision Sciences at IIM Bangalore and Chairperson of MBA (Business Analytics), he is also IIMB chair of excellence since January 2020. He holds a doctorate in Mathematics from IIT Bombay. Dr Kumar introduced Business Analytics elective course in 2008 to PGP students at IIMB and started one of the first certificate programs in Business Analytics in India in 2010.

ABOUT THE BOOK

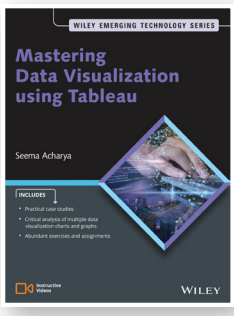
Data Visualization: Storytelling Using Data explains data insights

through visuals and show how to make them compelling and comprehensible through a series of realworld examples. It provides a roadmap that covers everything from understanding "why data visualization and storytelling are important" to learning "how to visualize data and communicate it to an audience effectively". This book attempts to provide students and industry professionals with a practical method for mastering data storytelling skills.

TABLE OF CONTENTS

• Introduction to Visualization • Visualization Best Practices • Visualization of Structured Data • Visualization of Unstructured Data • Visual Storytelling • Storytelling Framework • Misleading with Charts

9789354643132 | Pages: 304 | ₹ 1099



Mastering Data Visualization using Tableau | e | IM

Seema Acharya

ABOUT THE AUTHOR

Seema Acharya is an Associate Vice President and Senior Lead Principal with the Education, Training and Assessment department of Infosys Limited. She is a technology enthusiast, a strategic thinker in the realm of learning, and a dedicated tech writer with over two decades of experience in the information technology industry, particularly in the field of education and learning services. Her career has been marked by the creation and execution of numerous largescale competency development programs on a global scale. These programs encompass every stage from analyzing organizational competency requirements to conceptualization, design, development, and program deployment.

As both a personal passion and a professional calling, her primary areas of interest and expertise revolve around Business Intelligence and technologies, including Data Warehousing, Data Mining, Data Analytics, Text Mining, and Data Visualization.

ABOUT THE BOOK

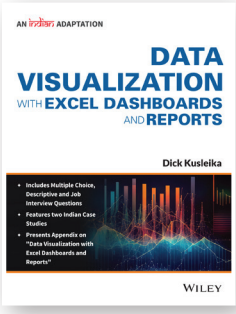
This is an extensive discourse on data visualization. This book provides comprehensive guidance on the practice of data visualization across diverse datasets. The learning experience transcends the mere mastery of Tableau and graph plotting, as it empowers readers to exercise careful consideration when selecting the most suitable chart or graph to effectively convey their data insights.

The ability to understand, visualize, and communicate data is progressively becoming an essential skill for professionals in every field. This book serves as a detailed, step-by-step manual for crafting visualizations and incorporates numerous practical exercises to enable readers to self-assess their understanding and proficiency.

TABLE OF CONTENTS

• Introduction to Data Visualization and Tableau • Connecting to Data Sources • Managing Data • Dimensions and Measures • Basic Chart Types • Calculations in Tableau • Advanced Visualization I • Advanced Visualization II • Dashboards and Stories

9789357462952 | Pages: 600 | ₹ 1219



Data Visualization with Excel Dashboards and Reports, (An Indian Adaptation) | e

Dick Kusleika

ABOUT THE AUTHOR

Dick Kusleika has been working with Microsoft Office for more than 20 years. He was formerly a Microsoft MVP, having been awarded 12 consecutive years. Dick has written several books about Excel and Access.

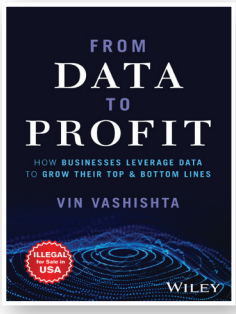
ABOUT THE BOOK

In today's data-driven landscape, the ability to transform raw data into compelling and persuasive reports and visualizations is not just a skill but a necessity. ""Data Visualization with Excel Dashboards and Reports"" by Dick Kusleika, now adapted for the India, guides readers through the most impactful ways to show trends, demonstrate relationships, and make informed decisions when presenting data to stakeholders.

TABLE OF CONTENTS

• Dashboard Basics • Dashboard Case Studies • Organizing Data for Dashboards • The Fundamentals of Effective Visualization • Non-chart Visualizations • Using Shapes to Create Infographics • Visualizing Performance Comparisons • Visualizing Parts of a Whole • Visualizing Changes Over Time

9789370609600 | Pages: 380 | ₹ 861



From Data To Profit : How Businesses Leverage Data to Grow Their Top and Bottom Lines | e

Vin Vashishta

ABOUT THE AUTHOR

Vin Vashishta has built data and AI strategies for SMEs and Fortune 500 clients. His current focus is monetizing machine learning by unlocking the value trapped in data teams. Vin runs the datascience.vin website with a popular series of courses including his Value Centric Data Professional course. He is a 2 time LinkedIn Top Voice and a 2022 Top 25 Data Science Influencer to Follow (Data Science Salon).

ABOUT THE BOOK

Businesses need to rethink their relationship with technology in order to remain competitive. The transformation to technology is only accelerating and we will never see a pace of change as slow in the future as we have the last few years. As a result, businesses are in a state of ""adapt or die"". Companies such as Apple and Amazon are leveraging innovative tools and investments to become market leaders. Microsoft and OpenAI have developed new technologies, such as GPT-4, which have generated a lot of public attention. However, the data science field is still jaded due to past false starts. To unlock the value trapped in data, businesses need to form a partnership between the executive level, strategists, and technical experts, and develop a new top-level technology model. With the

new user-technology relationship paradigm, businesses are handing over more autonomy to models for intelligent processes. This book explains how to go from a legacy business to a competitive and profitable business using data and AI.

It covers the three pillars of success for data and AI initiatives: frameworks, roadmaps, and technical implementations. To be successful, businesses must align their teams, strategies, and technology, and develop the necessary roles, such as data product managers and data strategists.

9789373326559 | Pages: 352 | ₹ 746

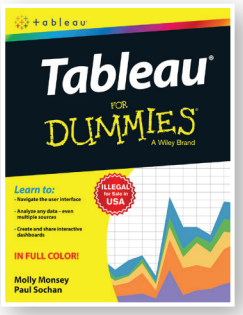


Tableau For Dummies | e

Molly Monsey, Paul Sochan

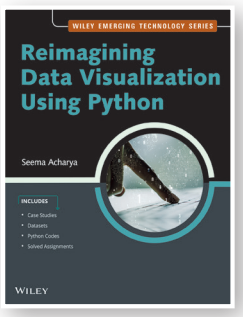
ABOUT THE BOOK

Tell your story and put your data into action with Tableau! Tableau gives you the power to understand your data and put it in a format that is appealing and meaningful for everyone who needs to see it.

TABLE OF CONTENTS

• Getting Started with Tableau Desktop • Bringing in Data • Analyzing Data • Publishing and Sharing • Advancing to a Higher Level • The Part of Tens

9789390466078 | Pages: 296 | ₹ 909



Reimagining Data Visualization Using Python | e

Seema Acharya

ABOUT THE AUTHOR

Seema Acharya is an Associate Vice President and Senior Lead Principal with the Education, Training and Assessment department of Infosys Limited. She is a technology evangelist, a learning strategist, and a passionate tech author with over 20+ years of information technology industry experience in learning/education services.

ABOUT THE BOOK

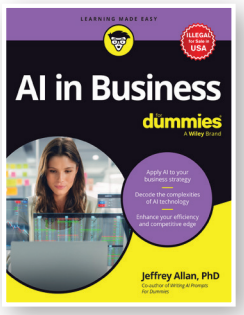
Reimagining Data Visualization Using Python is an extensive discourse on data visualization. It details how to perform data visualization on a variety of datasets using various data visualization libraries written in Python programming language. Understanding, visualizing, and presenting data is slowly and gradually becoming a must have skills for professionals in all disciplines. This book is designed for learners who are beginners in visualization using python. It is a guide with detailed out steps to write and execute command/code.

TABLE OF CONTENTS

• Introduction to Data Visualization • Types of Digital Data • Reading Data from Varied Data Sources into Python DataFrame • Pros and Cons of Charts • Good Chart Designs • Data Wrangling in Python • Functions in Python Pandas • Matplotlib for Data Visualization • Plotly for Data Visualization • Seaborn for Data Visualization

9789354641336 | Pages: 372 | ₹ 1099

BUSINESS TECHNOLOGY



AI in Business For Dummies

Jeffrey Allan

ABOUT THE AUTHOR

Dr. Jeffrey Allan (Rochester, NY) is the Director of the Institute for Responsible Technology and Artificial Intelligence (IRT) at Nazareth University. His role focuses on creating degree programs and initiatives around use of AI in industry. With over two decades of experience in the field, Dr. Allan is a renowned expert in artificial intelligence and psychology. He has worked with Fortune 500 companies and Silicon Valley startups, advocating for the responsible and ethical development of AI technologies. Additionally, Dr. Allan is the coauthor of the recent Writing AI Prompts For Dummies.

ABOUT THE BOOK

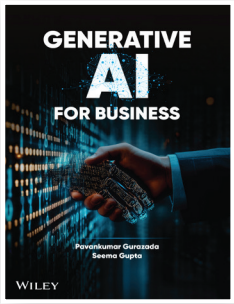
Integrate AI for Business Success!

AI has quickly evolved from emerging technology to a critical component of modern business strategies. With nearly 90% of business leaders considering AI has fundamental to their company's strategy, it can be complex and ambiguous to many in the business fields. AI in Business For Dummies is a clear, practical guide designed for the nontechnical audience---managers, executives, and entrepreneurs---who are eager to integrate AI into their business strategies. From step-by-step instructions, real world examples, and case studies, AI in Business For Dummies helps simplify AI application. Authored by Dr. Jeffrey Allan, coauthor of Writing AI Prompts For Dummies, this title brings a strong, proven audience to better understand AI's complexities.

TABLE OF CONTENTS

• Introduction • Part 1: Getting Cozy with AI in Business • Chapter 1: Why AI Matters in Your Business • Chapter 2: Grasping AI Essentials • Chapter 3: Picking the Best AI Tools • Part 2: Putting AI to Work in Your Business • Chapter 4: Automating Daily Business Tasks with AI • Chapter 5: Winning Customers and Growing Sales with AI • Chapter 6: Sparking Innovation through Generative AI • Part 3: Strategically Integrating AI into Your Business • Chapter 7: Making Smarter Decisions Using AI • Chapter 8: Planning Your AI Implementation • Chapter 9: Getting Your Team on Board • Part 4: Responsible and Safe Use of AI • Chapter 10: Playing Fair with AI • Chapter 11: Navigating AI Laws and Privacy • Chapter 12: Avoiding Common Generative AI Pitfalls • Part 5: Futureproofing Your Business with AI • Chapter 13: Exploring Emerging Trends in AI • Chapter 14: Maintaining Your Competitive AI Edge • Part 6: The Part of Tens • Chapter 15: Ten Generative AI Myths to Ignore • Chapter 16: Ten Quick Generative AI Projects to Try • Chapter 17: Ten Must-Try Generative AI Tools

9789377061135 | Pages: 336 | ₹ 800



Generative AI for Business

Pavankumar Gurazada, Seema Gupta

ABOUT THE BOOK

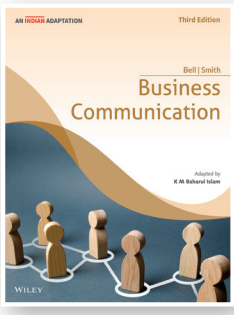
Generative AI for Business is a comprehensive, practice-first guide to deploying generative AI across enterprise functions. As AI moves beyond analyzing historical data to actively creating, reasoning, and executing, organizations face an enterprise tipping point. This book bridges the critical gap between heavy technical texts and purely theoretical works, providing business leaders, strategists, and operational managers with the knowledge and tools to harness AI for measurable ROI. Organized into four logical sections — Foundations, Architecture & Governance, Cross-Functional Playbooks, and Looking Ahead — the book guides readers from core concepts through organizational strategy into real-world departmental applications.

TABLE OF CONTENTS

• Section I Foundations • Chapter 1 The Generative AI Revolution: From Text to Multimodal Creation • Chapter 2 Mastering Generative AI Platforms and Tools • Chapter 3 Prompt Engineering Essentials: From Basics to Advanced Techniques • Chapter 4 Single-Agent Systems: From Simple Workflows to Agentic AI • Chapter 5 Under the Hood: Model Types, Retrieval-Augmented Generation and Fine-Tuning • Chapter 6 Data, Ethics, and Responsible AI Use • • Section II Architecture and Governance • Chapter 7 Crafting a Generative AI Roadmap • Chapter 8 Change Management and Talent • • • Section III Cross-Functional Playbooks • Chapter 9 Marketing and Customer Experience • Chapter 10 Sales and Service Copilots • Chapter 11 Document and Content Synthesis for Operations • Chapter 12 Creative Content Generation for Product Innovation • Chapter 13 Generative AI for Finance, Risk, and Compliance • Chapter 14 Generative AI for HR and Employee Experience • • Section IV Looking Ahead • Chapter 15 Multimodal Agents, Edge AI, and Autonomous Enterprises • Chapter 16 Your First 90-Day Action Plan"

9789377068530 | Pages: 516 | ₹ 999

COMMUNICATION



Business Communication, 3ed (An Indian Adaptation) | e | IM

Arthur H. Bell, Dayle M. Smith, K M Baharul Islam

ABOUT THE AUTHOR

Arthur H. Bell is Executive Director of MBA Programs at the Masagung Graduate School of Management, University of San Francisco, where he is also Professor of Management Communication.

Dayle M. Smith is Professor of Management and Director of the Honors Program in the School of Business and Professional Studies, University of San Francisco. She teaches undergraduate, MBA, and Executive MBA classes in leadership, organizational behavior, team-building, and human resource management.

Prof K M Baharul Islam is a development communications specialist who has been working for more than 25 years in the areas of communications, development, public policy, and governance issues. He is a Professor of Communications and the Chairperson of the Centre for Public Policy and Government at the Indian Institute of Management Kashipur.

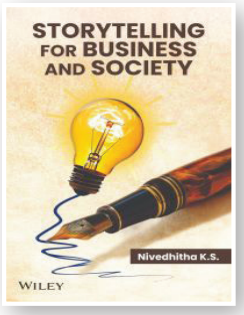
ABOUT THE BOOK

Business Communication is a step-by-step guide for learning specific techniques which help readers improve their communication skills and achieve clarity and brevity in business writing. The book follows a four-part approach to communication instruction: explain it, try it, evaluate it, perfect it. It provides graduate and undergraduate students, managers, and managers-in-training with the tools they need to become masterful communicators.

TABLE OF CONTENTS

• Pillars of Business Communication • Letters, Memos, And E-Mail • Reports and Proposals • Career Communication • Communication Issues for Management Success • Communicating in The Digital Age

9789354642388 | Pages: 664 | ₹ 1099



Storytelling for Business and Society

Nivedhitha K.S

ABOUT THE AUTHOR

Dr. Nivedhitha K.S. is an Associate Professor of Organizational Behaviuor and Human Resources at the Indian Institute of Management, Kozhikode.

ABOUT THE BOOK

Storytelling for Business and Society explores storytelling as both art and science, revealing its power to shape behaviors, cultures, and communities. The book demystifies myths, explores Eastern and Western narratives, and introduces techniques, frameworks, and diversified mediums—from photography to voice—while envisioning the future of storytelling. It examines storytelling's dual role as protagonist and antagonist and offers pragmatic preventive measures.

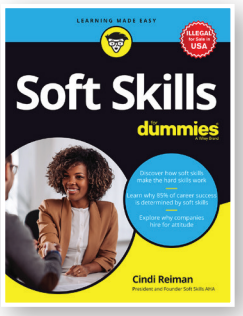
Practical application of concepts such as narrative economics, placemaking, and folklore is explored through fairytale and literary references, research evidence, archetypes, anecdotes, exercises and reflections. Blending timeless narratives with modern insights, it equips students, professionals, and entrepreneurs to craft impactful stories, embrace diversity, navigate cross-cultural challenges, influence stakeholders, and drive transformation. A companion and critique for personal and professional growth.

TABLE OF CONTENTS

• PART 1 THE FOUNDATION • 1 Story (Re)Defined: Introduction to the Storied World! • 2 Myths and Misconceptions • 3 Eastern and Western Storied World: An Introduction • 4 (De)Crystallizing Western and Eastern Story Structures • PART 2 ART AND SCIENCE OF STORYTELLING • 5 Stock Stories vs. Concealed Stories • 6 Science Behind Storytelling: Part I • 7 Science Behind Storytelling: Part II • 8 It's Not Just the Voice! Impactful Storytelling Mediums • 9

Counter and Alternate Narratives • PART 3 INTENT AND BUSINESS APPLICATIONS • 10 Organizational Folklore • 11 The Power of Stories in Organizational Place-Making • 12 Narrative Economics: Impact on Business and Work • 13 Storytelling for Successful Transformations • PART 4 THE ANTAGONIST AND GOING FORWARD • 14 Destructive Storytelling • 15 Problem-Solving and Storytelling: A Cautionary Tale! • 16 The Stories of Tomorrow: Conundrums and Future Directions

9789373325064 | Pages: 252 | ₹ 950



Soft Skills For Dummies | e

Cindi Reiman

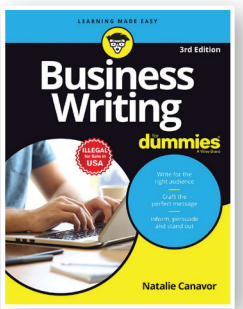
ABOUT THE AUTHOR

Cindi Reiman is the President of Soft Skills, AHA, a company created by the American Hospitality Academy (AHA) in 1986, to serve as a bridge between colleges and industry, providing career-focused curriculum and structured training plans for students and young adults. Soft Skills AHA offers professional development programs that are designed to meet the needs of employers around the world, focusing on career readiness and the essential employability traits needed to be successful both in the workplace and in life.

ABOUT THE BOOK

Soft Skills For Dummies helps readers prepare to enter or re-enter the workforce by providing a comprehensive guide to the essential employability traits and soft skills needed for success in the workplace. The content is based on a time-tested curriculum designed to prepare readers for work and life success. Skill builder activities in each chapter will allow readers to actively participate in the soft skills learning process and each chapter features real-world applications, inspirational stories, and industry spotlights.

9789357460408 | Pages: 208 | ₹ 949



Business Writing For Dummies, 3ed | e

Natalie Canavor

ABOUT THE AUTHOR

Natalie Canavor is a business writer, workshop leader and adjunct professor at New York University, where she teaches advanced writing seminars. Natalie's publications and articles have won international recognition and her journalism credits include numerous features for the New York Times. Natalie is a member of the International Association of Business Communicators.

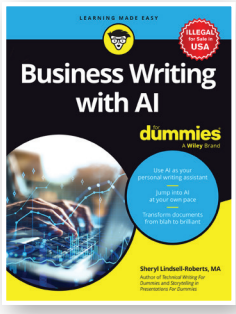
ABOUT THE BOOK

The ability to write well is a key part of your professional success. From reports and presentations to e-mails and Facebook posts, whether you're a marketer, customer service rep, or manager, being able to write clearly and for the right audience is critical to moving your business forward. The techniques covered in this book will arm you with the skills you need to write better business communications.

TABLE OF CONTENTS

• Winning with Writing • Applying Your Skills to Business Messages and Documents • Writing to Present Yourself Effectively • Writing for Online Media • Leveraging Your Writing Skills • The Part of Tens

9789357460453 | Pages: 436 | ₹ 959



Business Writing with AI For Dummies | e

James Jiambalvo, Padmini Srinivasan

ABOUT THE AUTHOR

Sheryl Lindsell-Roberts leads business writing and presentation workshops through the country and is the author of 25 books, including Storytelling in Presentations For Dummies, Technical Writing For Dummies and 135 Tips for Writing Successful Business Documents. She has been featured in The New York Times and in magazines such as Profit, Home Business, and CIO.

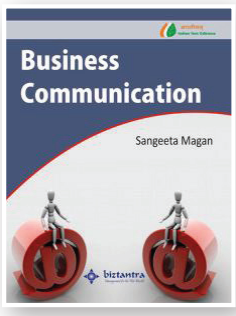
ABOUT THE BOOK

Learn how to generate high quality, business documents with AI This essential guide helps business writers and other professionals learn the strengths and weaknesses of AI as a writing assistant. You'll discover how AI can help you by chopping through writer's block, drafting an outline, generating headlines and titles, producing meaningful text, maintaining consistency, proofreading and editing, and optimizing content for search engines. Employees in all industries spend enormous amounts of energy writing, editing, and proofreading documents of all kinds. Now, you can improve your efficiency and boost the quality of your work, thanks to AI writing tools like ChatGPT, Jaspar, Grammarly, and beyond. With clear instructions and simple tips, Business Writing with AI For Dummies guides you through the process of using AI for common business writing tasks.

TABLE OF CONTENTS

• Introduction • Part 1: Harnessing the Potential of AI in Business Writing • Part 2: The Write Stuff • Part 3: Writing Click-Worthy E-Content • Part 4: Crafting Noteworthy Professional Documents • Part 5: Producing Personalized and Targeted Writing • Part 6: The Part of Tens • Index

9789363865020 | Pages: 384 | (Exclusive)



Business Communication | e

Sangeeta Magan

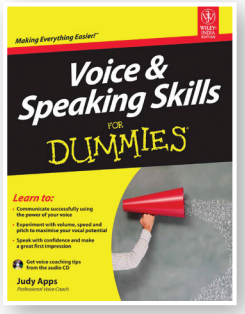
ABOUT THE AUTHOR

Sangeeta Magan, M. A. English, PGDEMP, is currently teaching at New Delhi Institute of Management. She has a rich and vast experience of teaching at various reputed institutes, apart from her stint in the corporate sector as well.

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• PART I: THE BASICS OF COMMUNICATION • PART II: THE BASICS OF CORRESPONDENCE

9788177228281 | Pages: 284 | ₹ 399



Voice & Speaking Skills for Dummies

Judy Apps

ABOUT THE AUTHOR

Judy Apps is a qualified Voice Coach and NLP Trainer, and is the director at her own training company, Enlightened Ltd. Judy has over 15 years' experience in developing creative training programmes, particularly in the areas of leadership, voice and impact. She is in demand as a speaker and has presented for the CIPD, the Association of Executive Coaching and at NLP National Conferences. During the last general election, she was interviewed about the leaders' voices and body language by Sky 1. Judy has provided coaching to a range of companies and clients, including Volkswagen Financial Services, GlaxoSmithKline, the Metropolitan Police and senior management at JP Morgan, as well as a number of MPs and MEPs.

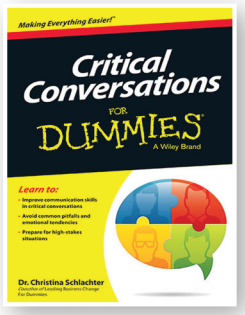
ABOUT THE BOOK

Voice and Speaking Skills For Dummies will help you to discover the power of your voice, understand how it works, and use your voice like a professional whether in meetings, addressing an audience or standing in front of a classroom.

TABLE OF CONTENTS

• Introduction • Part I: Introducing the Human Voice • Part II: Beginning with Voice Basics • Part III: Playing Your Instrument Well • Part IV: Beating the Voice Gremlins • Part V: Engaging with a Broader Public • Part VI: The Part of Tens • Appendix A: Resources for Further Developing Your Voice • Appendix B: Audio Tracks

9788126538690 | Pages: 384 | ₹ 429



Critical Conversations for Dummies

Dr. Christina Schlachter

ABOUT THE AUTHOR

Christina Tangora Schlachter is the co-author of Leading Business Change for Dummies and a Certified Professional Coach. For the past five years she has created and taught courses on communication skills, crucial conversations for new managers, communication for professionals and dealing with difficult conversations. She has worked with Sony and Mazda as well as the Department of labor.

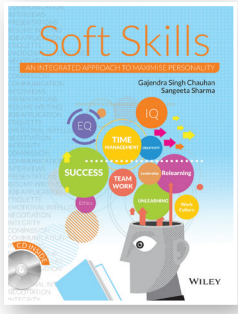
ABOUT THE BOOK

Critical Conversations for Dummies is a step-by-step reference for the variety of crucial conversations life presents in the workforce. It empowers mid to upper-level managers and provides tips that allow them to demonstrate their leadership ability in their interactions with others.

TABLE OF CONTENTS

• The Anatomy of a Critical Conversation • Making Sense of How You Communicate • Getting Down to Specifics: Creating a Critical Conversation • Putting It All into Practice • The Part of Tens

9788126542475 | Pages: 336 | ₹ 269



Soft Skills: An Integrated Approach to Maximise Personality | e | IM

Gajendra Singh Chauhan, Sangeeta Sharma

ABOUT THE AUTHOR

"Gajendra Singh Chauhan is presently the Head, Department of Humanities and Social Sciences, BITS Pilani, where he teaches various courses on professional communication, advertising and media studies. He is an Associate Professor of Communication and Media Studies who specializes in applied linguistics, advertising communication and media writing with a focus on linguistics of advertising in India.

Prof. Sangeeta Sharma has been working as faculty of communication, creativity and advertising for last 25 years in the department of Humanities and social sciences at BITS, Pilani and has been in the leadership roles as head of department and coordinator of centre for women studies. She is an active and lively person who participates in sports and related activities. Dr. Sharma is an academician of par excellence for last two and half decades. She has excelled in all aspects of academics such as classroom delivery, corporate connect and training, writing of books and research papers, paper presentation in national and international conferences, editorial work and organising academic events etc.

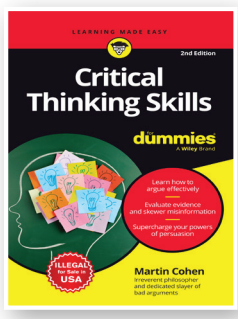
ABOUT THE BOOK

"The book features a practical and time-tested learning program on soft skills that prepares job aspirants to build employment skills quickly. The book is designed with a clear objective to identify the need of the present generation and empower them with the right set of skills to make them employable. With the bunch of soft skills, the book chips in to fill the void between the university curriculum and current industrial needs. The book gives them an inner edge and effectiveness to work with people and excel at workplace.

TABLE OF CONTENTS

• Social Skills • Academic Skills • Professional Skills (Career Planning)

9788126556397 | Pages: 268 | ₹ 750



Critical Thinking Skills For Dummies, 2ed | e

Martin Cohen

ABOUT THE AUTHOR

Martin Cohen is a journalist, editor, and author specializing in popular books in philosophy, social science, and politics. His books include the UK edition of Philosophy For Dummies and 101 Philosophy Problems. Martin has taught

philosophy and social science at universities in the UK, France, and Australia.

ABOUT THE BOOK

Learn how to argue points effectively, analyze information, and make sound judgments

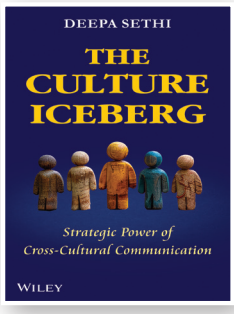
The ability to think clearly and critically is a lifelong benefit that you can apply in any situation that calls for reflection, analysis, and planning. Being able to think systematically and solve problems is also a great career asset. Critical Thinking Skills For Dummies helps you hone your thinking abilities and become a better communicator. You'll find hands-on, active instruction and exercises that you can put to work today as you navigate social media and news websites, chat with AI, fact-check your own and others' views, and more. Become a thinking machine, with this Dummies guide.

TABLE OF CONTENTS

• Entering the Exciting World of Critical Thinking • Peering into the Mind: How People Think • Planting Ideas in Your Head: The Sociology of Thinking • Assessing Your Thinking Skills • Critical Thinking Is Like . . . Solving Puzzles: Reasoning by Analogy • Thinking in Circles: The Power of Recursion • Drawing on Graphics for Thinking • Constructing Knowledge: Information Hierarchies • Getting to the Heart of the (Reading) Matter • Cultivating Your Critical Writing Skills • Speaking and Listening Critically • Unlocking the Logic of Real Arguments • Behaving Like a Rational Animal • Using Words to Persuade

·Presenting Evidence and Justifying Opinions • Ten Logical Pitfalls and How to Avoid Them • Ten Arguments that Changed the World

9789363865679 | Pages: 368 | (Exclusive)



The Culture Iceberg : Strategic Power of Cross-Cultural Communication

Deepa Sethi

ABOUT THE AUTHOR

Prof. Deepa Sethi is a Professor of Communication and Executive Chair of Global Linkage, Outreach, Branding, and Evaluation (G.L.O.B.E.) at the Indian Institute of Management Kozhikode. Her work spans cross-cultural communication, executive presence, organizational behavior, and global leadership. Drawing on extensive experience in classrooms, boardrooms, executive education, and international collaborations, she helps leaders decode cultural meaning and communicate with clarity, respect, and impact in global and digital workplaces.

ABOUT THE BOOK

The Culture Iceberg: Strategic Power of Cross-Cultural Communication explores the hidden forces shaping how people interpret meaning, build trust, and collaborate across cultures. In today's interconnected world, workplace misunderstandings rarely arise from bad intentions; they stem from invisible assumptions about hierarchy, dignity, time, and communication styles beneath everyday interactions.

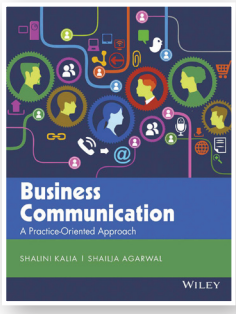
Using the iceberg metaphor, the book shows how visible behaviors, such as tone, participation, disagreement, or silence, often conceal deeper cultural logics that shape understanding. Drawing on leading cross-cultural theories and practical organizational examples, it provides a framework for decoding these hidden layers and navigating diverse environments.

Addressing multicultural teamwork, leadership, and the growing influence of digital platforms and AI on communication, the book equips professionals, leaders, and students with cultural intelligence to interpret differences thoughtfully and transform cultural diversity into insight, trust, and collaboration.

TABLE OF CONTENTS

• 1 Bird's-Eye View: Cross-Cultural Communication • 2 Cross-Cultural Communication: Theoretical Lens • 3 Deciphering Organizational Culture: The Invisible System at Work • 4 Cultural Intelligence: Your Global Survival Skillset • 5 The Explicit and the Implicit: How Does Meaning Travel? • 6 AI and Digital Icebergs: When Algorithms Shape Interactions • 7 Teams Without Borders: Working and Leading in Multicultural Worlds • 8 When Lines Are Crossed: Feedback, Face, and Conflict • 9 Becoming a Bridge-Builder: An Executive Guide to Cross-Cultural Excellence • 10 From Insight to Action: Toward More Curious Organizations

9789377069902 | Pages: 230 | ₹ 899



Business Communication: A Practice-Oriented Approach | e | IM

Shalini Kalia, Shailja Agarwal

ABOUT THE AUTHOR

Dr Shalini Kalia has more than 12 years of teaching experience with management institutes of repute and is currently working as Associate Professor and Area Chairperson-Business Communication with Institute of Management Technology, Ghaziabad. She has been invited for teaching assignments by prestigious management institutes including E M Normandie (France), IMT Dubai among others. Her teaching, training, research and consulting interests include Business Communication, Cross-Cultural Communication, Soft Skills, Personality Development, Corporate Etiquette, etc. She has been actively involved in Executive Learning and Development (ELD) and has conducted workshops in various domains of business communication. She is trained to administer 'Thomas Personal Profile Analysis and its related instruments'

Dr Shailja Agarwal, an Associate Professor with Institute of Management Technology, Ghaziabad, brings with her a rich experience of teaching, research, executive training and administration. She has organised and conducted management training programs for more than 50 organisations till date, some of them being DRDO, MicroSave, NIIT, HDFC, etc.

ABOUT THE BOOK

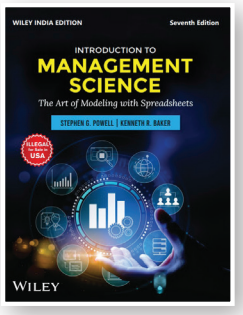
This is a comprehensive textbook designed especially for management students. The uniqueness of this book lies in the way it approaches the subject of business communication - it follows a practice-oriented approach to explain the core concepts of business communication with the help of real-life case situations, examples, exhibits, etc. The book targets to set the mental faculty of students to motion into dealing with day-to-day communication challenges through rigorous, innovative and interesting activities like diagnostic surveys, simulations, role plays, reflection journals, case studies, video cases, etc.

TABLE OF CONTENTS

• Book Review • Chapter 1 Understanding Business Communication • Chapter 2 Interpersonal Communication • Chapter 3 Designing and Delivering Oral Presentations • Chapter 4 Fundamentals of Business Writing • Chapter 5 Drafting Business Messages • Chapter 6 Writing Effective Reports • Chapter 7 Cross-Cultural Communication • Chapter 8 Communicating Through Technology • Chapter 9 Employment Communication • Conclusion • Index

9788126554799 | Pages: 380 | ₹ 799

DECISION SCIENCE



Introduction to Management Science_The Art of Modeling with Spreadsheets, 5ed

Stephen G. Powell, Kenneth R. Baker

ABOUT THE AUTHOR

Steve Powell is a Professor at the Tuck School of Business at Dartmouth College. His primary research interest lies in modeling production and service processes, but he has also been active in research in energy economics, marketing, and operations. At Tuck, he has developed a variety of courses in management science, including the core Decision Science course and electives in the Art of Modeling, Business Analytics, and Simulation.

Ken Baker is a faculty member at Dartmouth College. He is currently the Nathaniel Leverone Professor of Management at the Tuck School of Business and Adjunct Professor at the Thayer School of Engineering. At Dartmouth, he has taught courses related to Management Science, Decision Support Systems, Manufacturing Management, and Environmental Management."

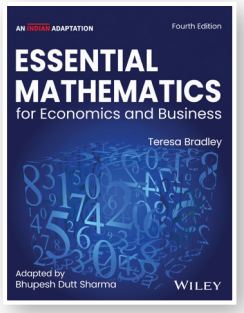
ABOUT THE BOOK

Introduction to Management Science provides students and business analysts with the technical knowledge and skill needed to develop real expertise in business modeling. In this book, the authors cover spreadsheet engineering, management science, and the modeling craft. The briefness & accessibility of this title offers opportunities to integrate other materials –such as cases -into the course. It can be used in any number of courses or departments where modeling is a key skill.

TABLE OF CONTENTS

• CHAPTER 1 INTRODUCTION • CHAPTER 2 MODELING IN A PROBLEM-SOLVING FRAMEWORK • CHAPTER 3 SPREADSHEET ENGINEERING • CHAPTER 4 ANALYSIS USING SPREADSHEETS • CHAPTER 5 DATA EXPLORATION AND PREPARATION • CHAPTER 6 CLASSIFICATION AND PREDICTION METHODS • CHAPTER 7 SHORT-TERM FORECASTING • CHAPTER 8 NONLINEAR OPTIMIZATION • CHAPTER 9 LINEAR OPTIMIZATION • CHAPTER 10 OPTIMIZATION OF NETWORK MODELS • CHAPTER 11 INTEGER OPTIMIZATION • CHAPTER 12 OPTIMIZATION OF NONSMOOTH MODELS • CHAPTER 13 DECISION ANALYSIS • CHAPTER 14 MONTE CARLO SIMULATION • CHAPTER 15 OPTIMIZATION IN SIMULATION

9789377069568 | Pages: 560 | ₹ 1179



Essential Mathematics for Economics and Business, 4ed (An Indian Adaptation) | e

Teresa Bradley, Bhupesh Dutt Sharma

ABOUT THE AUTHOR

Teresa Bradley

Former Lecturer, Mathematics, Statistics and Quality Limerick Institute of Technology, Ireland

Bhupesh Dutt Sharma

Assistant Professor, Decision Sciences T. A. Pai Management Institute (TAPMI) Bengaluru, Karnataka

ABOUT THE BOOK

This comprehensive resource adopts a metacognitive approach to learning, empowering students and faculty to set clear objectives, develop structured plans, and assess progress effectively.

Each chapter begins with an overview and clearly defined learning goals, with key concepts and formulas prominently highlighted for quick reference. Designed to make mathematics an indispensable analytical tool, the book seamlessly integrates practical applications in economics and business, including demand, supply, cost, and revenue functions.

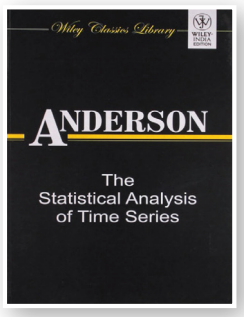
The text covers essential topics such as financial mathematics, calculus, and more, ensuring a well-rounded foundation for economics students. To enhance understanding, it features visual aids like graphs and charts, often created using Excel, making complex concepts accessible and engaging.

Ideal for educators and students, Essential Mathematics for Economics and Business bridges the gap between theoretical concepts and real-world applications, ensuring success in both academic and professional pursuits.

TABLE OF CONTENTS

• Mathematical Preliminaries • Simultaneous Equations • Non-linear Functions and Applications • Financial Mathematics • Differentiation and Applications • Functions of Several Variables • Integration and Applications • Linear Algebra and Applications

9789363863446 | Pages: 498 | ₹ 1099



The Statistical Analysis of Time Series | e

Anderson

ABOUT THE AUTHOR

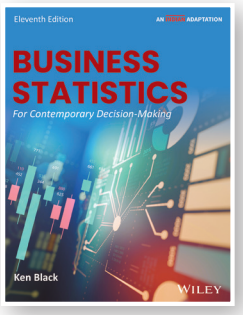
THEODORE W. ANDERSON Professor Emeritus of Statistics and Economics at Stanford University, earned his PhD in mathematics at Princeton University. He is the author of The Statistical Analysis of Time Series, published by Wiley, as well as The New Statistical Analysis of Data and A Bibliography of Multivariate Statistical Analysis. Anderson is a member of the National Academy of Sciences and a Fellow of the Institute of Mathematical Statistics, the American Statistical

Association, the Econometric Society, and the American Academy of Arts and Sciences.

TABLE OF CONTENTS

• The Use of Regression Analysis. • Trends and Smoothing. • Cyclical Trends. • Linear Stochastic Models with Finite Numbers of Parameters. • Serial Correlation. • Stationary Stochastic Processes. • The Sample Mean, Covariances, and Spectral Density. • Estimation of the Spectral Density. • Linear Trends with Stationary Random Terms.

9788126529995 | Pages: 720 | (Exclusive)



Business Statistics, 11ed (An Indian Adaptation) : For Contemporary Decision Making | e | IM

Ken Black

ABOUT THE AUTHOR

Ken Black, is currently professor of quantitative management in the College of Business at the University of Houston–Clear Lake.

ABOUT THE BOOK

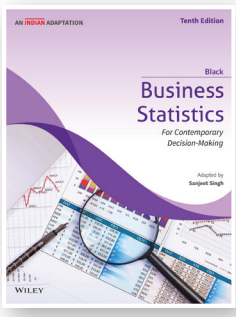
"Business Statistics uses current real-world data to equip students with the business analytics techniques and quantitative decision-making skills required to make more thoughtful, information-based decisions in today's workplace. Helping the student understand business analytics and the role that business statistics plays in it, the book has infused the language of business analytics along with its definitions, approaches, and explanations throughout the text.

Continuing the tradition of presenting and explaining business statistics using clear, complete, and student-friendly pedagogy, this Indian edition includes new chapter cases reinforcing the vibrancy and relevance of statistics. In addition, topical changes have been made in select chapters and problems have been revised in all the chapters.

TABLE OF CONTENTS

• Introduction to Statistics and Business Analytics • Visualizing Data with Charts and Graphs • Descriptive Statistics • Probability • Discrete Random Variables and Their Probability Distributions • Continuous Random Variables and Normal Distributions • Sampling and Sampling Distributions • Statistical Inference: Estimation for Single Populations • Statistical Inference: Hypothesis Testing for Single Populations • Statistical Inferences About Two Populations • Analysis of Variance and Design of Experiments • Simple Regression Analysis and Correlation • Multiple Regression Analysis • Building Multiple Regression Models • Time-Series Forecasting and Index Numbers • Analysis of Categorical Data • Nonparametric Statistics • Statistical Quality Control • Decision Analysis

9789370602571 | Pages: 836 | ₹ 1189



Business Statistics, 10ed (An Indian Adaptation) : For Contemporary Decision Making | e | IM

Ken Black, Sanjeet Singh

ABOUT THE AUTHOR

Ken Black is currently professor of quantitative management in the College of Business at the University of Houston–Clear Lake. Since joining the faculty of UHCL in 1979, Professor Black has taught all levels of statistics courses, business analytics, forecasting, management science, market research, and production/operations management. He received the 2014 Outstanding Professor Alumni Award from UHCL.

Sanjeet Singh is currently a professor in the Decision Sciences Area at the Indian Institute of Management (IIM) Lucknow. He was working as a professor in the Operations Management Area at IIM Calcutta. He served IIM Calcutta for more than 13 years at different faculty and administrative positions.

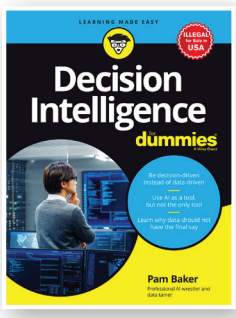
ABOUT THE BOOK

Business Statistics continues the tradition of presenting and explaining the wonders of business statistics through a clear, complete, student-friendly pedagogy. In this 10th edition, author Ken Black uses current real-world data to equip students with the business analytics techniques and quantitative decision-making skills required to make smart decisions in today's workplace.

TABLE OF CONTENTS

• Introduction to Statistics and Business Analytics • Visualizing Data with Charts and Graphs • Descriptive Statistics • Probability • Discrete Probability Distributions • Continuous Probability Distributions • Sampling and Sampling Distributions • Statistical Inference: Estimation for Single Populations • Statistical Inference: Hypothesis Testing for Single Populations • Statistical Inferences About Two Populations • Analysis of Variance and Design of Experiments • Simple Linear Regression and Correlation • Multiple Regression Analysis • Building Multiple Regression Models • Time-Series Forecasting and Index Numbers • Analysis of Categorical Data • Nonparametric Statistics • Statistical Quality Control • Bayesian Statistics and Decision Analysis

9789354640179 | Pages: 860 | ₹ 1189



Decision Intelligence For Dummies | e

Pamela Baker

ABOUT THE AUTHOR

Pam Baker is a recognized and respected business analyst and journalist with work primarily focused on the worlds of big data, artifical intelligence, machine learning, business intelligence, and data analysis. She's contributed to numerous business and tech publication and is the author of Data Divination - Big Data Strategies (Cengage, 2014).

ABOUT THE BOOK

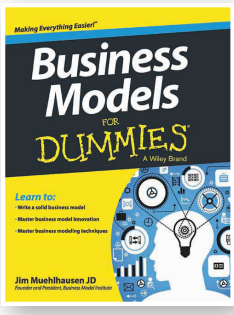
Technology regularly finds ways to take humans out of decision

making. The newest options, built on artificial intelligence technologies, threatens to take humans out of the process altogether. Decision intelligence pumps the brakes on that trends and offers a new framework where data is just one part of the decison process. Get on board with this new approach to making strong decisions, considering all effects of decision making, and looking more at outcomes and less at data.

TABLE OF CONTENTS

• Getting Started with Decision Intelligence • Reaching the Best Possible Decision • Establishing Reality Checks • Proposing A New Directive • The Part of Tens

9789357460507 | Pages: 324 | ₹ 859



Business Models for Dummies | e

Jim Muehlhausen

ABOUT THE AUTHOR

Jim Muehlhausen is the founder and President of the Business Model Institute and President of CEO Focus Channel, Inc.; author of The 51 Fatal Business Errors and How to Avoid them; and a frequent contributor to Entrepreneur, BusinessWeek and dozens of other publications.

ABOUT THE BOOK

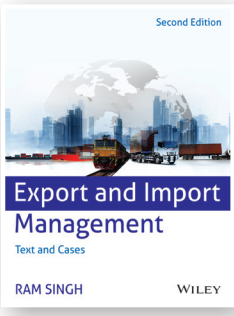
Business Models for Dummies helps professionals write a solid business model to further define their company's goals and increase attractiveness to customers. Covered topics include:

TABLE OF CONTENTS

• Part I: Getting Started with Business Models; Part II: Creating a Winning Business Model; Part III: Dealing with Change; Part IV: Business Model Innovation; Part V: The Part of Tens

9788126543779 | Pages: 384 | ₹ 799

ECONOMICS



Export and Import Management: Text and Cases, 2ed | e

Ram Singh

ABOUT THE AUTHOR

Dr Ram Singh is Professor and Head (MDPs) at IIFT with over 20 years of teaching experience. His academic qualifications include BCom, MBA, PhD, UGC-NET Qualified, PGDIBO and Certificate in Managing Global Governance from the German Development Institute, Bonn, Germany. He also holds a Master Certificate in SCM and Logistics from Michigan State University, USA. He specializes in both training and research in areas such as EXIM procedure, trade policy and trade logistics.

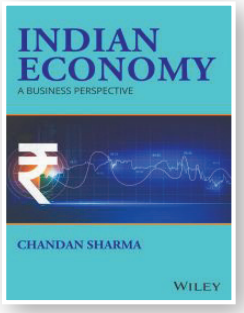
ABOUT THE BOOK

In today's globalized world, both export and import (EXIM) are vital to the health and dynamism of developed as well as developing economies. In the contemporary highly volatile trading environment, the significance of foreign trade for a country like India cannot be underestimated. It is important for our policymakers to leverage economic resources in all the areas of economic activities, including agriculture, manufacturing and services.

TABLE OF CONTENTS

• Understanding Export–Import Operations • International Trading Environment • Direction and Composition of India's Foreign Trade • E-Commerce and Trade Information for Exporters • Legal Formalities for Getting Started in Foreign Trade • Product Selection and Adaptation for International Markets • Regulation of Foreign Trade in India • Understanding INCOTERMS 2020 • International Sales Contracts • Processing of an Export Order • Export-Import Documentation • Pre-Shipment Export Credit Scheme • Post-Shipment Export Finance Scheme • Methods of Payment • Credit Insurance Policies and ECGC • Duty Drawback Claim Procedure • Export Promotion Measures • Quality Control and Pre-Shipment Inspection in Exports • Dedicated Export Enclaves • Special Economic Zones in India • Legal Framework of Customs Law

9789357461825 | Pages: 592 | ₹ 1099



Indian Economy: A Business Perspective | e | IM

Chandan Sharma

ABOUT THE AUTHOR

Prof. Chandan Sharma is a distinguished academic and Professor of Economics and Business Environment at the Indian Institute of Management Lucknow. He teaches Macroeconomics, Econometrics and International Business Environment. His contributions have been recognized with several accolades, including the Best Young Economist Award from the Indian Econometric Society and a finalist position in the NASI–Scopus Young Scientist Awards. He has co-authored books such as Corruption and Development in Indian Economy (Cambridge University Press), Practical Econometrics (McGraw-Hill, India), and International Economics (Wiley, India). His scholarly contributions are widely recognized, with publications in high-impact journals such as the Energy Economics, Empirical Economics, Economic Modelling, International Review of Financial Analysis, and Social Indicators Research. He earned his Ph.D. from the University of Delhi and Institute of Economic Growth.

ABOUT THE BOOK

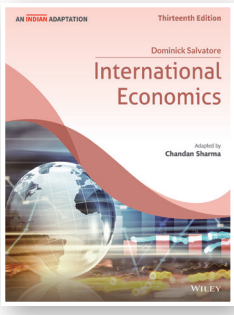
The Indian economy is an extraordinary blend of contrasts and convergences. It is a place where high tech information technology services coexist with informal labor markets, where digital start-ups rise amid rural agrarian challenges, and where policy reforms must reconcile growth with equity and scale with sustainability. Capturing this complexity—and making sense of it—is both the challenge and the purpose of this book. What sets this book apart is its unwavering commitment to data-driven insights. We move beyond theoretical constructs to present the latest statistical evidence, trends, and projections that truly reflect the ground realities of the Indian econ-

omy. Through a rich array of graphs, tables, and empirical analyses, you will gain a nuanced appreciation for the scale and complexity of economic phenomena— from macroeconomic indicators to sectoral performance. In short, this is a book that sits at the crossroads of academic rigor, professional relevance, and public discourse.

TABLE OF CONTENTS

• 1 Introduction to Indian Economy • 2 Economic Systems • 3 National Income • 4 Micro, Small, and Medium Enterprises (MSMEs) in India • 5 India's Manufacturing and Service Industries • 6 Fiscal Policy • 7 Public Revenue • 8 Public Expenditure • 9 Monetary Policy • 10 Inflation • 11 Financial Markets • 12 Human Development and Labor Market • 13 Infrastructure in India • 14 Indian Agriculture • 15 Balance of Payments • 16 Foreign Capital • 17 International Trade • 18 International Institutions and India • 19 Sustainable Development

9789370604001 | Pages: 576 | ₹ 950



International Economics, 13ed , An Indian Adaptation | e | IM

Dominick Salvatore, Chandan Sharma

ABOUT THE AUTHOR

Dominick Salvatore, Fordham University

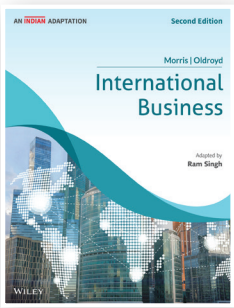
ABOUT THE BOOK

This comprehensive textbook on International Economics provides students up-to-date review of the field's essential principles and theory. This book explains the concepts necessary to understand, evaluate, and address the economic problems and issues the nations of the world are currently facing, and are likely to face in the future. Balancing depth and accessibility, the text helps students identify the real-world relevance of the material through extensive practical applications and examples.

TABLE OF CONTENTS

• International Trade Theory • International Trade Policy • The Balance of Payments, Foreign Exchange Markets, And Exchange Rates • Open-Economy Macroeconomics and The International Monetary System

9789354247170 | Pages: ... | ₹ 1180



International Business, 2ed (An Indian Adaptation) | e | IM

Shad Morris, James Oldroyd, Ram Singh

ABOUT THE AUTHOR

Shad Morris is the Georgia White Fellow and Associate Professor of International Business at the Marriott School of Business, Brigham Young University. He has been a visiting professor at the Indian School of Business, China Europe International Business School, and the Copenhagen Business School. He has been a Fulbright Scholar and is a Research Fellow at Cambridge University. In addition, Professor Morris conducts research and consults in many emerging markets within Asia, Latin America, and Africa.

James Oldroyd is the Ford Motor/Richard Cook Associate Professor of Strategy at the Marriott School of Business, Brigham Young University. He was an assistant professor of management at SKK-GSB in Seoul, South Korea, for five years and an assistant professor of international business at The Ohio State University for three years. Professor Oldroyd's research explores the intersection of networks and knowledge flows. This work has been published in outlets such as the Academy of Management Review, Organization Science, and Harvard Business Review.

Dr. Ram Singh is Professor and Head (MDPs) at the Indian Institute of Foreign Trade, he has more than 25 years of experience in both industry and academia. He also holds a certificate in Managing Global Governance from German Development Institute, Bonn, Germany, and a Master Certificate in SCM & Logistics from Michigan State University, USA. He specializes both in training & research in areas such as export import procedure and trade policy & trade logistics. He has authored three textbooks—International Trade Operations with Excel Publications, International Trade Logistics with Oxford University Press, and Export Management with Sage Publishers.

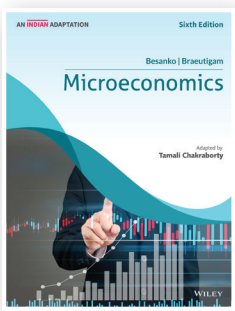
ABOUT THE BOOK

This book on International Business focuses on issues of globalization demonstrating how it has helped nations and societies to transform their political and economic systems as well as how nations can further reorient their systems to specific national, industrial, and societal needs. It further demonstrates how companies can enter international markets, manage the marketing, financial, HR, and supply-chain operations of a business enterprise in diverse global markets, and expand and diversify in vast global markets with right business strategies for wealth maximization as well as ensuring sustainability.

TABLE OF CONTENTS

• Globalization and India's Business Landscape • Appraising International Business • Political Systems • The Legal Environment • Economic Systems • Currency and Foreign • Culture • Trade • Balance of Payments • Trade Organizations in India • Technological Change and Infrastructure • Global Innovation and Intellectual Property • Country Selection and Entry Modes • International Strategy • International Organizational Structures • Global Leadership • Global Marketing • Global Operations and Supply-Chain Management • Global Human Resource Management • Global Finance and Accounting • Sustainability • Poverty

9789354249334 | Pages: 560 | ₹ 1099



Microeconomics, 6ed, An Indian Adaptation | e | IM

David Besanko, and Ronald Braeutigam, Tamali Chakraborty

ABOUT THE AUTHOR

David Besanko, Northwestern University, Kellogg School of Management and Ronald Braeutigam, Northwestern University, Department of Economics

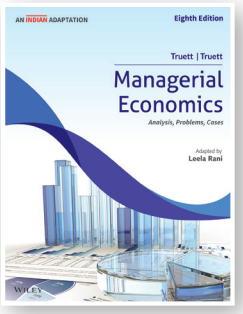
ABOUT THE BOOK

This Indian Adaptation of Microeconomics sixth edition has revised text that offers new and enhanced content throughout. The coverage of the book also incorporates the dramatic changes that have occurred in this field in the recent years. New applications and case studies reflecting current data and important new developments in the field of economics relevant to the Indian scenario have been added. A new chapter on Demand Forecasting has been included. Learning- by-Doing Exercises in the chapter, and end of chapters exercises are enriched with new Questions and Problems to help learners relate better to the content.

TABLE OF CONTENTS

• Introduction to Microeconomics • Consumer Theory • Production and Cost Theory • Perfect Competition • I Mperfect Competition and Strategic Behavior • Special Topics

9789354249136 | Pages: 844 | ₹ 1229



Managerial Economics, 8ed, (An Indian Adaptation) : Analysis, Problems, Cases | e | IM

Lila J. Truett, Dale B. Truett, Leela Rani

ABOUT THE AUTHOR

Dr. Leela Rani is Associate Professor in Birla Institute of Technology & Science, Pilani (BITS)

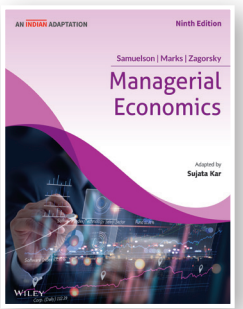
ABOUT THE BOOK

The contents of this Adapted Edition have been restructured and enhanced to include more recent knowledge and to fit the Indian context. Based on the suggestions from readers of the earlier editions, the text has been extensively updated throughout, with some latest decision-making examples to discuss the foundational principles of managerial economics and strengthen students' critical thinking skills.

TABLE OF CONTENTS

• The Firm and Its Environment • Production, Cost and Profit Maximization • Markets and The Behavior of The Firm • Analysis of Project Decisions • The Firm and The Public Sector

9789354640759 | Pages: 648 | ₹ 1099



Managerial Economics, 9ed (An Indian Adaptation) | e | IM

William F. Samuelson, Stephen G. Marks, Jay L. Zagorsky, Sujata Kar

ABOUT THE AUTHOR

William F. Samuelson is Professor of Economics and Finance at Boston University's Questrom School of Business. He has published a variety of articles in leading economics and management science journals including The American Economic Review, The Quarterly Journal of Economics, Econometrica, The Journal of Finance, Management Science, and Operations Research.

Stephen G. Marks is Associate Professor of Law at Boston University. His research interests include corporate governance, law and economics, finance, and information theory. He has published his research in various law reviews and in such journals as The American Economic Review, The Journal of Legal Studies, and The Journal of Financial and Quantitative Analysis.

Jay L. Zagorsky is a senior lecturer at Boston University's Questrom School of Business. He has published a variety of articles on personal finance in economics, law, sociology, and psychology journals and has authored two other textbooks, Business Macroeconomics: A Guide for Managers, Investors and Traders and Business Information: Finding and Using Data in the Digital Age.

Dr. Sujata Kar is currently working as an Assistant Professor in the Department of Management Studies, IIT Roorkee. She has more than 10 years of academic experience at several centrally funded as well as private academic institutes. She has a training in economics and specializes in monetary and macroeconomics.

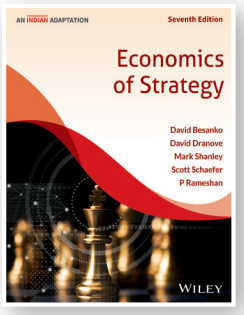
ABOUT THE BOOK

Managerial Economics introduces undergraduates, MBAs, and executives to the complex decision problems today's managers face, providing the knowledge and analytical skills required to make informed decisions and prosper in the modern business environment. Going beyond the traditional academic approach to teaching economic analysis, this comprehensive textbook describes how practicing managers use various economic methods in the real world.

TABLE OF CONTENTS

• Decisions within Firms • Competing within Markets • Decision-Making Applications

9789354640285 | Pages: 668 | ₹ 1050



Economics of Strategy, 7ed (An Indian Adaptation) | e | IM

David Dranove, David Besanko, Mark Shanley, Scott Schaefer, P. Rameshan

ABOUT THE AUTHOR

David Besanko, Northwestern University; USA David Dranove, Northwestern University, USA Mark Shanley, University of Illinois at Chicago, USA Scott Schaefer, University of Utah, USA P Rameshan, Indian Institute of Management Kozhikode, India

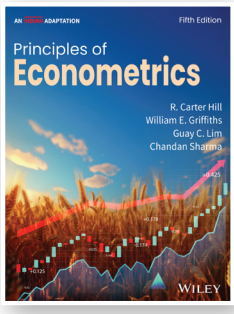
ABOUT THE BOOK

Economics of Strategy focuses on the key economic concept's students must understand and master to develop a sound business strategy. With a thorough and deep analysis, this Indian adaptation introduces the emerging business phenomena such as online network applications, business platforms, and big data. The inclusion of a completely new chapter on Business Platforms and Competition will help students in comprehending the role of platforms in today's competitive business era.

TABLE OF CONTENTS

• Firm Boundaries • Market and Competitive Analysis • Strategic Position and Dynamics • Internal Organization

9789354644078 | Pages: 640 | ₹ 1159



Principles of Econometrics, 5ed (An Indian Adaptation) | e | IM

R. Carter Hill, William E. Griffiths, Guay C. Lim, Chandan Sharma

ABOUT THE AUTHOR

R. Carter Hill is an Emeritus Professor of Econometrics at Louisiana State University (LSU). He has been a part of LSU since 1985, after teaching at the University of Georgia. Hill holds a Ph.D. in Economics from the University of Missouri-Columbia and has published over 70 scholarly papers.

William E. Griffiths is an Emeritus Professor of Econometrics at the University of Melbourne. He joined the university in 2001 and retired in 2018, having served in various leadership roles, including Head of the Department of Economics and Director of the Centre for Micro Econometrics. Griffiths has made significant contributions to econometric methodology, with research interests spanning Bayesian inference, demand modeling, and income distribution analysis.

Guay C. Lim is a Professorial Fellow at the Melbourne Institute of Applied Economic and Social Research at the University of Melbourne. She holds a Ph.D. from the Australian National University and has extensive experience in macroeconomic modeling, forecasting, and policy analysis.

Chandan Sharma is a Professor in Economics and Business Environment area with Indian Institute of Management Lucknow. He teaches Macroeconomics, International Economics and Finance, Public Economics and Econometrics. His research focuses on Industrial Economics, Infrastructure, Development Economics, Political Economy and Shadow Economy. He has worked extensively on firm-level productivity, ICT, R&D, Infrastructure and growth nexus, Optimum currency Area (OCA) and international reserves.

ABOUT THE BOOK

"Principles of Econometrics, Fifth Edition, is a comprehensive book tailored for undergraduate and postgraduate students in the fields of economics, commerce, business, statistics, and management. This edition equips students with a practical understanding of basic econometrics, enabling them to apply modeling, estimation, inference, and forecasting techniques to real-world economic issues. Additionally, readers will develop the ability to critically evaluate the findings of others' economic research and models, laying a solid foundation for advanced study in the field.

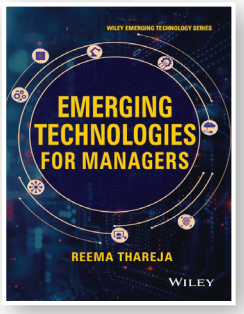
This Indian adaptation introduces new sections focusing on the Indian economic context, such as monetary policy, inequality of opportunity, and public health expenditure. Significant additions also include analyses of per-capita expenditure, private returns to education, and the impact of financial constraints on innovation in developing economies.

TABLE OF CONTENTS

• An Introduction to Econometrics • The Simple Linear Regression Model • Interval Estimation and Hypothesis Testing • Prediction, Goodness-of-Fit, and Modeling Issues • The Multiple Regression Model • Further Inference in the Multiple Regression Model • Using Indicator Variables • Heteroskedasticity • Regression with Time-Series Data: Stationary Variables • Endogenous Regressors and Moment-Based Estimation • Simultaneous Equations Models • Regression with Time-Series Data: Nonstationary Variables • Vector Error Correction and Vector Autoregressive Models • Time-Varying Volatility and ARCH Models • Panel Data Models • Qualitative and Limited Dependent Variable Models

9789363865778 | Pages: 668 | ₹ 1129

EMERGING TECHNOLOGY



Emerging Technologies for Managers | e | IM

Reema Thareja

ABOUT THE AUTHOR

Reema Thareja is an Assistant Professor at the School of Open Learning, University of Delhi, with over 20 years of experience teaching undergraduate and postgraduate courses in computer fundamentals, AI, Data Science, Machine Learning, and programming languages like C, C++, and Python. She has authored numerous books on these topics and published 26 research papers in top international journals, holding four patents. With an h-index of 11 and i10-index of 14, Dr. Thareja also reviews for SCI and Scopus-indexed journals and serves on program committees for international conferences. She is the creator of Jruma, a mobile app for Computer Science learning and quizzing, available on Android and iOS.

ABOUT THE BOOK

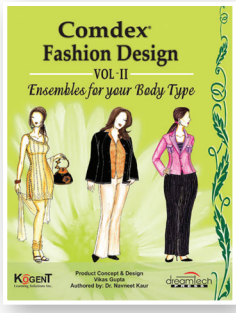
Step into the forefront of innovation with Emerging Technology for Managers, a comprehensive guide designed for aspiring managers. This book offers an in-depth exploration of the most transformative technologies today, including AI, Virtual Reality, Data Science, Blockchain, IoT, Cloud Computing, Digital Manufacturing, Robotics, and 3D Printing. It not only simplifies these complex fields but also highlights their real-world applications across various industries. Discover how to leverage the opportunities these technologies bring and address the challenges they pose. As we enter a new digital era, this book provides essential insights into the profound impacts on society, the economy, and the environment. Equip yourself with the knowledge to shape the future and take your first step toward technological mastery.

TABLE OF CONTENTS

• Artificial Intelligence (AI) • Internet of Things (IoT) • Cloud Computing • Blockchain • Digital Manufacturing • Robotics • Data Science • Cyber Security • 3D Printing and Design • Ethics and Professionalism of Emerging Technologies • Virtual Reality • Future Trends

9789363863354 | Pages: 624 | ₹ 850

FASHION



Comdex Fashion Design, Vol II, Ensembles for your Body Type | e

Dr. Navneet Kaur

ABOUT THE AUTHOR

Dr. Navneet Kaur is a graduate and post graduate in Textiles and Clothing, currently known as Fabric and Apparel Science from Institute of Home Economics under Delhi University. Her post graduation thesis was on Designing of Play Clothes for Nursery Going Girls using cotton lycra knit fabric. She has done her doctorate on Systems Approach to Sustainable Development of Apparel Industry from Delhi University, which was a detailed study on alternative procedures followed for each production and finishing step in the Apparel Industry with respect to labour employeed and its skill level, capital and energy utilized and infrastructure required.

ABOUT THE BOOK

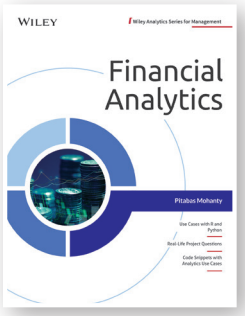
This second volume is for everybody who wants to dress up smartly, attract the onlooker's attention and make an impact. As a designer you not only have to adorn yourself in best possible attires but it is also your responsibility to design fashionable and attractive ensembles for your clients. Therefore, this volume has been designed with the purpose to help you know your and your client's body type with its positives and negatives. It will help you to select and adorn in Western and Indian ensembles best suited for the body type, while keeping in mind the use of detailing, attention seeking colors, patterns, and embellishment on the body parts that should be highlighted and avoiding the use of highlighting features on the problem areas of the body.

TABLE OF CONTENTS

• Part I: Ladies Wear • Part II - Men's Wear • Part III: Children in Adult Wear

9789350040942 | Pages: 320 | ₹ 499

FINANCE



Financial Analytics | e | IM

Pitabas Mohanty

ABOUT THE AUTHOR

Pitabas Mohanty, Professor of Finance, XLRI, Jamshedpur, India

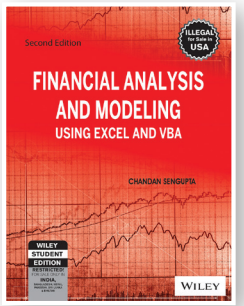
ABOUT THE BOOK

Financial Analytics applies modern data science tools to explore and understand interesting financial data patterns. Though the use of quantitative tools is nothing new in finance, modern financial analytics is different due to three recent trends: i) improved computing power with the availability of GPUs and TPUs, ii) advanced ML and AI algorithms, and iii) access to large volumes of practically all types of data. The new-age Financial Analytics takes a data-driven approach to study finance. Instead of making assumptions about the distribution of data or the relationship between variables, it simply lets the data speak for itself.

TABLE OF CONTENTS

• Introduction to Finance Analytics • Data in Finance • Wrangling Financial Data • Exploratory Analysis of Financial Data • Understanding Basic Finance using R and Python • Accounting Data Analytics • Applications of Natural Language Processing in Finance • Financial Fraud Analytics • Valuation Analytics • Portfolio Analytics • Developing and Backtesting Technical Trading Rules • Predicting Stock Prices/Returns

9789354644177 | Pages: 684 | ₹ 1099



Financial Analysis and Modeling using Excel and VBA | e

Chandan Sengupta

ABOUT THE AUTHOR

Chandan Sengupta teaches finance in the MBA program at the Fordham University Graduate School of Business Administration, specializing in financial modeling, business valuation, corporate finance, and investment management. Formerly, he was vice president at the Chase Manhattan Bank for eight years and senior financial advisor for Mobil Corporation for ten years. He is the author of Financial Modeling Using C++ and The Only Proven Road to Investment Success, both published by Wiley.

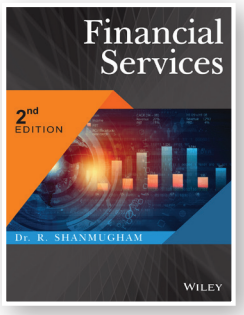
ABOUT THE BOOK

Financial Analysis and Modeling Using Excel and VBA, Second Edition presents a comprehensive approach to analyzing financial problems and developing simple to sophisticated financial models in all major areas of finance using Excel 2007 and VBA (as well as earlier versions of both). This expanded and fully updated guide reviews all the necessary financial theory and concepts, and walks you through a wide range of real-world financial problems and models that you can learn from, use for practice, and easily adapt for work and classroom use. A companion CD-ROM includes several useful modeling tools and fully working versions of all the models discussed in the book.

TABLE OF CONTENTS

• Introduction to Financial Analysis and Modeling • Part One: Excel for Financial Analysis and Modeling • Part Two: Financial Modeling Using Excel • Part Three: VBA for Financial Modeling • Part Four: Financial Modeling Using VBA

9788126531820 | Pages: 816 | ₹ 1179



Financial Services, 2ed | e

Dr R. Shanmugham

ABOUT THE AUTHOR

Dr R. Shanmugham is a former Professor of Finance and Accounting in Bharathiar School of Management and Entrepreneur Development (BSMED), Bharathiar University, Coimbatore, Tamil Nadu. He is well known in the academic circles as one of the senior most professors in Finance

area who has more than four decades of teaching and research experience at the university level.

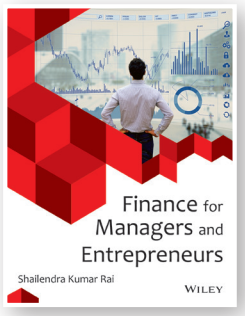
ABOUT THE BOOK

Financial Services is a book on the fast-growing financial services industry of India. The book discusses the institutions, instruments, markets, regulations, and various other financial services offered in the financial system. The dynamic growth of the financial markets and the fast-paced reforms have opened up the need for financial intermediation, insurance, payment and settlement, and a host of other financial services. This book covers all those services. Two new chapters, Chapter 14 on Microfinance Institutions and Chapter 15 on Payment and Settlement Systems have been added in this second edition. While presenting each topic, the book focuses on the basic concepts, structure of the industry, regulatory issues, and the contemporary developments.

TABLE OF CONTENTS

• Financial Services • Capital Market • Money Market • Merchant Banking • Factoring • Credit Rating • Securitisation • Venture Capital • Depositories • Leasing • Mutual Funds • Insurance • Non-Banking Financial Companies • Microfinance Institutions • Payment and Settlement Systems • Other Financial Services"

9788126564071 | Pages: 424 | ₹ 967



Finance for Managers and Entrepreneurs | e

Shailendra Kumar Rai

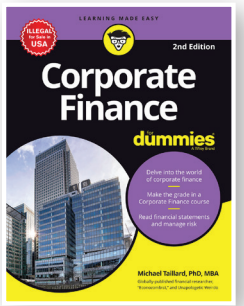
ABOUT THE BOOK

Finance for Managers and Entrepreneurs is intended to be used as a basic text of Finance. This book is developed to personally involve the reader in the fundamental decisions as a manager and an entrepreneur. All the way through the book, the application of Finance concepts with Excel is demonstrated and explained. Through its analytical and stimulating approach, this book is easy to understand, user-friendly, and comprehensive and can be used as a ready reckoner. This book provides descriptions of Financial Accounting, Costing, and Finance that everyone in this era would find useful to know.

TABLE OF CONTENTS

• Financial Statements • Analysis of Financial Statements • Cost and Management Accounting • Business Finance • Time Value of Money • Capital Budgeting • Estimation of Cash Flows • Risk in Capital Budgeting Decisions • Cost of Capital • Capital Structure • Working Capital Management • Internal Financing and Dividend Policy • Personal Financial Planning • Digital Finance

9789390395576 | Pages: 292 | ₹ 999



Corporate Finance For Dummies, 2ed | e

Michael Taillard

ABOUT THE AUTHOR

Michael Talliard is an economic consultant and professor of finance. His financial experience ranges from nonprofits to large corporations and even to small business owners. He is the author of the previous edition of Corporate Finance For Dummies, and many other publications. In his free time, Michael enjoys kayaking!

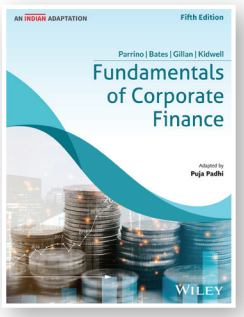
ABOUT THE BOOK

Corporate Finance For Dummies 2E is an introduction to corporate finance that's easy to understand and takes the fear out of this sometimes intense topic. Students and other readers will find real-life examples of corporate finance at work, and they'll learn how to understand financial statements and manage risks, investments, and assets. This book tracks to an introductory course in Corporate Finance and gives students seeking a career in the field the foundation they need to succeed.

TABLE OF CONTENTS

• What's Unique about Corporate Finance • Making a Statement • Valuations on the Price Tags of Business • A Wonderland of Risk Management • Financial Management • The Part of Tens

9789357460477 | Pages: 368 | ₹ 959



Fundamentals of Corporate Finance, 5ed (An Indian Adaptation) | e | IM

Robert Parrino, David S. Kidwell, Thomas Bates, Stuart L. Gillan, Puja Padhi

ABOUT THE AUTHOR

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Lamar Savings Centennial Professor of Finance

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G. Brint Ryan Chaired Professor of Finance in the Ryan College of Business, University of North Texas

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Dr. Puja Padhi

Dr. Padhi is a member of the faculty at the Department of Economics, Indian Institute of Technology, Mumbai, India. She teaches courses to students at the undergraduate, postgraduate, and Ph.D. level. In addition, she has designed a CEP course for executives.

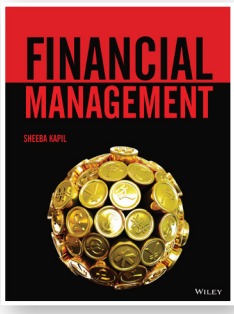
ABOUT THE BOOK

"Fundamentals of Corporate Finance develops the key concepts of corporate finance with an intuitive approach while emphasizing computational skills. Presenting the topics in a logical and stepped-out manner, this book helps students develop an understanding of key financial concepts while also enabling them to develop the critical judgments necessary to apply financial tools in real-world decision-making situations. It offers a level of rigor that is appropriate for both business and finance majors and yet presents the content in a manner that students find accessible.

TABLE OF CONTENTS

• The Financial Manager and the Firm • The Financial System and the Level of Interest Rates • Financial Statements, Cash Flows, and Taxes • Analyzing Financial Statements • The Time Value of Money • Discounted Cash Flows and Valuation • Risk and Return • Bond Valuation and the Structure of Interest Rates • Stock Valuation • The Fundamentals of Capital Budgeting • Cash Flows and Capital Budgeting • Evaluating Project Economics • The Cost of Capital • Working Capital Management • How Firms Raise Capital • Capital Structure Policy • Dividends, Stock Repurchases, and Payout Policy • Business Formation, Growth, and Valuation • Financial Planning and Managing Growth • Corporate Risk Management • International Financial Management

9789354645648 | Pages: 828 | ₹ 1175



Financial Management | e | IM

Sheeba Kapil

ABOUT THE AUTHOR

Sheeba Kapil is associate professor at the Indian Institute of Foreign Trade, New Delhi. She has over 17 years' experience in teaching and has contributed to several international and national journals. She has written several cases and articles for classroom discussion. She is also involved in consulting activities, executive training and management development programs for various organisations.

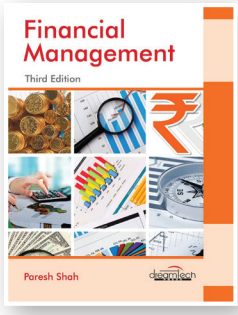
ABOUT THE BOOK

Written by eminent faculty of Indian Institute of Foreign Trade, New Delhi. This book focuses on modern corporate finance concepts and theory. It provides readers a comprehensive approach to contemporary practices in finance and further helps in building systematic understanding of various facets of corporate finance tools, issues, applications & concepts.

TABLE OF CONTENTS

• Dedication • Preface • Acknowledgements • Part 1: Introduction to Corporate Finance • Part 2: Tools of Corporate Finance • Part 3: Aspects of Corporate Financial Structure • Part 4: Dimensions of Investment • Part 5: Dimensions of Financial • Part 6: Understanding the Financial Market • Part 7: Strategic Dimensions for Value Creation • Appendix • Index

9788126554768 | Pages: 804 | ₹ 999



Financial Management, 3ed | e

Paresh Shah

ABOUT THE AUTHOR

Dr. Paresh Shah, (Finance), an Alumnus of Indian Institute of Management, Ahmedabad (IIMA) holds graduate and post graduate degrees in Commerce. He also holds certi??icates for courses of IESE Business School, University of Navarra, Spain; and Darden School of Business, University of Virginia, USA. Dr. Shah has industrial experience with the TATA group of nearly a decade, and a post-doctoral teaching experience of 26 years. Dr. Shah is a visiting professor of several reputed institutions in the state of Gujarat, Maharashtra and Rajasthan. He also provides management education to the students of commerce, technical and medical background.

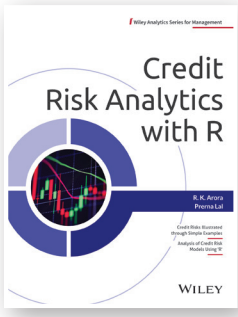
ABOUT THE BOOK

The immensely successful past editions of the book have been realigned as a comprehensive textbook cum reference book on Financial Management. It has been written and intended for the students of MBA, in addition to the fundamentals of Finance courses ranging across the streams of engineering, medical, entrepreneurship development, school of technology, school of liberal studies, etc. Additionally, this book is highly acknowledged and accepted by students of C.A., C.M.A., C.S., C.F.A., M.Com., M.Phil., and other post graduate and graduate level courses

TABLE OF CONTENTS

• Financial Management – Meaning and Scope • Financial System • Analysis of Financial Statements • Funds Flow Statement and Cash Flow Statement • Working Capital Management – Determination • Inventory Management • Receivables Management • Cash Management • Financing of Working Capital • Time Value of Money • Risks and Return • Valuation of Securities • Financial Planning • Capital Expenditure Decisions • Long-term Sources of Finance • Leverages • Capital Structure • Approaches of Capital Structure • Cost of Capital • Dividend Policy

9788194780427 | Pages: 588 | ₹ 699



Credit Risk Analytics with R | e | IM

R. K. Arora, Prerna Lal

ABOUT THE AUTHOR

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Prerna Lal is an Associate Professor in the Information Management area at International Management Institute, New Delhi. She has published research in both Indian and international journals. Her publication is concerned with organizational and management impact of emerging information technologies such as cloud computing, analytics, internet of things (IoT) and blockchain. She has more than 20 years of experience in academics and research, with areas of interest being analytics, data warehousing and data mining, digital transformation, internet of things, blockchain and cyber security.

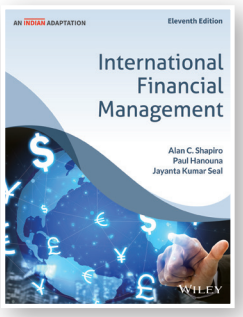
ABOUT THE BOOK

Credit risk analytics is a set of tools and techniques that enable lenders to take credit decisions and estimate the credit risk by predicting the credit behaviour of potential borrowers. Beginning with the fundamental concepts of credit risk analytics, this book offers in-depth insight into credit scoring models, probability of default (discrete time models and continuous time models) and modelling (exposures, recoveries, default correlations, and counterparty risk). Adopting a balanced strategy combining theoretical explanation and practical applications, the book demonstrates how you can build credit risk models using R and apply them into practice.

TABLE OF CONTENTS

• Credit Risk Analytics • Credit Scoring Models • Probability of Default: Discrete Time Models • Probability of Default: Continuous Time Hazard Models • Modelling Exposures at Default • Modelling Recoveries and Loss Given Default • Modelling Credit Risk Correlations • Modelling Counterparty Credit Risk • Credit Value at Risk

9789357461559 | Pages: 464 | ₹ 1099



International Financial Management, 11ed (An Indian Adaptation) | e

Alan C. Shapiro, Paul Hanouna, Jayanta Seal

ABOUT THE AUTHOR

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Peter Moles University of Edinburgh
Dr. Jayanta Kumar Seal Professor Accounting & Finance Indian Institute of Foreign Trade, Kolkata

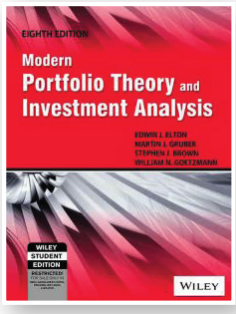
ABOUT THE BOOK

International Financial Management, 11th Edition is a comprehensive survey of the essential areas of the international financial market environment, including foreign exchange and derivative markets, risk management, and international capital markets and portfolio investment. Designed for upper-level undergraduate and masters-level courses in international finance and management, this textbook offers readers a conceptual framework for analyzing key financial decisions of multinational firms. The authors both explain and simplify multinational financial management by illustrating how its basic principles share the same foundation as domestic corporate finance.

TABLE OF CONTENTS

• The International Financial Management Environment • The Foreign Exchange and Derivative Markets • Foreign Exchange Risk Management • The International Capital Markets and Portfolio Management • International Capital Budgeting

9789357460880 | Pages: 676 | ₹ 1159



Modern Portfolio Theory and Investment Analysis, 8ed | e | IM

Edwin J. Elton, Martin J. Gruber, Stephen J. Brown, William N. Goetzmann

ABOUT THE AUTHOR

"Edwin J. Elton is Nomura Professor of Finance at the Stern School of Business of New York University. He has authored or coauthored eight books and more than 110 journal articles. He has been coeditor of the Journal of Finance. Professor Elton has been a member of the board of directors of the American Finance Association and an Associate Editor of Management Science.
Martin J. Gruber is Nomura Professor of Finance and past chairman of the Finance Department at the Stern School of Business of New York University. He has published nine books and more than 100 journal articles in journals. He has been president of the American Finance Association, a director of the European Finance Association, a director of the American Finance Association, and a director of both the Computer Applications Committee and the Investment Technology Symposium of the New York Society of Security Analyst.
Stephen J. Brown is David S. Loeb Professor of Finance and Coordinator of undergraduate finance at the Leonard N. Stern School of Business, New York University. He has served as president of the Western Finance Association and on the board of directors of the American Finance Association, was a founding editor of The Review of Financial Studies, is a managing editor of the Journal of Financial and Quantitative Analysis, and has served on the editorial boards of The Journal of Finance, Pacific-Basin Finance Journal, and other journals.
William N. Goetzmann is Edwin J. Beinecke Professor of Finance and Management Studies and director of the International center for Finance at the Yale School of Management. He is currently president of the Western Finance Association and has served on the board of directors of the American Finance Association,

ABOUT THE BOOK

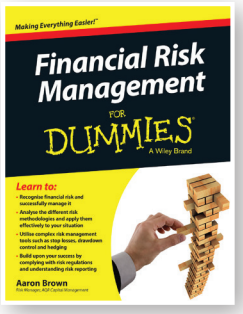
An excellent resource for investors, this book examines the characteristics and analysis of individual securities as well as the theory and practice of optimally combining securities into portfolios. The majority of chapters have been revised or changed in this edition. A new chapter on behavioral finance has been added to explore the nature of individual decision making. A new chapter has also been added on forecasting expected returns, a key input to portfolio management. In addition, investors will find new material on value at risk and the use of simulation to enhance their understanding of the field.

TABLE OF CONTENTS

• Chapter 1. Introduction • Chapter 2. Financial Markets • Chapter 3. Financial Securities • Chapter 4. The Characteristics of the Opportunity Set Under Risk • Chapter 5. Delineating Efficient Portfolios • Chapter 6. Techniques for Calculating the Efficient Frontier • Chapter 7. The Correlation Structure of Security Returns:

The Single-Index Model • Chapter 8. The Correlation Structure of Security Returns: Multi-Index Models and Grouping Techniques • Chapter 9. Simple Techniques for Determining the Efficient Frontier • Chapter 10. International Diversification • Chapter 11. Estimating Expected Returns • Chapter 12. How to Select Among the Portfolios in the Opportunity Set • Chapter 13. The Standard Capital Asset Pricing Model • Chapter 14. Alternative Forms of Capital Asset Pricing Models • Chapter 15. Empirical Tests of the CAPM Forms • Chapter 16. The Arbitrage Pricing Model and Its Empirical Relevance • Chapter 17. Efficient Markets • Chapter 18. Behavioral Finance, Investor Decision Making, and Asset Pricing • Chapter 19. Valuation Models • Chapter 20. Earnings Estimation • Chapter 21. Interest Rate Theory and the Pricing of Bonds • Chapter 22. The Management of Bond Portfolios • Chapter 23. Valuation and Uses of Options • Chapter 24. The Valuation and Uses of Financial Futures • Chapter 25. Evaluation of Portfolio Performance • Chapter 26. Evaluation of Security Analysis • Chapter 27. Portfolio Management Revisited

9788126528141 | Pages: 748 | ₹ 1019



Financial Risk Management For Dummies | e

Aaron Brown

ABOUT THE AUTHOR

Aaron Brown is managing director and risk manager at AQR Capital Management and the 2011 GARP Risk Manager of the Year. He was named Financial Educator of the Year by the readers of Wilmott Magazine and his website won a Forbes Best of the Web award for Theory and Practice of Investing. Aaron has been a trader, portfolio manager, head of mortgage securities, finance professor and risk manager. He has worked for Morgan Stanley, Citigroup, Rabobank and JP Morgan.

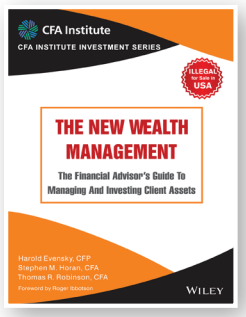
ABOUT THE BOOK

Written by bestselling author and past winner of the GARP Award's Risk Manager of the Year, Aaron Brown, Financial Risk Management For Dummies offers thorough and accessible guidance on successfully managing and controlling financial risk within your company. Through easy-to-follow instruction, you'll find out how to manage risk, firstly by understanding it and then by taking control of it. Plus, you'll discover how to measure and value financial risk, set limits, stop losses, control drawdowns and hedge bets.

TABLE OF CONTENTS

• Getting Started with Risk Management • Measuring Financial Risk • Managing Financial Risk • Working in Financial Institutions • Communicating Risk • The Part of Tens

9788126561384 | Pages: 392 | (Exclusive)



The New Wealth Management : The Financial Advisor's Guide to Managing and Investing Client Assets(CFA Inst. Investment Series) | e | IM

Harold Evensky, Stephen M. Horan, Thomas R. Robinson, Roger Ibbotson

ABOUT THE AUTHOR

Harold Evensky is president of Evensky & Katz, a nationally recognized wealth management firm. He has been a featured speaker on investment topics at key professional meetings including the AICPA, the ICFP, the IAFP, the College for Financial Planning and the AAII, among others. He served as Chair of the TIAA-CREF Institute Advisory Board and is a member of the American Bar Association. In 1999 he was awarded the Dow Jones Investment Advisor Portfolio Management Award for Lifetime Achievement and has been recognized by Financial Planning magazine, Financial Planning Professional, Investment News, and Worth as an industry leader. He received his Bachelor's and Master's degrees from Cornell University.

Stephen M. Horan, CFA manages professional education and private wealth management content for CFA Institute members. Dr. Horan has served CFA Institute as both an editorial board member and abstractor for the CFA Digest and as an ad-hoc reviewer for the Financial Analysts Journal.

Thomas R. Robinson, CFA (Charlottesville, VA) is Managing Director, Education Division of CFA Institute, where he leads and develops the teams responsible for producing and delivering educational content and examinations to candidates, members, and other investment professionals encompassing the CFA Program, CIPM Program, Lifelong Learning, Private Wealth, Publications and conferences.

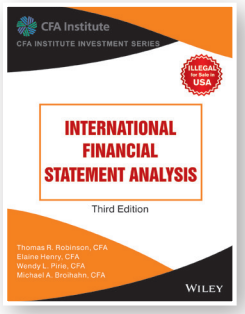
ABOUT THE BOOK

For over a decade, The New Wealth Management: The Financial Advisor's Guide to Managing and Investing Client Assets has provided financial planners with detailed, step-by-step guidance on developing an optimal asset allocation policy for their clients. And, it did so without resorting to simplistic model portfolios, such as life-cycle models or black box solutions. Today, while The New Wealth Management still provides a thorough background on investment theories, and includes many ready to use client presentations and questionnaires, the guide is newly updated to meet twenty-first century investment challenges.

TABLE OF CONTENTS

• The Wealth Management Process • Fiduciary and Professional Standards • Client Goals and Constraints • Risk Is a Four-Letter Word • Data Gathering and Analysis • Client Education • Mathematics of Investing • Investment Theory • Asset Allocation • Portfolio Optimization • Taxes • Retirement Planning • Investment Policy Statement • Portfolio Management • Performance Appraisal and Evaluation • Selecting Investment Managers • Philosophy, Process and People

9788126564750 | Pages: 480 | ₹ 1549



International Financial Statement Analysis, 3ed (CFA Institute Investment Series) | e | IM

Thomas R. Robinson, Elaine Henry, Wendy L. Pirie, Michael A. Broihahn, Anthony T. Cope

ABOUT THE AUTHOR

"Thomas R. Robinson is Managing Director of the Americas at CFA Institute.

Elaine Henry is a Clinical Associate Professor of Accounting at Fordham University.

Wendy L. Pirie is Director, Cur-riculum Projects, in the Education Division at CFA Institute and served as editor for this book.

Michael A. Broihahn is Associate Professor of Accounting at Barry University in Miami Shores, Florida.

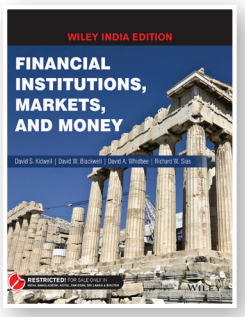
ABOUT THE BOOK

International Financial Statement Analysis provides the most up-to-date detail for the successful assessment of company performance and financial position regardless of country of origin. The seasoned experts at the CFA Institute offer readers a rich, clear reference, covering all aspects from financial reporting mechanics and standards to understanding income and balance sheets. Comprehensive guidance toward effective analysis techniques helps readers make real-world use of the knowledge presented, with this new third edition containing the most current standards and methods for the post-crisis world.

TABLE OF CONTENTS

• Financial Statement Analysis: An Introduction • Financial Reporting Mechanics • Financial Reporting Standards • Understanding Income Statements • Understanding Balance Sheets • Understanding Cash Flow Statements • Financial Analysis Techniques • Inventories • Long-Lived Assets • Non-Current (Long-Term) Liabilities • Financial Reporting Quality • Financial Statement Analysis: Applications • Income Taxes • Employee Compensation: Post-Employment and Share-Based • Intercorporate Investments • Multinational Operations • Evaluating Quality of Financial Reports • Integration of Financial Statement Analysis Techniques

9788126564767 | Pages: 1060 | ₹ 1569



Financial Institutions, Markets, and Money | e

David S. Kidwell, David W. Blackwell, David A. Whidbee, Richard W. Sias

ABOUT THE AUTHOR

Dr. David S. Kidwell is Professor of Finance and Dean Emeritus at the Curtis L. Carlson School of Management at the University of Minnesota. Dr. Kidwell has published research in the leading journals, including Journals of Finance, Journal of Financial Economics, Journal of Financial and Quantitative Analysis, Financial Management and Journal of Money, Credit and Banking. Dr. Kidwell has been a management consultant for Coopers & Lybrand and a sales engineer for Bethlehem Steel Corporation. He is an expert on the U.S. financial system and is the author of more than 80 articles dealing with the U.S. financial system and capital markets.

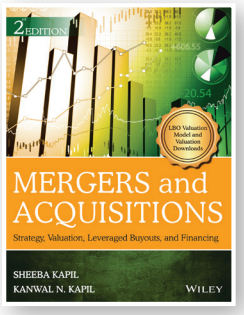
ABOUT THE BOOK

Kidwell's Financial Institutions 11th Edition presents a balanced introduction to the operation, mechanics, and structure of the U.S. financial system, emphasizing its institutions, markets, and financial instruments. The text discusses complex topics in a clear and concise fashion with an emphasis on "Real World" data and people and event boxes, as well as personal finance examples to help retain topical interest.

TABLE OF CONTENTS

• The Financial System • How Interest Rates Are Determined • Financial Markets • Commercial Banking • Financial Institutions

9788126558575 | Pages: 688 | ₹ 1049



Mergers and Acquisitions, 2ed : Strategy, Valuation, Leveraged Buyouts, and Financing | e | IM

Sheeba Kapil, Kanwal N. Kapil

ABOUT THE AUTHOR

Dr. Sheeba Kapil has authored several books on Corporate Finance and published research papers dealing with Corporate Finance, Investment Analysis, Financial Instrument and Structured Investment Vehicles, and M&A Determinants and Firm Performance in various international and national journals of repute. She has developed several case studies, models, and simulation exercises that are actively used in classroom teaching. She is also actively involved in consulting activities, executive education and executive training and management development programs for various organizations.

Dr. Kanwal Kapil is currently working as Associate Professor, Marketing, and is also Chairperson for Placements and Corporate Relations at Management Development Institute (MDI), Gurgaon. He is also serving as Member, Academic Council International Summer University, MDI, Gurgaon. He has an experience spanning over 23 years. Prior to joining active academics, he has worked in various companies handling product and brand management functions. He has been active in academics for last 15 years where he has taught various courses such as Marketing Management, Brand Management and Consumer Behavior.

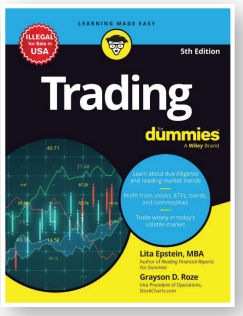
ABOUT THE BOOK

The revised edition of the book Mergers and Acquisitions: Strategy, Valuation, Leveraged Buyouts, and Financing, 2nd ed addresses the various due diligence concepts in M&A by using realistic examples, real-life case studies, user-friendly models of valuation, leverage buyout (LBO) models and models for deal performance analysis. The book fills the gap in contemporary finance wherein it focuses on theory along with practical usage and application in M&A. This edition comprises 23 chapters categorized into 6 units, which discuss the complete framework of M&A comprehensively.

TABLE OF CONTENTS

• Strategic Aspects of M&A • Legal Issues and Framework • Valuation and M&A • Advance Topics in M&A Valuations •Financing Aspects • Additional Topics in M&A

9788126568253 | Pages: 574 | ₹ 1099



Trading For Dummies, 5ed Soon

Lita Epstein, Grayson D. Roze

ABOUT THE AUTHOR

Lita Epstein, MBA (Orlando, FL) has authored more than 40 books, primarily in the area of personal finance, including Reading Financial Reports For Dummies and Bookkeeping For Dummies.

Grayson Roze (Seattle, WA) is the Vice President of Operations at StockCharts.com and the author of Tensile Trading: The 10 Essential Stages of Stock Market Mastery. He is also the co-founder of Stock Market Mastery, which provides financial education products and services to individual investors. Grayson speaks regularly at investment seminars throughout the country.

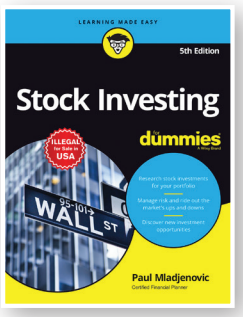
ABOUT THE BOOK

Trading For Dummies, 5e is a book for investors looking to take their portfolios to a higher level. Learn how to assume more risk, reap more benefits, and build a more aggressive portfolio through the methods of position trading, which involves due diligence, analyzing trends and key indicators, and a longer holding period than day trading or even swing trading.

TABLE OF CONTENTS

• Part 1: Getting Started with Trading • Part 2: Reading the Fundamentals: Fundamental Analysis • Part 3: Reading the Charts: Technical Analysis • Part 4: Developing Strategies for When to Buy and Sell Stocks • Part 5: Risk-Taker's Paradise • Part 6: The Part of Tens

9789373322308 | Pages: 400 | ₹ 750



Stock Investing For Dummies, 5ed | e

Paul Mladjenovic

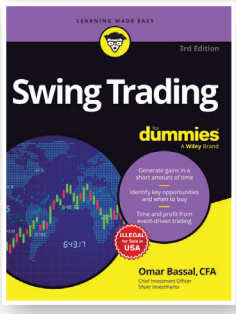
ABOUT THE AUTHOR

Paul Mladjenovic is a Certified Financial Planner and investing educator with more than 33 years of experience. The owner of Prosperity Network, he writes and teaches extensively on common stocks and related investments. Paul is the author of all previous editions of Stock Investing For Dummies and High-Level Investing For Dummies.

ABOUT THE BOOK

Updated with new and revised material to reflect the current market, this new edition of Stock Investing For Dummies gives you proven strategies for selecting and managing profitable investments. no matter what the conditions. You'll find out how to navigate the new economic landscape and choose the right stock for different situations—with real-world examples that show you how to maximize your portfolio. The economic and global events affecting stock investors have been dramatic and present new challenges and opportunities for investors and money managers at every level. With the help of this guide, you'll quickly and easily navigate an ever-changing stock market with plain-English tips and information on ETFs, new rules, exchanges, and investment vehicles, as well as the latest information on the European debt crisis.

9788126579020 | Pages: 388 | (Exclusive)



Swing Trading For Dummies, 3ed

Omar Bassal

ABOUT THE AUTHOR

Omar Bassal, CFA (Phoenix, AZ) is a Portfolio Manager of an asset management firm and has traded stocks since 1994. He holds the CFA Charter and has an MBA with honors from the Wharton School of Business. He's also the author of the Swing Trading For Dummies series.

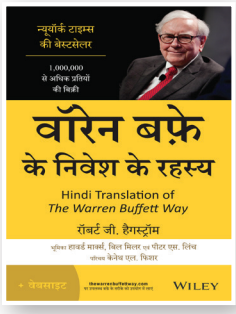
ABOUT THE BOOK

Swing Trading For Dummies, 3rd Edition covers the key aspects of swing trading, including what swing trading is (and isn't) and how to spot promising market opportunities that could make you a big profit. In easy-to-understand language, this guide helps you drill down on your trading approach, detailing imperative analysis strategies and comprehensive advice on when to enter and exit a swing trade to ensure you're in the green. This approachable guide helps eliminate the risks associated with swing trading, ensuring you're completely informed on how to utilize this popular trading strategy with success.

TABLE OF CONTENTS

• Part 1: Getting into the Swing of Things • Part 2: Timing Is Everything: Technical Analysis • Part 3: Incorporating Fundamental Analysis into Your Swing Trading Plan • Part 4: Planning the Trade and Trading the Plan • Part 5: The Part of Tens

9789377062019 | Pages: 368 | ₹ 775



Warren Buffett Ke Nivesh Ke Rahasya | e

Robert G. Hagstrom

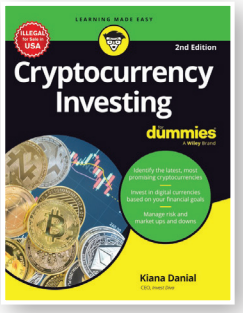
ABOUT THE AUTHOR

Robert G. Hagstrom (Villanova, PA) is Global Equity Strategies for Legg Mason Capital Management. Previously, he served as Portfolio Manager of the Legg Mason Capital Management Growth Trust mutual fund (formerly Legg Mason Focus Trust) and managed the Growth Equity strategy for institutional investors. Previously, Robert served as President and Chief Investment Officer of Legg Mason Focus Capital and prior to that was General Partner of Focus Capital Advisory.

ABOUT THE BOOK

इसमें कोई शक नहीं की वारेन बफे विश्व के महानतम निवेशक हैं। अपने छह दशकों के करियर के शुरुआती दिनों से ही बफे में वो क्षमता और पारखी नजर थी जो उन्हें अन्य निवेशकों से अलग करती है। बफे बाजार को ऐसे आंकते हैं, मानो जैसे उनके सामने प्रत्येक कंपनी का दस साल आगे का मानचित्र बन जाता हो। जब भी कभी किसी निवेश में नुक्सान होता है तो वे विचलित नहीं होते और ज्यादा मुनाफा होने पर बहुत खुश नहीं होते और अगले निवेश की तरफ कदम बढ़ाते हैं। उनका प्रत्येक निवेश एक सोचा समझा कदम होता है जोकि उनके जिन्दगी के तजुर्बे का नतीजा होता है।

9788126546329 | Pages: 304 | ₹ 405



Cryptocurrency Investing for Dummies, 2ed

Kiana Danial

ABOUT THE AUTHOR

Kiana Danial (Westport, CT) is an award-winning, internationally recognized personal investing and wealth management expert. She is a highly sought-after professional speaker, author and executive coach who delivers inspirational workshops and seminars to corporations, universities, and entrepreneurial groups. She is a frequent expert on many TV and radio stations and has reported on the financial markets directly from the floor of NYSE and NASDAQ. She is a weekly investment expert guest on Tokyo's #1 Investment TV Show. She has been featured in The Wall Street Journal, TIME Magazine, CNN, Forbes, The Street, -- and numerous other publications.

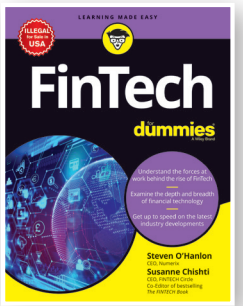
ABOUT THE BOOK

Cryptocurrency Investing For Dummies 2nd Edition will give investors the tools they need to succeed in the cryptocurrency market. Start with the basics of understanding what cryptocurrency is and why it is important to invest in cryptocurrencies. Learn the strategies and techniques to buy and sell like a pro. Even dig into the details on cryptocurrency tax laws and new opportunities for investors.

TABLE OF CONTENTS

• Part 1: Getting Started with Cryptocurrency Investing • Part 2: The Fundamentals of Investing in Cryptos • Part 3: Alternatives to Cryptos • Part 4: Essential Crypto Strategies and Tactics • Part 5: The Part of Tens • Part 6: Appendixes

9789373328317 | Pages: 400 | ₹ 489



FinTech For Dummies | e

Steven O'Hanlon, Susanne Chishti

ABOUT THE AUTHOR

Steve O'Hanlon,(NY, NY) is President and Chief Executive Officer of Numerix LLC, the leading provider of cross-asset analytics for derivatives valuations and risk management, is the chief executive and chief architect responsible for the Company's corporate strategy, sales, operations, marketing and distribution. His contributions to the company have resulted in unprecedented growth in revenues of more than 250% in the past five years. He is also FINTECH's 2016 Person of the Year. Susanne Chishti (UK) is the CEO of FINTECH Circle

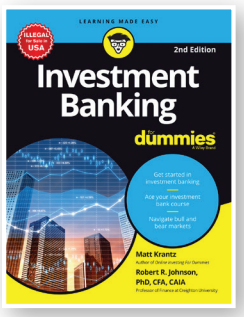
ABOUT THE BOOK

This comprehensive, hands-on guide is the go-to source for everything you need to confidently navigate the ever-changing scene of this booming industry. FINTECH For Dummies will shed light on this rapidly changing landscape making it an invaluable source of information for anybody working in or interested in this space. This book provides insights, knowledge and guidance from industry experts Susanne Chishti and Steve O'Hanlon

TABLE OF CONTENTS

• Getting to Know Fintech • Learning the Technology • Working with Fintech Companies • The Part of Tens

9788126515929 | Pages: 400 | ₹ 909



Investment Banking For Dummies, 2ed | e

Matt Krantz, Robert R. Johnson

ABOUT THE AUTHOR

Matt Krantz is a nationally known financial journalist who specializes on investing topics. He has been with USA TODAY since 1999, where he covers financial markets and Wall Street, concentrating on developments affecting individual investors. In addition to covering markets for the print edition of USA TODAY, Matt writes a daily online investing column called ""Ask Matt.""

Robert R. Johnson is a Professor of Finance at Creighton University, where he teaches in the Master of Security Analysis and Portfolio Management Program. He was formerly President and CEO of The American College of Financial Services and Deputy CEO of the CFA Institute. He has been extensively quoted in the global financial media

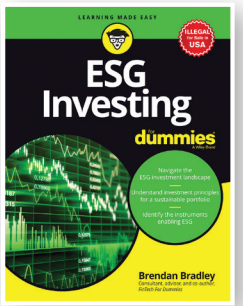
ABOUT THE BOOK

Investment Banking For Dummies 2e will help readers to understand how investment bankers help governments and business organizations raise money by issuing bonds, stocks and other financial products. This book tracks to typical university courses on the subject and helps students and professionals understand the fundamentals of investment banking.

TABLE OF CONTENTS

• Getting Started with Investment Banking • Digging In: Performing Investment Banking • Taking Investment Banking to the Next Level • Applying Investment Banking • The Part of Tens

9788126522828 | Pages: 400 | ₹ 959



ESG Investing For Dummies | e

Brendan Bradley

ABOUT THE AUTHOR

Brendan Bradley is co-author of FinTech For Dummies. He fosters and develops support for new investment areas, including AI-assisted research for automated modeling and transforming unstructured financial content in the ESG ecosystem.

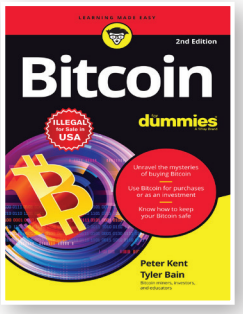
ABOUT THE BOOK

Investing in one's own future has always been a good financial move. But what if you want to ensure that the companies you have a financial interest in are also helping to improve the present and future of all of us—and of the planet? More than ever before, sustainable investors want to be confident that a company's Environmental (net zero emissions target), Social (response to the Covid-19 pandemic), and Governance (no repeats of Enron and WorldCom) policies and actions are positively impacting the global outlook—and to identify ways that their dollar can incentivize business leaders to do even better.

TABLE OF CONTENTS

• Getting to Know ESG • Investing in ESG through Different Instruments • Applying ESG Philosophy • The Part of Tens

9789354643507 | Pages: 376 | ₹ 899



Bitcoin For Dummies, 2ed | e

Peter Kent, Tyler Bain

ABOUT THE AUTHOR

Peter Kent (Boulder, CO) and Tyler Bain are co-authors of Cryptocurrency Mining For Dummies. Tyler is an engineer specializing on the electrical grid and making sure all the cryptocurrency trading activity doesn't cause a blackout on the entire west coast. Peter is author of numerous technolgy titles of his own cryptocurrency video course, ""Get Crypto Clear: Bitcoin and Cryptocurrency Made Simple.""

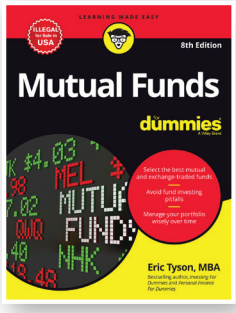
ABOUT THE BOOK

Bitcoin and cryptocurrency represent a new frontier on how we invest our old-fashioned money as well as how we conduct basic transactions. Taking that first step into the world of digital currency can be confusing and intimidating, though. This book is your friendly guide to navigating the waters of cryptocurrency. This team of Bitcoin experts spends time helping newcomers figure out how to buy Bitcoin, create a digital wallet, use Bitcoin in transactions, consider Bitcoin as an investment, and even mine for new Bitcoins.

TABLE OF CONTENTS

• Basic Optical Calculations • Sources and Illuminators • Optical Detection • Lenses, Prisms, and Mirrors • Coatings, Filters and Surface Finishes • Polarization • Exotic Optical Components • Fiber Optics • Optical Systems • Optical Measurements • Designing Electro-Optical Systems • Building Optical Systems • Signal Processing • Electronic Building Blocks • Electronic Subsystem Design • Electronic Construction Techniques • Digital Signal Processing • Front Ends • Bringing Up the System • Thermal Control

9789357460385 | Pages: 304 | ₹ 959



Mutual Funds For Dummies, 8ed | e

Eric Tyson

ABOUT THE AUTHOR

Eric Tyson is a seasoned For Dummies author with more than a dozen titles under his belt. He is the author of the best-selling Personal Finance For Dummies and Mutual Funds For Dummies, and co-author of Home Buying For Dummies, House Selling For Dummies, Mortgages For Dummies, Real Estate Investing For Dummies, and Taxes For Dummies, Tyson is a nationally recognized personal finance counselor, writer, and lecturer.

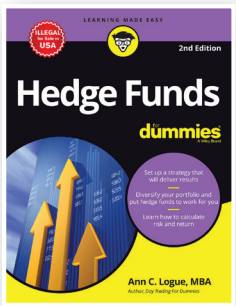
ABOUT THE BOOK

Newly revised and updated, Mutual Funds For Dummies, 8th Edition provides readers with insight on how to find the best-managed funds that match their financial goals. With straightforward advice and a plethora of specific and up-to-date fund recommendations, Eric Tyson helps readers avoid fund-investing pitfalls and maximize their chances of success.

TABLE OF CONTENTS

• Getting Started with Funds • Evaluating Alternatives to Funds • Separating the Best from the Rest • Crafting Your Fund Portfolio • Keeping Current and Informed • The Part of Tens

9789357460415 | Pages: 436 | ₹ 959



Hedge Funds For Dummies, 2ed | e

Ann C. Logue

ABOUT THE AUTHOR

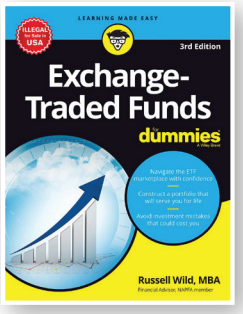
Ann C. Logue, MBA worked for twelve years as an investment analyst and earned the Chartered Financial Analyst designation along the way. She has extensive working experience in financial services and taught business administration at the University of Illinois. She's a finance writer who has written countless articles on investment and hedge funds, and has edited publications on equity trading and risk management. Logue is the author of several books in the For Dummies series, including Hedge Funds For Dummies and Day Trading For Dummies.

ABOUT THE BOOK

Hedge Funds For Dummies 2e is the perfect resource for anyone who wants to diversify his/her portfolio and explore the world of hedge funds. It's packed with helpful information that teaches readers about the types of hedge funds they can invest in and how to research them, how to safely invest in managed hedge funds, the

risks and rewards involved in hedge funds, and how to look for a broker. While hedge funds have a reputation for being risky, Hedge Funds For Dummies 2e shows you how to avoid common mistakes of failed hedge funds so you can set up a surefire strategy to ensure profitability and success.

9789357460330 | Pages: 368 | ₹ 959



Exchange-Traded Funds For Dummies, 3ed | e

Russell Wild

ABOUT THE AUTHOR

Russell Wild, MBA is the author or co-author of nearly two dozen nonfiction books, including Exchange-Traded Funds For Dummies, Index Investing For Dummies, and Bond Investing For Dummies. He has a master's degree in business administration and a graduate certificate in personal financial planning. In addition to his work as a writer and author, Wild is also a NAPFA-registered financial advisor with the Pennsylvania Securities Commission. His firm, Global Portfolios, based in Allentown, PA, specializes in providing retirement planning and global portfolio diversification through the use of fund management.

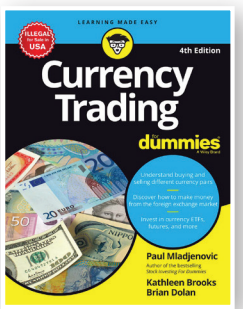
ABOUT THE BOOK

Exchange-Traded Funds For Dummies, 3rd Edition will guide readers through the investment process so they invest wisely and learn to make a profit. The stock market can seem daunting, but with the help of Dummies, anyone can learn how to invest in ETFs. They're transparent, easy to trade, and tax-efficient. Don't be scared away by the constant innovation of ETFs. Get ahead of the curve and start investing with confidence.

TABLE OF CONTENTS

• The ABCs of ETFs • Building the Stock (Equity) Side of Your Portfolio • Adding Bonds (Fixed Income) to Your Portfolio • Specialized ETFs • Putting it all Together • The Part of Tens

9789357460347 | Pages: 452 | ₹ 959



Currency Trading For Dummies, 4ed | e

Paul Mladjenovic, Kathleen Brooks, Brian Dolan

ABOUT THE AUTHOR

Paul Mladjenovic, CFP is a renowned certified financial planner and investing consultant with over 21 years' experience writing and teaching about common stocks and related investments. He is the CEO and owner of Prosperity Network. He has authored six editions of the best-selling Stock Investing For Dummies and is frequently interviewed by media outlets including Marketwatch, Kitco, OANN, and more.

ABOUT THE BOOK

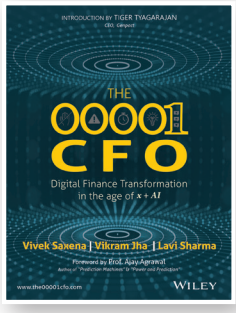
Currency Trading For Dummies 4th Edition is the need-to-read guide for financial gurus looking to expand their knowledge into the foreign exchange market. Prospective traders will learn the difference between the stock market and the foreign exchange market, the foundations of currency trading, and secrets to success.

TABLE OF CONTENTS

• Getting Started with Currency Trading • Data and Details You Can Use to Trade Currencies • Executing a Trading Plan • Forex Alternatives

·The Part of Tens

9789357460491 | Pages: 416 | ₹ 959



The 00001 CFO | e

Vivek Saxena, Vikram Jha, Lavi Sharma

ABOUT THE AUTHOR

"Vivek Saxena is the Senior Vice President, Finance & Accounting (F&A) and Enterprise Risk & Compliance (ERC) Service Line leader at Genpact. Vivek has over 25 years of experience working with Fortune 500 companies designing and delivering multi-tower business transformation solutions, incorporating data, tech, and AI.

Vikram Jha is a Vice President, the F&A Service Line at Genpact. He has two decades of diverse F&A experience ranging from being a Finance Controller to managing accounting services for clients to a management consultant at PwC and is F&A subject matter expert at Genpact.

Lavi Sharma is a Vice President in the F&A Service Line at Genpact. In her 12-plus years of experience in engaging with clients, she has been at the forefront of understanding the priorities of the CFO office, addressing their needs around technology solutions and new regulatory compliances like Lease accounting.

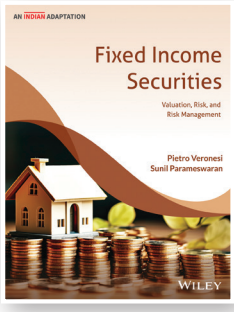
ABOUT THE BOOK

The emergence of Artificial Intelligence (AI) has disrupted numerous industries and operations, necessitating a repositioning of finance teams as strategic functions that champion growth, value creation, and sustainability. The rapid pace of technological evolution and proliferation of data is reshaping the landscape in unprecedented ways. Amidst these escalating expectations and uncertainties driven by digital advancements, the lack of preparedness can be daunting. 'The 00001 CFO' book serves as a window into this future, exploring what may seem improbable but is, in fact, inevitable. It describes the paradigm shifts that CFOs and Finance teams must embrace to thrive in this inevitable future.

TABLE OF CONTENTS

• The 00001 Future • Zero Touch Processing • Zero Exceptions • Zero Time To Close • Zero Time To Insights • One Holistic Experience • Zero Touch Controls • 00001 Operating Model • 00001 Skills • The CFOVerse • Green Accountant • The 00001 Beginning

9789357460576 | Pages: 292 | ₹ 1419



Fixed Income Securities, (An Indian Adaptation) : Valuation, Risk, and Risk Management | e | IM

Pietro Veronesi, Sunil Parameswaran

ABOUT THE AUTHOR

Pietro Veronesi is the Roman Family Professor of Finance at the Booth School of Business at The University of Chicago, where he teaches masters and PhD-level courses in Finance. His research focuses on asset pricing, stock and bond valuation under Bayesian uncertainty and learning, and equilibrium models of return predictability. Dr. Veronesi is a research associate of the National Bureau of Economic Research and a research fellow of the Center for Economic and Policy Research.

Sunil Parameswaran is a PGP from IIM Bangalore, and a PhD from Duke University. He has extensive teaching experience in India, Australia, Singapore, and the US. He also has extensive corporate training experience and has been offering training workshops to various Indian and multi-national IT companies in India, for over 20 years. A prolific writer he has published a book titled 'Fundamentals of Financial Instruments' with John Wiley Singapore, and the second edition was released in 2022.

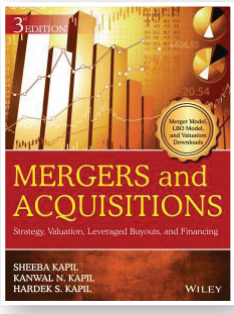
ABOUT THE BOOK

Fixed Income Securities: Valuation, Risk, and Risk Management, 1st Edition provides a thorough discussion of the world of fixed income securities, the forces affecting their prices, their risks, and the appropriate risk management practices. This book, however, provides a methodology, and not a ""shopping list"" of all the possible interest rate securities that have ever been invented. It instead provides examples and methodologies that can be applied quite universally once the basic concepts have been understood.

TABLE OF CONTENTS

• Fixed Income Markets • Term Structure Models: Trees • Term Structure Models: Continuous Time

9789357463546 | Pages: 636 | ₹ 1099



Mergers and Acquisitions, 3ed : Strategy, Valuation, Leveraged Buyouts, and Financing | e | IM

Sheeba Kapil, Kanwal N. Kapil, Hardek S. Kapil

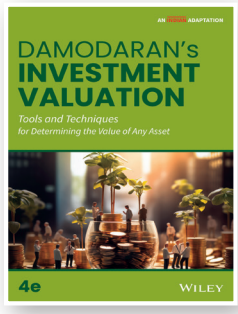
ABOUT THE BOOK

This book offers an in-depth and practical guide to M&A by integrating theoretical foundations with real-world applications. It brings to light the intricate processes of deal evaluation, strategic fit, regulatory compliance, and accurate valuation necessary to execute successful transactions. It further reflects the latest advancements in valuation methodologies, with particular emphasis on leveraged buyouts (LBOs), start-up and innovation-led valuations, and introduces robust, contemporary tools for risk measurement and integrated financial modeling in the modern M&A landscape.

TABLE OF CONTENTS

• Mergers and Acquisitions: Trends and Waves • Understanding M&A • Mergers and Acquisitions: Strategy and Strategic Fit • Corporate Restructuring and Mergers and Acquisitions • Identifying Opportunities in Mergers and Acquisitions: Buy Side and Sell Side • Mergers and Acquisitions: Legal and Regulatory Framework • Mergers and Acquisitions: Takeover Defenses • Mergers and Acquisitions: Accounting and IFRS-3 • Foreign Direct Investment and Mergers and Acquisitions • Concepts in Business Valuation • Valuation by Multiples • Business Valuation and Consideration Paid in Mergers and Acquisitions • Brand Valuation and Mergers and Acquisitions • Private Equity and Start-Up Valuation • Leveraged Buyout Economics and Valuation • Financing Options in Mergers and Acquisitions • Leveraged Buyout • Private Equity and Mergers & Acquisitions • Investment Banks and Mergers and Acquisitions • Hedge Funds and Mergers & Acquisitions • Post-Merger Integration • Corporate Governance and Mergers and Acquisitions (M&A) • Mergers and Acquisitions: Merger Model

9789370607897 | Pages: 636 | ₹ 1129



Investment Valuation, 4ed (An Indian Adaptation) : Tools and Techniques for Determining the Value of Any Asset | e

Aswath Damodaran

ABOUT THE AUTHOR

ASWATH DAMODARAN is Professor of Finance at New York University's Leonard N. Stern School of Business. He teaches corporate finance and valuation at leading investment banks. He has been the recipient of numerous awards for outstanding teaching, including the NYU Distinguished Teaching Award, and was named one of the nation's top business school teachers by BusinessWeek. His publications include Damodaran on Valuation, Applied Corporate Finance, The Little Book of Valuation, Investment Philosophies, and The Dark Side of Valuation.

ABOUT THE BOOK

Valuation may seem complex, but at its core, it is simple and applies across sectors, geographies, and company types. In this Indian adaptation of Investment Valuation: Tools and Techniques for Determining the Value of Any Asset, 4th Edition, renowned New York University Stern Business School Professor Aswath Damodaran demystifies the process of valuing assets—stocks, bonds, real assets, and more—using global frameworks adapted to India's fast-evolving market.

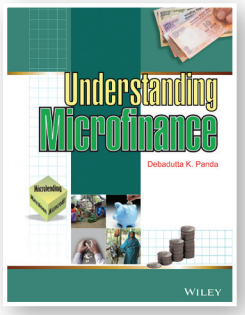
India's market has captured global attention, driven by a compelling growth story, rising equity prices, increasing retail participation, and the continued influence of family-run businesses. This edition reflects these dynamics, helping readers apply sound valuation principles within the Indian context.

Whether you're a student, a self-taught learner, or an active investor, this book will guide you in applying valuation lessons to companies that interest you—in India or anywhere else.

TABLE OF CONTENTS

• CHAPTER 1 Introduction to Valuation • CHAPTER 2 Approaches to Valuation • CHAPTER 3 Understanding Financial Statements • CHAPTER 4 The Basics of Risk • CHAPTER 5 Option Pricing Theory and Models • CHAPTER 6 Market Efficiency—Definition, Tests, and Evidence • CHAPTER 7 Riskless Rates and Risk Premiums • CHAPTER 8 Estimating Risk Parameters and Costs of Financing • CHAPTER 9 Measuring Earnings • CHAPTER 10 From Earnings To Cash Flows • CHAPTER 11 Estimating Growth • CHAPTER 12 Closure in Valuation: Estimating Terminal Value • CHAPTER 13 Narrative and Numbers – Story to Value • CHAPTER 14 Equity Intrinsic Value Models • CHAPTER 15 Firm Valuation: Cost of Capital and Adjusted Present Value Approaches • CHAPTER 16 Estimating Equity Value per Share • CHAPTER 17 Fundamental Principles of Relative Valuation • CHAPTER 18 Earnings Multiples • CHAPTER 19 Book Value Multiples • CHAPTER 20 Revenue Multiples and Sector-Specific Multiples • CHAPTER 21 Valuing Financial Service Firms • CHAPTER 22 Valuing Money-Losing Firms • CHAPTER 23 Valuing Young or Start-Up Firms • CHAPTER 24 Valuing Private Firms • CHAPTER 25 Acquisitions and Takeovers • CHAPTER 26 Valuing Real Estate • CHAPTER 27 Valuing Other Assets • CHAPTER 28 The Option to Delay and Valuation Implications • CHAPTER 29 The Options to Expand and to Abandon: Valuation Implications • CHAPTER 30 Valuing Equity in Distressed Firms • CHAPTER 31 Value Enhancement: A Discounted Cash Flow Valuation Framework • CHAPTER 32 Value Enhancement: Economic Value Added, Cash Flow Return on Investment, and Other Tools • CHAPTER 33 Probabilistic Approaches in Valuation: Scenario Analysis, Decision Trees, and Simulations • CHAPTER 34 Overview and Conclusion • References • Index

9789370601710 | Pages: 1140 | ₹ 1199



Understanding Microfinance | e

Debadutta K. Panda

ABOUT THE AUTHOR

Prof. Debadutta K. Panda is presently working as a core faculty member at Xavier Institute of Social Service (XISS), Ranchi. He is an M.Sc. in Agricultural Economics from Orissa University of Agriculture and Technology (OUAT), Bhubaneswar and a Post Graduate in Rural Management from Xavier Institute of Management (XIM), Bhubaneswar and is continuing his doctoral research on microfinance.

Prof. Panda has worked on consulting and research assignments for agencies like United Nations Development Programme (UNDP), World Food Programme (WFP), World Wide Fund for Nature-India (WWF), United Nations Industrial Development Organization (UNIDO), World Bank, Asian Development Bank (ADB), GVT, MART, CFMR, Government of Orissa, Government of India, AMITY Bhubaneswar Campus (Amity University) and Orissa University of Agriculture and Technology.

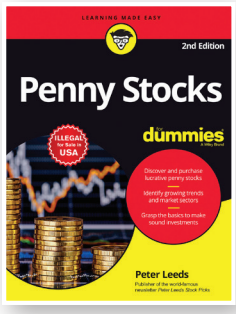
ABOUT THE BOOK

This book is both textual and contextual and focuses on the Indian Microfinance scenario. It gives an in-depth understanding on microfinance products, supported by relevant case studies and examples. The different components of microfinance in the Indian context are discussed with suitable examples such as demand and supply of microfinance, intermediation and regulations and so on. The book analyzes the role of microfinance and microfinance institutions in natural disasters and also scans various microfinance lending models practiced throughout the world and focuses on the models practiced in India. As microfinance in India is a continuous changing practice, the various products, technology, innovations and product mix are captured with suitable examples, drawn from various institutions and organizations.

TABLE OF CONTENTS

• Preface • About the Author • 1 Microfinance: What is it? • 2 Supply, Intermediation and Regulations of Microfinance • 3 Microfinance Credit Lending Models • 4 Risks in Microfinance Institutions • 5 Social Rating, Credit Rating and Impact Assessment in Microfinance • 6 Marketing in Microfinance Institutions • 7 Microfinance and Disaster • 8 Microfinance and Development • Case Studies on Self Help Groups • Bibliography • Further Reading • List of Tables • List of Figures • List of Boxes • Index"

9788126519446 | Pages: 296 | ₹ 885



Penny Stocks For Dummies, 2ed | e

Peter Leeds

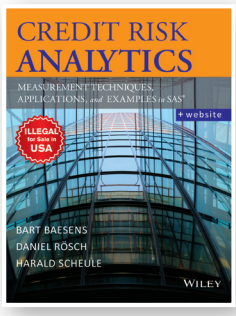
ABOUT THE AUTHOR

Peter Leeds is a highly respected authority on penny stocks who has been quoted in major media outlets and published in Forbes and Business Excellence Magazine. His popular Peter Leeds Stock Picks newsletter, available at www.peterleeds.com, has sold more than 42,000 subscriptions.

ABOUT THE BOOK

While the majority of penny stocks are very risky, choosing the right ones can be extremely lucrative. Written by penny stock expert Peter Leeds—also known as The Penny Stock Professional—this hands-on, friendly guide takes the guesswork out of investing in penny stocks and gives you the knowledge to make smart investment choices that can yield big returns. In no time, you'll have the confidence and know-how to properly identify and purchase winning penny stocks—and get in on the ground floor of small cap stocks that can bring you high rewards.

9788126579037 | Pages: 340 | (Exclusive)



Credit Risk Analytics : Measurement Techniques, Applications, and Examples in SAS | e

Bart Baesens, Daniel Roesch, Harald Scheule

ABOUT THE AUTHOR

"Harald (Harry) Scheule , is Associate Professor of Finance at the University of Technology, Sydney. He is a regional director of the Global Association of Risk Professionals. His award-winning research has been widely cited and published in leading

journals. He currently serves on the editorial board of the Journal of Risk Model Validation.

Bart Baesens is an associate professor at KU Leuven (Belgium), and a lecturer at the University of Southampton (United Kingdom). He has done extensive research on analytics, customer relationship management, web analytics, fraud detection and credit risk management. He regularly advises and provides consulting support to international firms with respect to their analytics and credit risk management strategy.

Daniel Roesch, Ph.D, holds the chair in Statistics and Risk Management at the University of Regensburg. Prior to joining the University of Regensburg in 2013 he was Professor of Finance and Director of the Institute of Banking of Finance at the Leibniz University of Hannover from 2007 to 2013. He is the current President of the German Finance Association, co-founder and member of the board of directors of the Hannover Center of Finance, and deputy managing director of the workgroup Finance and Financial Institutions of the Operations Research Society.

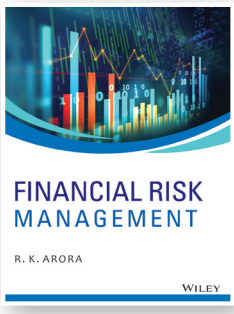
ABOUT THE BOOK

Credit Risk Analytics provides a targeted training guide for risk managers looking to efficiently build or validate in-house models for credit risk management. Combining theory with practice, this book walks you through the fundamentals of credit risk management and shows you how to implement these concepts using the SAS credit risk management program, with helpful code provided. Coverage includes data analysis and preprocessing, credit scoring; PD and LGD estimation and forecasting, low default portfolios, correlation modeling and estimation, validation, implementation of prudential regulation, stress testing of existing modeling concepts, and more, to provide a one-stop tutorial and reference for credit risk analytics.

TABLE OF CONTENTS

• Introduction to Credit Risk Analytics • Introduction to SAS Software • Exploratory Data Analysis • Data Preprocessing for Credit Risk Modeling • Credit Scoring • Probabilities of Default (PD): Discrete-Time Hazard Models • Probabilities of Default: Continuous-Time Hazard Models • Low Default Portfolios • Default Correlations and Credit Portfolio Risk • Loss Given Default (LGD) and Recovery Rates • Exposure at Default (EAD) and Adverse Selection • Bayesian Methods for Credit Risk Modeling • Model Validation • Stress Testing • Concluding Remarks

9788126567027 | Pages: 512 | ₹ 1029



Financial Risk Management | e | IM

R. K. Arora

ABOUT THE AUTHOR

Ravinder Kumar Arora is Professor of Finance and Accounting at International Management Institute, New Delhi. He is also a fellow member of the Institute of Cost Accountants of India and the Institute of Company Secretaries of India. Dr. Arora has around 23 years of experience in teaching Managerial Accounting, Corporate Finance, Project Finance, Risk Management, Cost Management, Management Control Systems, and Investment Management.

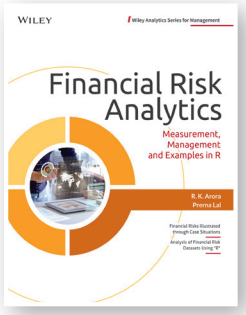
ABOUT THE BOOK

Financial Risk Management is designed to provide the readers with a stronger foundation in measurement and management of financial risks. This book takes the readers through the subject in a step-wise manner with the aim of providing necessary knowledge and skills for evaluating and dealing with financial risks. This book is primarily meant for graduate students of Management, and it would also prove helpful to the students intending to appear in the FRM examination conducted by Global Association of Risk Professionals (GARP) as well as practicing risk managers.

TABLE OF CONTENTS

• Introduction to Financial Risk Management • Market Risk: Sensitivity Measures • Volatility and Correlation • Value at Risk and Expected Shortfall • Management of Market Risk • Estimating Default and Migration Probabilities • Credit Value at Risk • Credit Risk Management • Operational Risk • Liquidity Risk • Model Risk • Asset Liability Management • Enterprise Risk Management • Financial Innovation • Role of Analytics in Risk Management

9789390395637 | Pages: 404 | ₹ 899



Financial Risk Analytics : Measurement, Management and Examples in R | e | IM

R. K. Arora, Prerna Lal

ABOUT THE AUTHOR

Ravinder Kumar Arora is Professor of Finance and Accounting at International Management Institute, New Delhi. He is also a fellow member of the Institute of Cost Accountants of India and the Institute of Company Secretaries of India. Dr. Arora has around 23 years of experience in teaching Managerial Accounting, Corporate Finance, Project Finance, Risk Management, Cost Management, Management Control Systems, and Investment Management.

Dr. Prerna Lal is an Assistant Professor in the Information Management area at International Management Institute New Delhi. She is a Microsoft Certified Data Analyst Associate as well as Tableau Desktop Specialist. She has published research in both Indian and international journals.

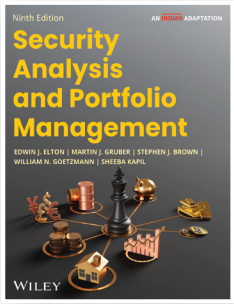
ABOUT THE BOOK

The book is of particular use for risk managers working in the banking industry. Banks are required by the Basel guidelines to have sufficient risk capital to cover the potential losses that they face. Banks can either use the norms prescribed by the Basel guidelines or their own risk models to measure different financial risks in order to estimate the risk capital requirement. The book can be extremely helpful to banks in performing these tasks.

TABLE OF CONTENTS

• Market Risk • Credit Risk • Other Financial Risk • Other Topics

9789354642135 | Pages: 452 | ₹ 999



Security Analysis and Portfolio Management, 9ed (An Indian Adaptation)

Edwin J. Elton, Martin J. Gruber, Stephen J. Brown, William N. Goetzmann, Sheeba Kapil

ABOUT THE AUTHOR

EDWIN J. ELTON is Nomura Professor of Finance at the Stern School of Business of New York University. He has authored or coauthored eight books and more than 100 articles.

MARTIN J. GRUBER is Nomura Professor of Finance and past Chairman of the Finance Department at the Stern School of Business of New York University. He is a fellow of the American Finance Association. He has published nine books and more than 100 journal articles in journals such as The Journal of Finance, The Review of Financial Studies, Review of Economics and Statistics, Journal of Financial Economics, Journal of Business, Management Science, Journal of Financial and Quantitative Analysis, Operations Research, Oxford Economic Papers, and The Journal of Portfolio Management.

STEPHEN J. BROWN is David S. Loeb Professor of Finance and Coordinator of Undergraduate Finance at the Leonard N. Stern School of Business, New York University. He has served on the Board of Directors of the American Finance Association, was founding editor of The Review of Financial Studies and is currently a member of the Board of the Society of Quantitative Analysis. He is a Managing Editor of the Journal of Financial and Quantitative Analysis and has served on the editorial boards of The Journal of Finance, Pacific-Basin Finance Journal, and other journals.

WILLIAM N. GOETZMANN is Edwin J. Beinecke Professor of Finance and Management Studies at the Yale School of Management and Director, International Center for Finance at the Yale School of Management and has served on the Board of Directors of the American Finance Association. Dr Sheeba Kapil is Professor and HoD in Finance at the Indian Institute of Foreign Trade (IIFT), New Delhi, India. With over 28 years of experience in teaching, research, academic leadership, and institutional development, doctoral supervision, curriculum innovation, and accreditation engagement. Dr Kapil has held several leadership roles including Head, Graduate Studies in Management Division, Head, International Collaboration & Capacity Development, and Head, Journal Division.

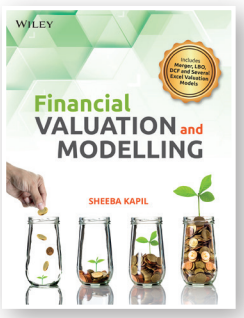
ABOUT THE BOOK

A globally acclaimed investment text adapted rigorously for Indian markets. Integrates Indian regulations, market structures, and contemporary data throughout. Balances strong theoretical foundations with real-world Indian case studies. Covers security analysis, portfolio theory, CAPM, APT, and derivatives end-to-end. Designed for MBA, M.Com, CFA® and FRM®-aligned finance programs. Ideal for building both conceptual clarity and practical investment insight.

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• "UNIT 1 INTRODUCTION • Chapter 1 Introduction • Chapter 2 Understanding Financial Market • Chapter 3 Financial Markets and Trading • • • UNIT 2 SECURITY ANALYSIS • Chapter 4 Efficient Markets • Chapter 5 Behavioral Finance, Investor Decision • Chapter 6 Company Analysis–Earning and Growth • Chapter 7 Equity Research and Valuation Process • Chapter 8 Evaluation of Security Analysis • Chapter 9 Interest Rate Theory and the Pricing of Bonds • Chapter 10 The Management of Bond Portfolios • • UNIT 3 PORTFOLIO ANALYSIS • PART I MEAN VARIANCE PORTFOLIO THEORY • Chapter 11 Risk and Return • Chapter 12 Delineating Efficient Portfolios • Chapter 13 Techniques for Calculating the Efficient Frontier • PART 2 THE PORTFOLIO SELECTION PROCESS • Chapter 14 The Correlation Structure of Security Returns—The Single-Index Model • Chapter 15 The Correlation Structure of Security Returns—Multi-Index Models and Grouping Techniques • Chapter 16 Simple Techniques for Determining the Efficient Frontier • PART 3 SELECTING THE OPTIMUM PORTFOLIO • Chapter 17 Estimating Expected Returns • Chapter 18 How to Select among the Portfolios in the Opportunity Set • Chapter 19 Option Pricing Theory • PART 4 WIDENING THE SELECTION UNIVERSE • Chapter 20 The Valuation and Uses of Financial Futures • Chapter 21 International Diversification • Chapter 22 Capital Asset Pricing Model • • UNIT 4 MODELS OF EQUILIBRIUM IN THE CAPITAL MARKET • Chapter 23 Alternative Forms of Capital Asset Pricing Models • Chapter 24 Empirical Tests of Equilibrium Models • Chapter 25 The Arbitrage Pricing Model APT— A Multifactor Approach to Explaining Asset Prices • Chapter 26 Evaluation of Portfolio Performance • Chapter 27 Portfolio Management Revisited

9789377067489 | Pages: 754 | ₹ 1199



Financial Valuation and Modelling | e | IM

Sheeba Kapil

ABOUT THE AUTHOR

Dr. Sheeba Kapil is a Professor of Finance at the Indian Institute of Foreign Trade, New Delhi, India. She has over 23 years' of experience in research and academics. Her interest areas are alternative investments, mergers and acquisitions, and valuations. She has successfully tenured the post of Director – IQAC (Internal Quality Assurance Cell) at IIFT New Delhi and has held several other portfolios in various publications and journals at IIFT. Dr. Kapil has also chaired MBA-IB flagship program, executive postgraduate programs in International Business and Finance. She has been instrumental in designing and reviewing various postgraduate programs in Finance.

ABOUT THE BOOK

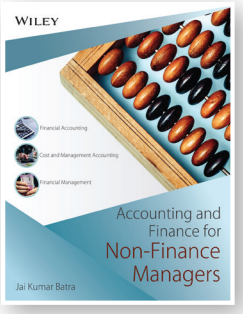
The book takes the readers through the various underlying concepts, methodologies, Excel-based valuation models, and simulation models to better understand the valuation concepts. The book contains tables, graphs, illustrations, real business cases, and Excel models to understand valuation across assets and investment decisions. With simple and lucid language and excellent presentation, this book would be immensely useful for MBA (Finance) students, chartered accountants

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• Book Review • Preface • About the Author • Acknowledgments • Chapter 1 The Valuation Business • Chapter 2 Business Valuation • Chapter 3 Understanding DCF Valuation • Chapter 4 Cost of Capital • Chapter 5 Undervaluation and Financial Distress • Chapter 6 Relative Valuation • Chapter 7 Start-Up Valuation • Chapter 8 Private Equity and Valuation • Chapter 9 M&A Valuation and Merger Modelling • Chapter 10 LBO Economics • Chapter 11 LBO Valuation and Modelling • Chapter 12 Real-Option Valuation • Chapter 13 Brand

Valuation • Chapter 14 Hedge Funds • Chapter 15 Investment Banks • Chapter 16 Intellectual Property Rights and Patent Valuation • Index

9789354246036 | Pages: 536 | ₹ 1150



Accounting and Finance for Non-Finance Managers | e | IM

Jai Kumar Batra

ABOUT THE AUTHOR

Jai Kumar Batra is the Secretary, The Institute of Chartered Accountants of India (ICAI), New Delhi. Prior to this, he was the Director and Professor of Accounting and Finance at Jagannath International Management School (JIMS), New Delhi, affiliated to Guru Gobind Singh Indraprastha University, New Delhi, and All India Council for Technical Education. CA (Dr) Batra, a university rank holder, obtained the Bachelor of Commerce degree and Master of Business Administration (MBA) degree from Maharshi Dayanand University (MDU), Rohtak.

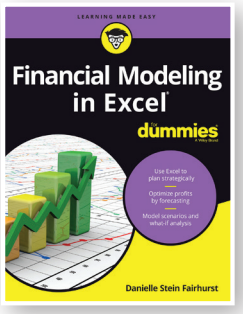
ABOUT THE BOOK

Designed for management students from a non-finance background, Accounting and Finance for Non-Finance Managers introduces the basic concepts of accounting and finance in an easy-to-understand manner while acknowledging the recent advancements in financial and managerial accounting. It comprehensively covers the fundamental concepts of financial accounting, cost accounting, management accounting and financial management, and presents international accounting standards including US GAAP and IFRS.

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• Financial Accounting • Cost And Management Accounting • Financial Management

9789357461115 | Pages: 1152 | ₹ 1399



Financial Modeling in Excel For Dummies | e

Danielle Stein Fairhurst

ABOUT THE AUTHOR

Danielle Stein Fairhurst (Sydney, Australia) is the principal financial modeler for Plum Solutions. With fourteen years' experience in her field, Danielle Fairhurst has accumulated over 40,000 subscribers to her "Financial Modelling in Excel" LinkedIn group. Fairhurst is also the author of several articles as well as a financial modeling newsletter. In 2015, Wiley published Fairhurst's Using Excel For Business Analysis: A Guide to Financial Modelling Fundamentals. With her expertise outlined in this book, businesses will be able to utilize Excel's capabilities for their benefit.

ABOUT THE BOOK

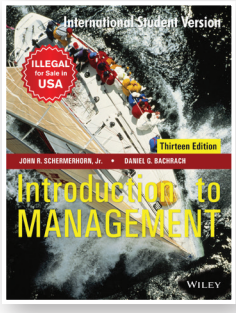
Financial Modeling in Excel For Dummies is your comprehensive guide to learning how to create informative, enlightening financial models today. Not a math whiz or an Excel power-user? No problem! All you need is a basic understanding of Excel to start building simple models with practical hands-on exercises and before you know it, you'll be modeling your way to optimized profits for your business in no time. Excel is powerful, user-friendly, and is most likely already installed on your computer—which is why it has so readily become the most popular financial modeling software.

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• Getting Started with Financial Modeling • Diving Deep into Excel • Building Your Financial Model • The Part of Tens

9788126569182 | Pages: 340 | ₹ 689

GENERAL MANAGEMENT



Introduction to Management, 13ed, ISV | e | IM

John R. Schermerhorn, Jr., Daniel G. Bachrach

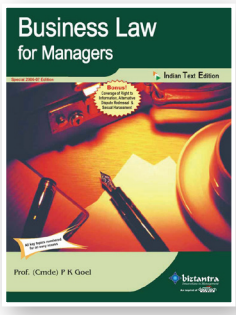
ABOUT THE BOOK

We've got you covered for your Principles of Management course with Schermerhorn/Bachrach, Introduction to Management 13th Edition. With new cases, more opportunities for self-assessment and the Management Weekly Updates news blog, the text and its comprehensive suite of resources promote critical thinking and active learning. Thoroughly updated while maintaining its trusted balance of concepts and applications, Introduction to Management 13th Edition presents the most current material to apply theory and show relevance of management concepts in the real world—for students to succeed in your management course and beyond.

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• Management • Environment • Planning and Controlling • Organizing • Leading • Management Cases for Critical Thinking

9788126558186 | Pages: 540 | ₹ 1089



Business Law for Managers | e

P. K. Goel

ABOUT THE AUTHOR

Prof. (Commodore) P.K. Goel has been teaching business and corporate law at IMT Ghaziabad for over 12 years. He retired as Judge Advocate General (Navy) in the rank of Commodore. He has also been Visiting Faculty at Staff College, Wellington and Logistic School apart from institutes of the Indian Navy for over three decades. He holds an M.Com, LLB and M.Phil from Agra, Bombay and Jawaharlal Nehru Universities respectively.

ABOUT THE BOOK

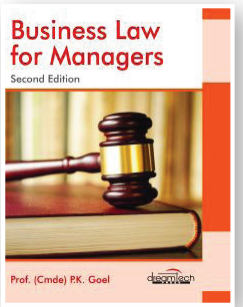
This book teaches business law in a simple, lucid, and practical manner in tune with the interdisciplinary aspect of business practices as

taught in management. The objective is to prepare knowledgeable managers rather than lawyers.

TABLE OF CONTENTS

• Laws relating to Contract, Sale of Goods, Negotiable Instruments and Consumer Protection. • Highlights of laws relating to Intellectual Property including Patents, Copyright and Trademark. • Highlights of some relevant economic laws like IT Act 2000; FEMA 1999; and Competition Act 2002. • Corporate laws include Company Law along with Corporate Governance. • Legal aspects relating to business - Partnerships, Alternative Dispute Redressal, Sexual Harassment, Right to Information and Environment Protection. • Relevant aspects of the Constitution of India concerning business.

9788177225358 | Pages: 340 | ₹ 599



Business Law for Managers, 2ed | e

Prof. (Cmde) P.K. Goel

ABOUT THE AUTHOR

Prof. (Commodore) P.K. Goel has taught business and corporate law at IMT Ghaziabad for more than twenty years. He has also been a visiting faculty for this subject in many management institutes including I.I.M. Ranchi. He has also been a visiting faculty at Defense Services Staff College, Wellington and many other institutes of the Indian Navy for over three decades. Prof. (cmde) Goel retired as the Judge Advocate General (Navy) in the rank of commodore. He was bestowed by the President of India Ati Vishisht Sewa Medal (AVSM) and Vishisht Sewa Medal (VSM).

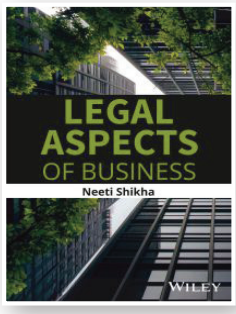
ABOUT THE BOOK

The book Business Law for Managers is exclusively designed for management students, corporate managers, teachers and other readers to understand the legal framework within which businesses operate. It will help the readers to understand legal and regulatory issues affecting or likely to have a bearing on the profitability and sustainability of the businesses. The book is divided into ten chapters that cover various aspects of different business laws, namely, Contract Act, Sales of Good Act, Partnership Act, Negotiable Instruments Act, Consumer Protection Act, Information Technology Act and Companies Act.

TABLE OF CONTENTS

• Constitution of India-Some Relevant Aspects • Foundation of Business Law • Intellectual Property Law • Some Other Relevant Economic Laws • Corporate Laws • Miscellaneous Laws

9789391540449 | Pages: 372 | ₹ 699



Legal Aspects of Business | e | IM

Neeti Shikha

ABOUT THE AUTHOR

Neeti Shikha is an international academic scholar with extensive research and academic experience. She has teaching and research experience both in India and Singapore and enjoys wide international linkages with insolvency scholars across the globe.

Her contributions to research and policy have precipitated changes within India's policy framework and have garnered attention from institutions like the World Bank. She has served as a subject matter expert, offering insights for the World Bank Group's Business Enabling Environment Report.

She serves as a member of the INSOL Academic Steering Committee, a pre-eminent Committee of the INSOL International. (INSOL International is a worldwide federation of national associations for accountants and lawyers who specialize in turnaround and insolvency.

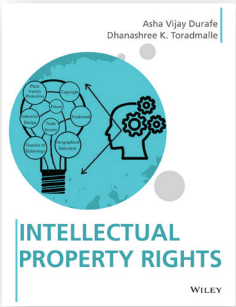
ABOUT THE BOOK

Legal Aspects of Business provides readers with a clear understanding of the legal challenges that arise in the business world. A solid legal foundation enables business students to adeptly navigate the intricate legal terrain of the business sector, empowering them to make well informed decisions and contribute meaningfully to their organizations. This book clarifies ""what"" the law is, elucidates ""why"" the law exists, and for those seeking deeper insights, it directs readers to ""where"" they can find the law.

TABLE OF CONTENTS

• Introduction: Role of Law in Business • Introduction to Indian Contract Act, 1872 • Special Contracts and E-Contracts • Discharge and Breach of Contract and Remedies Thereof • Law of Sale of Goods • Law of Negotiable Instruments • Forms of Business Organization • Consumer Protection Laws • Intellectual Property Rights • Business Ethics • Introduction to Company Law • Directors, Shareholders, Audits, and Meetings • Winding Up and Dissolution of a Company • Introduction to Insolvency and Bankruptcy • Alternative Dispute Resolution Mechanism • Labor Laws

9789357467483 | Pages: 480 | ₹ 999



Intellectual Property Rights | e

Asha Vijay Durafe,
Dhanashree K. Toradmalle

ABOUT THE AUTHOR

Asha Vijay Durafe is an Assistant Professor in the Electronics and Computer Science Department of Shah & Anchor Kutchhi Engineering College, Chembur, Mumbai, India. Having 15+ years of experience in the field of education, she likes to explore in the areas of Intellectual Property Rights, Communication Networks and Cyber Security, Chaotic Encryption,

Image Processing, Analog and Digital Communication and Power Electronics.

Dhanashree K. Toradmalle is an Associate Professor in the Department of Information Technology at Shah & Anchor Kutchhi Engineering College. She has 18 years of rich and dynamic experience in the field of academics. She has been initiating new challenges to pave the path for a better learning system for the students. Her areas of interests are Computer Networks, Cryptography, Network and Information Security.

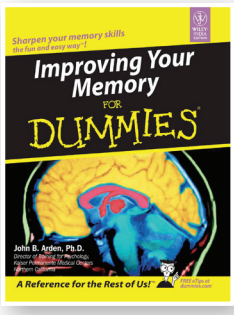
ABOUT THE BOOK

This book, Intellectual Property Rights, systematically discusses how to file and protect different forms of the Intellectual Property and the allied techno-legal terms. It combines the basic concepts of all types of Intellectual Property Rights (IPR), their registration processes and enforcement rules. This book acts as a ready reckoner not only for students but also for instructors as it covers various aspects of IPR. The book is designed with substantial pedagogy, and the reader does not have to refer to multiple books for a single course with multiple dimensions.

TABLE OF CONTENTS

• Components of IPR and Their Importance • Enforcement of Intellectual Property Rights • Emerging Issues in Intellectual Property Rights • Basics of Patents • Patent Filing and Patent Search • Copyright • Geographical Indications of Goods (Registration and Protection) Act, 1999 • Protection of Plant Varieties and Farmers' Rights Act, 2001: An Overview • Trademark • Industrial Design: The Designs Act, 2000

9789390395910 | Pages: 220 | ₹ 699



Improving your Memory for Dummies

John B. Arden

ABOUT THE AUTHOR

John Arden is a psychologist who oversees twenty training programs in as many medical centers. He has worked in the mental health and education systems for twenty-eight years and is the author of four other books

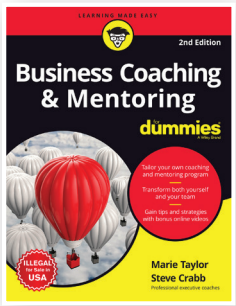
ABOUT THE BOOK

Whether you are cramming for an exam, have trouble remembering names, or you just want to give your overall memory power a boost, this plain-English guide offers clever tricks to help you remember what you want to remember. You'll discover how your memory works and how to enhance it in all types of situations.

TABLE OF CONTENTS

• Introduction • Part I: Understanding Memory • Part II: Establishing Memory Power • Part III: Preserving Your Memory • Part IV: Exercising Your Memory Every Day • Part V: The Part of Tens • Index

9788126514052 | Pages: 336 | ₹ 539



Business Coaching & Mentoring For Dummies, 2ed

Marie Taylor, Steve Crabb

ABOUT THE AUTHOR

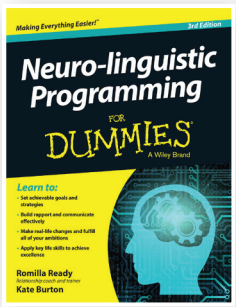
Marie Taylor had over 25 years' experience in HR and Organizational Development. Her consultancy business focuses on success and transformational coaching and Organizational Development. Working with senior professionals, business owners and individuals, she also delivered well-being retreats for busy professional men and women. A qualified coach for over 18 years, she delivered over 14,000 coaching hours at the individual and group level with UK and International clients during that time.

Steve Crabb is a Licensed Master Trainer of NLP and a Master Transformative Coach. Steve has helped to train and coach over 30,000 people in NLP, Coaching and Hypnosis and has personally coached over 5000 people. Steve regularly coaches and trains business men and women across the globe. He also works with Paul McKenna and co-presents his exclusive Life Transformation Experience which is held in Kensington and Beverley Hills and works behind the scenes with Paul on his books providing technical feedback on techniques and methodologies.

ABOUT THE BOOK

Business Coaching & Mentoring For Dummies provides business owners and managers with the insight they need to successfully develop the next generation of leaders. Packed with business-led strategies, key concepts, and effective techniques, this book equips you with the skills to transform both yourself and your team. Whether you're coaching colleagues, employees, or offering your skills as a service, these techniques will help you build a productive relationship that leads to business success. The companion website also features eight bonus videos that will further your mastery by showing you what great coaching looks like in action. Navigate tricky situations and emotional minefields with ease; develop vision, values, and a mission; create a long-term plan—everything you need is here, with expert guidance every step of the way.

9788126570843 | Pages: 432 | ₹ 639



Neuro-Linguistic Programming for Dummies, 3ed | e

Romilla Ready, Kate Burton

ABOUT THE AUTHOR

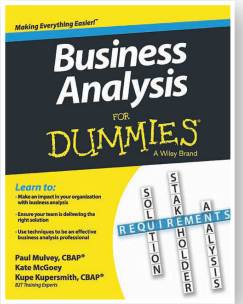
Romilla Ready is an NLP master practitioner who runs professional development workshops across a range of areas and has provided training for clients at multi-national companies in the UK and overseas.

Kate Burton is a leading international executive coach with a background in corporate communication in IT and works with clients such as HP, KPMG and Microsoft.

ABOUT THE BOOK

Neuro-linguistic programming (NLP) has taken the psychology world by storm. So much more than just another quick-fix or a run-of-the-mill self-help technique, NLP shows real people how to evaluate the ways in which they think, strategise, manage their emotional state and view the world. This then enables them to positively change the way they set and achieve goals, build relationships with others, communicate and enhance their overall life skills. Sounds great, right? But where do you begin? Thankfully, that's where this friendly and accessible guide comes in!

9788126559152 | Pages: 436 | ₹ 539



Business Analysis for Dummies

Paul Mulvey, Kate Mcgoey, Kupe Kupersmith

ABOUT THE AUTHOR

Kupe Kupersmith, President of B2T Training, possesses more than 14 years of experience in software systems development. He has served as the lead Business Analyst and Project Manager on projects in the energy, television, sports management, and marketing industries. Additionally, he serves as a mentor for business analysis professionals. Kupe is a Certified Business Analysis Professional (CBAP®). He is a frequently requested speaker in the business analysis field and has presented at many IIBA (International Institute of Business Analysis) chapters and conferences. He also maintains the BA Times blog (batimes.com).

ABOUT THE BOOK

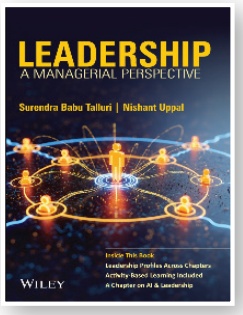
Business Analysis for Dummies provides readers with the tools and techniques used by successful business analysts to understand business environments and make informed decisions.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Business Analysis • Part II: The BA Toolkit: Tools, Terms, and Techniques • Part III: Selling the Plan and Keeping It on Track • Part IV: Achieving Goals with Business Analysis • Part V: The Part of Tens • Index

9788126543793 | Pages: 3384 | ₹ 479

HUMAN RESOURCE MANAGEMENT



Leadership: A Managerial Perspective

Surendra Babu Talluri, Nishant Uppal

ABOUT THE AUTHOR

Surendra Babu Talluri is a faculty member in the Organizational Behavior and Human Resources Management area at the Indian Institute of Management Bangalore. His academic work spans organizational behavior, human resource management, and careers research, with a particular focus on career success, career sustainability, employability, career competencies, and contemporary career transitions.

Nishant Uppal is a faculty member in the Department of Human Resource Management at the Indian Institute of Management Lucknow. Prior to entering academia, he accumulated substantial industry experience in human resource management and training, including work with major organizations such as Aditya Birla Financial Services Group.

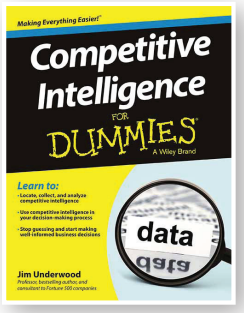
ABOUT THE BOOK

Leadership - A Managerial Perspective is a comprehensive textbook that introduces readers to the core ideas, frameworks, and practices of leadership from a management lens. The book is intended for students, faculty, executive learners, and practicing managers seeking a structured, application-oriented understanding of leadership in organizations. The book begins with the foundations of leadership, including its meaning, scope, typologies, and major theoretical approaches. It then examines leadership through the lenses of personality, projection, leader-follower relationships, attribution, impression management, and communication.

TABLE OF CONTENTS

• SECTION 1 Introduction to the Concept of Leadership • Chapter 1 Introduction to Leadership • Chapter 2 Typologies and Taxonomies of Leadership • Chapter 3 Introduction to Theories of Leadership • SECTION 2 Leader as a Person • Chapter 4 The Dynamics of Leadership: Innate, Developed, and Projected • Chapter 5 Personality and Leadership • SECTION 3 Leader and Follower • Chapter 6 Leaders and Followers • Chapter 7 Leader and Follower Performance • Chapter 8 Leadership and Impression Management • Chapter 9 Effective Leadership Communication: Theories, Models, and Barriers • SECTION 4 Leadership Styles • Chapter 10 Leadership Styles • Chapter 11 An Ethics and Morality Lens • Chapter 12 Diverse Views of Leadership • SECTION 5 Macro View of Leadership • Chapter 13 Strategic and Cross-Cultural Leadership • Chapter 14 Power, Politics, and the Art of Influence • Chapter 15 Leadership Development • Chapter 16 Leadership and Artificial Intelligenc

9789377060114 | Pages: 658 | ₹ 999



Competitive Intelligence for Dummies

James Jiambalvo, Padmini Srinivasan

ABOUT THE AUTHOR

Jim Underwood has guided over 200 MBA teams to perform predictive modeling studies for numerous Fortune 500 companies. Combining readily accessible information and technologies with critical thinking skills, Underwood helps companies of all sizes gather and analyze intel to develop and execute strategic initiatives and gain a competitive advantage.

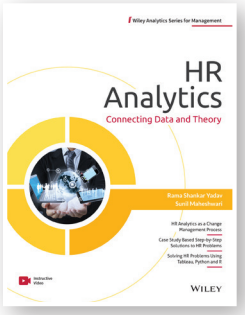
ABOUT THE BOOK

Whether you are just starting a business, venturing into new areas with an existing company, or looking to gain ground on a key competitor, Competitive Intelligence For Dummies gives readers insight on how to gather valuable information on not only their competitors, but on the operational environment and target audience. It also shows readers how to carefully analyze and use this information in their decision-making processes to gain market share and be on the cutting edge.

TABLE OF CONTENTS

• Introduction • Part I: Brushing Up on the Basics • Part II: Gathering, Confirming, and Organizing Relevant Data • Part III: Turning Data into Meaningful Intelligence • Part IV: Getting Support for Intelligence Dissemination and Implementation • Part V: The Part of Tens

9788126543977 | Pages: 384 | ₹ 489



HR Analytics : Connecting Data and Theory | e | IM

Rama Shankar Yadav, Sunil Maheshwari

ABOUT THE AUTHOR

Dr. Rama Shankar Yadav is a faculty in the area of Human Resource Management at the Indian Institute of Management Rohtak (IIM-R). Dr. Yadav has published book chapters, research papers, and case studies in various international journals. He is also serving as an Associate Editor for the Indian Journal of Human Relations.

Sunil Maheshwari is Professor of Human Resource Management at IIM Ahmedabad. He is an Alumni of IIT Delhi and IIM Ahmedabad. He is a former IRPS officer. He switched to academics in 1998. His research, consulting, and teaching interests are strategic human resource management, international

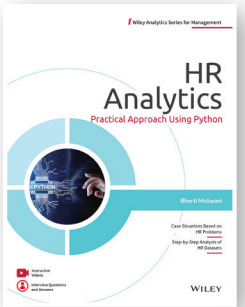
ABOUT THE BOOK

HR Analytics: Connecting Data and Theory will help readers hone their HR skills and develop as an effective manager. It lays significant emphasis on the importance of analytics in HRM discipline through its classic blend of theory and application approach. This book serves as a guide for budding HR managers to garner competitive advantage in their functioning and organization at large. The discussion begins from the evolution of HRM as a discipline, shifts from traditional HRM to strategic HRM, and eventually focuses on HR analytics concepts, applications, and its utility for HR and business at large.

TABLE OF CONTENTS

• Introduction to HR Analytics • Understanding HR Analytics • HR Analytics Tools and Techniques • Usage of HR Analytics • Case Studies on HR Analytics • Building an HR Analytics Culture • Future of HR Analytics

9789390421558 | Pages: 240 | ₹ 1050



HR Analytics : Practical Approach Using Python | e | IM

Bharti Motwani

ABOUT THE AUTHOR

Dr. Bharti Motwani has over 23 years of experience in teaching, corporate, research and consultancy in a variety of contexts. She is an analytical professional, IT and analytics consultant, result-driven and articulate academician who can think out of the box, who loves to innovate and engage in new challenges.

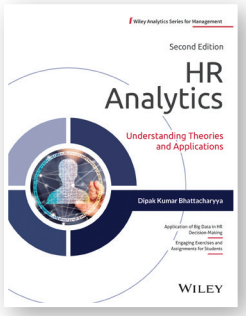
ABOUT THE BOOK

HR Analytics: Practical Approach Using Python will enable readers gain sufficient knowledge and experience to perform analysis of data related to different processes executed in the HR department. Different tools and techniques available in Python for gaining an insight related to numeric, text and image data of current and prospective employees have been discussed in the book. In order to provide a more meaningful and easier learning experience, this book has been written with more interesting and relevant real-life examples.

TABLE OF CONTENTS

• HR Data Exploration, Extraction, and Visualization • HR Analytics Using Basic Statistical Techniques • HR Analytics Using Unsupervised Machine Learning • HR Analytics Using Supervised Machine Learning • HR Analytics for Text and Image Data

9789354240027 | Pages: 652 | ₹ 850



HR Analytics, 2ed : Understanding Theories and Applications | e

Dipak Kumar Bhattacharyya

ABOUT THE AUTHOR

Dipak Kumar Bhattacharyya is an Ex-Professor of Xavier Institute of Management, Bhubaneswar (XIMB). He has more than 15 years of professional experience and over 25 years of teaching experience. He was previously the Corporate Director at the Camellia School of Business Management, Kolkata. Before that, he was the Dean of the Indian Institute of Social Welfare and Business Management (IISWBM); Director, Centre for Management Education, AIMA, New Delhi; Professor, Institute of Management Technology.

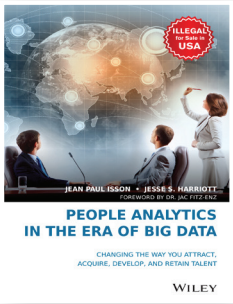
ABOUT THE BOOK

HR Analytics: Understanding Theories and Applications, 2nd edition, delves deeper into the transformative world of data-driven human resource management. In an era defined by the rapid evolution of technology, it discovers the latest insights on artificial intelligence (AI) and machine learning (ML), and explores the major advances and applications of big data, providing HR professionals with the tools they need to make strategic, data-driven decisions.

TABLE OF CONTENTS

• Evolution of Human Resource Management Function • HR Decision-Making and HR Analytics • Introduction to HR Analytics • HR Business Process and HR Analytics • Forecasting and Measuring HR Value Propositions with HR Analytics • HR Analytics and Data • HR Analytics and Predictive Modelling • HR Analytics for Future

9789357461733 | Pages: 242 | ₹ 999



People Analytics in the Era of Big Data : Changing the Way You Attract, Acquire, Develop, and Retain Talent | e

Jean Paul Isson, Jesse S. Harriott, Jac Fitz-enz

ABOUT THE AUTHOR

Jean-Paul Isson (Montreal, Canada; Cary, NC) is Global Vice President of Business Intelligence and Predictive Analytics at Monster Worldwide (the parent company of Monster, the premier global online employment solution. With a local presence in key markets in North America, Europe, and Asia, Monster works for everyone by connecting employers with quality job seekers at all levels and by providing personalized career advice to consumers globally. Through online media sites and services, it delivers vast, highly targeted audiences to advertisers.). His team is responsible for global customer scoring/segmentation, predictive modeling, and web mining applications for Monster across North America, Europe, and Asia/Pacific.

Jesse S. Harriott, PhD, is Chief Analytics Officer for Constant Contact. Previously Jesse was Chief Knowledge Officer at Monster Worldwide where he helped drive annual revenue from $300 million to over $1.3 billion. Harriott started an international analytics division at Monster and created the Monster Employment Index, now tracked in the United States, Europe, and Asia by millions of people. He also led web analytics, business intelligence, competitive intelligence, data governance, marketing research, ans sales analytics departments for Monster. Jesse has taught at the University of Chicago and was named one of Boston's Top 40 Under 40.

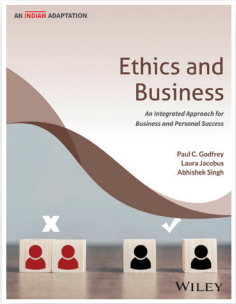
ABOUT THE BOOK

This book will be the ultimate guide for integrating analytics into a company's HR business practices. It provides an actionable framework to leverage predictive analytics at every stage of the hiring process and talent management. The author focuses on integrating analytics across the entire cycle of talent workforce management and planning. The book offers people analytics' case studies from a variety of industries and companies from small and medium sized organizations to large multinational companies. Finally the book focuses on integrating analytics across the entire cycle of talent workforce management and planning; while most books focus on one -- integrating them together and covering the entire hiring cycle is still a relatively new idea.

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9789373323985 | ₹ 861



Ethics and Business, (An Indian Adaptation) : An Integrated Approach for Business and Personal Success | e

Paul C. Godfrey, Laura E. Jacobus, Abhishek Singh

ABOUT THE AUTHOR

Paul C. Godfrey is the William and Roceil Low Professor of Business Strategy at the BYU Marriott School of Business. He has been honored with both the school's outstanding Researcher and Outstanding Teacher awards. An active researcher, his work has appeared in a number of premiere scientific publications, including Nature Biotechnology, the Academy of Management Review, and the Strategic Management Journal. Paul's previous textbook, Strategic Management: Concepts and Cases (4th edition) provides students with a well-written, tools driven approach to these important areas of business.

Laura Jacobus is a seasoned attorney and business leader. She has held strategic legal and business leadership roles in Silicon Valley global high-tech companies including Cisco Systems and Juniper Networks. Her interest in business ethics began while working in Silicon Valley during the dot-com bubble. Laura now teaches in several different business and law programs, including those at Santa Clara University Leavey School of Business, SCU Law School, Widener Delaware Law School, Baker College and Drexel University School of Law (MLS program).

Abhishek Singh currently serves as an Assistant Professor in the HR/OB field at the Indian Institute of Management, Rohtak. He holds a Ph.D. from the Department of Management Studies at the Indian Institute of Technology Roorkee. His doctoral thesis delved into the impact of empowering leadership and employee loyalty on organizational effectiveness. His research findings have been published and are currently under consideration by renowned academic journals, including current issues in Tourism, International Journal of Performance and Productivity Management, Journal of Health Management, EBHRM, and others.

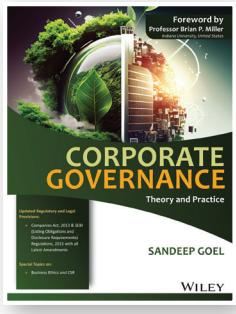
ABOUT THE BOOK

Ethics and Business: An Integrated Approach for Business and Personal Success gives students the practical knowledge and skills to identify ethical dilemmas, understand ethical behavior in themselves and others, and advocate for ethical behavior within their organization. The course focuses on three ethical questions: the individual, the organization, and the societal perspective. Most business ethics courses are based on a single point of view. Depending on the viewpoint, this might be based on philosophical theory, organizational behavior, or a legal and regulatory compliance approach.

TABLE OF CONTENTS

• Introduction: Why Study Business Ethics? • Theories of Morality and Business Ethics • Living a Great Life: PERMA, Mission Statements, and Ethical Decision Making • Corporate Organization and the Role of Stakeholders • Ethics and Compliance in the Corporation • Culture Matters • Ethics in a Global Society and Economy • Power and Its Uses • Conflicts of Interest • Bribery and Corruption • Integrity and Mercy • Corporate Social Responsibility and Social Entrepreneurship • Ethics and Technology: Issues for the Twenty-first Century • Ethics and a Market Economy

9789357468664 | Pages: 248 | ₹ 999



Corporate Governance : Theory and Practice | e | IM

Sandeep Goel

ABOUT THE AUTHOR

Dr. Sandeep Goel is a Senior Professor in the area of Accounting and Finance, and Corporate Governance at Management Development Institute (MDI), Gurgaon. He holds 'Double Doctorate', one in Finance; and another in Accounting from Faculty of Management Studies (FMS), University of Delhi. He did his Hons. in Commerce from Shri Ram College of Commerce (SRCC), University of Delhi, and Master's degree in Commerce with specialization in Finance from Department of Commerce, Delhi School of Economics, University of Delhi.

He has three decades of industry and academic experience in key positions in organizations/institutions, including Shri Ram Group, University of Delhi and MDI Gurgaon. He also has hands-on experience in the family business in business compliance and financial management functions.

ABOUT THE BOOK

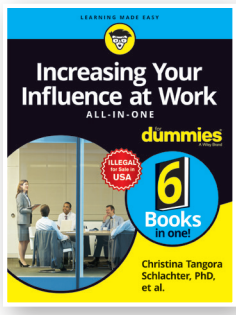
Corporate Governance is the system by which companies are directed and controlled. It should be seen as an essentially rather than an obligation on the part of business firms. This book dives into the world of 'Corporate Governance', where comprehensive coverage of board architecture and process, corporate goal maximization, financial frauds and global practices await.

It explores corporate management in diverse sectors, its interface with media and public policy, and delves into the realms of Corporate Social Responsibility and Business Ethics. With a strong focus on international corporate governance and a running case of James in every chapter, this book offers real -world corporate case studies and knowledge-testing sections.

TABLE OF CONTENTS

• Introduction • Development of Corporate Governance • Corporate Objective and Performance • Board Structure and Process • Participants and Channels of Corporate Governance • Corporate Governance Diversity • International Corporate Governance • Special Topics

9789357466059 | Pages: 488 | ₹ 499



Increasing Your Influence at Work All-In-One For Dummies | e

Christina Tangora Schlachter

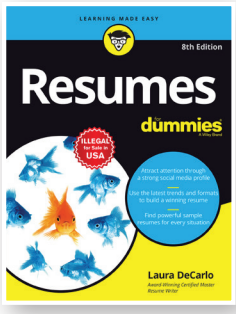
ABOUT THE AUTHOR

Christina Tangora Schlachter is the co-author of Leading Business Change for Dummies and a Certified Professional Coach. For the past five years she has created and taught courses on communication skills

ABOUT THE BOOK

Influence is a timeless topic for business leaders and others in positions of power, but the world has evolved to the point where everyone needs these skills. No matter your job, role, rank, or function, if you want to get things done you need to know how to influence up, down, across, and outside the organization. Increasing Your Influence at Work All-in-One For Dummies shows you how to contribute more fully to important decisions, resolve conflicts more easily, lead and manage more effectively, and much more. Plus, you'll discover how to develop the most important attributes necessary for influence—trustworthiness, reliability, and assertiveness—and find out how to move beyond.

9788126577064 | Pages: 600 | ₹ 799



Resumes For Dummies, 8ed | e

Laura DeCarlo

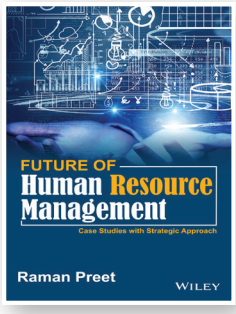
ABOUT THE AUTHOR

Laura DeCarlo, was selected as the resume writing expert serving 54 national and international professional associations from the AMA to the ASCE. As the founder of Career Directors International, LLC (CDI), Laura has developed a leading resource for the education and certification of resume writers and career coaches worldwide.

ABOUT THE BOOK

The latest edition of Resumes For Dummies answers all of these questions and more—whether you're a resume rookie, looking for new tips, or want to create that eye-catching winning resume. In this trusted guide, Laura DeCarlo decodes the modern culture of resume writing and offers you insider tips on all the best practices that'll make your skills shine and your resume pop. Let's start writing!

9788126526086 | Pages: 479 | ₹ 749



Future of Human Resource Management : Case Studies with Strategic Approach | e

Raman Preet

ABOUT THE AUTHOR

Mr. Raman Preet, the Chairman and Founder of PIBM Group of Institutions, is an engineer by education and a first-generation entrepreneur by heart. Aligned with the vision of "Creating Smart Entrepreneurs and Brave Leaders", he has developed diverse business ventures, among which Pune Institute of Business Management (PIBM) was started in the year 2008.

ABOUT THE BOOK

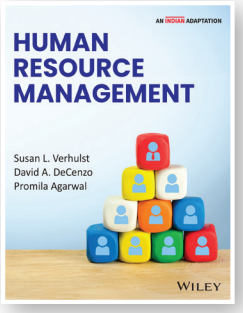
Future of Human Resource Management: Case Studies with Strategic Approach is a resourceful book that deals with real-life scenario about HRM challenges in Indian organizations. Keeping in view the practical requirements of HR professionals – both present and future – this book aims to infuse value, help in developing cognitive approach, and reorient them with valuable real-time insights. This book would reskill the readers to deal with the future HRM challenges. This book intends to serve as a compilation of strategic HR

scenarios and a ready reckoner for future HR practitioners, HR educators, and students.

TABLE OF CONTENTS

• Future of Human Resource • Future of Artificial Intelligence and Digital Technology in HR • Future of Training and Development • Future of Recruitment and Selection • Future of Change Management • Future Organization • Gender Diversity • Workplace Bullying

9788126578061 | Pages: 172 | ₹ 750



Human Resource Management, 15ed (An Indian Adaptation) | e | IM

Susan L. Verhulst, David A. DeCenzo, Promila Agarwal

ABOUT THE AUTHOR

SUSAN L. VERHULST received her MBA from Drake University. She is a Professor of Management Emeritus at Des Moines Area Community College and taught at Grand View University. Susan describes herself as an "HR Geek." As a pioneer in online education, she has researched, developed, and taught online courses in management, human resource management, and organizational behavior.

DAVID A. DECENZO received his PhD from West Virginia University. He retired after nearly 14 years as President of Coastal Carolina University and serves as President Emeritus. As a faculty member, his major teaching and research interests focused on the general areas of human resource management, management, and organizational behavior. He has published articles in journals such as Harvard Business Review, Business Horizons, Risk Management, Hospital Topics, and Performance and Instruction.

PROMILA AGARWAL is an Associate Professor in Human Resource Management at Indian Institute of Management, Ahmedabad. She is the recipient of the Prof. Indira Parikh Women Award and also serves as an Independent Director. She is also an Advisory Member for two start-ups in data analytics and education technology and is actively engaged in consulting projects. Her consulting expertise spans HRM systems design, HR analytics, leadership competency frameworks, performance management systems, organizational capabilities, change management, and the development of proprietary HR/OB tools and models. She has contributed to high-impact projects, including the Seventh Pay Commission.

ABOUT THE BOOK

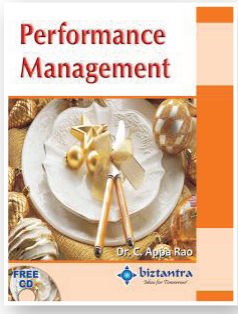
Human Resource Management, 15th edition, offers a focused, systematic, and practical approach to HRM. With an engaging narrative style, it guides students through essential topics including HR functions, employee relations, talent acquisition, training, health and safety, performance management, legal considerations, and the impacts of COVID-19 on employment. The book also covers compliance for startups and digital enterprises, offering practical insights for modern HR practices, and includes examples and activities on current HR issues, making it ideal for undergraduate courses.

This Indian adaptation includes comprehensive coverage of Indian labor laws, key nondiscriminatory acts, pregnancy leave and maternity laws, employability trends, performance appraisal trends, and major safety legislation. Additionally, it features case applications addressing unique HR challenges in India and provides insights into recent wage structure trends, including CXO salaries.

TABLE OF CONTENTS

• The Dynamic Environment of HR • Functions and Strategy • Human Resource Planning and Job Analysis • Equal Employment Opportunity • Employee Relations • Recruiting • Foundations of Selection • Onboarding, Training, and Developing Employees • Managing Careers • Performance Management • Establishing Rewards and Pay Plans • Employee Benefits • Managing Health and Safety Risks • Understanding Labor Relations and Collective Bargaining

9789363863316 | Pages: 500 | ₹ 1119



Performance Management | e | IM

Dr. C. Appa Rao

ABOUT THE AUTHOR

Dr. C. Appa Rao is a distinguished professor of management in the Institute of Management, GITAM University. He has done Master of Business Administration and Masters in English literature and also holds a Doctoral degree from Andhra University. He joined GITAM University after an intensive exposure at various corporate offices for many years. Prior to joining this University, he worked as Director (Personnel) and I/C CMD of a Public Sector Enterprise.

Dr. Rao has authored several books including Strategic Management and Business Policy, Organizational Behaviour, Strategic Human Resource Management and Human Resource Development.

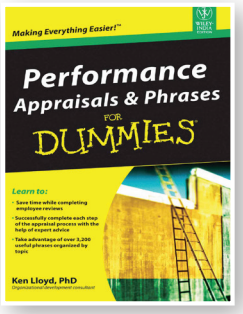
ABOUT THE BOOK

This book is a comprehensive textbook on Performance Management that fulfills the needs of the management students. The author, with his extensive experience of teaching the subject has realized that, despite a plethora of books on Performance Management, students still experience difficulty in finding out an easily understandable book covering, by and large, the course structure prescribed by various universities. Keeping this need in view, the author has endeavoured to bring out this book encompassing the important concepts of performance management generally prescribed for management students by most of the universities.

TABLE OF CONTENTS

• "Part I : Fundamentals of Performance Management • Part II : Performance Management Process - I • Part III : Performance Management Process - II • Part IV: Team and Organizational Performance Management • Part V: Case Studies Index

9789350042892 | Pages: 388 | ₹ 999



Performance Appraisals & Phrases for Dummies

Ken Lloyd

ABOUT THE AUTHOR

Ken Lloyd, PhD, is a nationally recognized consultant, author, and columnist who specializes in organizational behavior, communication, and management coaching and development.

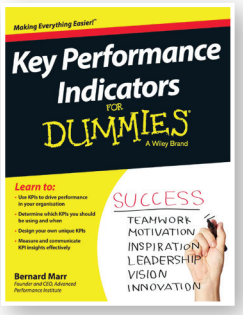
ABOUT THE BOOK

Performance Appraisals & Phrases For Dummies provides readers with the tools they need to save time and energy when performing employee evaluations. Included in this convenient, portable package is a full-length appraisal phrasebook featuring over 2,000 phrases, quick-hitting expert tips on making the most out of the process and online access to writable sample evaluation forms and other time saving resources.

TABLE OF CONTENTS

• When It's Time to Appraise Your Employees • Building Success with Performance Appraisals • What Performance Appraisals Do for You and Your Team • The Types of Performance Appraisals • Working Your Way through the Process • Getting Started • Gathering and Analyzing the Data • Running a Productive Appraisal Session • Avoiding the Most Common Mistakes • Following Up • Phrases and Expressions That Work • The Part of Tens

9788126538768 | Pages: 560 | ₹ 219



Key Performance Indicators for Dummies | e

Bernard Marr

ABOUT THE AUTHOR

Bernard Marr is a best-selling author on organizational performance and business success. He regularly advises leading companies, organisation and governments across the globe and is acknowledged by the CEO Journal as one of today's leading business brains. Organisations he has advised include Accenture, Astra Zeneca, the Bank of England, Barclays, BP, DHL, Fujitsu, Gartner, HSBC, Mars, the Ministry of Defence, the Home Office, the NHS, Tetley, Royal Air Force and Royal Dutch Shell.

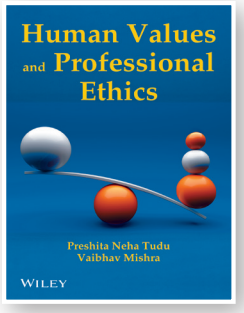
ABOUT THE BOOK

Key Performance Indicators (KPIs) help organizations understand how well they are performing in relation to their strategic goals and objectives. KPIs offer a framework to learn about the success of individuals, teams, projects and organizations - and help create a culture of high performance. In this book you'll find the essential Indicators that are useful to all kinds of businesses - plus guidance on how to develop your own unique KPIs that best suit your organization or industry. You'll also find a wealth of guidance for how best to use KPIs to drive performance in your business.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Key Performance Indicators • Part II: Implementing and Using KPIs Effectively • Part III: Developing Financial KPIs • Part IV: Developing Customer, Sales and Marketing KPIs • Part V: Developing Operational and Internal Process KPIs • Part VI: Measuring Your Most Important Assets: Developing HR and People KPIs • Part VII: The Part of Tens • Index

9788126554683 | Pages: 320 | ₹ 539



Human Values and Professional Ethics

Preshita Neha Tudu and Vaibhav Mishra

ABOUT THE AUTHOR

"Dr. Preshita Neha Tudu is a Senior Assistant Professor in the Department of Human Resources and Organizational Behavior at ICFAI Business School (IBS), Hyderabad. A dedicated academician and researcher, she holds a Ph.D. in Human Resource Management from the Indian Institute of Technology (IIT) Dhanbad, an MBA in Human Resource Management from Birla Institute of Technology, Mesra, and a Bachelor's degree from Ramjas College, University of Delhi.

Dr. Vaibhav Mishra is an Associate Professor at ICFAI Business School (IBS), Hyderabad, where he teaches courses such as Management Information Systems, Emerging Technologies, Business Analytics, and Business Information Systems. He holds a Ph.D. and an MBA in Information Technology from the Indian Institute of Information Technology, Allahabad, and a B.Tech degree from Uttar Pradesh Technical University.

Through Human Values and Professional Ethics, Dr. Mishra seeks to inspire readers to integrate moral consciousness with professional competence. His work emphasizes that success in the modern world is not merely defined by technical excellence, but by one's ability to act responsibly, empathetically, and ethically in every sphere of life."

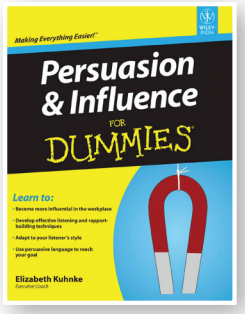
ABOUT THE BOOK

As technology, globalization, and AI reshape human life, understanding what it means to be truly human has never been more critical. Human Values and Professional Ethics seeks to nurture compassionate individuals and responsible professionals. The book explores universal human values, harmony within self and society, moral development, and ethical decision-making. Bridging ideals with real-world contexts, it examines business ethics, corporate responsibility, and emerging digital dilemmas like data privacy and AI ethics. This book is designed not just to inform but to transform the readers, encouraging critical thinking, responsible action, and harmonious living.

TABLE OF CONTENTS

• Chapter 1 Introduction to Value Education and Self-Exploration • Chapter 2 Understanding Harmony in the Human Being, in Family and Society, and in Nature/Existence • Chapter 3 Foundations of Moral Understanding • Chapter 4 Foundations of Ethical Reasoning and Cultural Influences • Chapter 5 T he Ethics of Business, Planet, and People • Chapter 6 Workplace and Professional Integrity • Chapter 7 E thics in the Digital Age • Chapter 8 Emerging Technologies and Moral Dilemmas • Glossary

9789373322421 | Pages: 246 | ₹ 599



Persuasion & Influence for Dummies

Elizabeth Kuhnke

ABOUT THE AUTHOR

Elizabeth Kuhnke is an Executive Coach founder of Kuhnke Communication

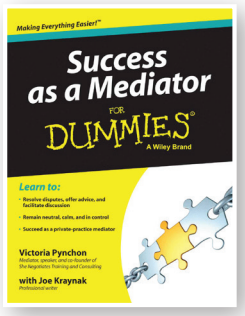
ABOUT THE BOOK

Many people want to gain trust or support in business and throughout life, but the true skill is doing so in a charming fashion! Whether you're convincing the boss about your much deserved promotion or a busy restaurateur to offer a better table, the power of persuasion can help improve and increase your successes. The author guides the reader through easy to implement techniques that can turn a timid person into someone bursting with self-confidence and the ability to influence.

TABLE OF CONTENTS

• Introduction • Part I: Preparing to Persuade and Influence • Part II: Developing Your Persuasive and Influencing Skills • Part III: Picking the Right Approach • Part IV: Putting Persuasion and Influencing Skills into Practice • Part V: The Part of Tens • Index

9788126538706 | Pages: 396 | ₹ 379



Success As A Mediator for Dummies

Victoria Pynchon, Joe Kraynak

ABOUT THE AUTHOR

Victoria Pynchon is a mediator with ADR Services, Inc. and a member of the Panel of Distinguished Neutrals with the prestigious International Institute for Conflict Prevention and Resolution.

Joe Kraynak is a professional writer who has authored and co-authored numerous books, including Bipolar Disorder for Dummies (Wiley) and Food Allergies for Dummies (Wiley).

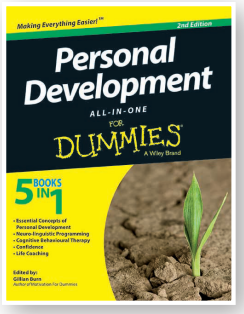
ABOUT THE BOOK

Success as a Mediator for Dummies tackles two aspects of success as a mediator -- performance and business / financial success. Readers discover how to become a top-notch mediator by choosing a niche and acquiring the fundamental education and skills to perform the job. Readers also learn how to employ the strategies and techniques of master mediators to effectively manage the mediation process from start to finish, with the goal of satisfying both parties' interests.

TABLE OF CONTENTS

• "Part I: Acquiring the Keys to Mediation Success • Part II: Becoming a Master Mediator • Part III: Improving Your Success Rate • Part IV: Launching Your Own Mediation Practice • Part V: The Part of Tens

9788126541355 | Pages: 360 | ₹ 429



Personal Development All-In-One for Dummies, 2ed

Gillian Burn

ABOUT THE AUTHOR

Gillian Burn is a consultant and specialist in health initiatives for major organisations with over 25 years experience in health. She is the founder and Principal of Health Circles Ltd, a consultancy which provides training to develop mental and physical alertness.Gillian is a qualified master practitioner in neuro-linguistic programming, time line therapy and in creating healthy environments. She is a licensed instructor for Mind Mapping techniques with Tony Buzan and a licensed instructor in Body Control Pilates® with the Body Control Pilates Academy. She also has management qualifications and a master's degree in exercise and health sciences.

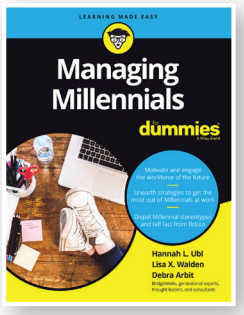
ABOUT THE BOOK

"Personal Development All-in-One For Dummies is a complete guide to a range of techniques you can use to master your thoughts and achieve your goals. Discover the basic principles of each approach and receive sensible, practical and effective expert advice on how each one can help you challenge negative beliefs and change your attitudes. Whether you wish to conquer an anxiety, communicate better with others or simply think more positively, here you will find proven and popular methods that you can use to make major changes - improving your personal power and creating the life you want.

TABLE OF CONTENTS

• "Introduction • Book I: Essential Concepts of Personal Development • Book II: Neuro-linguistic Programming • Book III: Cognitive Behavioural Therapy • Book IV: Confidence • Book V: Life Coaching

9788126544981 | Pages: 624 | ₹ 529



Managing Millennials For Dummies

Hannah L. Ubl, Lisa X. Walden, Debra Arbit

ABOUT THE AUTHOR

Hannah Ubl is a speaker, writer, researcher, consultant and generational expert and is firmly established in the public speaking scene as a powerful voice for her generation. Her research has revealed valuable tips and actionable solutions for multi-generational workplaces, key strategies for marketing and reaching more generationally diverse client bases. Additionally she's constantly digging up cutting-edge articles on the generation topic and sharing them on social media.

Lisa Walden, head of marketing, is a lead researcher on the Generations and Gender initiative, and has helped develop and launch many of Bridgeworks larger projects including rebranding, website development, and implementing new offerings.

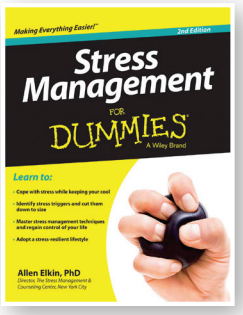
Bridgeworks, (BW) the trusted go-to experts to help people understand generations, has been dedicated to the study of generational differences since 1998. They are thought leaders, experts, and

trend spotters on generational dynamics in the workplace and marketplace.

ABOUT THE BOOK

Managing Millennials For Dummies is the field guide to people-management in the modern workplace. Packed with insight, advice, personal anecdotes, and practical guidance, this book shows you how to manage your Millennial workers and teach them how to manage themselves. You'll learn just what makes them tick—they're definitely not the workers of yesteryear—and how to uncover the deeply inspirational talent they have hiding not far below the surface. Best practices and proven strategies from Google, Netflix, LinkedIn, and other top employers provide real-world models for effective management, and new research on first-wave versus second-wave Millennials helps you parse the difference between your new hires and more experienced workers.

9788126569168 | Pages: 436 | ₹ 539



• , 2ed | New Edition Coming Soon

Allen Elkin

ABOUT THE AUTHOR

Allen Elkin is a clinical psychologist, a certified sex therapist, and the director of The Stress Management & Counseling Center in New York City. Nationally known for his expertise in the field of stress and emotional disorders. Dr. Elkin holds workshops and presentations for professional organizations and corporations, including the American Society of Contemporary Medicine and Surgery, the Drug Enforcement Agency, Morgan Stanley, IBM, PepsiCo, and the New York Stock Exchange.

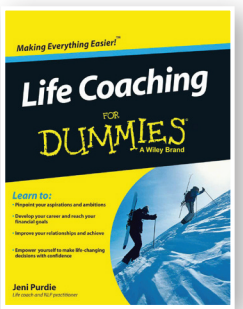
ABOUT THE BOOK

Whether its love, work, family, or something else that's got your anxiety in the red zone, this second edition of • helps readers identify the stress triggers in their life and cut them down to size, with new and updated advice.

TABLE OF CONTENTS

• Getting Started with Stress Management • Mastering the Basics • The Secrets of Stress-Effective Thinking • Managing Your Stress in Real Life • The Part of Tens

9788126543021 | Pages: 384 | ₹ 429



Life Coaching for Dummies, 2ed

Jeni Purdie

ABOUT THE AUTHOR

Jeni Purdie is a personal life coach who works with both individuals and organisations on personal development. She runs holistic coaching events in the UK and Italy and is an accredited NLP practitioner.

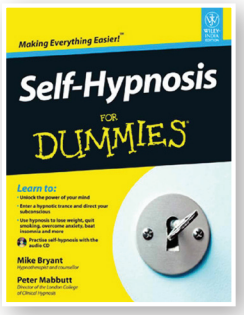
ABOUT THE BOOK

If you're interested in doing away with negative beliefs, making a significant change in your life, and, finally, create-and live-the life you want, life coaching is the key. In this practical introduction, you will learn the empowering techniques essential to life coaching-including putting together an action plan, getting your priorities straight, staying focused, defining true success, overcoming common obstacles, and coaching yourself to happiness.

TABLE OF CONTENTS

• Introduction • Part I: The Basics of Life Coaching • Part II: Your Life Coaching Journey • Part III: Focusing on the Elements of Your Life • Part IV: Working with the Themes of Coaching • Part V: Creating a Harmonious Whole Life • Part VI: The Part of Tens • Appendix: Considering a Future as a Professional Life Coach • Index

9788126533749 | Pages: 380 | ₹ 529



Self - Hypnosis for Dummies

Mike Bryant, Peter Mabbutt

ABOUT THE AUTHOR

Mike Bryant is an experienced counsellor and hypnotherapist who also works as a Staff Counsellor at Goldsmiths University, London. Mike also enjoys working as a clinical supervisor, trainer and lecturer. Additionally, with over 30 years experience as a mental health professional in both the US and UK, Mike has provided service development consultancy to NHS Mental Health Trusts across the UK.

Peter Mabbutt is a Fellow of the British Society of Clinical Hypnosis and a Founder Fellow of the British Association of Medical Hypnosis. He is CEO and Director of Studies for the London College of Clinical Hypnosis (LCCH) where he is responsible for the continuous development of a Masters degree programme in Clinical Hypnotherapy. He lectures internationally for the LCCH and has been instrumental in the development of various hospital-based hypnotherapy clinics and research projects. Peter is frequently invited to present specialized workshops and lectures to the international medical and dental communities. He is also a member of the editorial team for the European Journal of Clinical Hypnosis.

ABOUT THE BOOK

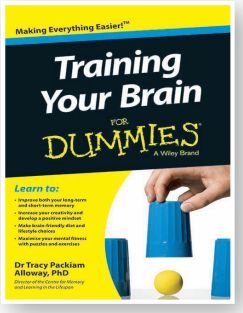
Self-Hypnosis For Dummies is a hands-on guide to achieving your goals using hypnosis. Whether you want to lose weight, overcome anxiety or phobias, cure insomnia, stop smoking, or simply stop biting your nails, this guide has it covered! The reassuring and straight-talking information will help you harness the power of your mind and re-train your subconscious to think in more healthy and constructive ways, and to overcome specific issues, such as anxiety and paranoia, and break bad habits, such as smoking. The easy-to-follow style will guide you through every step of the process, empowering you to take control and start making changes right away.

TABLE OF CONTENTS

• Introduction • Part I: Identifying Your Needs and Preparing the Way • Part II: Training Your Mind with Self-Hypnosis • Part III: Improving Your Outlook with Self-Hypnosis • Part IV: Overcoming Problems

with Self-Hypnosis • Part V: The Part of Tens • Appendix A: Self-Hypnosis and Hypnotherapy Resources • Appendix B: About the CD • Index

9788126533572 | Pages: 340 | ₹ 539



Training Your Brain for Dummies

Tracy Packiam Alloway

ABOUT THE AUTHOR

Tracy Packiam Alloway, PhD, is the Director of the Center for Memory and Learning in the Lifespan at the University of Stirling, UK. She is the author of over 75 scientific articles and books on working memory and learning. Her research has received widespread international coverage, appearing in outlets such as the Guardian, Daily Mail, Scientific American, Forbes, US News, ABC News, and NBC. She is much in demand international speaker in North America, Europe, Asia and Australia. She is an advisor to the World Bank on the importance of working memory. Tracy was awarded the prestigious Joseph Lister Award by the British Science Association in 2009 for bringing her scientific discoveries to a wide audience.

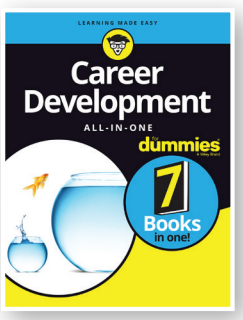
ABOUT THE BOOK

Did you know that from the age of 20 you lose approximately 10,000 brain cells every day? The good news is that the brain is a muscle so, with regular exercise, you can improve its performance and strengthen it against age-related deterioration. Training Your Brain For Dummies covers everything from choosing the best foods for your brain's health to comprehensive advice on what you can do to improve your mental agility. From puzzles and exercises to the best day-to-day habits and long-term mental fitness techniques, this book will show you how to sharpen your mind, boost your performance and reduce memory-loss. So get reading, get thinking and get your brain fighting fit in no time!

TABLE OF CONTENTS

• Part I: Brain Training Basics • Part II: Remember, Remember . . . Keeping Your Memory Sharp • Part III: Fostering a Happy, Healthy Mind • Part IV: Getting Physical: Looking at Brain-Friendly Diet and Lifestyle • Part V: Game On! Brain Training Games to Play at Home • Part VI: The Part of Tens

9788126544974 | Pages: 280 | ₹ 329



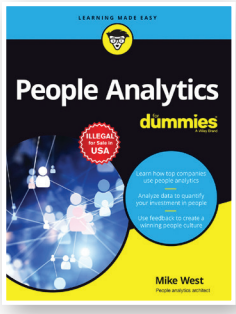
Career Development All-in-One For Dummies | e

Consumer Dummies

ABOUT THE BOOK

Combined from seven of the best For Dummies books on career development topics, Career Development All-in-One For Dummies is your one-stop guide to taking control of your career and improving your professional life. Perfect on its own or as part of a formal development program, it gives you everything you need to advance your career.

9788126568796 | Pages: 628 | ₹ 639



People Analytics For Dummies | e

Mike West

ABOUT THE AUTHOR

Mike West was the founder of People Analytics at Merck, PetSmart, Google, Children's Health Dallas and VMWare before starting his own firm, PeopleAnalyst, LLC. He brings unique perspective to the field and motivation to help smaller organizations stand up to and outmaneuver giants, like Google, by using data to find more focus, agility and speed in People Operations.

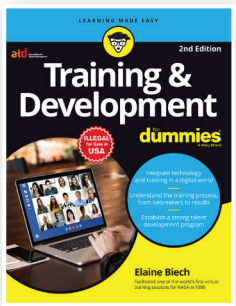
ABOUT THE BOOK

Developing a successful workforce requires more than a gut check. Data can help guide your decisions on everything from where to seat a team to optimizing production processes to engaging with your employees in ways that ring true to them. People analytics is the study of your number one business asset -- your people -- and this book can show you how to collect data, analyze that data, and then apply your findings to create a happier and more engaged workforce.

TABLE OF CONTENTS

• Getting Started With People Analytics • Elevating Your Perspective • Quantifying the Employee Journey • Improving Your Game Plan with Science and Statistics • The Part of Tens

9788126504244 | Pages: 468 | ₹ 899



Training & Development For Dummies, 2ed | e

Elaine Biech

ABOUT THE AUTHOR

Elaine Biech is president and managing principal of ebb associates inc, an organizational and leadership development firm that helps organizations work through large-scale change. Her 30 years in the training and consulting field includes support to private industry, government, and non-profit organizations. She is the author of the previous edition of Training & Development For Dummies.

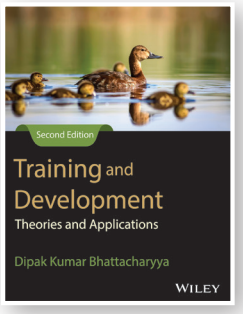
ABOUT THE BOOK

Training & Development For Dummies 2nd Edition guides training professionals through the process of training and maintaining employee skills for a successful workforce. The ways of onboarding and training employees have evolved over the years. Get the inside scoop on digital and hybrid training, developing a new generation of workers, and following up for continuous development. Dummies is the best guide for giving professional trainers confidence in their roles.

TABLE OF CONTENTS

• So You're Going to Be a Trainer • T&D: The Training Part • What ADDIE Doesn't Tell You • T&D: The Talent Development Part • The Professional Trainer • The Part of Tens

9789357460378 | Pages: 464 | ₹ 959



Training and Development: Theories and Applications, 2ed | e

Dipak Kumar Bhattacharyya

ABOUT THE AUTHOR

Dipak Kumar Bhattacharyya is an Ex-Professor of Xavier Institute of Management, Bhubaneswar (XIMB). He has more than 15 years of professional experience and over 25 years of teaching experience. He was previously the Corporate Director at the Camellia School of Business Management, Kolkata. Before that, he was the Dean of the Indian Institute of Social Welfare and Business Management (IISWBM); Director, Centre for Management Education, AIMA, New Delhi; Professor, Institute of Management Technology.

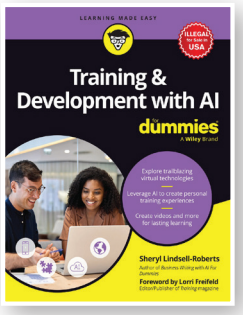
ABOUT THE BOOK

The author has meticulously updated every facet of this edition, ensuring that case studies, caselets and opening vignettes remain not just current but forward-thinking, with a focus on fresh perspectives on emerging trends and their practical applications. This edition explores the profound implications of modern challenges on the training and development function within organizations. The book remains the ultimate resource, catering to students, instructors and human resource professionals alike. With balanced discussions, real-world examples and an array of chapter-end features, it offers a comprehensive grasp of training and development like never before.

TABLE OF CONTENTS

• Human Resource Management and Training and Development • Training and Development and Human Resource Development • Learning and Training • Personality Development through Training • Competency-Based Training and Development • Training Needs Analysis • Training Policy, Plans and Resources • Designing Training Programmes • Training Methodology • E-Training or E-Learning Methods of Training • Training Evaluation • Training for Career Planning and Development • Training for Organizational Development • International Training and Development

9789357461764 | Pages: 396 | ₹ 999



Training & Development with AI For Dummies

Sheryl Lindsell-Roberts

ABOUT THE AUTHOR

Sheryl Lindsell-Roberts (Marlborough, MA) leads business-writing and e-mail seminars throughout the country. She has appeared on television and radio networks and has been featured The New York Times, CIO, and others. She is the author of several Dummies books including the Business Writing with AI For Dummies, and Grant Writing with AI For Dummies.

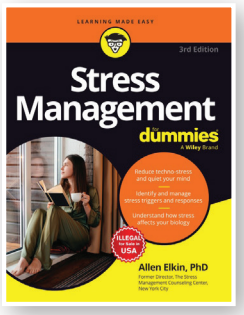
ABOUT THE BOOK

Enhance your training & development program with AI strategies and skills. As of early 2024, many companies have been experimenting with AI in their training & development programs. With Adobe using generative AI tools in its workflow to Amazon integrating AI to train warehouse staff, Training & Development with AI For Dummies is your timely, comprehensive guide on all things AI in the workplace. With our previous T&D edition being outdated (2022), every chapter in Training & Development with AI For Dummies is overflowing with the many ways AI can create personalization, efficiency, and real-time feedback in workplace training. Included:

TABLE OF CONTENTS

• Introduction • Part 1: Revolutionizing Training and Development with AI • Part 2: Harnessing Core Principles of T&D in the AI Era • Part 3: Doing It Yourself (DIY) with AI • Part 4: Leveraging AI for Effective Training • Part 5: Entering Dynamic Dimensions Aided by AI • Part 6: The Part of Tens

9789377065553 | Pages: 352 | ₹ 800



Stress Management for Dummies, 3ed

Allen Elkin

ABOUT THE AUTHOR

Allen Elkin, Ph.D. (New York, NY), is a clinical psychologist, a certified sex therapist, and the director of The Stress Management & Counseling Center in New York City. Nationally known for his expertise in the field of stress and emotional disorders, he has appeared frequently on Today, Good Morning America, and Good Day New York, as well as programs of PBS, CNN, FNN, Fox 5, and National Public Radio. He has been quoted in The New York Times, The Wall Street Journal, The Washington Post, Newsweek, Men's Health, Fitness, Cosmopolitan, Glamour, Redbook, Woman's Day, Self, Mademoiselle, McCall's, Parents, and other publications. Dr. Elkin holds workshops and presentations for professional organizations and corporations, including the American Society of Contemporary Medicine and Surgery, the Drug Enforcement Agency, Morgan Stanley, IBM, PepsiCo, and the New York Stock Exchange.

ABOUT THE BOOK

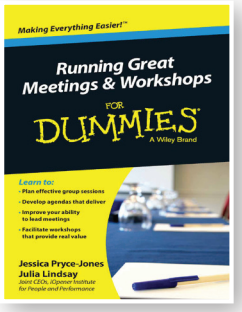
The consequences of not dealing with stress range from poor health and broken marriages to premature death: not a very cheerful outlook. Whether it's love, work, family, or something else that's got your anxiety in the red zone, this third edition of Stress Management For Dummies helps readers identify the stress triggers in their life and cut them down to size, with new and updated advice.

TABLE OF CONTENTS

• Part 1: Stress Management: Where to Start • Chapter 1: Stressed Out? Welcome to the Club! • Chapter 2: Stress Explained (in Surprisingly Few Pages) • Chapter 3: Identifying Your Stress Triggers and Responses • Chapter 4: Reducing Your Technostress • Part 2: Mastering the Basics • Chapter 5: Relaxing Your Body • Chapter 6:

Quieting Your Mind • Chapter 7: Cultivating Mindfulness • Chapter 8: Developing Stress-Reducing Organizational Skills • Chapter 9: Finding More Time • Chapter 10: Eating, Exercising, and Getting Your Zzzs • Part 3: the Secrets of Resilience • Chapter 11: Understanding How Your Thinking Stresses You Out • Chapter 12: Worrying Less • Chapter 13: Overcoming Your Anger • Chapter 14: Reducing Interpersonal Stress • Chapter 15: Adopting Stress-Resistant Values, Goals, and Attitudes • Part 4: the Part of Tens • Chapter 16: Ten Habits of Highly Effective Stress Managers • Chapter 17: Ten Events That Trigger Stress • Chapter 18: Ten Apps That Can Reduce Your Stress • Chapter 19: Ten Self-Help Books That Reduce Your Stress

9789377068455 | Pages: 384 | ₹ 799



Running Great Meeting & Workshops for Dummies

Jessica Pryce-Jones

ABOUT THE AUTHOR

Jessica Pryce-Jones is the founder and CEO of iOpener, a UK-based leadership, development and coaching organization that provides workshops and training solutions for businesses around the world with a client list that includes Wiley Publishing, Cisco, Vodafone, BASF, Shell, Pirelli, Unilever, Puma, Xerox and the WHO. She's also the author of Happiness at Work: Maximizing Your Psychological Capital for Success.

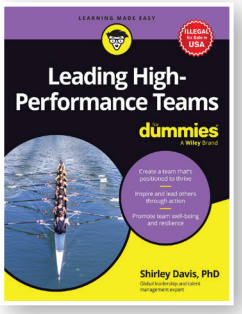
ABOUT THE BOOK

Running Great Workshops & Meetings for Dummies delivers the tools managers need to facilitate engaging and rewarding group sessions. Who hasn't walked away from a training session (or meeting) feeling as if the entire session could have been summarized in 10 minutes? We can help you avoid being the source of such frustration. Regardless of the type of workshop, meeting, or group session you're running, this title provides you with the information you need.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Meetings and Workshops • Part II: Running Great Group Sessions • Part III: Building Your Skills • Part IV: The Part of Tens • Index

9788126550470 | Pages: 352 | ₹ 319



Leading High-Performance Teams For Dummies

Shirley Davis

ABOUT THE AUTHOR

Dr. Shirley Davis (Wesley Chapel, FL) is the president and CEO of SDS Global Enterprises, specializing in human resources strategy, talent management, leadership effectiveness, high performance, and culture transformation. With over thirty years of experience in senior executive roles across Fortune 100 & 50 corporations and non-profit leadership, her work has been featured in major publications like the Wall Street Journal, Forbes, and Harvard Business Review. Dr. Davis holds multiple degrees and certifications, and she has worked in over 30 countries, delivering more than 100 speeches annually to diverse audiences. Dr. Davis is also an accomplished author, including Diversity, Equity & Inclusion For Dummies and Inclusive Leadership For Dummies. In 2023, she and her daughter launched the Dr. Shirley Davis Foundation to support historically underrepresented and marginalized communities.

ABOUT THE BOOK

Leading High-Performance Teams For Dummies is a practical and comprehensive resource guide for navigating the complexities of today's ever-changing workplace. It draws from over 30 years of real-world business experience from its author, Dr. Shirley Davis, a global workforce consultant, business executive, and certified leadership coach. In this book, she integrates the latest research, trends, and actionable strategies that address the workforce challenges team members, and their leaders face today and in the future.

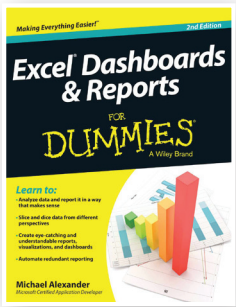
Whether you are leading a small team, managing a department, or striving to contribute meaningfully as an individual team member, Leading High-Performing Teams For Dummies equips you with the knowledge and skills to unlock your team's full potential. Some topics include:

TABLE OF CONTENTS

• Introduction • Part 1: Getting Started with High Performance Teams • Part 2: Becoming a High-Performance Leader • Part 3: Recruiting, Selecting, and Onboarding a High-Performance Team • Part 4: Creating and Sustaining a World-Class Culture Where Teams Can Thrive • Part 5: The Part of Tens

9789377066857 | Pages: 368 | ₹ 850

INFORMATION SYSTEMS



Excel Dashboards & Reports for Dummies, 2ed

Michael Alexander

ABOUT THE AUTHOR

Michael Alexander (Frisco, TX) Mike Alexander is a Microsoft Certified Application Developer (MCAD) and author of several books on advanced business analysis with Microsoft Access and Excel. He has more than 15 years' experience consulting and developing Office solutions. Michael has been named a Microsoft MVP for his ongoing contributions to the Excel community. In his spare time he runs a free tutorial site, www.datapigtechnologies.com, where he shares basic Access and Excel tips to the Office community.

ABOUT THE BOOK

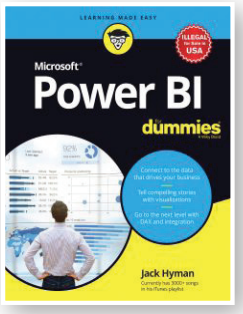
Large corporations like IBM and Oracle are using Excel dashboards and reports as a Business Intelligence tool, and many other smaller businesses are looking to these tools in order to cut costs for budgetary reasons. An effective analyst not only has to have the technical skills to use Excel in a productive manner, but must be able to synthesize data into a story, and then present that story to help make a decision. Microsoft shows its recognition of this need through Excel. In Excel, there is a major focus on business intelligence and visualization. Excel Dashboards and Reports For Dummies,

2nd Edition fills the gap between handling data and synthesizing data into meaningful reports. It offers quick and accessible information to show readers how to think about their data in ways other than columns and rows.
What are the most meaningful ways to show trending? How do you show relationships in data? When is showing variances more valuable than showing actual data values? How do you deal with outliers? How do you bucket data in the most meaningful way? How do you show impossible amounts of data without inundating your audience? In Excel Reports and Dashboards For Dummies, 2nd Edition, readers will get answers to all of these questions. Part technical manual, part analytical guidebook, this title will help Excel users go from reporting data with simple tables full of dull numbers to creating hi-impact reports and dashboards. This book offers a comprehensive review of a wide array of technical and analytical concepts that will help users create meaningful reports and dashboards.

TABLE OF CONTENTS

• Part I: Getting Started with Excel Dashboards and Reports • Part II: Building Basic Dashboard Components • Part III: Building Advanced Dashboard Components • Part IV: Advanced Reporting Techniques • Part V: Working with the Outside World • Part VI: The Part of Tens

9788126549177 | Pages: 340 | ₹ 849



Microsoft Power BI For Dummies | e

Jack A. Hyman

ABOUT THE AUTHOR

Jack Hyman is CEO of HyerTek, an IT consulting firm that specializes in Microsoft's business platforms. He is also an associate professor in the Computer Information Sciences department at University of the Cumberlands. Jack has authored numerous custom B2B books in the For Dummies series along with study guides for certification on the Microsoft Azure cloud platform.

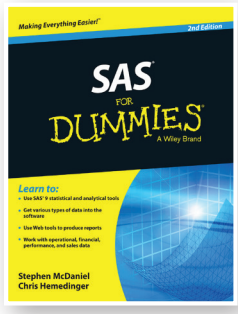
ABOUT THE BOOK

In Microsoft Power BI For Dummies, expert lecturer, consultant, and author Jack Hyman delivers a start-to-finish guide to applying the Power BI platform to your own firm's data. You'll discover how to start exploring your data sources, build data models, visualize your results, and create compelling reports that motivate decisive action.

TABLE OF CONTENTS

• Put Your BI Thinking Caps On • It's Time to Have a Data Party • The Art and Science of Power Bi • Oh, No! There's A Power Bi Programming Language! • Enhancing Your Power Bi Experience • The Part of Tens

9789354645778 | Pages: 428 | ₹ 959



SAS For Dummies, 2ed

Stephen McDaniel, Chris Hemedinger

ABOUT THE AUTHOR

Chris Hemedinger is a senior software manager in the Business Intelligence division at SAS. Chris began his career at SAS in 1993 as a technical writer. In 1997 he became involved in a prototype project to make SAS easier to use for non-programmers -- that project evolved into the hugely popular SAS Enterprise Guide, a product that Chris has worked with ever since.

Stephen McDaniel is the founder of Pragmatic Data Analysis, LLC, and provides expertise and strategic advice for data warehousing, business intelligence, and analytic applications. Stephen worked as SAS as a senior manager for SAS Enterprise Guide and has been a SAS user for 15 years. During his career, he has implemented data warehousing, business intelligence and analytic solutions at over forty major companies.

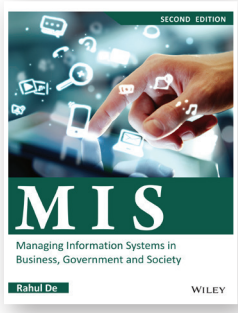
ABOUT THE BOOK

Written by an author team who is directly involved with SAS, this easy-to-follow guide is fully updated for the latest release of SAS and covers just what you need to put this popular software to work in your business. SAS allows any business or enterprise to improve data delivery, analysis, reporting, movement across a company, data mining, forecasting, statistical analysis and more. SAS For Dummies, 2nd Edition gives you the necessary background on what SAS can do for you and explains how to use the Enterprise Guide.

TABLE OF CONTENTS

• Welcome to SAS! • Gathering Data and Presenting Information. • Impressing Your Boss with Your SAS Business Intelligence. • Enhancing and Sharing Your SAS Masterpieces. • Getting SAS Ready to Rock and Roll. • The Part of Tens.

9788126560448 | Pages: 388 | ₹ 739



MIS: Managing Information Systems in Business, Government and Society, 2ed | e | IM

RAHUL DE

ABOUT THE AUTHOR

Dr. Rahul De is the Hewlett-Packard Chair Professor of Information Systems at the Indian Institute of Management Bangalore (IIMB).He has a B.Tech. from IIT Delhi, and an MBA from the Faculty of Management Studies, University of Delhi. He went on to join the doctoral program of the Katz Graduate School of Business, of the University of Pittsburgh, and obtained his PhD from there in 1993. His doctoral research was in applied Artificial Intelligence.

ABOUT THE BOOK

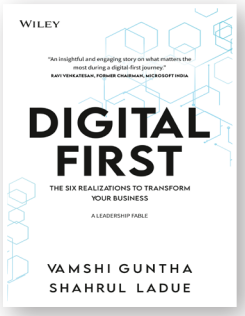
Information technology (IT) defines the manner in which organisations and businesses operate and compete. The role of the modern manager is to both manage IT and to harness its immense potential

for innovation and growth. The purpose of this book is to understand the decisions managers have to make with regard to IT and innovating with IT. This book explains key technologies that constitute the modern IT landscape and also explores the manner in which IT shapes the world around us. The discussions, examples and cases are drawn largely from the Indian context, though their relevance and scope is universal.

TABLE OF CONTENTS

• MIS and Organisations • Fundamentals of IT • Social Aspects of IS

9788126571222 | Pages: 556 | ₹ 1149



Digital First : The Six Realizations To Transform Your Business | e

Vamshi Guntha, Shahrul Ladue

ABOUT THE AUTHOR

Vamshi Guntha is the Founder and CEO of Propl Inventions, a firm dedicated to making organizations digital-first. Vamshi's passion for transforming businesses is reflected in his writing, speaking, and consulting.

Shahrul Ladue is a Partner at Propl Inventions. He specializes in guiding executives in launching new high-growth initiatives and creating economies of scale with digital. Shahrul was most recently the head of Digital Strategy for T-Mobile, USA, where he reported to the Chief Digital Officer.

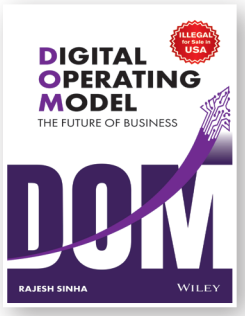
ABOUT THE BOOK

This book has two main purposes: to share the six digital-first realizations and to provide a playbook that will enable leaders to unlock value from the transformation journey. These realizations are written in a business fable format for two reasons. The first is to make the content as close to real-world experiences so everyone can absorb the nuances of transformation. It tells the story of Neo Ray, a Chief Digital Officer who takes on the challenge of putting Fitness First Inc. on a digital-first trajectory in one year.

TABLE OF CONTENTS

• The World Upside Down • Bracing for Impact • Win Sometimes Lose Sometimes • Drinking From the Fire Hose • Transforming at Scale • The Finale

9789354642531 | Pages: 300 | ₹ 907



Digital Operating Model : The Future of Business | e

Rajesh Sinha

ABOUT THE AUTHOR

RAJESH SINHA is an entrepreneur, philanthropist, and founder and chairman of Fulcrum Group, a leading business platform, and digital engineering services company that offers technology consulting to companies globally. Under Sinha's guidance, the company has transformed 100 million lives with the power of digital platforms and engineering. A recognized authority on digital transformation, he is a recipient of the Great Indian Entrepreneur Award, CEO Tech United Award, and has been a finalist for EY Entrepreneur of the Year.

Everyone deserves digital tech to better their lives. All proceeds from this book will be donated to the Fulcrum Foundation, a non-profit dedicated to ""no one should be left behind on this planet.

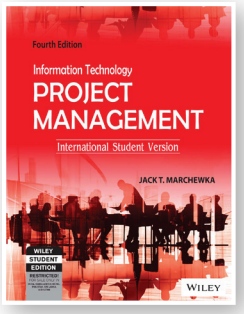
ABOUT THE BOOK

In this book, CEOs, CFOs, CIOs and Chief Digital Officers of organizations who have embarked on the journey of digital transformation but have not been able to fully realize the benefits will gain insights on aligning their existing investment with newer initiatives, as well as develop a proper roadmap for their digital future. Through the plans and actions of real-life examples of those who have attempted and achieved digital acceleration on their own or in client organizations, readers will learn the proper methods of creating multiple digital accelerators, how to culturally align to new agile ways of delivering rapid solutions, and become aware of new mantras of the API economy which can place digital strategy as the champion of today's successful business. Readers will learn how implementing a simple, but impactful digital platform strategy is the key to experiencing exponential business growth -- meeting your professional objectives while establishing innovative continuity and differentiation within your industry.

TABLE OF CONTENTS

• Part I The Impossible Is Possible • Chapter 1 Your Mantra for Success • Chapter 2 DOM in Motion • Chapter 3 The New Normal • Chapter 4 DOM in Motion/Small-to-Midsize Company Food Service Management: Whitsons Culinary Group • Part II Become the Disruptor • Chapter 5 Building Your Digital Road Map • Chapter 6 Unleashing the Power of Your Business Platform • Chapter 7 DOM in Motion/Mid- to Large-Size Company Insurance: Crum & Forster • Part III Don't Get Disrupted • Chapter 8 Crisis Creates Opportunity • Chapter 9 Outsmarting the Competition • Chapter 10 DOM in Motion: Business Platform Success • Part IV The Future Is Here • Chapter 11 Maintain Your Forward Momentum • Chapter 12 The Decades Ahead • Epilogue • Endnotes • Appendix/ Rajesh Sinha: A Digital Entrepreneur's Journey • About the Website • Index

9789373321417 | Pages: 240 | ₹ 689



Information Technology Project Management, 4ed, ISV | e | IM

Jack T. Marchewka

ABOUT THE AUTHOR

Jack T. Marchewka is an associate professor, the Barsema Professor of Management Information Systems and the director of the Business Information Technology Transfer Center (BITTC) at Northern Illinois University. Dr. Marchewka has taught a number of courses at both the undergraduate and graduate levels and has been a guest lecturer at the Rotterdam School of Management, Erasmus University in the Netherlands.

ABOUT THE BOOK

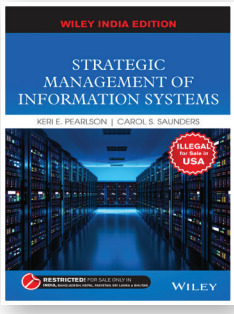
The new edition of Marchewa's Information Technology Project

Management focuses on more simplified chapters, practical examples and the addition of small case studies to every chapter. The text contains the same level of depth and brevity that's simply written and easy to understand as previous issues. Marchewka continues to focus on how to create measurable organizational value (MOV) to create a solid foundation for making decisions throughout the project's lifecycle as well as for integrating project management and IT concepts, tools and techniques.

TABLE OF CONTENTS

• An Overview of IT Project Management • The Business Case • The Project Charter • The Project Team • The Scope Management Team • The Work Breakdown Structure (WBS) • The Project Schedule And Budget • The Risk Management Plan • The Project Communication Plan • The IT Project Quality Plan • Managing Change, Resistance, and Conflict • Managing Project Procurement and Outsourcing • Project Leadership and Ethics • The Implementation Plan and Project Closure • Appendix: An Introduction To Function Point Analysis

9788126543946 | Pages: 480 | ₹ 1050



Strategic Management of Information Systems | e | IM

Keri E. Pearlson, Carol S. Saunders

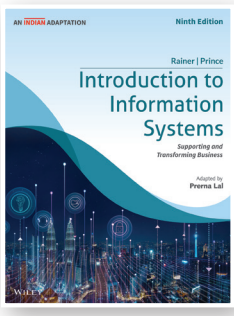
ABOUT THE BOOK

This brief, but complete, paperback builds a basic framework for the relationships among business strategy, information systems, and organizational strategies. You'll learn how IT relate to organizational design and business strategy, how to recognize opportunities in the work environment and how to apply current technologies in innovative ways.

TABLE OF CONTENTS

• Linking Systems Strategy and the Organization • Strategic Use of Information Resources in a Global Economy • Organizational Strategy: Managerial Levers • Work Design: Enabling Global Collaboration • Building and Changing Global Business Processes • Information Systems Strategy: Architecture and Infrastructure • Cost Recovery of Information Systems • Governance of the Information Systems Organization • Sourcing Information Systems around the World • Managing Projects in a Global Ecosystem • Business Analytics and Knowledge Management • Ethical Guidelines for Information Use

9788126559633 | Pages: 416 | ₹ 999



Introduction to Information Systems, 9ed (An Indian Adaptation) : Supporting and Transforming Business | e | IM

R. Kelly Rainer, Brad Prince, Prerna Lal

ABOUT THE AUTHOR

R. Kelly Rainer Jr., Auburn University.

Brad Prince, University of West Georgia

Prerna Lal, International Management Institute New Delhi

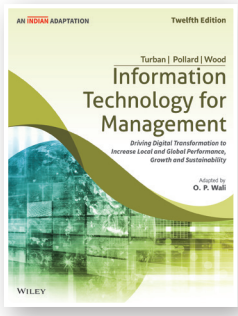
ABOUT THE BOOK

Introduction to Information Systems, 9th Edition delivers an essential resource for undergraduate business majors seeking ways to harness information technology systems to succeed in their current or future jobs. It covers applications of the latest technologies with the addition of new cases from Europe, Middle East, Africa, Australia, and Asia-Pacific countries. It focuses on global business environment for students to understand the norms of using technology while operating on online platforms for exploring new avenues in different geographical locations.

TABLE OF CONTENTS

• Introduction to Information Systems • Organizational Strategy, Competitive Advantage, and Information Systems • Ethics and Privacy • Information Security • Data and Knowledge Management • Telecommunications and Networking • E-Business and E-Commerce • Wireless, Mobile Computing, and Mobile Commerce • Social Computing • Information Systems within the Organization • Customer Relationship Management and Supply Chain Management • Business Analytics • Acquiring Information Systems and Applications • Artificial Intelligence

9789354643026 | Pages: 596 | ₹ 1099



Information Technology for Management, 12ed (An Indian Adaptation) : Driving Digital Transformation to Increase Local and Global Performance, Growth and Sustainability | e | IM

Efraim Turban, Carol Pollard, Gregory Wood, O.P. Wali

ABOUT THE AUTHOR

Efraim Turban, California State University at Long Beach;

Carol Pollard, Canisius College , West Seneca, New York

Gregory Wood, Canisius College

ABOUT THE BOOK

Information Technology for Management provides students with a comprehensive understanding of the latest technological developments in IT and the critical drivers of business performance, growth, and sustainability. Integrating feedback from IT managers and practitioners from top-level organizations worldwide, the International Adaptation of this well-regarded textbook features thoroughly revised content throughout to present students with a realistic, up-to-date view of IT management in the current business environment.

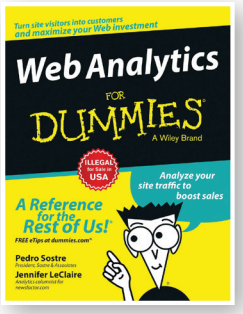
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• Digital Transformation Disrupts Companies, Competition, and Careers • Information Systems, IT Infrastructure, and the Cloud • Data Management, Data Warehouses, and Data Governance • Networks, the Internet of Things (IoT), and Edge Computing • Data

Privacy and Cyber Security • Business Intelligence, Data Science, and Data Analytics • Social Media and Semantic Web Technology • Omnichannel Retailing, E-commerce, and Mobile Commerce Technology • Functional Business Systems • Enterprise Systems • Artificial Intelligence, Robotics, and Quantum Computing Technology • IT Strategy, Sourcing, and Strategic Technology Trends • Systems Development and Project, Program and Portfolio Management • IT Ethics and Local and Global Sustainability

9789354641985 | Pages: 664 | ₹ 1179

MARKETING



Web Analytics For Dummies | e

Pedro Sostre , Jennifer LeClaire

ABOUT THE AUTHOR

Pedro Sostre is a New Media entrepreneur who's done everything from consulting to design for a major dot-com to launching his own Web development and consulting firm. He's managed web projects for companies like CBS Sportsline, BMW Motorcycles, Reebok and Motorola. Pedro is also a columnist for Revenue magazine and is regularly quoted in media outlets, including Microsoft.com, Web Host Industry Review, and Internet advertising hot spot Adotas. Pedro's is also a Yahoo! Search Marketing Ambassador and Google Adwords Qualified Professional.

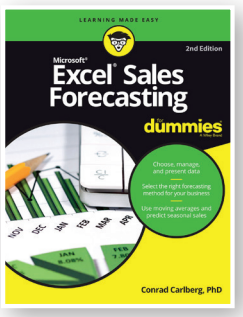
ABOUT THE BOOK

Web Analytics For Dummies answers two key questions for anyone undertaking a Web analytics project: How do I get the data I need? How do I apply the data to improving my Web site? The authors are experienced Web analysts and designers with experience both in examining the trends of an existing site and redesigning based on research.

TABLE OF CONTENTS

• Getting Started with Web Analytics • Choosing the Right Web Analytics Solution • Searching for Statistical Treasure • Knowledge Is Power -- Making Analytics Work for You • The Part of Tens

9789354643323 | Pages: 160 | ₹ 849



Microsoft Excel Sales Forecasting For Dummies, 2ed

Conrad Carlberg

ABOUT THE AUTHOR

Conrad Carlberg is a nationally recognized expert in quantitative analysis, and on data analysis and management applications such as Microsoft Excel, SAS and Oracle. He has worked as a sales engineer for a division of Motorola, selling technical equipment to the telecommunication and energy industries. He also worked in product marketing for US West, one of the seven original ""Baby Bells.""

ABOUT THE BOOK

One of the biggest challenges sales and marketing professionals face is forecasting future sales as accurately as possible. The few books published on the subject are full of arcane business school terms and complex algebraic equations. With Microsoft Excel, Conrad Carlberg manages to cut through the jargon and complex math and shows you how to produce forecasts you can rely on.

9788126564477 | Pages: 412 | ₹ 639



Marketing Research | e | IM

Aaker, Kumar, Leone, Day, Gopal Das

ABOUT THE AUTHOR

Gopal Das is an Associate Professor of Marketing at IIM Bangalore. Gopal has more than 10 years of teaching and/or research experience in Marketing and Data analytics. He has conducted several management development programmes on Research Methodology, Marketing Research, and Data Analytics using statistical packages, such as SPSS, AMOS, SAS, MINITAB, and R. He has been awarded and appreciated for his contributions to management study. He has won gold medal for the best "Outstanding Doctoral Management Student Awards (2012)" organized by AIMS International held at the IIM Bangalore.

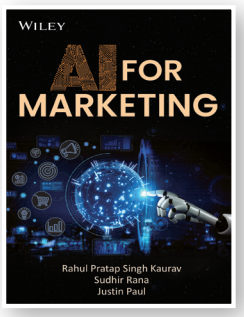
ABOUT THE BOOK

The 11th Edition of Marketing Research (by Aaker et al.) has been adapted to Indian perspective without much dilution of its global flavor. Keeping in mind the learning requirements of Indian students in the field of market research, this textbook has been developed by modifying contents at required places. This book, while maintaining the strengths of the original version, reflects the modern realities of marketing research. Real-life scenarios included in the Indian adaptation of Marketing Research would help readers in cognitive analysis, invoke thoughtful insights in the areas of market intelligence, business decisions, and actions. In this edition, readers are expected to learn, explore, and analyze various dimensions of marketing research.

TABLE OF CONTENTS

• The Nature And Scope Of Marketing Research • Data Collection • Data Analysis • Special Topics In Data Analysis • Applications Of Marketing Intelligence

9788126577125 | Pages: 632 | ₹ 1189



AI for Marketing

Rahul Pratap Singh Kaurav, Sudhir Rana, Justin Paul

ABOUT THE AUTHOR

Rahul Pratap Singh Kaurav is an Associate Professor of Marketing at the FORE School of Management, New Delhi.

Sudhir Rana is an Associate Professor at the College of Business, Liwa University, Abu Dhabi.

Justin Paul is a Professor of PhD & MBA programs at the University of Puerto Rico, USA.

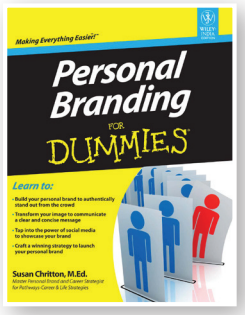
ABOUT THE BOOK

AI for Marketing is a practical guide to how artificial intelligence is redefining marketing—from segmentation and personalization to content creation, automation, and customer service. It equips marketers to use AI strategically and ethically, offering a clear roadmap to understand, apply, and lead with AI.

TABLE OF CONTENTS

• Opening Case Study: Generative AI (ChatGPT/Gemini/Claude/...) • Is Your New Friend, Philosopher, and Guide • 1 Introduction to AI in Marketing • 2 Fundamentals of Machine Learning for Marketers • 3 AI-Driven Consumer Insights and Data Management • 4 AI-Driven Consumer Insights • 5 Natural Language Processing and Network Analysis in Marketing • 6 Hands-On Applications of NLP and SNA in Marketing • 7 Generative AI in Marketing • 8 Prompt Engineering • 9 AI in Digital Advertising • 10 AI for Customer Relationship Management • 11 AI and Services Marketing • 12 AI in Product Development and Innovation • 13 Robots, Drones, and AI in Marketing • 14 AI, Analytics, and Decision-Making • 15 Ask, Analyse, Act: Marketing Decision-Making with Generative AI • 16 Ethics, Privacy, and Future Trends in AI-Driven Marketing • Closing Case Study: Crafting an AI-Powered Marketing Proposal • Appendix A: AI for Marketing—Interactive Video Learning Resource • Appendix B: AI Prompt Library for Marketers • Appendix C: AI Frameworks and Models Summary"

9789373324883 | Pages: 544 | ₹ 950



Personal Branding for Dummies

Susan Chritton

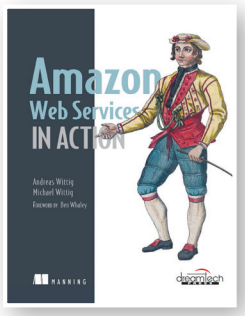
ABOUT THE BOOK

Personal Branding For Dummies is a guide through the steps of creating and maintaining a personal trademark. Topics include: Using different organizations and associations to increase visibility and exposure to both clients and competitors. Making the most of networking--from business cards to resumes. Tapping into Social Media outlets like Facebook, Twitter, and LinkedIn to showcase a personal brand.

TABLE OF CONTENTS

• Introduction • Why Is Personal Branding Important? • Knowing Your Brand • Communicating Your Brand with the World • Controlling Your Brand Ecosystem • The Part of Tens • Index

9788126538737 | Pages: 360 | ₹ 749



Amazon Web Services in Action

Andreas Wittig, Michael Wittig, Ben Whaley

ABOUT THE AUTHOR

Andreas Wittig and Michael Wittig are software engineers and consultants focused on AWS and web development.

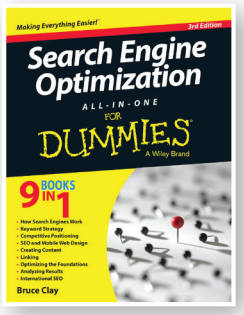
ABOUT THE BOOK

Amazon Web Services in Action introduces you to computing, storing, and networking in the AWS cloud. You'll start with an overview of cloud computing and then begin setting up your account. You'll learn how to automate your infrastructure by programmatically calling the AWS API to control every part of AWS. Next, you'll learn options and techniques for storing your data. You'll also learn how to isolate your systems using private networks to increase security. Finally, this book teaches you how to design for high availability and fault tolerance.

TABLE OF CONTENTS

• Getting Started • Building Virtual Infrastructure with Servers and Networking • Storing Data in The Cloud • Architecting on AWS

9789351198758 | Pages: 424 | ₹ 899



Search Engine Optimization All-In-One for Dummies, 3ed

Bruce Clay

ABOUT THE AUTHOR

Bruce Clay is a professional search engine optimization consultant. He was interviewed by Wired Magazine in their feature ""The Complete Guide to Googlemania!"" and cited by USA Today in their article ""Gunning for search engines.

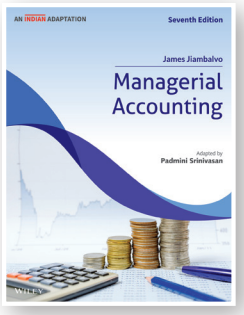
ABOUT THE BOOK

In Search Engine Optimization All-in-One For Dummies, 3rd Edition, Bruce Clay—whose search engine consultancy predates Google—shares everything you need to know about SEO. In minibooks that cover the entire topic, you'll discover how search engines work, how to apply effective keyword strategies, ways to use SEO to position yourself competitively, the latest on international SEO practices and more. If SEO makes your head spin, this no-nonsense guide makes it easier. You'll get the lowdown on how to use search engine optimization to improve the quality and volume of traffic on your website via search engine results.

TABLE OF CONTENTS

• Getting Started • Tizen Web APIs • Advanced Tizen

9788126558759 | Pages: 792 | ₹ 639



Managerial Accounting, 7ed (An Indian Adaptation) | e

James Jiambalvo, Padmini Srinivasan

ABOUT THE AUTHOR

James Jiambalvo is the Michael G. Foster Endowed Chair in Accounting at the

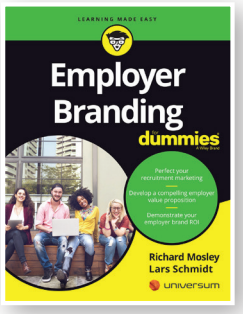
ABOUT THE BOOK

To be a successful manager, you need to understand how foundational managerial

TABLE OF CONTENTS

• Managerial Accounting in the Information Age • Job-Order Costing for Manufacturing and Service Companies • Process Costing • Cost-

9789354640872 | Pages: 560 | ₹ 1159



Employer Branding For Dummies

Richard Mosley, Lars Schmidt

ABOUT THE AUTHOR

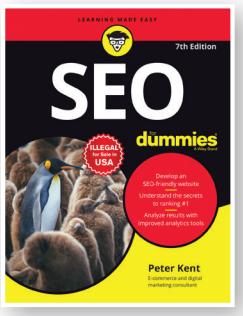
Universum is the world's leading employer branding research agency working with a large proportion of the Global Fortune 500 companies as well as a significant number of local/regional companies in 55+ countries.

Richard Mosley, Universum's Global Head of Strategy, is widely recognized as a leading global authority on the subject of Employer Branding. He regularly chairs or delivers key note presentations at many of the world's leading employer brand events, including the annual HR Core Lab / Future of Recruitment event in Barcelona, LinkedIn's Talent Connect event in Europe, Glassdoor's Employer Branding Summit in San Francisco, and Shanghai's Employer Brand Summit.

ABOUT THE BOOK

Employer Branding For Dummies is the clear, no-nonsense guide to attracting and retaining top talent. Written by two of the most recognized leaders in employer brand, Richard Mosley and Lars Schmidt, this book gives you actionable advice and expert insight you need to build, scale, and measure a compelling brand. You'll learn how to research what makes your company stand out, the best ways to reach the people you need, and how to convince those people that your company is the ideal place to exercise and develop their skills. The book includes ways to identify the specific traits of your company that aligns with specific talent, and how to translate those traits into employer brand tactic that help you draw the right talent, while repelling the wrong ones.

9788126567355 | Pages: 668 | ₹ 839



SEO for Dummies, 7ed | e

Peter Kent

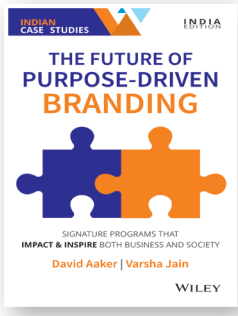
ABOUT THE AUTHOR

Peter Kent (Denver, CO) is an e-commerce consultant who specializes in search-engine optimization (SEO). He is the former VP of Marketing at Indigio, where he worked on search engine optimization. He has worked online since 1984, written about the Internet since 1993, and authored almost 50 books, including dozens of Internet-related books and hundreds of periodical articles and columns.

ABOUT THE BOOK

Create a website that ranks at the top of search engines and drives traffic to your site with these tips, tricks, and secrets. Search Engine Optimization For Dummies, 7th Edition shows website owners, developers, and search engine optimizers (SEOs) how to create a website that ranks at the top of search engines and has high-volume traffic, while answering the essential question of "how do I get people to visit my site?

9788126562671 | Pages: 520 | ₹ 749



The Future of Purpose-Driven Branding : Signature Programs that Impact & Inspire Both Business and Society | e

David Aaker, Varsha Jain

ABOUT THE AUTHOR

"David Aaker, the Vice-Chairman of Prophet (a global consultancy around branding, growth, and strategic transformation) and Professor Emeritus of Marketing Strategy at the Berkeley-Haas School of Business, is the winner of five career awards for contributions to the science of the theory and practice of marketing including the MIT's Buck Weaver Award and the NYAMA Marketing Hall of Fame.

Prof. Varsha Jain is the AGK chair, professor of marketing, and cochairperson of research at the MICA, India. She is an associate editor (AE) at the journal of advertising research ("A" Journal). the journal of consumer marketing ("A" journal), the journal of consumer behavior (JCB, "A" journal), and Australasian Marketing Journal ("A" Journal). She received the best AE award from JCB in 2022; she is an editorial board member at the international journal of information management (A* Journal) and journal of business research (A journal) and co-track chairperson - advertising track at academy of marketing science, USA the annual conference, 2023.

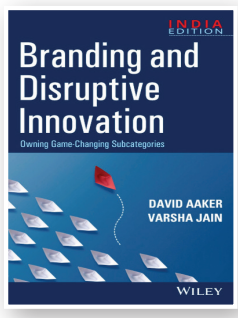
ABOUT THE BOOK

It's not enough for companies to make a commitment to reduce energy or have an ad hoc budget for grants and volunteering—the world needs their resources, know-how, and ability to address society's needs and existential threats...and employees and customers demand it. Branding expert David Aaker and Varsha Jain show a pathway to business and social program leadership through this title of Future of Purpose Driven Branding.

TABLE OF CONTENTS

• Purpose-Driven Branding: The Context • Signature Social Programs that Inspire, Impact, & Thrive • Integrating the Signature Social Program into the Business • Putting Signature Social Brands on Steroids: Five Branding "Must Dos"

9789357460897 | Pages: 288 | ₹ 947



Branding and Disruptive Innovation : Owning Game-Changing Subcategories | e

David Aaker, Varsha Jain

ABOUT THE AUTHOR

David Aaker, the Vice-Chairman of Prophet (a global consultancy around branding, growth, and strategic trans-

formation) and Professor Emeritus of Marketing Strategy at the Berkeley-Haas School of Business, is the winner of five career awards for contributions to the science of the theory and practice of marketing including the MIT's Buck Weaver Award and the NYAMA Marketing Hall of Fame. He has published more than one hundred articles and eighteen books that have sold well over one million copies and been translated into eighteen languages.

Prof. Varsha Jain is the AGK chair, professor of marketing, and cochairperson of research at the MICA, India. She has authored over 120+ publications, including papers in A* and A journals. Prof. Jain is the recipient of more than 23 international and national awards and gold medals in scholarship. In her research career, she is visiting guest at Emory Business School, Atlanta, USA, visiting scholar at Greenwich University, London, and The Medill School, Northwestern University, USA. Her interest areas are advertising, branding, and digital (primarily immersive technologies, including AI, AR, VR, and Meta).

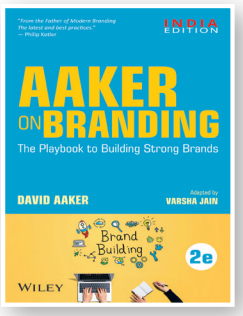
ABOUT THE BOOK

THE ONLY WAY TO GROW (with rare exceptions) is the disruptive innovation where "must haves" defining game-changing subcategories deliver new or markedly superior customer experiences or brand relationships. Branding, which holds the key to success of this growth strategy, is often underused or neglected. There are four branding jobs – to become the exemplar brand , position new subcategory, scale the customer base, and provide barriers to competitors. Case studies show how to implement this strategy in the fast-moving digital age. The alternative, " my brand is better than your brand" competition, almost never generates growth and is not so fun.

TABLE OF CONTENTS

• The Only Way to Grow • The Payoff • Digital Disruption: Six Keys to Airbnb's Success • Digital Disruption: E-Commerce • Digital Disruption: The Internet of Things • Building Loyalty through Digital Communication: Stories, Communities, and Personalization • Finding New "Must-Haves" • Evaluating Potential "Must-Haves" • The Exemplar Role and Managing "Must-Haves" • Creating Barriers: Sustaining the "Must-Haves" • Twenty Takeaways

9789357465496 | Pages: 256 | (Exclusive)



Aaker on Branding : The Playbook to Building Strong Brands

David Aaker, Varsha Jain

ABOUT THE AUTHOR

David A. Aaker is the Vice Chairman of Prophet, a global branding and transformation firm, and Professor Emeritus of Marketing Strategy at the University of California Berkeley Haas School of Business.

Varsha Jain is a Professor of Marketing, ESSCA School of Management, France.

ABOUT THE BOOK

Branding is more than a logo-it is the promise, personality, and purpose that shape every customer experience. David Aaker's work has long been the global gold standard for understanding how brands drive strategy, relevance, and loyalty.

This Indian adaptation by Varsha Jain builds on this foundation, exploring how to build powerful brands in India's vibrant, values-driven market. From Amul's cooperative roots to Tata's purpose-driven pillars, this edition highlights how Indian brands build communities, leverage social programs, and create ""must haves"" that resonate with millions. Readers will discover actionable frameworks-the SBs, brand vision pillars, and signature stories-tailored for India's digital, diverse, and purpose-driven market.

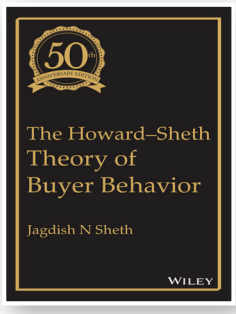
Whether you're a student building your expertise, a marketer crafting the next big campaign, or a founder shaping your brand identity, this book will guide you in creating brands that don't just sell-they matter.

Branding is a craft. With vision and conviction, you'll build brands that last.

TABLE OF CONTENTS

• Part 1 Recognize That Brands Are Assets • 1 The 5Bs: Brands Are Assets That Drive Strategy • 2 Brand Assets Have Real Value • • Part II Have a Compelling Brand Vision • 3 Create a Brand Vision • 4 The Organization as a Differentiator • 5 Signature Social Programs That Energize, Differentiate, and Engage • 6 A Brand Personality Connects • 7 The Role of a Branded Differentiator • 8 Get Beyond Functional Benefits • • Part III Branding and Disruptive Innovation • 9 Create "Must Haves" Rendering Competitors Irrelevant • 10 Branding: The Secret Sauce in Disruptive • • Part IV Bringing the Brand to Life • 11 Nine Brand-Building Actions That Work • 12 Signature Stories • 13 Symbols and Taglines • 14 Brand Communities • 15 Three Threats to Brand Relevance • 16 Consistency Wins Build and Reinforce vs. Adapt and Change • • Part V Managing Your Brand Portfolio • 17 You Need a Brand Portfolio Strategy • 18 Brand Extensions: The Good, the Bad, and the Ugly • 19 Vertical Brand Extensions Have Risks and Rewards • • Part VI Spanning Silos • 20 Silo Organizations Inhibit Brand Building

9789373329437 | Pages: 316 | ₹ 850



The Howard-Sheth Theory of Buyer Behavior | e

Jagdish N Sheth

ABOUT THE AUTHOR

Dr. Jagdish N. Sheth is known nationally and internationally for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. He has over 50 years of combined experience in teaching and research at the University of Southern California, the University of Illinois, Columbia University, MIT, and Emory University. Throughout his career, Professor Sheth has offered hundreds of presentations in at least 20 countries. He has also provided consulting for numerous companies including AT&T, BellSouth, Cox Communications, Delta, Ernst & Young, Ford, GE, Lucent Technologies, Motorola, Nortel, Pillsbury, Sprint, Square D, 3M, Whirlpool, and others.

ABOUT THE BOOK

The Howard-Sheth Theory of Buyer Behavior (1969) is recognized as a major catalyst for the rise of consumer behavior as a standalone discipline and independent of market research. In the last 50 years, consumer behavior has experienced spectacular growth especially

with the influence of behavioral sciences. The next 50 years will be even more exciting. Stay tuned. The key drivers are the rise of emerging markets such as China and India as the largest consumer markets in the world for branded products and services.

TABLE OF CONTENTS

• The Nature of The Theory and A Summary • Structure of The Theory • The Theory and Its Measurement • The Theory and Its Application • Summary and Implications

9788126555024 | Pages: 528 | ₹ 1659



Customer Experience for Dummies | e

Roy Barnes, Bob Kelleher

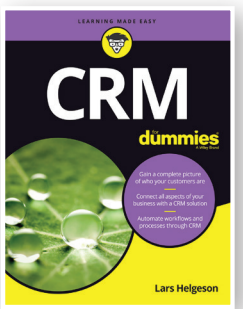
ABOUT THE AUTHOR

Roy Barnes is an acclaimed thought leader, keynote speaker, trainer and consultant. As President of Blue Space Customer Consulting, he travels worldwide to share his insights on customer engagement, strategic execution, performance management and leadership development. His consulting practice includes Fortune 500 clients in diverse industry types, including state, federal government agencies as well as large and small non-profit entities. Bob Kelleher is the founder of The Employee Engagement Group

ABOUT THE BOOK

Customer Experience for Dummies helps you listen to your customers and offers friendly, practical and easy-to-implement solutions for incorporating customer engagement into your business plans and keep the crowds singing your praises. The book shows you simple and attainable ways to increase customer experience and generate sales growth, competitive advantage and profitability. You'll get the know-how to successfully optimize social media to create more loyal customers, provide feedback that keeps them coming back for more, become a trustworthy and transparent entity that receives positive reviews and so much more.

9788126554355 | Pages: 364 | ₹ 589



CRM For Dummies

Lars Helgeson

ABOUT THE AUTHOR

Lars Helgeson is a sales and marketing technology pioneer. In 2011, he launched GreenRope, a CRM platform for small and mid-sized businesses worldwide. Built from scratch, GreenRope has grown to over 3,000 clients in over 40 countries without any venture capital. Lars is an active speaker for small membership organizations and conferences with hundreds of audience members.

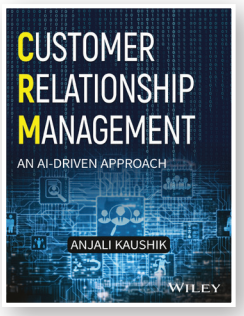
ABOUT THE BOOK

CRM For Dummies is the small business leader's guide to managing customer interactions. Customer relationship management is a critical part of any business, and it encompasses everything from business strategy and HR to sales, marketing, events, and more. Solutions exist for businesses of any size, but how do you know which one is right for you? What features do you need? Do you have the people and processes in place to get the most out of whichever one you choose? This book is designed to help business leaders better understand effective CRM and identify the right solution for their business—but it's about much more than software; effective CRM requires appropriate team structures, intradepartmental collaboration, and process efficiency.

TABLE OF CONTENTS

• Introduction • About This Book • Icons Used in This Book • Where to Go from Here • Part 1: Laying the CRM Foundation • Part 2: Setting Up Yourself for Success • Part 3: Implementing Your CRM • Part 4: Analytics and Improvement • Part 5: The Part of Tens • Appendix A: CRM Decision Matrix • Appendix B: Self-Assessment • Index

9788126569908 | Pages: 364 | ₹ 529



Customer Relationship Management : An AI-driven Approach | e | IM

Anjali Kaushik

ABOUT THE AUTHOR

Anjali Kaushik is a distinguished Professor at the Management Development Institute (MDI), Gurgaon, one of India's leading business schools. As a former Dean of Strategic Initiatives, she pioneered the Online PGDM program, spearheaded ERP deployment, and expanded global collaborations. With a rich academic career, she has also served as IT Head and Area Chair at MDI. Dr. Kaushik is a Chevening-Oxford Fellow, holds a PhD from Delhi University and a post-graduate degree in Cyber Law from NLSIU, Bangalore.

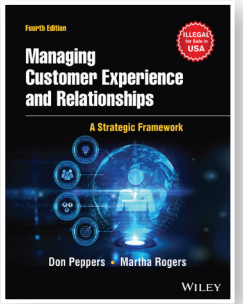
ABOUT THE BOOK

In today's fast-evolving business environment, customer relationships are more important than ever, and Customer Relationship Management—An AI-driven Approach provides the essential roadmap for navigating this dynamic landscape. This comprehensive guide bridges traditional CRM methods with AI technologies, showing how AI technologies like machine learning, predictive analytics, and automation can transform customer engagement and streamline operations. Through detailed discussions on CRM fundamentals, the role of AI in driving marketing, sales, and customer service, and the importance of effective data management, this book offers practical insights backed by real-world examples and case studies. Special emphasis is given to the Indian market, exploring how businesses are leveraging AI to meet local challenges. This is an invaluable resource for professionals and academics looking to understand and apply AI-driven CRM strategies to stay ahead in today's competitive market.

TABLE OF CONTENTS

• Defining CRM • CRM in Marketing • Permission Marketing • Sales Force Automation • CRM and Customer Service • Data Management • Analytical CRM • Planning and Implementing the CRM Program • Social CRM Strategy

9789363869943 | Pages: 280 | ₹ 850



Managing Customer Experience and Relationships, 4ed : A Strategic Framework | e

Don Peppers, Martha Rogers

ABOUT THE AUTHOR

Don Peppers (Menlo Park, CA) is the co-founder of CX Speakers, which offers workshops and consulting around issues that involve customer experience, customer relationships, marketing technology, corporate culture change, customer trust, evidence-based management, and new business development. In addition, he is an adjunct professor at Menlo College where he teaches mass customization and digital marketing. He is recognized as a global authority on marketing and business competition. His first book, The One to One Future (written with Martha Rogers) is widely credited with having launched the CRM revolution. Research by SatMetrix has ranked Peppers and Rogers as the world's #1 most influential authorities on customer experience management issues. In addition, Peppers was listed by The Times of London as one of the "Top 50 Business Brains," while Accenture named him one of the "Top 100 Business Intellectuals," and the UK's Chartered Institute for Marketing called him one of the 50 "most influential thinkers in marketing and business today." He has been inducted into its Hall of Fame of the Direct Marketing Association (US). Martha Rogers, PhD (New York, NY) is the co-founder of CX Speakers. She is also the founder of Trustability Metrix, designed to help companies understand how they are trusted by customers, employees and business peers. She is a former Adjunct Professor at the Fuqua School of Business, Duke University where she was Co-Director of the Teradata CRM Center at Duke.

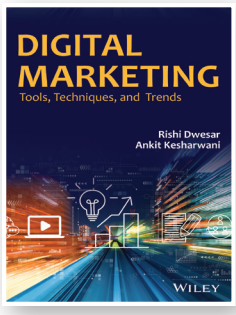
ABOUT THE BOOK

"This title provides a comprehensive overview of customer relationship management. It emphasizes customer strategies and building customer value. New to this edition are: ·Customer success management. This is a discipline that has arisen with SaaS businesses like Salesforce, Medallia, Totango, and almost all software these days, which can now be sold from ""the cloud."" The discipline even has lessons for how to manage remote workers, given the dramatic increase in off-premises work required during Covid19. ·Better decision-making practices with data. An increasingly important topic for students and professionals because of the immense amounts of data generated by smartphone, IoT, and other technologies. Readers must be able to understand and communicate with statistical analysts without having to resort to advanced equations. They need to know the difference between observational data and interactive data, and they need to be able to detect when data is not being used properly (which is more and more frequent these days). So we need to talk about things such as A/B testing, Goodhart's Law, and even Bayesian analysis, without requiring math. behavioral economics lessons, biases in VOC subjective data, better use of ""observational"" data, Goodhart's Law, etc. Also, some basic statistical principles that don't require equations -- such as A/B testing ideas, and sequential Bayes Theorem testing, and what that implies for marketing decisions. ·Marketing issues related to startups. The ""customer development"" process is integral to startup planning and involves research to probe customer needs. Readers need a background in issues such as ""agile"" process thinking, which has come to dominate the rapidly changing, more entrepreneurial companies of today, and is a major part of many companies' marketing efforts, which can be treated as ""ventures"" to be explored and developed. the ""customer development"" process is integral to startup planning, and involves research to probe customer needs. CRM tools and platforms. These tools and platforms (like Salesforce and others) need to be capable of helping companies ""treat different customers differently,"" and the only way to do this at scale is to use mass-customization principles to digitize the process. ·The Big Tech threat to privacy, autonomy, competition, etc. Network-effect monopolies? Income inequality? This may be the ""last frontier"" of the new one-to-one marketing model. Make money by protecting privacy, not threatening it.

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• PART I Technology's Rainbow 1 • CHAPTER 1 Evolution of Marketing and the Revolution of Customer Strategy • CHAPTER 2 Treat Different Customers Differently: How Learning Relationships Lead to Better Experiences and Higher Profit 25 • CHAPTER 3 Better Customer Experiences for Better Shareholder Return 49 • CHAPTER 4 IDIC and Trustability: Building Blocks of Customer Relationships 69 • CHAPTER 5 IDIC Step 1: Identify Individual Customers 105 • CHAPTER 6 IDIC Step 2: Differentiate Customers by Value 129 • CHAPTER 7 IDIC Step 2, cont.: Differentiate Customers by Needs 165 • CHAPTER 8 IDIC Step 3: Interact to Learn and Collaborate 195 • CHAPTER 9 IDIC Step 3, cont.: Interact/Privacy Considerations 237 • CHAPTER 10 IDIC Step 4: Customize to Build Learning Relationships 261 • CHAPTER 11 Measuring and Managing to Build Customer Value 299 • CHAPTER 12 Customer Analytics, Martech, Critical Thinking, Data Science, and the Customer-Strategy Enterprise 347 • CHAPTER 13 Organizing and Managing the Profitable Customer-Strategy Enterprise 383 • CHAPTER 14 Leading to Build Customer Value 411

9789370602892 | Pages: 512 | ₹ 879



Digital Marketing : Tools, Techniques, and Trends | IM

Rishi Dwesar, Ankit Kesharwani

ABOUT THE AUTHOR

Dr. Rishi Dwesar is an accomplished academician, digital marketing expert, and institutional leader with over 15 years of professional experience spanning advertising, consulting, teaching, and executive training. He currently serves as the Dean and Program Head at ICFAI Business School, ICFAI University Dehradun. As the head of the B-school, he leads academic strategy, curriculum development, research initiatives, digital innovation, and industry outreach across both undergraduate and postgraduate management programs. Prior to this, he worked as an Associate Professor in the Department of Marketing & Strategy at ICFAI Business School, Hyderabad (IFHE University).

Dr. Ankit Kesharwani is currently serving as Assistant Professor in the area of Marketing and Strategy at the Indian Institute of Management Rohtak. Over the years, he has held academic positions at esteemed institutions such as the Indian Institute of Foreign Trade (IIFT), Delhi Campus, and IBS Hyderabad. His academic journey also includes a distinguished tenure as a Visiting Scholar at the Fogelman College of Business and Economics, University of Memphis, United States.

ABOUT THE BOOK

In an era shaped by data, disruption, and digital acceleration, Digital Marketing: Tools, Techniques, and Trends is your trusted guide to navigating and mastering the dynamic world of digital marketing. Written by experienced educators with extensive training and consulting experience, this book strikes a powerful balance between foundational theory and practical application. From SEO, social media, influencer, and email marketing to AI-powered campaigns, marketing automation, Google Analytics 4, and digital laws and compliance, it covers everything a modern marketer needs to thrive.

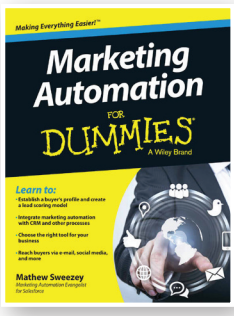
The book brings concepts to life through strategic frameworks, real-world cases, hands-on assignments, platform-specific tips, and detailed analytics walkthroughs, accompanied by online learning resources for classroom and self-paced learning.

Whether you're a student or professional, it offers a clear path through the platforms, tools, and metrics that define marketing today—more than a textbook, it's a companion that helps you think critically, act strategically, and lead confidently in the digital age."

TABLE OF CONTENTS

• The Digital Marketing Landscape • Digital Business Models and the Digital Consumer • The Digital Marketing Plan • Website, Mobile Application Development, and E-commerce • Securing Traffic Through Search Engine Optimization • Advertising Avenues in the Digital World: Overview and Strategy • Advertising Avenues in the Digital World: Execution and Measurement • Engaging Audience Through Social Media and Content Marketing • Inbound Marketing, Marketing Automation, and Email Marketing • Understanding and Managing the Digital Marketing Funnel • Measuring Effectiveness of Digital Marketing (Part 1): Website, SEO, and Digital Advertising Analytics • Measuring Effectiveness of Digital Marketing (Part 2): Mobile Marketing, Social Media Marketing, and Other Channels • Leveraging New-Age Digital Marketing Channels and Technologies • The Evolving Role of Generative AI, Intelligent Agents, and Agentic AI in Digital Marketing • Digital Marketing Compliance: Navigating Laws and Upholding Ethics"

9789370607385 | Pages: 680 | ₹ 1050



Marketing Automation for Dummies | e

Mathew Sweezey

ABOUT THE AUTHOR

Mathew Sweezey (Atlanta, GA) is the head of thought leadership for B2B marketing at Pardot, a Salesforce.com company. Mathew speaks around the world on the topic of marketing automation, and works with leading Fortune 500 and mid-market companies, as well as small-to-medium size businesses, to help shape their future marketing plans.

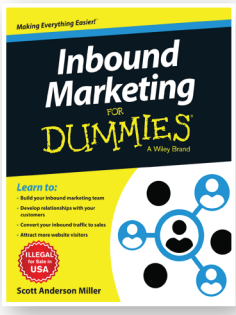
ABOUT THE BOOK

Marketing automation has changed the way marketers operate, and in Marketing Automation For Dummies readers will discover how to leverage this technology. The author will help readers evaluate their current processes, help readers select the correct tool, provide best practices to help readers leverage their new tools, outline processes and steps to help ensure a seamless integration with your CRM and share a few case studies of companies who have recently implemented this technology as well.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Marketing Automation • Part II: Working with Data and Leads • Part III: Running Automation Campaigns • Part IV: Mixing, Scoring, and Reporting • Part V: Putting It All Together • Part VI: The Part of Tens • Index"

9788126550432 | Pages: 316 | ₹ 539



Inbound Marketing for Dummies | e

Scott Anderson Miller

ABOUT THE AUTHOR

Anderson Miller is an entrepreneur, Inbound Marketing consultant, speaker and author. He has piloted 13 start-ups over a 25-year period. These start-ups include two successful marketing firms: Marketing Matters Inbound founded in 1996 and Evolve Digital Labs, an Inc. 500 Fastest Growing Company.

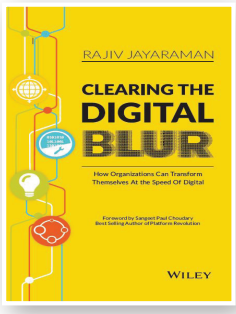
ABOUT THE BOOK

Inbound Marketing For Dummies will help you survive in today's complex business climate by showing you how to increase brand awareness, cement your brand loyalty, engage with potential buyers in a more conversational, human way and attract new buyers to your site. You'll discover how to use your website, social media, blogging, viral marketing and more to pull in new buyers to your site and grow your relationship with existing customers. You will also have access to a variety of worksheets and checklists online to help you expand your inbound marketing education beyond the book.

TABLE OF CONTENTS

• Getting Started with Inbound Marketing • The Art and Science of Consumer Connections • Building a Customer Conversion Machine • Fueling Visitor Needs with Content Marketing • Attracting Visitors to Your Website • Understanding the Power of Conversion • Measuring Success with Analytics • The Part of Tens

9788126558438 | Pages: 390 | ₹ 739



Clearing The Digital Blur : How Organizations Can Transform Themselves At the Speed of Digital | e

Rajiv Jayaraman

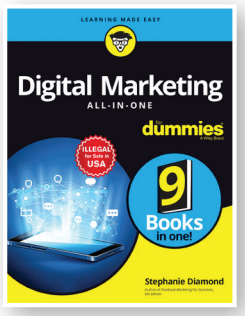
ABOUT THE AUTHOR

A TEDx speaker and a thought leader in the space of digital transformation and learning, Rajiv has keen interest in the psychology and business of learning, design and digital. As the Founder-CEO of KNOLSKAPE , a global talent transformation company, he works with CXOs and senior leaders of leading organizations to help them transform talent for the digital age. An alumnus of INSEAD and BITS, Pilani, Rajiv has been widely quoted and featured in The Economic Times, Business Standard, Live Mint, CNBC Young Turks, ET Now.

ABOUT THE BOOK

What do Google, Amazon, Facebook and Alibaba have in common? Collectively referred to as “GAFA”, these companies represent a new breed of competitors who are disrupting one industry after another using a playbook that most incumbent companies fail to understand. This book will help you understand how these digital born organizations look at the world around them, and more importantly, help you transform your own organization to compete and ultimately, thrive in the digital age. With management playbooks from the industrial age offering very little meaningful guidance, we need a fresh perspective to respond to the digital challenge. Clearing the Digital BLUR fills the gap by providing a guidebook for leaders and managers to leapfrog into the digital world, supported by a modern approach to strategy, execution, leadership and culture.

9788126578160 | Pages: 340 | ₹ 820



Digital Marketing All-In-One For Dummies | e

Stephanie Diamond

ABOUT THE AUTHOR

Stephanie Diamond is a marketing thought leader with 20+ years of experience building profits in over 75 different industries for both small business and multibillion dollar corporations. She is the founder of Digital Media Works, Inc., an online marketing company that helps business owners discover the hidden profits in their business.

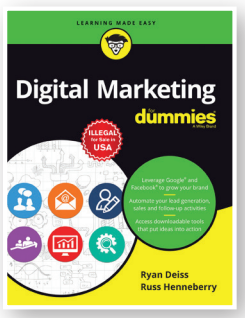
ABOUT THE BOOK

Discover how to optimize your integration from traditional to digital, uncover tips to prove ROI of marketing activities, and increase audience engagement with the proven digital marketing strategy and tactics found in this accessible, comprehensive guide. Learn how to determine the best product and market fit for your business, measure what your traffic is worth from any source, and offer an effective lead magnet to convert visitors. Use these tools, and more, to change the relationship from prospect to loyal customer.

TABLE OF CONTENTS

• Creating Your Digital Marketing Strategy • Uncovering the Customer Experience • Dipping Into Content Creation • Reaching Your Millennial Audience • Implementing Channel Promotions • Connecting with Influencers • Facebook Marketing • Deploying Other Social Media • Analyzing Data for Success

9788126534623 | Pages: 824 | ₹ 659



Digital Marketing For Dummies | e

Ryan Deiss, Russ Henneberry

ABOUT THE AUTHOR

Ryan Deiss is Founder and CEO of Idea Incubator, and the creator of Traffic & Conversion Summit. Ryan is a highly sought after speaker and consultant whose work has impacted over 200,000 businesses in 68 different countries.

Russ Henneberry is the Director of Editorial at DigitalMarketer. His team 1000's of leads and sales per month by developing and executing a truly ""full funnel"" content strategy.

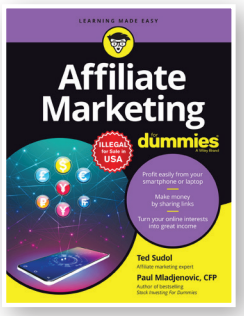
ABOUT THE BOOK

Discover how to expand the reach of your brand, acquire and monetize customers, and increase audience engagement with the proven digital marketing strategy and tactics found in this comprehensive guide. Learn how to determine the best product and market fit for your business, measure what your traffic is worth from any source, and offer an effective lead magnet to convert visitors. Use these tools, and more, to change the relationship from prospect to loyal customer.

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• Getting Started with Digital Marketing • Using Content to Generate Fans, Followers, and Customers • Generating Website Traffic • Measuring, Analyzing, and Optimizing Campaigns • The Part of Tens

9788126567010 | Pages: 368 | ₹ 889



Affiliate Marketing for Dummies | e

Ted Sudol, Paul Mladjenovic

ABOUT THE AUTHOR

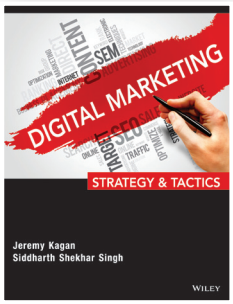
Ted Sudol (NJ). has been earning money from affiliate marketing, web development and domainyales for the last 15 years. Sudol developed other web sites that generated affiliate income from diverse target markets such as Harley Davidson, Ferrari and other specialized interest groups. One of his latest websites, affiliatetoolbelt.com focuses on serving the large affiliate community introducing, reviewing and in some cases recommending tools that help affiliates work more efficiently.

Paul Mladjenovic (NJ) is the bestselling author of Stock Investing For Dummies, now in its fifth edition and ranked number 15 on Amazon in the Stock Investing category. Mladjenovic is also the author of Precious Metals Investing For Dummies and Microentrepenaurship For Dummies. Mladjenovic teaches classes in entrepreneurship, home based business, and entrepreneurship both online and at schools in Denver and Philadelphia.

ABOUT THE BOOK

Amazon, Lowe's, Priceline, Overstock and thousands of large and small companies have affiliate programs. For those thinking of starting an online affiliate marketing venture from the ground up, now is the best time to do this.

9788126562992 | Pages: 356 | ₹ 849



Digital Marketing : Strategy & Tactics | e | IM

Jeremy Kagan, Siddharth Shekhar Singh

ABOUT THE AUTHOR

Jeremy Kagan is the Managing Director of the Eugene Lang Entrepreneurship Center at Columbia Business School, where he oversees the entrepreneurial curriculum and programming, the multimillion dollar Lang Investment Fund, and the Columbia Startup Lab. For over a decade he has also been a Professor at Columbia Business School, Department of Marketing, in the MBA, EMBA, and Executive Education programs, teaching in the areas of Digital Marketing, Strategy and Innovation, and Entrepreneurship.

Dr. Siddharth Shekhar Singh is an Associate Dean, Digital Transformation, e-Learning, and Marketing, and Associate Professor of Marketing at the Indian School of Business (ISB), Hyderabad and Mohali, India. Earlier he served as the first Director of the Doctoral programme at ISB. He is a member of the Board of Directors of DLabs, a technology business incubator of the Indian School of Business (ISB) based at Hyderabad. He also serves as an Independent Director on the Board of Directors of Petronet LNG Limited and International Schools of Business Management (ISBM—a UK-based charity).

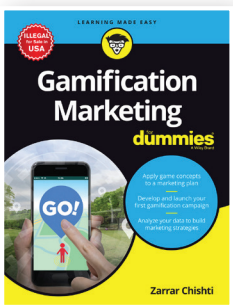
ABOUT THE BOOK

Designed to be used as a backbone text for a foundational digital marketing class, this book is enriched with extensive case studies, examples, tools, resources, and certification exams available online to supplement and support the lessons from the text. This book approaches digital marketing in two ways: from the point of view of the strategic thinker and that of a tactical perspective. Digital professors will find this an essential reference for their work.

TABLE OF CONTENTS

• Digital Marketing and the 4 P's • Search Marketing: Search Engine Optimization • Search Marketing: Search Advertising (PPC) • Email Marketing • Display Advertising: The Basics • Display Advertising: Advanced Topics and Trends • Social Media: Communities and Targeting Advertising • Social Media: Content Marketing, Influence, and Amplification • Mobile and Its Impact • E-Commerce and Shopping: Product Listing Ads • Evolving Business Models • Emerging Channels and Opportunities

9789390395491 | Pages: 324 | ₹ 899



Gamification Marketing For Dummies | e

Zarrar Chishti

ABOUT THE AUTHOR

Zarrar Chishti is a software and games development consultant with over 500 games developed and marketed for companies around the world. Chishti graduated from Glasgow University in 1996 with a degree in Software Engineering. He is the CEO of his own software company, and consultant to teams across the world seeking developed skills in gamification options.

ABOUT THE BOOK

Nothing drives interest from customers more than giving them the chance to win. From old school sweepstakes and stamp collecting games to modern mobile loyalty programs or branded game apps, gamification helps connect you to your customers in a way they invite into their lives. This book helps you add the effective but challenging aspects of gamification to your marketing strategy. No matter what your digital proficiency, Intelligent Marketing with Gamification For Dummies will guide both veteran and inexperienced marketers through the maze of planning and executing a gamification strategy.

TABLE OF CONTENTS

• Introducing Gamification Marketing • Beginning Your Gamification Marketing Quest • Executing Your Gamification Plan • Monitoring Real-Time Events and Data after You Go Live • Preparing for Your Next Gamification Quest • The Part of Tens

9789354245763 | Pages: 312 | ₹ 749



Integrated Marketing Communication in Digital Age | e | IM

Divesh Kumar, Varisha Rehman, Zillur Rahman

ABOUT THE AUTHOR

"Divesh Kumar is an Associate Professor of Marketing at the Department of Management Studies, Malaviya National Institute of Technology Jaipur, India. Dr. Kumar holds a postgraduate degree in Business Administration with a specialization in marketing from Madan Mohan Malviya University of Technology, Gorakhpur India and a Ph.D. in marketing from the Indian Institute of Technology Roorkee, India.

Varisha Rehman is an Associate Professor of Marketing in the Department of Management Studies at the Indian Institute of Technology Madras, India. Dr. Varisha holds an MBA in International Business from Aligarh Muslim University, India, and a Ph.D. in marketing from the Indian Institute of Information Technology Allahabad, India.

Zillur Rahman is a Professor in the Department of Management Studies, Indian

Institute of Technology Roorkee, Roorkee, India. He received his MBA, and Ph.D. in Business Administration from Aligarh Muslim University, Aligarh, India.

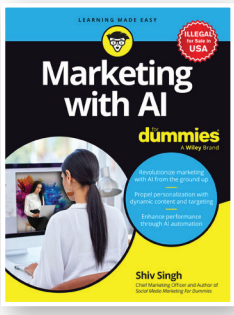
ABOUT THE BOOK

This book serves as an essential guide for students, business professionals, and marketers aiming to understand the nuances of contemporary marketing communication strategies. The book diligently provides information and roadmap that is imperative to dynamically maneuvers and elevate the marketing strategy in the fast-paced digital world not only for startups but also for established companies.

TABLE OF CONTENTS

• Introduction to Integrated Marketing Communication • Consumer Behavior and IMC • Need and Cost of IMC • Changing IMC Tools with Technology • Developing IMC Program • IMC Program Evaluation

9789357466097 | Pages: 596 | ₹ 1099



Marketing with AI For Dummies | e

Shiv Singh

ABOUT THE AUTHOR

Shiv Singh is a future-focused business executive who has developed and executed cutting-edge marketing strategies, tools, and techniques for some of the world's largest brands. He is also the trailblazing author of Social Media Marketing For Dummies and Savvy, Navigating Fake Companies, Leaders & News. Along the way, he has served as VP and Global Social Media Lead for Razorfish, Head of Digital for PepsiCo Beverages, SVP Innovation Go-to-Market for Visa, and most recently, as the Chief Marketing and Customer Experience Officer for LendingTree, where he managed a media budget of $650 million and led a team of 150 marketers.

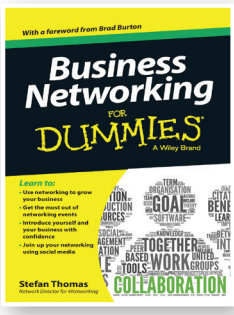
ABOUT THE BOOK

Stay ahead in the marketing game by harnessing the power of artificial intelligence Marketing with AI For Dummies is your introduction to the revolution that's occurring in the marketing industry, thanks to artificial intelligence tools that can create text, images, audio, video, websites, and beyond. This book captures the insight of leading marketing executive Shiv Singh on how AI will change marketing, helping new and experienced marketers tackle AI marketing plans, content, creative assets, and localized campaigns. You'll also learn to manage SEO and customer personalization with powerful new technologies.

TABLE OF CONTENTS

• Getting Started with Marketing With AI • Exploring Fundamental AI Structures and Concepts • Using AI to Know Customers Better • Transforming Brand Content and Campaign Development • Targeting Growth Marketing and Customer Focus with AI • the Part of Tens

9789363864061 | Pages: 400 | (Exclusive)



Business Networking for Dummies | e

Stefan Thomas

ABOUT THE AUTHOR

Stefan Thomas is Network Director for 4Networking and a marketing and networking expert. He spends his days roving the 4N network and helping members get the best from 4Networking. He is a regular speaker at networking events and business trade shows. Brad Burton, 4N Managing Director and Capstone author.

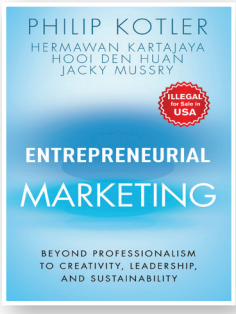
ABOUT THE BOOK

Grow your business, build your career, find more customers and build a valuable support network of likeminded business people. Networking is a crucial skill for all professionals and business owners. Quite simply, it's a fast and effective way to build your business or career - and excellent networking skills will set you apart from the competition. Business Networking for Dummies shows you how to get the most out of networking - both online and offline. With Business Networking for Dummies, you'll learn to:

TABLE OF CONTENTS

• Foreword • Introduction • Part I: Getting Started with Business Networking • Part II: Face-to-face Networking • Part III: Networking Online and Using Social Media • Part IV: Turbo-charging Your Networking • Part V: Measuring Your Success • Part VI: The Part of Tens

9788126550487 | Pages: 320 | ₹ 329



Entrepreneurial Marketing : Beyond Professionalism to Creativity, Leadership, and Sustainability | e

Philip Kotler, Hermawan Kartajaya, Hooi Den Huan, Jacky Mussry

ABOUT THE AUTHOR

Philip Kotler (Evanston, IL; https://kotlermarketing.com/phil1.shtml) is the S.C. Johnson Son Distinguished Professor (Emeritus) of International Marketing at Northwestern University's Kellogg Graduate School of Management, and one of the world's leading authorities on marketing. His writing has defined marketing around the world for the past forty years. He is the recipient of awards and honorary degrees from schools all over the world. His books have been translated into twenty-five languages.

Hermawan Kartajaya (Jakarta, Indonesia; http://www.markplusinc.com/) is the founder and Chairman of MarkPlus Consulting, the largest marketing consulting firm in Indonesia. He is the President of the World Marketing Association, one of the ""50 Gurus Who Have Shaped The Future of Marketing"" according to The Chartered Institute of Marketing, United Kingdom (CIM-UK), and coauthor with Kotler of several books, including Marketing 3.0, Marketing 4.0, and Marketing 5.0.

Hooi Den Huan (Singapore; https://www.ntu.edu.sg/Pages/home.aspx) is an Associate Professor of Marketing at the Nanyang Business School and Past Director of the Nanyang Technopreneurship Center, Nanyang Technological University, Singapore. Den is on the board of the Asia Marketing Federation Foundation and has conducted numerous executive development programs in Marketing.

Jacky Mussry (Jakarta, Indonesia; http://www.markplusinc.com/) Deputy Chairman and CEO at MarkPlus, Institute, and has almost 25 years of consulting experience spanning multiple industries in Indonesia. He delivers guest lectures at universities in Indonesia on marketing and strategy related subjects.

ABOUT THE BOOK

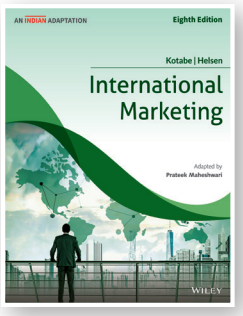
Marketing legend Phil Kotler and his colleagues explain why the conventional "professional" approach to marketing is no longer

enough. Marketers must be more entrepreneurial, creative, and risk-taking, if they are to adapt to the challenges of the post-pandemic digital world. Entrepreneurial Marketing explains the basics of professional marketing and marketing operations, but also how this foundation must support entrepreneurial thinking and risk-taking. This marriage of professional and entrepreneurship is the new capability marketers need to grow their companies in the next ten years. Each chapter starts with a global or regional case study.

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• The Omnihouse Model: A Holistic Perspective of Entrepreneurial Marketing 1 • From Professional to Entrepreneurial Marketing: The Core Elements of the Omnihouse Model 7 • Rethinking Competition: Collaborating for Sustainability 17 • Navigating Customers: Progressive Approach for Stronger Market Position 33 • Unifying Capabilities: Converging Mindsets Within an Organization 47 • Integrating Functions: Converging Departments Within an Organization 55 • Converging Creativity and Productivity: From Idea Generation to Capital Optimization 67 • Creativity and the Balance Sheet: Securing Funding for Imaginative Capabilities 79 • Converging Innovation and Improvement: Solution-Centric Approach for Higher Profit Margin 93 • Converging Leadership and Management: Maintaining Values and Increasing Market Value 109 • Finding and Seizing Opportunities: From Business Outlook to Marketing Architecture 123 • Building Omni Capabilities: From Preparation to Execution 141 • Securing Future Trajectory: From Balance Sheet to Market Value 161 • Uniting Marketing and Finance: From Separation to Integration 181 • Technology for Humanity: High Tech, Higher Touch 199 • Technology and Stakeholders: Leveraging Tools to Increase Value 211 • The Post-Operational Excellence: Balancing Rigidity and Flexibility 225 • Epilogue: Visioning the Next Curve 241 • Appendix: Punokawan and Pandava: The Indonesian Mythic Symbols of CI-EL and PI-PM in the Omnihouse Model 249 • About the Authors 253 • Index 255"

9789363863767 | Pages: 288 | ₹ 835



International Marketing 8e (An Indian Adaptation) | e | IM

Masaaki (Mike) Kotabe , Kristiaan Helsen, Prateek Maheshwari

ABOUT THE AUTHOR

Masaaki Kotabe holds the Washburn Chair Professorship in International Business and Marketing at the Fox School of Business at Temple University. Prior to joining Temple University in 1998, he was Ambassador Edward Clark Centennial Endowed Fellow and Professor of Marketing and International Business at the University of Texas at Austin. Dr. Kotabe served as President of the Academy of International Business in 2016–2017.

Kristiaan Helsen has been an associate professor of marketing at the Hong Kong University of Science and Technology (HKUST) since 1995. Prior to joining HKUST, he was on the faculty of the University of Chicago for 5 years. He has lectured at Nyenrode University (the Netherlands), the International University of Japan, Purdue University, the Catholic University of Lisbon, and CEIBS (Shanghai). His research areas include promotional strategy, competitive strategy, and hazard rate modeling.

Prateek Maheshwari is an Assistant Professor of marketing at the Indian Institute of Foreign Trade (IIFT), New Delhi. A passionate teacher and mentor, Dr. Maheshwari has many years of both academic and corporate experience. He is an advocate of collaborative and experiential learning, and strongly believes that the true purpose of education is to make minds, not careers. He is constantly motivated to explore and investigate emerging research issues in the field of Marketing and General Management.

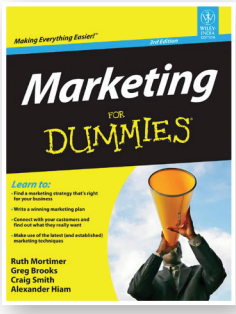
ABOUT THE BOOK

International Marketing, 8th Edition combines academic rigor, contemporary relevance, and student-friendly readability to review how marketing managers can succeed in the increasingly competitive international business environment. This in-depth yet accessible textbook helps students understand state-of-the-art global marketing practices and recognize how marketing managers work across business functions to achieve overall corporate goals. The authors provide relevant historical background and offer logical explanations of current trends based on information from marketing executives and academic researchers around the world.

TABLE OF CONTENTS

• Globalization Imperative • Global Economic and Financial Environment • Global Cultural Environment and Buying Behavior • Political and Legal Environment • Global Marketing Research • Global Segmentation and Positioning • Global Marketing Strategies • Global Market Entry Strategies • Global Product Policy Decisions I: Developing New Products for Global Markets • Global Product Policy Decisions II: Marketing Products and Services • Global Pricing • Global Communication Strategies • Sales Management • Global Logistics and Distribution • Export and Import Management • Planning, Organization, and Control of Global Marketing Operations • Marketing Strategies for Emerging Markets • Global Marketing and the Internet • Sustainable Marketing in the Global Marketplace

9789354243370 | Pages: 780 | ₹ 1099



Marketing for Dummies, 3ed

Ruth Mortimer, Greg Brooks, Craig Smith, Alexander Hiam

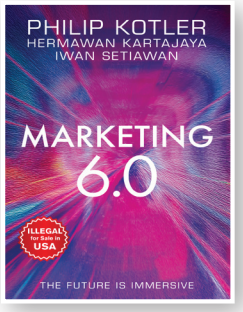
ABOUT THE BOOK

Plan a successful marketing campaign and move your business forward with this fully updated edition of an established bestseller. Packed with practical advice from a team of industry experts, this readable guide features all the latest tools and techniques to help you connect with new customers and retain existing ones. From choosing the right strategy and preparing a marketing plan, to igniting your imagination and producing compelling advertising, you'll be creating a buzz and increasing profits in no time.

TABLE OF CONTENTS

• Introduction • Part I: Where You Are, Where You're Going • Part II: Creative Thinking, Powerful Marketing • Part III: Advertising Everyone can Do • Part IV: Powerful Alternatives to Advertising • Part V: Connecting With Your Customers • Part VI: The Part of Tens • Index

9788126538751 | Pages: 424 | ₹ 379



Marketing 6.0 : The Future Is Immersive | e

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

ABOUT THE AUTHOR

Philip Kotler (Evanston, IL; https://kotlermarketing.com/phil1.shtml) is the S.C. Johnson Son Distinguished Professor (Emeritus) of International Marketing at Northwestern University's Kellogg Graduate School of Management, and one of the world's leading authorities on marketing. His writing has defined marketing around the world for the past forty years. He is the recipient of awards and honorary degrees from schools all over the world. His books have been translated into twenty-five languages.

Hermawan Kartajaya (Jakarta, Indonesia; http://www.markplusinc.com/) is the founder and Chairman of MarkPlus Consulting, the largest marketing consulting firm in Indonesia. He is the President of the World Marketing Association, one of the ""50 Gurus Who Have Shaped The Future of Marketing"" according to The Chartered Institute of Marketing, United Kingdom (CIM-UK), and coauthor with Kotler of several books, including Marketing 3.0, Marketing 4.0, and Marketing 5.0.

ABOUT THE BOOK

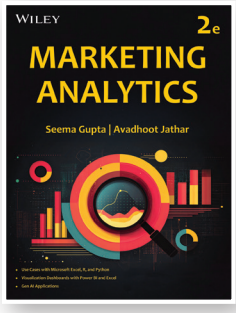
In Marketing 6.0, the celebrated promoter of the ""Four P's of Marketing,"" Philip Kotler, explains how marketers can use technology to address customers' needs and make a difference in the world. In a new age of metamarketing, this book provides marketers with a way to integrate technological and business model evolution with the dramatic shifts in consumer behavior that have happened in the last decade. Readers will learn about:

Marketing has evolved to address global challenges and changing customer expectations. Incorporating sustainability themes and new technologies for customer engagement are essential for businesses to remain relevant. Indeed, marketing has shifted from traditional to digital, but most customers still value some forms of human interaction. As a result, multichannel and omnichannel marketing have become popular among marketers aiming to leverage both traditional and digital engagement. Metamarketing goes beyond that and offers a genuine physical and digital convergence by providing a more interactive and immersive customer experience across physical and digital spaces."

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• Part I Introduction to Marketing 6.0 1 • 1 Welcoming the Era of Marketing 6.0: From Multi to Omni to Meta 3 • 2 The Emergence of Phygital Natives: Young Generation Z and Generation Alpha Coming of Age 25 • 3 The Inevitability of Immersive Marketing: Five Micro-Trends Leading to Metamarketing 41 • 4 The Future of Customer Experience: Fusing Physical and Digital for Complete Immersion 59 • Part II The Marketing 6.0 Enabler and Environment 81 • 5 Understanding the Tech Enablers: Five Fundamental Technologies Powering Up Metamarketing 83 • 6 Building Extended Realities: The Immersive Experience in Real Life 107 • 7 Tapping into the Metaverse: The Future Form of Social Media Platforms 131 • Part III The Marketing 6.0 Experience 157 • 8 Multisensory Marketing: Delivering Immersive Experiences for the Five Senses 159 • 9 Spatial Marketing: Delivering Natural Human- Machine Interactions 185 • 10 Metaverse Marketing: Experimenting with the Next- Generation Engagement 209 • Acknowledgments 235 • About the Authors 237 • Index 239

9789363866447 | Pages: 256 | ₹ 879



Marketing Analytics, 2ed

Seema Gupta, Avadhoot Jathar

ABOUT THE AUTHOR

Dr. Seema Gupta is a seasoned academic leader, management educator, and institution builder, currently serving as Director of Bharati Vidyapeeth Institute of Management & Research, Delhi—a constituent unit of Bharati Vidyapeeth (Deemed to Be University), Pune. Dr. Gupta was a tenured Associate Professor at IIM Bangalore, a premier institute she served for 15 years, where she taught core marketing courses and served as Chairperson of the Executive MBA program. At Galgotias University, where she was Dean of the School of Business, Dr. Gupta institutionalized Bloom's Taxonomy, case-based learning, active learning pedagogies, and a Question Bank Management System—improving student outcomes and assessment quality across the board.

Avadhoot Jathar is currently working as a Partner (Data Scientist) in the Data Science and Innovation Team at Kantar. He has been working in analytics consulting companies since completing his Fellow Program in Quantitative Methods (now known as Decision Sciences) from IIM Bangalore.

ABOUT THE BOOK

"Marketing Analytics offers students, educators, and practitioners a practical guide to applying statistical, machine learning, and generative AI models to marketing decisions. The book serves as a unified reference for key marketing areas such as branding, product development, pricing, marketing mix, and customer journey.

It addresses decision-making challenges across several industries, including CPG, hospitality and restaurants, e-commerce, retail, and entertainment. The text highlights trade-offs in inference based on industry-specific data, data limitations, and regulatory norms governing data usage.

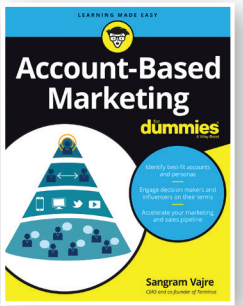
The book demonstrates use cases with models built using Microsoft Excel, R, and Python—three widely used tools in the analytics industry. In addition, the second edition introduces data visualization as a means of communicating insights and inferences, featuring Microsoft Power BI.

Overall, the book provides a comprehensive introduction to making marketing decisions through data and analytics.

TABLE OF CONTENTS

• Chapter 1 Introduction • Chapter 2 Segmentation • Chapter 3 Positioning • Chapter 4 Product Analytics • Chapter 5 Pricing • Chapter 6 Marketing Mix • Chapter 7 Customer Journey • Chapter 8 Nurturing Customers • Chapter 9 Customer Analytics • Chapter 10 Digital Analytics: Metrics and Measurement • Chapter 11 Artificial Intelligence and Machine Learning • Chapter 12 Data Visualization • Appendix 1: Installing and Using R • Appendix 2: Installing Python

9789373320489 | Pages: 546 | ₹ 999



Account-Based Marketing For Dummies | e

Sangram Vajre

ABOUT THE AUTHOR

Sangram Vajre, co-founder and CMO of Terminus, is a passionate Marketing geek at heart and loves to solve problems, both analytically and creatively. In today's marketing world, when companies need to rapidly adapt to changing buyer-centric communication, Sangram finds comfort in all things technology to keep pace with this challenge. Over the years, Sangram has amassed invaluable experience from his exposure to startups, consulting and global companies.

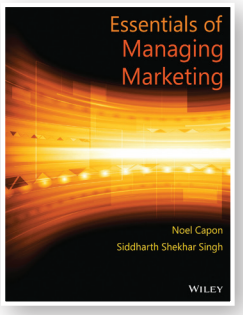
ABOUT THE BOOK

Account Based Marketing for Dummies will help marketers and sales teams build a coordinated effort to reach specific accounts. Readers will understand how to align the marketing and sales teams to make ABM most effective. They will learn how to analyze current data to identify the accounts with the biggest ROI opportunities, and then the techniques to most effectively reach each account, rather than the individual listed in their CRM for that account. Using online advertising and other messaging in the places the accounts are already engaging online, account based marketers can engage with current and potential customers on their terms.

TABLE OF CONTENTS

• Getting Started with Account-Based Marketing • Identifying Accounts for Marketing • Expanding Contacts Into Accounts • Engaging Accounts on Their Terms • Turning Customers Into Advocates • Putting It All Together • The Part of Tens

9788126563296 | Pages: 384 | ₹ 529



Essentials of Managing Marketing | e

Noel Capon, Siddharth Shekhar Singh

ABOUT THE AUTHOR

Noel Capon Is The R. C. Kopf Professor of International Marketing and past Chair of the Marketing Division, Graduate School of Business, Columbia University. Professor Capon joined the Columbia Business School faculty in 1979.

Siddharth Shekhar Singh Is The Director of the Fellow Programme in Management and Associate Professor of Marketing at the Indian School of Business (ISB), Hyderabad and Mohali, India. In 2003, Professor Singh joined the faculty at the Jesse H. Jones Graduate School of Business, Rice University (Houston, U.S.). In 2011, he returned to India to join the ISB faculty.

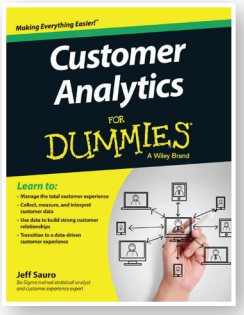
ABOUT THE BOOK

Essentials of Managing Marketing is about understanding how to develop market strategy, implement market offers, manage the marketing process. Essentials of Managing Marketing focuses on the manager, not just the marketer. For readers committed to a career in marketing, this book forms a solid foundation as you study marketing further/deeper. Essentials of Managing Marketing provides what every general manager and senior executive must know about marketing. This book emphasizes the role of marketing in creating value for customers — leading to the creation of value for other firm stakeholders, including employees and shareholders.

TABLE OF CONTENTS

• Marketing and the Firm • Fundamental Insights for Strategic Marketing • Strategic Marketing • Implementing the Market Strategy • Special Marketing Topics

9788126567867 | Pages: 248 | ₹ 650



Customer Analytics for Dummies | e

Jeff Sauro

ABOUT THE AUTHOR

Jeff Sauro is a Six-Sigma trained statistical analyst and pioneer in quantifying the customer experience. He is the founding principal of Measuring Usability LLC, a quantitative research firm in Denver, CO with clients including Walmart, eBay, Cisco, Lenovo, Wikipedia and dozens of Fortune 1000 companies.

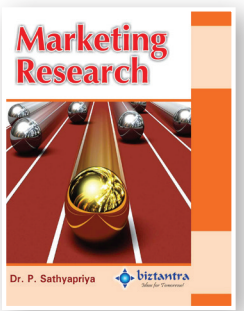
ABOUT THE BOOK

Customer Analytics for Dummies gets you up to speed on what you should be testing. You'll also find current information on how to leverage A/B testing, social media's role in the post-purchasing analytics, usability metrics, prediction and statistics and much more to effectively manage the customer experience. Written by a highly visible expert in the area of customer analytics, this guide will have you up and running on putting customer analytics into practice at your own business in no time.

TABLE OF CONTENTS

• Introducing Customer Analytics • Embracing the Science and Art of Metrics • Planning a Customer Analytics Initiative • Segmenting Customers • Creating Customer Personas • Mapping the Customer Journey • Measuring Customer Attitudes • Quantifying the Consideration and Purchase Phases • Tracking Post-Purchase Behavior • Measuring Customer Loyalty • Developing Products That Customers Want • Gaining Insights through a Usability Study • Measuring Findability and Navigation • Considering the Ethics of Customer Analytics • Ten Customer Metrics You Should Collect • Ten Methods to Improve the Customer Experience • Ten Common Analytic Mistakes

9788126554393 | Pages: 340 | ₹ 849



Marketing Research | e

Dr. P. Sathyapriya

ABOUT THE AUTHOR

Dr. P. Sathyapriya, currently the Director of Sri Sri Academy has more than a decade experience in handling marketing research problems for industries and in class room. She has worked as professor in Marketing and Strategy in

IBS Hyderabad and Professor in Marketing at Alliance University, Bangalore.

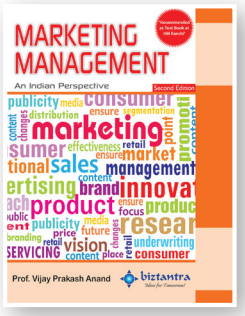
ABOUT THE BOOK

The book starts with an introduction about marketing research and the process involved in performing research. It is followed by a discussion on research design and sampling design with the data collection methods and techniques. The data collection is guided with formulation of questionnaire and development of scales. Process of coding and tabulating of the data with testing the reliability and validity of the scales is elaborated in Chapter 7. Once data is ready for analysis, SPSS (Statistical Package for Social Sciences) is introduced for quantitative analysis. Second part of the book from chapters 7 through 11 brings out the application of SPSS for simple statistical methods.

TABLE OF CONTENTS

• Chapter 1: Marketing Research • Chapter 2: Marketing Research Process • Chapter 3: Research Design • Chapter 4: Sampling Design • Chapter 5: Data Collection Methods • Chapter 6: Measurement Scaling • Chapter 7: Field Work and Data Preparation • Chapter 8: Introduction to SPSS • Chapter 9: Basic Data Analysis • Chapter 10: Establishing Hypothesis and Testing • Chapter 11: Determining Association among Variables • Chapter 12: Determining Dependent Independent Relationship • Chapter 13: Decision Making Models • Chapter 14: Data Reduction Techniques • Chapter 15: Brand Positioning Methods"

9789351197751 | Pages: 264 | ₹ 449



Marketing Management: An Indian Perspective, 2ed | e

Vijay Prakash Anand

ABOUT THE AUTHOR

Prof. Vijay Prakash Anand is a management post graduate in Marketing from Symbiosis, Pune and an economics honours graduate from St. Xavier's College, Ranchi. He has more than 18 years of experience in the field of Marketing, Advertising, Corporate Communications, Academics and Research. He has taught at leading B-Schools in India like IIM Ranchi, Symbiosis, Pune, Bharti Vidyapeeth, Pune, Pune University MBA Department as a visiting faculty member and in EMPI Business School, New Delhi, NIILM Centre for Management Studies, New Delhi and IES Management College, Mumbai University, Mumbai as a full time faculty member.

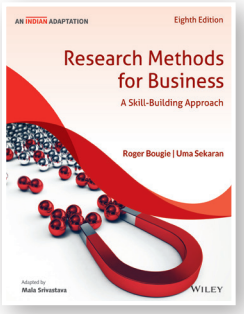
ABOUT THE BOOK

This book 'Marketing Management – An Indian Perspective' covers the fundamental concepts in marketing with the contemporary issues in marketing from an Indian perspective. This hands-on guide with real life Indian examples shall help you understand and utilize various marketing concepts and tools to identify and fulfill the customers' needs. Right from the basics and overview of Marketing, it covers market oriented strategic planning, marketing research, segmentation, targeting and positioning, competition, consumer and business markets, branding, new product development, pricing, distribution strategies and integrated marketing communications in fifteen chapters.

TABLE OF CONTENTS

• Market Oriented Strategic Planning • Marketing Environment • Marketing Research • Consumer Markets • Business Markets • Segmentation, Targeting and Positioning • Competition • Brand • Product • Services Marketing • Price • Place • Promotion-Integrated Marketing Communications • Rural Marketing • International Marketing • Green Marketing

9789351198253 | Pages: 552 | ₹ 899



Research Methods for Business, 8ed, An Indian Adaptation : A Skill-Building Approach | e | IM

Roger Bougie, Uma Sekaran, Mala Srivastava

ABOUT THE AUTHOR

Roger Bougie is Associate Professor at the TIAS School for Business and Society (Tilburg University, The Netherlands), where he teaches executive courses in Business Research Methods. He has received a number of teaching awards, including the Best Course Award for his course on Business Research Methods.

Uma Sekaran was Professor Emerita of Management, Southern Illinois University at Carbondale (SIUC), Illinois. She was the Chair of the Department of Management and also the Director of University Women's Professional Advancement at SIUC when she retired from the University and moved to California to be closer to her family.

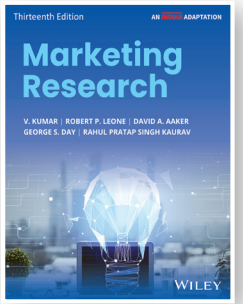
ABOUT THE BOOK

Research Methods for Business explains the principles and practices of using a systematic, organized method for solving problematic issues in business organizations. Designed to help students view research from the perspective of management, this popular textbook guides students through the entire business research process. Organized into six main themes—Introduction, Defining the Management and the Research Problem, Theory, Collecting Information, Drawing Conclusions, and Writing and Presenting the Research Report—the text enables students to develop the skills and knowledge required to successfully create, conduct, and analyse a research project.

TABLE OF CONTENTS

• Introduction to Research • The Scientific Approach and Alternative Approaches to Investigation • The Theory Building • Theoretical Framework and Hypothesis Development • Research Design • Data Collection: Interviews and Observations • Questionnaire Design and Implementation • Measurement • Experimental Designs • Sampling • Qualitative Data Analysis • Quantitative Data Analysis: Hypothesis Testing • Quantitative Data Analysis: Bivariate Analysis • Quantitative Data Analysis: Multivariate Analysis I • Quantitative Data Analysis: Multivariate Analysis II • The Research Report

9789354244773 | Pages: 528 | ₹ 919



Marketing Research, 13ed (An Indian Adaptation) | e | IM

V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, Rahul Pratap Singh Kaurav

ABOUT THE AUTHOR

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Robert P. Leone, Texas Christian University, Fort Worth, United States.

David A. Aaker, Haas School of Business, University of California Berkeley, United States.

George S. Day, Wharton School of Business, University of Pennsylvania, United States.

Rahul Pratap Singh Kaurav, FORE School of Management, New Delhi, India.

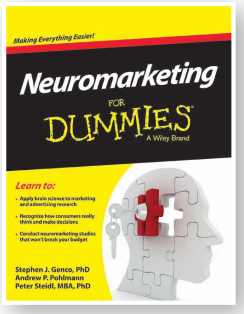
ABOUT THE BOOK

Marketing Research, 13th Edition, offers a clear and practical introduction to marketing research, with a strong focus on methodologies and the role of market research in strategic decision-making. Using a macro-micro-macro framework, it begins with a strategic overview, delves into detailed methodologies, and concludes with real-world applications. Step-by-step coverage of current practices and advanced techniques equips students with the critical thinking and decision-making skills needed in today's dynamic business environment. This edition bridges theory and practice through contextual analysis and application-based learning rooted in India's evolving market landscape.

TABLE OF CONTENTS

• "Part-I: The Nature and Scope of Marketing Research • 1. A Decision-Making Perspective on Marketing Intelligence • 2. Marketing Research in Practice • 3. The Marketing Research Process • 4. Research Design and Implementation • Part-II: Data Collection • Section A: Secondary and Exploratory Research • 5. Secondary Sources of Marketing Data • 6. Standardized Sources of Marketing Data • 7. Marketing Research on the Internet • 8. Information Collection: Qualitative and Observational Methods • Section B: Descriptive Research • 9. Information from Respondents: Issues in Data Collection • 10. Information from Respondents: Survey Methods • 11. Attitude Measurement • 12. Designing the Questionnaire • Section C: Causal Research • 13. Experimentation • Section D: Sampling • 14. Sampling Fundamentals • 15. Sample Size and Statistical Theory • Part-III: Data Analysis • 16. Fundamentals of Data Analysis • 17. Hypothesis Testing: Basic Concepts and Tests of Associations • 18. Hypothesis Testing: Means and Proportions • Part IV Special Topics in Data Analysis • 19. Correlation Analysis and Regression Analysis • 20. Discriminant, Factor, and Cluster Analysis • 21. Multidimensional Scaling and Conjoint Analysis • 22. Presenting the Results • Part-V: Applications of Marketing Intelligence • 23. Marketing-Mix Measures • 24. Brand and Customer Metrics • 25.New Age Strategies • Appendix A: Confirmatory Factor Analysis and Structural Equation Modeling • Learning Objectives • Basic Terminologies in CFA and SEM • Step-by-Step Guide to Conducting CFA and SEM in Jamovi • Importance of Threshold Values for Model Fit Indices • Practical Applications of CFA and SEM • Questions and Problems • References • Appendix B • B-1. Standard Normal, Cumulative Probability in Right-Hand Tail for Positive Values of z; Areas Are Formed by Symmetry • B-2. ? 2 Critical Points • B-3. F Critical Points • B-4. Cut-Off Points for the Student's t-Distribution • B-5. Procedures for Conducting Univariate and Multivariate Analysis in SPSS • B-6. Output of Select Tables in SPSS"

9789370605473 | Pages: 768 | ₹ 1125



Neuromarketing for Dummies

Stephen J. Genco, Andrew P. Pohlmann, Peter Steidl

ABOUT THE AUTHOR

"Dr. Stephen Genco is a founder of the modern neuromarketing revolution and a leading designer of innovative new research approaches that leverage the latest findings in neuroscience, cognitive psychology, and behavioral economics. Dr. Genco developed the original business model for NeuroFocus, the leader in neuromarketing research.

Andrew Pohlmann has been a leader in business strategy and marketing for over 20 years. In 2008 he led the development of the world's first global neuromarketing consultancy, helping numerous Fortune 100 and Global 50 firms integrate neuromarketing techniques to effectively understand their consumers' behavior.

Dr Peter Steidl, has carried out neuromarketing assignments in 20 countries on five continents. His clients include a number of Fortune Global 100 corporations, start-up companies, professional services firms, federal and state government agencies and not-for-profit organizations. He is Chairman of Aegis Media's Asia-Pacific Neuromarketing Council, supporting the development of a neuromarketing practice across the region.

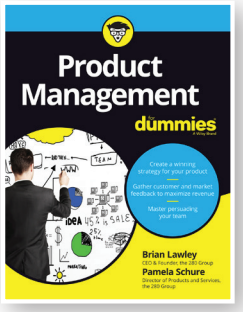
ABOUT THE BOOK

Neuromarketing is an up-and-coming field where researchers study consumers' cognitive responses to advertising and media. Through this study researchers are able to learn the answer to the age-old question: what makes consumers buy? However, not every business has the resources or time to undertake this crucial research into the buying ideology of their consumers. Neuromarketing For Dummies covers the latest insights into this fascinating and budding field and will show business owners and marketers how they can use neuromarketing research to their advantage.

TABLE OF CONTENTS

• Part I: The Brave New World of Neuromarketing • Part II: The Essence of Neuromarketing: The Nonconscious Mind of the Consumer • Part III: Neuromarketing in Action • Part IV: Measuring Consumer Response with Neuromarketing • Part V: Living with Neuromarketing: Practical and Ethical Considerations • Part VI: The Part of Tens

9788126544387 | Pages: 408 | ₹ 529



Product Management For Dummies | e

Brian Lawley, Pamela Schure

ABOUT THE AUTHOR

Brian Lawley is the CEO and Founder of the 280 Group, the world's leading Product Management Consulting and training firm. Founded in 1998 and located in the heart of Silicon Valley, the 280 Group has trained and consulted with tens of thousands of clients, helping them to dramatically improve their Product Management skills.

ABOUT THE BOOK

Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential job—or simply aspire to break into a new role—Product Management For Dummies gives you the tools to increase your skill level and manage products like a pro. From defining what product management is—and isn't—to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field.

9788126567126 | Pages: 392 | ₹ 909



Successful Product Design and Management Toolkit | e | IM

David Fradin

ABOUT THE AUTHOR

David Fradin has experience in building successful products since 1969, at organizations including HP as well as Apple. He heads a professional development company specializing in building insanely great products, and has trained thousands of managers throughout the world based on his experience at Hewlett-Packard, Apple and across 75 products and services and eleven startups. His vast experience encompasses areas of product management, product marketing management, product engineering management, product support management and consulting.

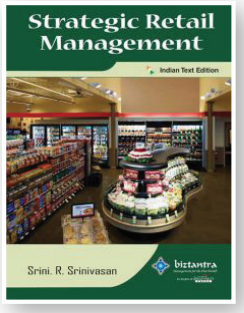
ABOUT THE BOOK

Successful Product Design and Management Toolkit covers most of these competencies. It is a comprehensive toolkit with various templates and frameworks for efficient management of products (and services) to exponentially enhance the possibilities of success. It is a necessary guide for all those involved in product success, with special attention to product managers. The book provides a hands-on tour of David's product management lifecycle, starting from product strategy to marketing, user experience, and pricing strategy.

TABLE OF CONTENTS

• Foundations in the Successful Management of Products • Product Market Strategy and Product Planning • Product Market Strategy and Product Planning • Business Skills for Product Managers • User Experience and User Interface • Product Engineering • Product Support and Documentation

9788126564996 | Pages: 784 | ₹ 1399



Strategic Retail Management | e

Srini. R. Srinivasan

ABOUT THE AUTHOR

Prof. R.Srinivasan is working as a faculty at K.J. Somaiya Institute of Management Studies & Research and has considerable experience in corporates and academics.

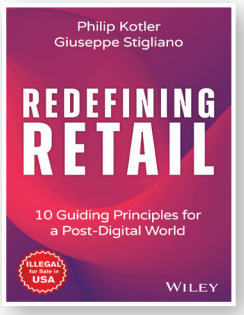
ABOUT THE BOOK

This is India's first textbook that emphasizes on Indian Retailing aspects. The book is a blend of theory coupled with practical applications for a better understanding of the concepts so as to provide a thorough grounding in the subject. It contains specially formulated Indian case studies with real life situations. Here new chapters on Rural Retailing, Visual Merchandising, Unorganized Retailing & Category Management are also featured. This textbook is ideally suited for Post graduate and graduate students of all management courses of leading Indian universities and also corporate in the field of retailing apart from academic practitioners.

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• Module I. Retail Conceptual Framework • Module II. Retail - Applied Framework • Module III. Retailing - The Future

9788177226706 | Pages: 384 | ₹ 399



Redefining Retail : 10 Guiding Principles for a Post-Digital World | e

Philip Kotler, Giuseppe Stigliano

ABOUT THE AUTHOR

Philip Kotler, PHD, is Professor Emeritus of Marketing at the Kellogg School of Management, where he held the S.C. Johnson & Son Professorship of International Marketing. The Wall Street Journal ranks him as one of the top six most influential business thinkers. He is the recipient of numerous awards and honorary degrees from schools worldwide. Philip has an incredible international presence-- his books have been translated into more than 25 languages, and he regularly speaks on the international circuit. Books include Principles of Marketing, Marketing 5.0, Marketing Management, Social Media Marketing and many more.

Giuseppe Stigliano, is an entrepreneurial manager with 20 years of international experience in Marketing and Communication services. As the Global CEO of Spring, he guides a team of 300 talents in their London, New York, Los Angeles, and Milan offices. A thought leader and sought-after keynote speaker on Marketing, Leadership, Digital Transformation, and Corporate Innovation, Giuseppe is also the co-author of the best-selling Retail 4.0: 10 Guiding Principles for

the Digital Age, co-written in 2018 with internationally renowned marketing expert Philip Kotler. The book has been translated into six languages and has sold more than 40,000 copies worldwide. In 2021 he and Philip Kotler joined forces with Riccardo Pozzoli to publish their second book together, Onlife Fashion: 10 rules for the future of high-end Fashion.

ABOUT THE BOOK

"The three main rules of retail have long been defined by an expression used in real estate jargon: ""Location, Location, Location."" The basic assumption was: if you prioritiseÂ the acquisition of the best locations, everything else will fall into place. This approach will no longer apply due to the fragmentation of the market, there have been several rapid and chaotic changes, including Covid-19, competitive pressures and disrupted customer behaviours.

The large number of retailers that have gone out of business in recent years shows us that the scenario has changed and closures have pushed some to use terms like ""apocalypse"" or ""Armageddon"" to describe the difficulties of the current situation. However, it is wrong to assume that the failure of a large number of shops and stores heralds the end of brick-and-mortar retail. If anything, it decrees the end of a model that has remained unchanged for decades and that seems to be inadequate for the Digital Age. In other words -- Covid was an abrupt disruption, but many changes were overdue.

In order to survive and thrive in this post-covid and post-digital world, Retailers and Consumer Brands have to understand the paradigm shift occurred in the way people behave and redefine both their internal operations and processes, and their business strategy. In fact they need to rethink the entire value chain, taking into account the growing importance of sustainability, diversity and inclusion, working policies, etc.

The challenge is no longer about Digital Transformation, that is something we can take for granted at this point. Retailers and consumer brands need to develop a strong sense of 'humbition' putting into discussion even the most successful strategies of the past, cultivating the ambition to future-proof their organisations and their brands.

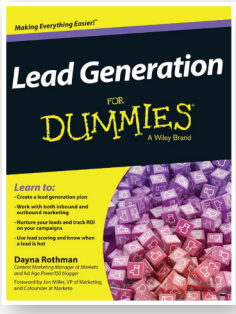
Professors Kotler and Stigliano have developed a set of 10 Guiding Principles that companies should embrace, no matter if they are big established players or SMEs, regardless of the location and the sector in which they operate.

Thanks to the various hats that Giuseppe wears as Global CEO of Spring Studios, a Professor and Lecturer across Europe and the USA and as a Global Keynote speaker the book will be built on both hands-on experience and academic rigor. Corroborated by numerous talks that Giuseppe has given over the last few years on the topics covered in the book. This will all be reinforced by Kotler's authoritative perspective and guidance.

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9789370603202 | Pages: 400 | ₹ 824



Lead Generation for Dummies

Dayna Rothman

ABOUT THE AUTHOR

Dayna Rothman (Oakland, CA) is the Senior Content Marketing Manager at Marketo, a leader in the marketing automation space. Dayna leads content creation and strategy at Marketo and is the managing editor for the Marketo blog, which received over 400,000 unique visitors per year. Dayna has also been featured as one of the top 25 content marketers to watch according to Kapost, and one of the top 50 content marketing influencers according to Onalytica.

ABOUT THE BOOK

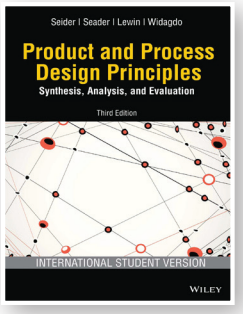
The buying process has changed. Today's marketers need to find new ways to reach buyers and get heard through the noise. Lead Generation For Dummies gives marketers a complete explanation of strategies, through inbound and outbound marketing tactics, to master lead generation in today's complex market. The author will

help readers expand their lead generation strategies to go beyond simply acquiring leads and nurturing relationships that will lead to sales.

TABLE OF CONTENTS

• Part I: Getting Started with Lead Generation • Part II: Connecting Inbound Marketing and Lead Generation • Part III: Linking Outbound Marketing with Lead Generation • Part IV: The Middle of the Funnel • Part V: Measuring Your Lead Generation Efforts • Part VI: The Part of Tens

9788126549184 | Pages: 384 | ₹ 479



Seider, Seader, Lewin, Widagdo

James Jiambalvo, Padmini Srinivasan

ABOUT THE AUTHOR

"Wareen D. Seider is Professor of Chemical Engineering at the University of Pennsylvania. Seider has contributed to the fields of process analysis, simulation, design, and control.

J.D. Seader is Professor of Chemical Engineering at the University of Utah. From 1952 to 1959, he designed processes for Chevron Research and directed the development of one of the first computer-aided process design programs. From 1959 to 1965, he conducted rocket engine research for Rocketdyne on all of the engines that took astronauts to the moon. Before joining the faculty at the University of Utah in 1966, Saeder was a professor at the University of Idaho.

Daniel R. Lewin is Professor of Chemical Engineering and the director of the Process Systems Engineering (PSE) research group at the Technion, the Israel Institute of Technology. His research focuses on the interaction of Process design and process control and operations, with emphasis on model-based methods.

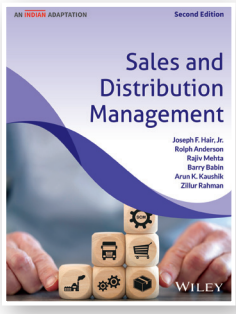
ABOUT THE BOOK

Book emphasizes a systematic approach and integrates product design more thoroughly throughout the chapters. New case studies on process design are included to make the concepts more relevant. The social aspects and economics of product design are introduced and the Stage-Gate Product Development Process is explored in parallel tracks for several chemical products. It also provides chemical engineers with numerous examples of the simulator input and output, with frame-by-frame instructions to discuss the nature of the models provided for the processing units.

TABLE OF CONTENTS

• Basic Chemicals Product Design • ·Industrial Chemicals Product Design • ·Configured Consumer Product Design • ·Detailed Design, Equipment Sizing, Optimization and Product-Quality Analysis • ·Design Report

9788126557486 | Pages: 764 | ₹ 1339



Sales and Distribution Management, 2ed (An Indian Adaptation) | e | IM

Joseph F. Hair, Jr., Rolph Anderson, Rajiv Mehta, Barry Babin, Arun Kaushik, Zillur Rahman

ABOUT THE AUTHOR

Dr. Joseph F. Hair, Jr. is the Director of the Ph.D. Program in Business Administration and Cleverdon Chair of Business, Mitchell College of Business, University of South Alabama.

Dr. Rolph E. Anderson is the Royal H. Gibson, Sr. Chair Professor and former Head (1975–1997) of the Department of Marketing at Drexel University.

Dr. Rajiv Mehta earned his Ph.D. in Marketing from Drexel University in 1994, is a Professor of Marketing at the Martin Tuchman School of Management, New Jersey Institute of Technology. Previously, he served on the faculty of Loyola University New Orleans.

Dr. Barry J. Babin is the Morris Lewis Professor and Chair of Marketing at Ole Miss Business School.

Dr. Arun Kumar Kaushik holds the position of Associate Professor in the field of Marketing at the Indian Institute of Management (IIM) Amritsar.

Dr. Zillur Rahman is a Professor in the Department of Management Studies, Indian Institute of Technology Roorkee, India.

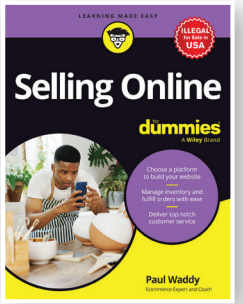
ABOUT THE BOOK

It presents core concepts using a comprehensive pedagogical framework – featuring real-world case studies, illustrative examples, and innovative exercises – to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills. In addition to thoroughly revising all chapters, this Indian edition features a set of six new chapters, focusing on distribution channels, retailing, wholesaling, distribution channel systems, logistics and supply chain management, and international sales and distribution management. Each chapter also incorporates an updated set of real business examples and cases situated in the Indian context.

TABLE OF CONTENTS

• Introduction to Sales and Distribution Management and Its Evolving Roles • Managing Ethics in a Sales Environment • Customer Relationship Management (CRM) and Building Partnerships • The Selling Process • Sales Forecasting and Budgeting • Sales Force Planning and Organizing • Time and Territory Management • Recruiting and Selecting the Sales Force • Training the Sales Force • Sales Force Leadership • Sales Force Motivation • Sales Force Compensation • Sales Organization Audit and Sales Analytics • Sales Force Performance Evaluation • Distribution Channels: An Overview • Channel Management: Retailing • Channel Management: Wholesaling • Designing and Managing Distribution Channel System • Logistics and Supply Chain Management • International Sales and Distribution Management

9789357469517 | Pages: 688 | ₹ 1189



Selling Online For Dummies | e

Paul Waddy

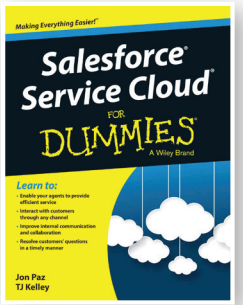
ABOUT THE AUTHOR

Paul Waddy is an ecommerce advisor with over 15 years of experience and the author of Shopify For Dummies. Paul is the founder of Paul Waddy Advisory and www.learnecommerce.com.au, and the co-founder of Ecom Nation. Paul's expertise is in helping online retailers scale profitably.

ABOUT THE BOOK

Transform your ecommerce ideas into profitable reality with this page-turning new handbook Online shopping is more popular than ever, and ecommerce is now a multi-billion-dollar industry. Isn't it time for you to claim your share? If you've been wondering how to start an online business, or get your current business thriving online, this comprehensive guide shares everything you need to know.

9789363867987 | Pages: 400 | (Exclusive)



Salesforce Service Cloud for Dummies | e

Jon Paz, Tj Kelley

ABOUT THE AUTHOR

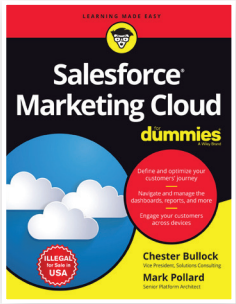
Jon Paz has worked with enterprise clients to deliver world-class solutions to perplexing business challenges. After working with various clients and industries to implement Service Cloud, Jon has witnessed the transformative value of the product and evangelizes the need for it across verticals.

TJ Kelley is a current salesforce.com partner and certified Service Cloud consultant. He has worked with Fortune 500 clients to analyze and solve their individual business challenges leveraging the force.com platform.

ABOUT THE BOOK

Salesforce Service Cloud empowers your service organization to interact with customers through any channel and provide an individualized experience that will be worth sharing—for your customers and for your company. Salesforce Service Cloud For Dummies is one the first books to focus specifically on Salesforce Service Cloud software. With it, you'll discover how to set up a sophisticated support center for your business in a matter of a few hours. Whether you're a service executive, manager, support agent, or system administrator, you will discover how to maximize usage of Service Cloud through best practices and step-by-step guidelines.

9788126555383 | Pages: 384 | ₹ 529



Salesforce Marketing Cloud For Dummies | e

Chester Bullock, Mark Pollard

ABOUT THE AUTHOR

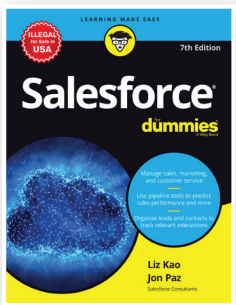
"Chester Bullock has been involved in Digital Marketing since the mid-1990's, when he built the first website for Copper Mountain Ski Resort in Colorado. A graduate of Embry-Riddle Aeronautical University, he was doing social media well before it had a name (anyone remember USENET?). He has been focused on Email Marketing and the Salesforce Marketing Cloud for the last seven years, on both the brand and agency sides of the business. He was worked with several top brands, including AAA, Bose, and Ticketmaster. Chester is based in Denver, Colorado with his wife and three children.

Mark Pollard has worked in some form of digital marketing for well over a decade and has a broad range of knowledge and experience. Through the strategic use of segmentation, dynamic content and automation he sees email as the perfect vehicle for achieving the objective of Right Person, Right Message, Right Time and loves that the tools to do so are constantly evolving while the number of tools in the toolbox continues to increase. Mark is Senior Platform Specialist at Trendline Interactive, where he uses his knowledge of the inner workings of ESP software to bring together the technology and data required to execute the delivery of successful email strategies.

ABOUT THE BOOK

Salesforce Marketing Cloud For Dummies will help you make the most of your investment in this exciting digital marketing suite of products. Use Salesforce Marketing Cloud to personalize your customers' journey, whether they are visiting you on the web, via their mobile device, or on Facebook. Discover how you can set-up and establish the data sets that are most important to your job function, use the robust e-mail tool for your direct marketing campaign, engage your customers on mobile devices, and use predictive intelligence to achieve optimal engagement across the customer journey.

9788126572656 | Pages: 368 | ₹ 749



Salesforce for Dummies, 7ed | e

Liz Kao, Jon Paz

ABOUT THE AUTHOR

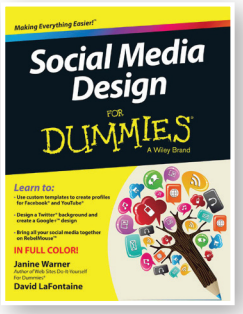
Liz Kao (San Francisco, CA) has played both in-house and consultant roles at salesforce.com. As a salesforce.com consultant and a member of salesforce.com's Professional Services team, Liz implemented dozens of CRM solutions for companies of all sizes across a variety of industries.

Jon Paz (New York, NY) is a Salesforce consultant who has worked with enterprise clients to deliver world-class solutions to perplexing business challenges. Previously, he worked as an editor for a major international organization. After working with various clients and industries to implement Salesforce, Jon has witnessed the transformative value of the product.

ABOUT THE BOOK

Salesforce.com For Dummies, 7th Edition gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You will learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software.

9788126563821 | Pages: 420 | ₹ 749



Social Media Design for Dummies

Janine Warner, David Lafontaine

ABOUT THE AUTHOR

Janine Warner is the creator of DigitalFamily.com, a full-service interactive design and training agency that offers web and mobile design, content strategy, social media and internet marketing services. She's written or coauthored more than 25 books about the Internet, including Dreamweaver for Dummies.

David LaFontaine is an author, multimedia producer and social media strategist whose work has earned him invitations to lecture all over the world, including a recent Fulbright Specialist program to train journalists, NGOs and pro-democracy groups in Ethiopia.

ABOUT THE BOOK

This book deconstructs the best Facebook Timelines, reveals the secrets behind the hottest Twitter backgrounds and shows you how to create a professional image on LinkedIn. It also shows you how to make the most of the increasingly visual worlds of Pinterest, Google+ and Instagram. As a bonus for readers, this book include videos and downloadable templates to make designing your own profiles quick and easy.

TABLE OF CONTENTS

• Getting Started with Social Media Design • Creating Designs on the Top Social Sites • Extending Your Social Reach • Integrating Your Social Networks • The Part of Tens

9788126551286 | Pages: 352 | ₹ 539



Social Media & Mobile Marketing : Includes Online Worksheets | e | IM

Puneet Singh Bhatia

ABOUT THE AUTHOR

Puneet Singh Bhatia is a digital marketing professional with over 15 years of experience cited with the '100 Most Influential Marketing Tech Leaders Award' by CMO Council and World Marketing Congress in 2016 and followed-up with '100 Most Innovative Marketing Tech Leaders Award' in 2018. Social Media and Mobile Marketing is Puneet's third book in marketing.

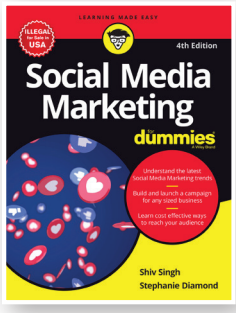
ABOUT THE BOOK

Social Media and Mobile Marketing (SMMM) is a 2-in-1 volume that aims to establish underlying concepts and frameworks for the two most important and emerging digital marketing application areas: social media and mobile marketing. The first part of the textbook develops the basics of social media marketing outlining key social media stages and platforms. The second part of the book discusses mobile marketing evolution and how marketers can establish and extend influence from web to mobile platform. The book includes multiple India-specific case studies to showcase how firms have implemented social and mobile marketing for their brands .

TABLE OF CONTENTS

• Understanding Social Media Marketing • Executing Social Media Marketing • Social Media Marketing: The Road Ahead • Understanding Mobile Marketing • Executing Mobile Marketing • Mobile Marketing: The Road Ahead • Social Media and Mobile Marketing Careers

9788126578078 | Pages: 296 | ₹ 850



Social Media Marketing for Dummies, 4ed | e

Shiv Singh, Stephanie Diamond

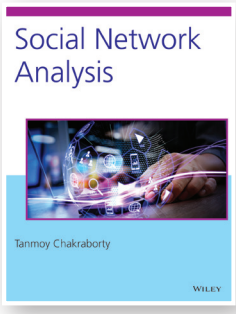
ABOUT THE AUTHOR

Shiv Singh (San Francisco, CA) is one of the leading voices in social media marketing. He's currently the Head of Global Brand and Marketing Tranformation at Visa, Inc. He previously was Head of Digital for PepsiCo. Stephanie Diamond (New York, NY) is president of Digital Media Works, a firm that offers e-commerce and branding assistance to businesses. She is also author of Prezi For Dummies and Dragon NaturallySpeaking For Dummies.

ABOUT THE BOOK

Social Media Marketing For Dummies, 4th Edition presents the essence of planning, launching, managing, and assessing a social marketing campaign in an economic 350-page guide - perfect for time-pressed marketers. This edition brings the existing content up to date for 2019 and adds new content as well.

9789388991186 | Pages: 460 | ₹ 749



Tanmoy Chakraborty

James Jiambalvo, Padmini Srinivasan

ABOUT THE AUTHOR

Dr Tanmoy Chakraborty is an Assistant Professor and a Ramanujan Fellow at the Department of CSE, IIIT Delhi, India. Prior to this, he was a postdoctoral researcher at University of Maryland, College Park, USA. He completed his PhD in 2015 as a Google PhD scholar from IIT Kharagpur, India. He leads a research group, Laboratory for Computational Social Systems (LCS2) that broadly works in the areas of social network analysis and Natural Language Processing with a major focus

on designing data-driven solutions for cyber informatics. He is a recipient of several prestigious awards including faculty awards/fellowships from Google, Accenture, and LinkedIn.

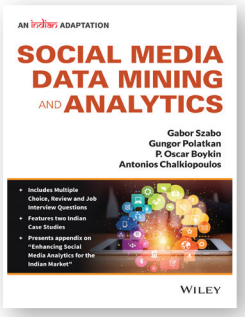
ABOUT THE BOOK

"This book covers the content, keeping in mind the CS, IT and SS academic curricula for undergraduate and fresh graduate students. The coverage of the book has the right balance of the mathematical foundations and technological aspects of social networks, along with several applications of mining social network data. This book perhaps is the first of its kind that succinctly covers a set of critical fundamental concepts (theory) and offers detailed coverage of recent advances (practice). Additional online material (source codes, datasets, blogs, exercises, etc.), accompanying the chapters, along with quizzes and data challenges will strengthen the theoretical and practical skills of the students and professionals. More details of these resources and the book can be found at social-network-analysis.in.

TABLE OF CONTENTS

"·Networks and Society • Network Measures • Network Growth Models • Link Analysis • Community Structure in Networks • Link Prediction • Cascade Behaviours and Network Effects • Anomaly Detection in Networks • Graph Representation Learning • Applications and Case Studies

9789354247835 | Pages: 400 | ₹ 1009



Social Media Data Mining and Analytics, (An Indian Adaptation) | e

Gabor Szabo, Gungor Polatkan, P. Oscar Boykin, Antonios Chalkiopoulos

ABOUT THE AUTHOR

Gabor Szabo works on large-scale data analysis and modeling problems in social networks, self-organized online ecosystems, transportation systems, and autonomous driving. Previously, his research focus was on the description of randomly organized networks in online communities and biological systems at Harvard Medical School, the University of Notre Dame, and HP Labs. After that he built distributed algorithms to understand and predict user behavior at Twitter. He has created models for resource allocation in Lyft's ride-sharing network, and most recently he led a team at Tesla's Autopilot.

Gungor Polatkan is a machine learning expert and engineering leader with experience in building massive-scale distributed data pipelines serving personalized content at LinkedIn and Twitter. Most recently, he led the design and implementation of the AI backend for LinkedIn Learning and ramped the recommendation engine from scratch to hyper-personalized models learning billions of coefficients for 500M+ users. He deployed some of the first deep ranking models for search verticals at LinkedIn improving Talent Search. He has worked in several notable applied research groups in Twitter, Princeton, Google, MERL and UC Berkeley before joining LinkedIn.

Oscar Boykin works on machine learning infrastructure at Stripe, building systems to predict fraud at scale. Prior to Stripe, Oscar spent more than 4 years at Twitter, first working on modeling and prediction for ads, and later on data infrastructure systems. At Twitter, Oscar co-developed many open-source scala libraries including Scalding, Algebird, Summingbird, and Chill. Before Twitter, Oscar was an assistant professor of electrical and computer engineering at the University of Florida.

Antonios Chalkiopoulos is a fast/big data distributed system specialist with experience in delivering production-grade data pipelines in the media, IoT, retail, and finance industries. Antonios is a published author in big data, an open-source contributor, and the co-founder and CEO of Landoop LTD. Landoop LTD builds the innovative and award-winning Lenses platform for data in motion, which provides visibility and control over streaming data, data discovery via an intuitive web interface and is a comprehensive SQL experience for data in motion, monitoring, alerting, data governance, multi-tenancy, and security. Lenses is a complete user experience for building and managing real-time data pipelines and micro-services.

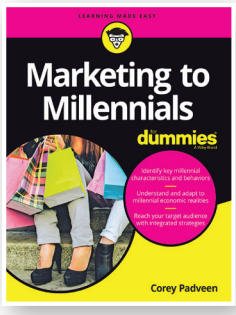
ABOUT THE BOOK

"This book explores social media's history, evolution, and impact, providing valuable insights for enthusiasts, professionals, and businesses. Enhance your understanding and leverage social media for growth. Optimize your social media strategy with our actionable tips. Whether you're a content creator, marketer, or business owner, this guide will help you navigate the ever-evolving social media landscape. Order now to stay ahead in the social media realm!

TABLE OF CONTENTS

• Users: The Who of Social Media • Networks: The How of Social Media • Temporal Processes: The When of Social Media • Content: The What of Social Media • Processing Large Datasets • Learn, Map, and Recommend • Conclusions

9789363866546 | Pages: 384 | ₹ 746



Marketing to Millennials For Dummies

Corey Padveen

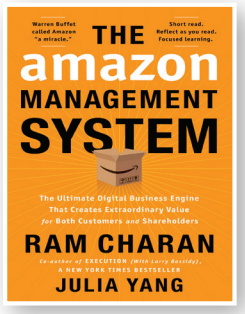
ABOUT THE AUTHOR

Corey Padveen is a globally-recognized leader in the field of marketing economics and data. He is the principal theorist behind the concepts of Social Equity and ResponsiveBranding, and has presented his findings, research and insights to audiences on three continents. Corey is Google AdWords and Analytics Certified and a Partner at t2 Marketing International.

ABOUT THE BOOK

Millennials make up the largest and most valuable market of consumers in the United States —but until you understand how to successfully market to them, you may as well kiss their colossal spending power away! Packed with powerful data, research, and case studies across a variety of industries, Marketing to Millennials For Dummies gives you a fail-proof road map for winning over this coveted crowd. Millennials are projected to have $200 billion buying power by 2017, and $10 trillion over their lifetimes — and yet industries across the board are struggling to garner their attention.

9788126569175 | Pages: 364 | ₹ 539



The Amazon Management System

Ram Charan, Julia Yang

ABOUT THE AUTHOR

Ram Charan's 27 books have sold over three million copies and include the New York Times bestseller Execution. He is a world-renowned advisor to CEOs, business unit managers, and boards of directors who value his practical solutions to complex business problems. Dr. Charan earned MBA and doctorate degrees from Harvard Business School, where he graduated with high distinction and taught as a faculty member.

Julia Yang is a trusted advisor to entrepreneurs, founders, CEOs and executives. She was previously a consultant at McKinsey and a private equity investor at Bain Capital and earned her MBA from Harvard Business School. She serves on the faculty of the joint MIT-Tsinghua MBA program.

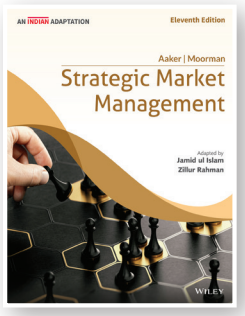
ABOUT THE BOOK

Amazon's trillion-dollar success is the envy of everyone, but achievable by anyone. What has propelled their record streak of growth? Their management system, and it can do the same for you no matter what business you are in or what level. Learning it is as simple as six building blocks distilled by New York Times bestselling author and global CEO advisor Ram Charan and Julia Yang in The Amazon Management System.

TABLE OF CONTENTS

• The Ultimate Digital Engine that Powered Amazon's Unprecedented Growth and Shareholder Value Creation • Customer-Obsessed Business Model • Continuous Bar-Raising Talent Pool • AI-Powered Data 38 • Metrics System • Ground-Breaking Invention Machine • High-Velocity 38 • High-Quality Decision-Making • A forever Day 1 culture

9788126560875 | Pages: 176 | ₹ 1049



Strategic Market Management, 11ed, (An Indian Adaptation) | e | IM

David A. Aaker , Christine Moorman, Jamid Ul Islam, Zillur Rahman

ABOUT THE AUTHOR

David Allen Aaker is an American organizational theorist, consultant and Professor Emeritus at the University of California, Berkeley's Haas School of Business, a specialist in marketing with a focus on brand strategy. He serves as Vice Chairman of Prophet. Aaker received his SB in Management from the MIT Sloan School of Management and then his MA in Statistics and PhD in Business Administration at Stanford University.

Christine Moorman is the T. Austin Finch Professor, Sr. of Business Administration at Fuqua School of Business, Duke University. She is known for her work on marketing strategy, marketing organization and marketing research. She is a Fellow of the American Marketing Association. She is the Editor-in-Chief of the Journal of Marketing.

Jamid Ul Islam has earned his Ph.D. from Department of Management Studies, Indian Institute of Technology Roorkee, India, and is currently working as an Assistant Professor (Marketing) at College of Business Administration (AACSB accredited), Prince Sultan University, Riyadh, Kingdom of Saudi Arabia.

Zillur Rahman is Professor in the Department of Management Studies, Indian Institute of Technology Roorkee, India. Dr. Rahman has more than 20 years of experience in academia teaching broad range of courses including Marketing Management, Consumer Behavior, Services Marketing, and many more.

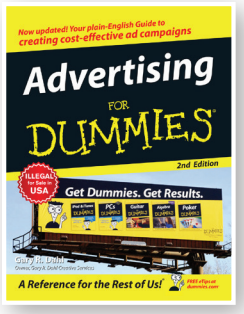
ABOUT THE BOOK

This Indian adaptation is revised to benefit students develop a comprehensive understanding of various aspects of strategic market management and strategic decision making. The chapters have been thoroughly revised with the addition of new topics including Marketing Myopia, DESTEP Framework, Customer Engagement, Brand Love, and many others. A new set of cases and examples relevant to the Indian scenario have been added, which provide students the opportunity to relate better to and apply the knowledge gained from the text. There are updated end-of-chapter cases reflecting the best digital and global practices to help learners understand how the strategic decisions and actions of a variety of companies and industries shape their future.

TABLE OF CONTENTS

• Strategic Analysis • Formulating and Adapting Strategy • Strategic Implementation

9789354243387 | Pages: 328 | ₹ 999



Advertising For Dummies, 2ed | e

Gary R. Dahl

ABOUT THE AUTHOR

Gary Dahl is an award-winning copywriter, creative director, and advertising agency owner in California's Silicon Valley. He is also the creator of the sensational Pet Rock.

ABOUT THE BOOK

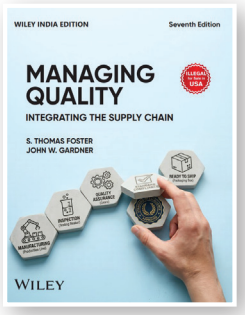
So, you need to create an advertising campaign that brings in more customers, adds more dollars to your bottom line, and validates all the reasons you went into business in the first place. But how can you make your ad look and sound like champagne if your budget can only afford beer? Are you wasting your time trying to sell ice to an Eskimo?

TABLE OF CONTENTS

• Advertising 101 • Creating Great Ads for Every Medium • Buying the Different Media • Beyond the Basics: Creating Buzz and Using Publicity • The Part of Tens

9789357462013 | Pages: 336 | ₹ 959

OPERATIONS



Managing Quality: Integrating the Supply Chain, 7ed

S. Thomas Foster, John W. Gardner

ABOUT THE AUTHOR

Dr. Tom Foster is a department chair, professor, researcher, and consultant in the field of quality management. Among his areas of expertise are strategic quality planning, service quality, Six Sigma, government quality, and the role of technology in improving quality. Tom is the Donald L. Staheli Professor of quality and global supply chain management in the Marriott School of Management at Brigham Young University. He has also taught at Pennsylvania State University and Boise State University. He received his Ph.D. from the University of Missouri-Columbia.

Dr. John W. Gardner is an associate professor and researcher of global supply chain and operations management, with expertise in the fields of quality management, healthcare improvement, Lean and Six Sigma, process design and innovation, and networks. His focus is on driving both operational improvement and innovation. John teaches quality management as well as global supply chain and operations for both undergraduate and graduate students in the Brigham Young University Marriott School of Business. John has received awards for outstanding research and teaching and a David E. and Verla A. Sorensen fellowship. John also taught courses at The Ohio State University where he received his Ph.D. in Management Science.

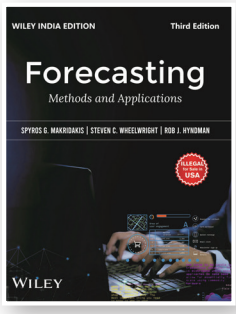
ABOUT THE BOOK

In the newly revised seventh edition of Managing Quality: Integrating the Supply Chain, a decorated team of operations experts delivers a thorough introduction to quality management with an enduring emphasis on the importance of the supply chain for quality improvement. You'll obtain an integrated understanding of the customers, suppliers, technology, and people essential to maintaining and enhancing product quality in business.

TABLE OF CONTENTS

• Part 1 Understanding Quality Concepts • 1 Differing Perspectives on Quality • 2 Quality Theory • 3 Global Supply Chain Quality and International Quality Standards • Part 2 Designing and Assuring Quality • 4 Strategic Quality Planning • 5 The Voice of the Customer • 6 The Voice of the Market • 7 Quality and Innovation in Product and Process Design • 8 Designing Quality Services • 9 Managing Supplier Quality in the Supply Chain • Part 3 Implementing Quality • 10 The Tools of Quality • 11 Statistically Based Quality Improvement for Variables • 12 Statistically Based Quality Improvement for Attributes • 13 Lean and Six Sigma Management Principles and Tools • Part 4 Forever Improving the Quality System • 14 Managing Quality Improvement Teams and Projects • 15 Implementing and Validating the Quality System

9789377066819 | Pages: 496 | ₹ 1150



Forecasting: Methods and Applications, 3ed

Spyros Makridakis, Steven C. Wheelwright, Rob J. Hyndman

ABOUT THE AUTHOR

Dr Spyros G. Makridakis is an Emeritus Professor of Decision Sciences at INSEAD (European Institute of Business Administration) and one of the world's leading experts on statistical forecasting and risk management
Steven C. Wheelwright is a prominent American business scholar, professor, and university administrator who holds a deep academic and professional connection to Stanford University. He is widely recognized for his pioneering research in manufacturing strategy, operations management, and product development
Rob J. Hyndman FAA FASSA is an eminent Australian statistician who serves as a Vice-Chancellor's Distinguished Professor of Statistics at Monash University. He is globally recognized for his transformative contributions to time series analysis, data visualization, and automated statistical forecasting.

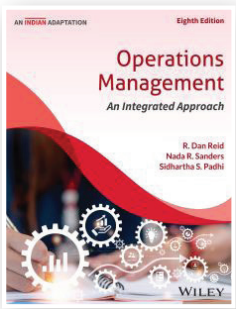
ABOUT THE BOOK

Known from its last editions as the "Bible of Forecasting", the third edition of this authoritative text has adopted a new approach-one that is as new as the latest trends in the field: "Explaining the past is not adequate for predicting the future". In other words, accurate forecasting requires more than just the fitting of models to historical data. Inside, readers will find the latest techniques used by managers in business today, discover the importance of forecasting and learn how it's accomplished. And readers will develop the necessary skills to meet the increased demand for thoughtful and realistic forecasts

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• 1. The Forecasting Perspective. • 2. Basic Forecasting Tools. • 3. Time Series Decomposition. • 4. Exponential Smoothing Methods. • 5. Simple Regression. • 6. Multiple Regression. • 7. The Box-Jenkins Methodology for Arima Models. • 8. Advanced Forecasting Models. • 9. Forecasting the Long-Term. • 10. Judgmental Forecasting and Adjustments. • 11. The Use of Forecasting Methods in Practice. • 12. Implementing Forecasting: Its Uses, Advantages, and Limitations.

9788126518524 | Pages: 565 | ₹ 1099



Operations Management, 8ed (An Indian Adaptation) : An Integrated Approach | e | IM

R. Dan Reid, Nada R. Sanders, Sidhartha S. Padhi

ABOUT THE AUTHOR

R. Dan Reid is Associate Professor Emeritus of Operations Management at the Whittemore School of Business and Economics at the University of New Hampshire. He holds a Ph.D. in Operations Management from The Ohio State University, an M.B.A. from Angelo State University, and a B.A. in Business Management from the University of Maryland. During the past 20 years, he has

taught at The Ohio State University, Ohio University, Bowling Green State University, Otterbein College, and the University of New Hampshire.

Nada R. Sanders is a Distinguished Professor of Supply Chain Management at the D'Amore-McKim School of Business at Northeastern University. She holds a Ph.D. in Operations Management from The Ohio State University, an M.B.A. from The Ohio State University, and a B.S. in Mechanical Engineering. She has taught for more than 25 years at a variety of academic institutions including The Ohio State University, Lehigh University, Texas Christian University, and Wright State University. She has designed and taught classes for undergraduates, graduates, and executives across various industry groups on topics such as operations management, operations strategy, forecasting and analytics, and supply chain management.

Sidhartha S. Padhi is Professor of Quantitative Methods and Operations Management (QMOM) at Indian Institute of Management Kozhikode with more than 13 years of work experience. He obtained his Ph.D. from the Indian Institute of Technology, Kharagpur, his master's degree in scientific computing, and a bachelor's degree in mechanical engineering. He has also worked as a Senior Lecturer in the Operations Management Group at the Management Development Institute, Gurgaon, where he taught business statistics, management science, decision-making, and research methodology.

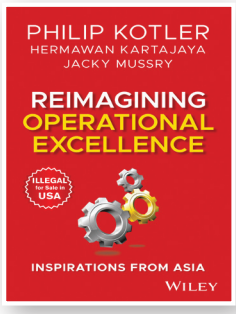
ABOUT THE BOOK

"In an era of unprecedented business evolution, marked by technological breakthroughs and global challenges, an Operations Management (OM) textbook emerges to equip students with the essential tools to navigate the complexities of the modern corporate environment. This textbook stands as a testament to the transformative power of global integration, AI advancements, sustainability imperatives, and the disruptive effects of the COVID-19 pandemic on traditional business practices, emphasizing the pivotal role of OM in maintaining a firm's competitive advantage. This textbook aims to provide a foundational knowledge of OM, blending classic and modern methodologies, including IT, robotics, AI, and sustainable practices. It covers strategic and tactical decision-making and the specific challenges of service and manufacturing sectors. The book is also designed for accessibility, with relatable introductory stories and clear explanations to cater to students with varying business acumen. It progresses from strategic to tactical OM topics, with self-contained chapters for teaching flexibility and upfront background knowledge summaries.

TABLE OF CONTENTS

• Introduction to Operations Management • Operations Strategy and Competitiveness • Product Design and Process Selection • Supply Chain Management • Total Quality Management • Statistical Quality Control • Just-in-Time and Lean Systems • Forecasting • Capacity Planning and Facility Location • Facility Layout • Work System Design • Inventory Management • Aggregate Planning • Resource Planning • Scheduling • Project Management

9789363863262 | Pages: 672 | ₹ 1099



Reimagining Operational Excellence : Inspirations from Asia | e

Philip Kotler, Hermawan Kartajaya, Jacky Mussry

ABOUT THE AUTHOR

"Philip Kotler (Evanston, IL; https://kotlermarketing.com/phil1.shtml) is the S.C. Johnson Son Distinguished Professor (Emeritus) of International Marketing at Northwestern University's Kellogg Graduate School of Management, and one of the world's leading authorities on marketing. His writing has defined marketing around the world for the past forty years. He is the recipient of awards and honorary degrees from schools all over the world. His books have been translated into twenty-five languages.

Hermawan Kartajaya (Jakarta, Indonesia; http://www.markplusinc.com) is the founder and Chairman of MarkPlus Consulting, the largest marketing consulting firm in Indonesia. He is the President of the World Marketing Association, one of the ""50 Gurus Who Have Shaped The Future of Marketing"" according to The Chartered Institute of Marketing, United Kingdom (CIM-UK), and coauthor with Kotler of several books, including Marketing 3.0, Marketing 4.0, and Marketing 5.0.

Jacky Mussry (Jakarta, Indonesia; http://www.markplusinc.com) Deputy Chairman and CEO at MarkPlus, Institute, and has almost 25 years of consulting experience spanning multiple industries in Indonesia. He delivers guest lectures at universities in Indonesia on marketing and strategy related subjects.

ABOUT THE BOOK

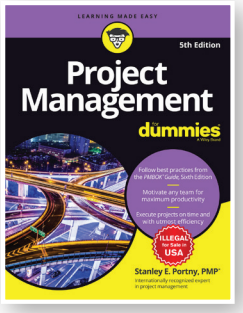
The indisputable fact that the conventional marketing approach is no longer working. To help move us beyond the status quo, Reimagining Operational Excellence uses the new Omnihouse model, with world-class examples from Korea, India, Japan, Singapore, and China. This model puts the entrepreneurial and operational aspects of marketing at the center of the action. You'll explore how to marry the twin capabilities of innovation and incremental improvement into a single, workable whole. You'll also discover what it means to employ "technology for humanity" and to combine marketing and finance into an integrated, cooperative unit.

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9789370608061 | Pages: 304 | ₹ 802



Project Management For Dummies, 5ed

Stanley E. Portny

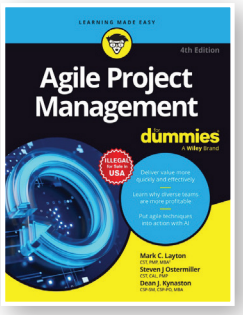
ABOUT THE AUTHOR

We are once again working with Stanley Portny, BSEE, MSEE, EE, an internationally recognized expert in project management and project leadership. Portny is a leading project management consultant, trainer, training developer, and author. During the past 30 years, Portny has provided training and consultation to more than 150 public and private organizations in the fields of finance, pharmaceuticals, consumer products, information technology, insurance, telecommunications, defense and health care. He has developed and conducted training programs for over 50,000 management and staff personnel in engineering, sales and marketing, research and development, information systems, manufacturing, operations and support areas.

ABOUT THE BOOK

In today's time-crunched, cost-conscious global business environment, tight project deadlines and stringent expectations are the norm. So how can you juggle all the skills and responsibilities it takes to shine as a project management maven? Updated in a brand-new edition, Project Management For Dummies offers everything you need to successfully manage projects from start to finish—without ever dropping the ball. Written by a well-known project management expert, this hands-on guide takes the perplexity out of being a successful PM, laying out all the steps to take your organizational, planning, and execution skills to new heights.

9788126571062 | Pages: 460 | ₹ 639



Agile Project Management For Dummies, 4ed

Mark C. Layton, Steven J. Ostermiller, Dean J. Kynaston

ABOUT THE AUTHOR

Mark C. Layton (Las Vegas, NV), known globally as Mr. Agile®, is an organizational strategist and PMI certification instructor with over 25 years in the project/program management field. He is the founder of Platinum Edge, LLC, an agile focused team that trains, coaches, and mentors Global 1000 companies on using agile techniques to improve project ROI and organizational effectiveness. Mark travels the world speaking and training on agile, scrum, and project management.

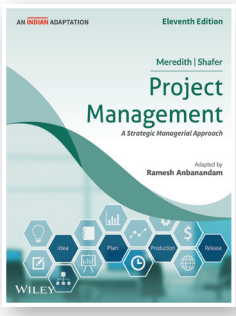
ABOUT THE BOOK

Agile project management is a fast and flexible approach to managing all projects, not just software development. By learning the principles and techniques in this book, you will be able to create a product roadmap, schedule projects, and prepare for product launches with the ease of agile software developers. You'll discover how to manage scope, time, and cost, as well as team dynamics, quality, and risk of every project.

TABLE OF CONTENTS

• Part 1: Understanding Agility • Part 2: Being Agile • Part 3: Agile Planning and Execution • Part 4: Project Management with Agility • Part 5: Ensuring Success • Part 6: The Part of Tens"

9789377062583 | Pages: 496 | ₹ 899



Project Management, 11ed (An Indian Adaptation) : A Managerial Approach, Eleventh Edition | e | IM

Jack R. Meredith, Scott M. Shafer, Ramesh Anbanandam

ABOUT THE AUTHOR

"Jack R. Meredith Broyhill Distinguished Scholar and Chair in Operations, Emeritus Wake Forest University

Scott M. Shafer Professor of Management Wake Forest University

Ramesh Anbanandam Associate Professor Department of Management Studies Indian Institute of Technology Roorkee

ABOUT THE BOOK

Project Management: A Managerial Approach, 11th Edition delivers a practical exploration of proven project management techniques and strategies. With a strong emphasis on real-world application and implementation, the book is perfect for managers and business students seeking an instructive leadership resource. It highlights the links between standards and everyday applications and details all Project Management Body of Knowledge concepts.

TABLE OF CONTENTS

• "·Project Initiation • Project Planning • Project Execution

9789354641176 | Pages: 556 | ₹ 1119



Supply Chain Analytics | e | IM

T. A. S. Vijayaraghavan

ABOUT THE AUTHOR

T. A. S. Vijayaraghavan is currently a Professor in the Production, Operations Management and Decision Sciences (PODS) and Information Systems Area at XLRI (Xavier School of Management), Jamshedpur. He is also a Member of the Board of Governors of XLRI Jamshedpur and the Chairperson of the Centre for Logistics and Supply Chain Management. Prior to joining XLRI, he taught at the Central Institute of Road Transport (CIRT), Pune and the Xavier Institute of Management (XIM), Bhubaneswar.

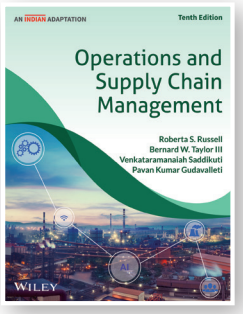
ABOUT THE BOOK

Supply Chain Analytics is a structured collation of important analytical tools and techniques that specifically addresses critical decision areas in warehousing, inventory, and transportation in supply chain management, which are mostly available in some technical academic papers and proceedings of conferences and so will be very helpful to find them all in one book. This book explains various practical application methods in a lucid manner so that any student with basic understanding of Decision Sciences will be able to understand popular analytical tools and techniques useful in supply chain management areas.

TABLE OF CONTENTS

• Overview of Logistics and Supply Chain Management • Overview of Optimization Methods • Facilities Location and Warehousing Decisions • Inventory Decisions • Transportation Decisions • Multicriteria Decision Making

9789354243431 | Pages: 552 | ₹ 1129



Operations and Supply Chain Management, 10ed (An Indian Adaptation) | e | IM

Roberta S. Russell, Bernard W. Taylor, Venkataramanaiah Saddikuti, Pavan Kumar Gudavalleti

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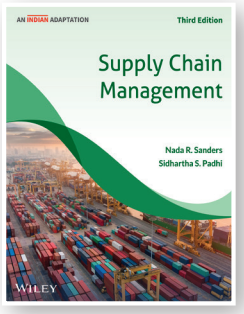
ABOUT THE BOOK

Russell and Taylor's Operations and Supply Chain Management, 10th Edition is designed to teach students to understand how to create value and competitive advantage along the supply chain in a rapidly changing global environment. Beyond providing a solid foundation, this course covers increasingly important OM topics of sustainability, corporate social responsibility, global trade policies, securing the supply chain, and risk and resilience.

TABLE OF CONTENTS

• Introduction to Operations and Supply Chain Management • Quality Management • Statistical Process Control • Product Design • Service Design • Processes and Technology • Capacity and Facilities Design • Facility Location • Human Capital Development and Management • Project Management • Supply Chain Management Strategy and Design • Global Supply Chain Procurement and Distribution • Forecasting • Inventory Management • Sales and Operations Planning • Resource Planning • Lean Systems • Scheduling • Advances in Operations and Supply Chains

9789354644092 | Pages: 880 | ₹ 1189



Supply Chain Management, 3ed (An Indian Adaptation) : A Global Perspective | e

Nada R. Sanders, Sidhartha S. Padhi

ABOUT THE AUTHOR

Nada R. Sanders is an internationally recognized thought leader and expert in forecasting and supply chain management. She is the author of Foundations of Sustainable Business: Theory, Function, and Strategy and co-author of Operations Management, in its 7th edition. She was ranked in the top 8 percent of individuals in the field of operations management from a pool of 738 authors and 237 different schools by a study of research productivity in U.S. business schools, is a Fellow of the Decision Sciences Institute, and has served on the Board of Directors of the International Institute of Forecasters

Sidhartha S. Padhi is a Professor in the Quantitative Methods and Operations Management (QMOM) area with more than 13 years of work experience. Prior to joining the IIM Kozhikode, he was a postdoctoral researcher at the Chair of Logistics Management, ETH Zurich (Switzerland) for more than two years. He also worked as a Senior Lecturer in the Operations Management Group at the Management Development Institute, Gurgaon, India, where he taught business statistics, management science, decision making, and research methodology.

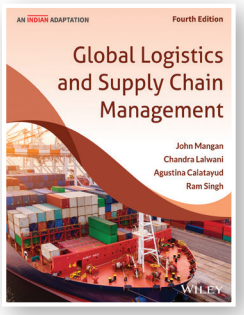
ABOUT THE BOOK

This textbook provides a balanced and integrated perspective of both the foundational principles and pragmatic, business-oriented functions of SCM. Highlighting the holistic and interconnected nature of SCM, this comprehensive volume addresses supply chain strategy, design, planning, controlling, management and more. The text features numerous real-world business examples that illustrate SCM best practices while helping students understand the complexities of SCM decision making. This Indian adaptation Supply Chain Management, 3e, has been comprehensively updated and expanded to facilitate a clear and practical grasp of the topic.

TABLE OF CONTENTS

• Introduction to Supply Chain Management • Supply Chain Strategy • Network and System Design • Marketing • Operations Management ·Sourcing • Logistics • Forecasting and Demand Planning • Inventory Management • Lean Systems and Six-Sigma Quality • Supply Chain Relationship Management • Global Supply Chain Management • Sustainable Supply Chain Management • Supply Chain Technology • Supply Chain Contracts • Supply Chain Risk Management

9789354645792 | Pages: 480 | ₹ 1099



Global Logistics and Supply Chain Management, 4ed (An Indian Adaptation) | e | IM

John Mangan, Chandra Lalwani, Agustina Calatayud, Ram Singh

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Chandra Lalwani is Emeritus Professor of Supply Chain Management at the University of Hull Business School.

Agustina Calatayud is Senior Transport Specialist at the Inter-American Development Bank (IDB),* the main development institution for Latin America.

Ram Singh is Professor and Head of Trade Discipline at the Indian Institute of Foreign Trade, New Delhi. With an extensive teaching career spanning over 26 years, he brings a wealth of knowledge and experience to his role.

ABOUT THE BOOK

Global Logistics and Supply Chain Management is a comprehensive, fully up-to-date introduction to the subject. Addressing both practical and strategic perspectives, this text offers readers a balanced and integrated presentation of Logistics and Supply Chain Management (LSCM) concepts, practices, technologies and applications. Contributions from experts in specific areas of LSCM provide readers with real-world insights on supply chain relationships, transport security, inventory management, supply chain designs, the challenges inherent to globalization and international trade, and more.

TABLE OF CONTENTS

• Part 1 – Context • Part 2 – Transport and Logistics • Part 3 – Managing Operations • Part 4 – Data and Analysis • Part 4 – Case Studies • Part 5 – Supply Chain Design and Improvement • Part 5 – Case Studies

9789357467971 | Pages: 360 | ₹ 1099



Six Sigma for Dummies, 2ed

Craig Gygi, Bruce Williams, Neil Decarlo

ABOUT THE AUTHOR

Craig Gygi is the vice president of Savvi Sigma, a business solutions company specializing in the delivery of management systems for improving business performance. Bruce Williams is the Sr. VP & GM of Software AG, a global leader in business process excellence for more than 40 years. He is also a co-author of Lean for Dummies.

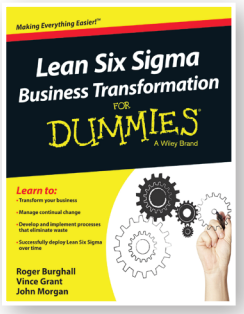
ABOUT THE BOOK

With 25 percent new or revised content, Six Sigma for Dummies 2nd Edition provides readers with the latest information on Six Sigma. This new edition also includes updated real world solutions and applications to help readers better understand and implement Six Sigma.

TABLE OF CONTENTS

• Getting Acquainted with Six Sigma Basics • DMAIC: Defining and Measuring • DMAIC: Analyzing • DMAIC: Improving and Controlling • Looking at the Six Sigma Technology Tool Landscape • The Part of Tens

9788126539093 | Pages: 408 | ₹ 429



Lean Six Sigma Business Transformation for Dummies | e

Roger Burghall, Vince Grant, John Morgan

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Roger Burghall is Associate Partner at Catalyst Consulting and a highly experienced Business Consultant and Change Manager. Vince Grant is a Director of Catalyst Consulting and an expert in Lean Six Sigma methodologies, regularly training Black Belt and Master Black Belt programmes. John Morgan is also a Director at Catalyst, where his main role is the development of their highly acclaimed training materials.

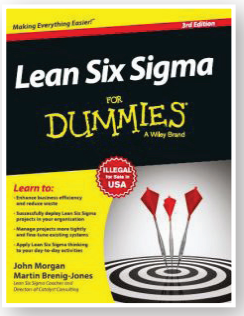
ABOUT THE BOOK

Use Lean Six Sigma to transform your business. Lean Six Sigma is a powerful method for improving both the efficiency and quality of projects and operations. In this new book, the team that bought you Lean Six Sigma for Dummies shows you how to take Lean Six Sigma to the next level and manage continual change in your organization. You'll learn to design a roadmap for transformation that's tailored to your business objectives; develop and implement processes that eliminate waste and variation across the company; synchronize your supply chain and successfully deploy Lean Six Sigma over time.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Lean Six Sigma • Part II: Scoping the LSS Transformation Journey • Part III: Planning the Transformation Journey • Part IV: Starting out on the Transformation Journey • Part V: Sustaining the Transformation • Part VI: The Part of Tens

9788126552269 | Pages: 328 | ₹ 539



Lean Six Sigma for Dummies, 3ed | e

John Morgan , Martin Brenig-Jones

ABOUT THE AUTHOR

John Morgan and Martin Brenig-Jones are Directors of Catalyst Consulting, Europe's leading provider of Lean Six Sigma solutions. John works primarily in product design and development. Martin is an expert in quality and change management. Both are accomplished coaches and trainers.

ABOUT THE BOOK

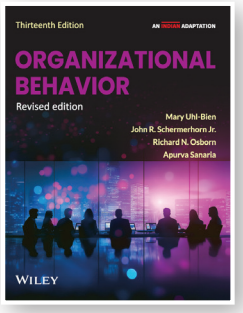
Are you looking to make your organisation more effective and productive? If you answered "yes," you need to change the way it thinks. Combining the leading improvement methods of Six Sigma and Lean, this winning technique drives performance to the next level—and this friendly and accessible guide shows you how. The third edition of Lean Six Sigma For Dummies outlines the key concepts of this strategy and explains how you can use it to get the very best out of your team and your business.

TABLE OF CONTENTS

• Getting Started with Lean Six Sigma • Working with Lean Six Sigma • Assessing Performance • Improving the Processes • Deploying Lean Six Sigma • The Part of Tens

9789354249969 | Pages: 378 | ₹ 799

ORGANIZATIONAL BEHAVIOR



Organizational Behavior, 13ed, Revised Edition (An Indian Adaptation)

Mary Uhl-Bien, John R. Schermerhorn Jr., Richard N. Osborn, Apurva Sanaria

ABOUT THE AUTHOR

Dr. Mary Uhl-Bien is the Howard Hawks chair in Business Ethics and Leadership and associate Director of the Leadership Institute at the University of Nebraska-Lincoln.

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Dr. Richard N. Osborn is a Wayne State University Distinguished Professor, Professor of Management Emeritus, and former Board of Governors Faculty Fellow.

Dr. Apurva Sanaria is an Assistant Professor of Organizational Behavior and HRM at Indian Institute of Management Bangalore (IIMB).

Dr. Sanaria's scholarly work has been published in prestigious FT50 journals, including the Journal of Applied Psychology (JAP), Entrepreneurship Theory & Practice (ETP), and Organizational Behavior and Human Decision Processes (OBHDP)."

ABOUT THE BOOK

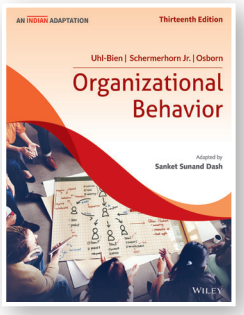
Organizational Behavior, Thirteenth Edition, revised version presents a contemporary and practice-oriented understanding of how people think, feel, and act within organizations. Carefully contextualized for management education in India, the book blends established OB frameworks with insights drawn from Indian corporations, institutions, and workplace realities.

The text provides a strong conceptual foundation in individual behavior, motivation, personality, teams, leadership, communication, power, ethics, and organizational culture, while addressing emerging themes such as collective leadership, employee voice, psychological safety, impression management, and technology-enabled work environments.

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• PART 1 • 1 Introducing Organizational • PART 2 • 2 Diversity, Personality, and Values • 3 Perception, Attribution, and Learning • 4 Emotions, Attitudes, and Job Satisfaction • 5 Motivation • 6 Motivation and Performance • PART 3 • 7 The Nature of Teams • 8 Teamwork and Team Performance • 9 Decision Making and Creativity • 10 Conflict and Negotiation • PART 4 • 11 Communication • 12 Power and Politics • 13 The Leadership Process • 14 Leader Traits and Behavioral • PART 5 • 15 Organizational Culture and Innovation • 16 Organizational Structure and Design

9789377063252 | Pages: 596 | ₹ 1099



Organiztional Behavior, 13ed An Indian Adaptation | e | IM

Mary Uhl-Bien, John R. Schermerhorn Jr., Richard N. Osborn, Sanket Sunand Dash

ABOUT THE AUTHOR

Dr. Mary Uhl-Bien is the Howard Hawks Chair in Business Ethics and Leadership at the University of Nebraska. She teaches organizational behavior, leadership, and ethics courses at the undergraduate and graduate (MBA and doctoral) levels, and has been heavily involved in executive education around the world.

Dr. John R. Schermerhorn Jr. is the Charles G. O'Bleness Emeritus Professor of Management in the College of Business at Ohio University where he teaches undergraduate and MBA courses in management, organizational behavior, and Asian business.Dr. Schermerhorn focuses his teaching and textbooks on bridging the gap between the theory and practice of management

Dr. Richard N. Osborn is a Wayne State University Distinguished Professor, Professor of Management Emeritus, and former Board of Governors Faculty Fellow. He has received teaching awards at Southern Illinois University at Carbondale and Wayne State University, and he has also taught at Arizona State University, Monash University (Australia), Tulane University, University of Munich, and the University of Washington.

Sanket Sunand Dash is a faculty in the area of Organizational Behaviour & Human Resource Management (OB&HRM) at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from Indian Institute of Management Ahmedabad. He worked as a senior analyst with Deloitte US India for four years before joining the FPM program in IIM Ahmedabad. Before joining IIM Rohtak, he was a faculty at Xavier School of Human Resources (XAHR), Xavier University Bhubaneswar.

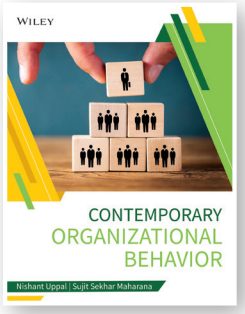
ABOUT THE BOOK

Organizational Behavior is written to engage and teach readers about the subject. The book presents organizational behavior in the workplace and for life. It introduces the subject, and the text then proceeds to cover a range of topics, including teamwork, individual performance, organizational cultures, and the role of communication. The book describes the importance of interpersonal relationships in organizational behavior, while giving special emphasis to relationship-building processes relative to communication, power, and leadership.

TABLE OF CONTENTS

• ·Introducing Organizational Behavior • Teams and Teamwork • In?uence Processes and Leadership • Organizational Context

9789354242847 | Pages: 660 | ₹ 1059



Contemporary Organizational Behavior | e

Nishant Uppal, Sujit Shekhar Maharana

ABOUT THE AUTHOR

Prof. Nishant Uppal is a faculty of Organizational Behavior in the Human Resources Management Group, Indian Institute of Management Lucknow. He has published five books with Penguin Random House, Pearson, Cengage, and Routledge.

Prof. Sujit Sekhar Maharana is an early career researcher and currently working as Assistant Professor at Indian Institute of Management Ranchi. He has completed his PhD from IIM Lucknow after his MBA-HRM from Xavier Institute of Management, Bhubaneswar.

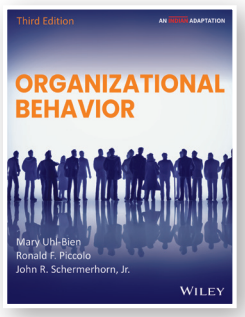
ABOUT THE BOOK

Contemporary Organizational Behavior is an attempt at realizing that prevalent business realities are starkly different from those of the 1970s and 1980s. A few of these changes are increase in volatility of the environment, rapid pace of technological change, diminishing importance of bureaucracy and rise of alternative organizational structures, a shift away from the concept of "employment for life", change in the nature of compensation and employee aspirations, a strong shift towards short-term based assignments as opposed to individual yearly assignments, and emergence of new trends.

TABLE OF CONTENTS

• Introduction to Field of Organizational Behavior • Individual Behavior, Personality, and Values • Perceiving Ourselves and Others in Organizations • Emotions, Stress and Job Satisfaction at Workplace • Motivation, Organizational Justice and Job Design • Decision-Making • Team Dynamics in Organizations • Communicating / Communication in Teams and Organizations • Power and Influence at the Workplace • Conflict and Negotiation in the Workplace • Leadership • Designing Organization Structures • Organizational Culture • Organizational Change

9789354642593 | Pages: 572 | ₹ 999



Organizational Behavior, 3ed (An Indian Adaptation) | e | IM

Mary Uhl-Bien, Ronald F. Piccolo, John R. Schermerhorn, Jr.

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"Dr. Mary Uhl-Bien is the BNSF Railway Endowed Professor of Leadership in the Neeley School of Business at Texas Christian University (TCU). She holds an honorary doctorate at Copenhagen Business School in Denmark, and a PhD and MBA from the University of Cincinnati. Dr. Uhl-Bien is an active scholar and leader in the Academy of Management.

Dr. Ronald F. Piccolo is the Galloway Professor of Management in the College of Business at the University of Central Florida. From 2009–2016, he served as the Cornell Professor of Management and Academic Director of the Center for Leadership Development& Executive Education in the Crummer Graduate School of Business at Rollins College.

Dr. John R. Schermerhorn, Jr. is the Charles G. O'Bleness Emeritus Professor of Management in the College of Business at Ohio University. He earned a PhD in organizational behavior from Northwestern University, an MBA (with distinction) in management and international business from New York University, and a BS in business administration from the State University of New York at Buffalo.

ABOUT THE BOOK

Organizational Behavior is a multidimensional text that combines analysis, knowledge, and personal development with useful pedagogical features to bring organizational behavior to life. Considering organizational behavior from an interdisciplinary vantage point, this text focuses on the interdependence of factors that explain human behavior. Frequently addressed organizational behavior topics are considered from within an integrated framework to answer functionally relevant questions about why people behave the ways in which they do as well as how to effectively influence and manage others.

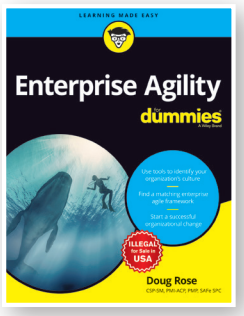
Including several exciting updates to content, chapter features, and the OB Skills Workbook, this Indian adaptation leverages the foundational content and engaging writing style to address critical trends in the modern workplace. The new content focuses on ethics, identity and diversity, strategy, organizational change, theory of organizational justice, innovation, perception management in organizations, leadership, and the impact of the COVID-19 pandemic on modern work life.

TABLE OF CONTENTS

• Introduction to Organizational Behavior • Understanding Organizations • Individual Differences • Perception and Bias • 5 Motivation • Communication • Teamwork • Leadership and Followership • Power and Politics • Relationships and Networks • Conflict, Negotiation, and Decision Making

9789370605442 | Pages: 376 | ₹ 950

STRATEGY



Enterprise Agility For Dummies | e

Doug Rose

ABOUT THE AUTHOR

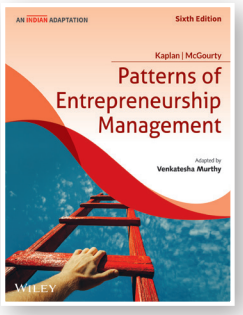
Doug Rose specializes in organizational coaching, training and change management. He has worked for over twenty years transforming organizations with technology and training, and he has helped several large companies optimize their business processes and improve productivity and delivery. You can also take his business courses online, available through LinkedIn Learning.

ABOUT THE BOOK

An enterprise agile transformation is a radical organizational change, and this book can help you manage that change. A successful transformation depends on understanding your organization's culture,

and choosing the right enterprise agile framework based on that culture. You'll also get ideas on how to put together a change management plan that will earn you organizational buy in and support.

9788126576128 | Pages: 392 | ₹ 639



Patterns of Entrepreneurship Management, 6ed (An Indian Adaptation) | e | IM

Jack M. Kaplan, Jack McGourty, Venkatesha Murthy

ABOUT THE AUTHOR

Jack M. Kaplan is an adjunct professor of entrepreneurial studies at Columbia Business School. During his career, Kaplan started and managed three successful companies, concentrating on smart card technology, health-care information systems, and loyalty marketing programs. He was president of Datamark Technologies, Inc., an entrepreneurial business venture engaged in electronic gift card and loyalty marketing programs.

Jack McGourty is Director of Community and Global Entrepreneurship at the Columbia Business School and a faculty member teaching courses in entrepreneurship, venture creation, and product innovation. Before joining the Columbia Business School, Jack was Vice Dean for Columbia's Engineering School. For over 20 years, he has been an active member of the University's entrepreneurial community, establishing an undergraduate minor in entrepreneurship, teaching core and advanced courses in new venture creation and growth, and launching the Columbia-Harlem Small Business Development Center.

Dr. Venkatesh Murthy is a faculty member in the domain of Innovation and Entrepreneurship at the School of Management and Entrepreneurship, IIT Jodhpur. He holds a PhD from the Tata Institute of Social Sciences, Mumbai. He has widely published his research and case studies in the field of entrepreneurship and small businesses in conjunction with social and economic realities. His work has appeared in several journals and case houses, including the Journal of Small Business Management and Ivey Publishing.

ABOUT THE BOOK

Patterns of Entrepreneurship Management, 6th Edition, is the essential roadmap for anyone interested in starting a new venture whether for-profit or social enterprise. Using its innovative "roadmap" approach, this practical guide enables students and aspiring entrepreneurs to design, execute, and maintain their business plan—covering every essential step of the entrepreneurial process, from turning an idea into a business model to securing funding and managing resources.

TABLE OF CONTENTS

• Getting Started as an Entrepreneur • Funding the Venture • Managing Performance, Communication, and People • Special Topics: Social Entrepreneurship and Family Business

9789354642289 | Pages: 432 | ₹ 999



Smash Innovation, 2ed : Smashing the Hand-Mind-Market Barrier | e

Gopichand Katragadda

ABOUT THE AUTHOR

Dr. Gopichand Katragadda is the Group Chief Technology Officer and Innovation Head for Tata Sons. He also serves as a Director on the boards of Tata Elxsi, Tata Communications, Tata Teleservices, Tata Autocomp Systems, and Flisom AG.

Dr Gopichand is a Fellow of the IET. He is a GE-certified Six Sigma Master Black Belt. He has over 30 publications and 5 patents to his credit.

Dr Gopichand holds MS and PhD degrees in Electrical Engineering from Iowa State University, Ames, Iowa.

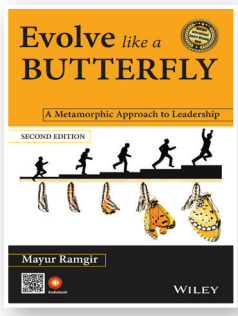
ABOUT THE BOOK

The book SMASH innovation is a roller-coaster ride through ancient fable, tales of up-to-the-minute innovation success and brain physiology. This book makes excellent reading on the historical perspectives of early industrial innovations, our own roots as India as well as what is ailing us in our path of innovation in the last few centuries. It covers the process that can be adapted to accelerate innovation as well as potential areas for the future wherein India can take a lead. All through the book, passion and knowledge of the author through his rich experience flow through, which can be of benefit to the current generation of young minds to assimilate, practice and innovate. This book deals with our earlier constraints of the Hand-Mind-Market barrier and what needs to be done to overcome that.

TABLE OF CONTENTS

• The Age of Reason: Learning from the Masters • Wealth of Nations: Sowing Innovation • The Way of the Flute: Reaping Innovation • Trends and Bends: Anticipating the Next

9788126570959 | Pages: 208 | ₹ 850



Evolve like a Butterfly, 2ed : A Metamorphic Approach to Leadership | e

Mayur Ramgir

ABOUT THE AUTHOR

Mayur Ramgir is the CEO of Zonopact, Inc. and the Founder of Everything Tech. He has more than 18 years of experience in the software industry, working at various levels. He is a Sun Certified Java Programmer and Oracle Certified SQL Database Expert. He has completed MS in computational science and engineering from Georgia Tech, USA, and M.Sc. in multimedia application and virtual environments from University of Sussex, UK. He has also attended in-class courses in various Universities like MIT Applied Software Security Certificate and University of Oxford System and Software Security Certificate.

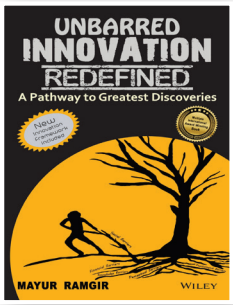
ABOUT THE BOOK

Leaders are made, not born – you don't carry your leadership ability from your mother's womb. However, some people indeed do naturally have traits that make them suitable for leadership, but there is no reason others cannot be trained to achieve the same results. Leadership is not about having a bold voice or high confidence. It is certainly not about making people work for you or forcing them to respect you. Then what is leadership? Leadership is about taking an ethical path to work for a cause, which is good for the betterment of the society.

TABLE OF CONTENTS

• The Egg – A Leader is Born • The Larva – Feeding Stage • The Cloak of the Pupa – Transition Stage • The Adult – Reproductive Stage

9788126547852 | Pages: 192 | ₹ 654



Unbarred Innovation Redefined : A Pathway to Greatest Discoveries | e

Mayur Ramgir

ABOUT THE AUTHOR

Mayur Ramgir is the CEO of Zonopact, Inc. and the Founder of Everything Tech. He has more than 18 years of experience in the software industry, working at various levels. He is a Sun Certified Java Programmer and Oracle Certified SQL Database Expert. He has completed MS in computational science and engineering from Georgia Tech, USA, and M.Sc. in multimedia application and virtual environments from University of Sussex, UK. He has also attended in-class courses in various Universities like MIT Applied Software Security Certificate and University of Oxford System and Software Security Certificate.

ABOUT THE BOOK

This book aims to diffuse the phenomenon that innovation is limited to certain people. It is a unique blend of providing you with the inspiration and motivation you need to de-clutter yourself from society and engage in the innovation process. It will enlighten the readers about the benefits of innovation where students and corporate executives can look at a problem from a different perspective as basic as classroom trouble or problems faced in offices or corporate board rooms respectively.

TABLE OF CONTENTS

• Unbarred Innovation Framework • Introduction to Unbarred Innovation • Self-Realization: A Journey to Self-exploration • Innovation as a Lifestyle • Understanding the Barriers for Innovation • Acquiring a Degree vs. Acquiring Education • Overcoming Barriers to Innovation • Unbarred Innovation in Your Company • Benefits of Unbarred Innovation for Companies • Barriers to Innovation for Companies • Types of Innovation

9788126548491 | Pages: 200 | ₹ 735



Innovation and Entrepreneurship, 4ed | e

John R. Bessant, Joe Tidd

ABOUT THE AUTHOR

John R. Bessant, PhD, is Emeritus Professor of Innovation and Entrepreneurship at the University of Exeter, UK. He worked as a chemical engineer before beginning a career in innovation research and consultancy, which has spanned more than 35 years. Bessant currently holds visiting appointments at the University of Erlangen--Nuremberg, Germany, and the University of Stavanger, Norway.

Joe Tidd, PhD, is Professor of Technology and Innovation Management at the Science Policy Research Unit, University of Sussex, UK. He is a physicist with degrees in technology policy and business administration. Tidd has held visiting appointments at University College London, UK, and Cass Business School, UK. He has advised on technology policy and consulted on technology management in numerous contexts and is a past recipient of the Price Waterhouse Urwick Medal for contributions to management teaching and research.

ABOUT THE BOOK

Now in its fourth edition, Innovation and Entrepreneurship provides an overview and synthesis of the most recent research on innovation and entrepreneurship, offering clear and accessible coverage of essential research principles that are applicable in a broad range of business models and industry sectors in a variety of business, public and social contexts.

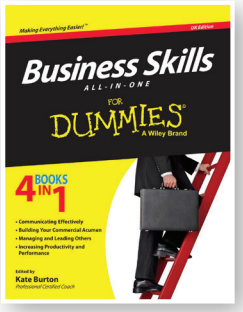
Using a proven process model that connects topics as sequential stages, this student-friendly textbook applies, reviews, and synthesizes key theories and research within contexts of corporate and public services, emerging technologies and economies, sustainability and development, and creating and capturing value from innovation and entrepreneurship.

Accessible and engaging, Innovation and Entrepreneurship, Fourth Edition, is the perfect textbook for undergraduate students in business and management courses, as well as students working towards engineering and science degrees with management components.

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9789373322155 | ₹ 1099



Business Skills All-In-One for Dummies

Kate Burton

ABOUT THE AUTHOR

Kate Burton runs a successful international coaching practice working with clients such as Hewlett-Packard, Microsoft and KPMG. Her passion is to improve the working lives for professional men and women and bring new ways of thinking into business.

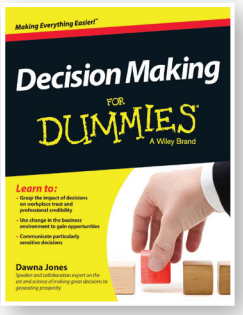
ABOUT THE BOOK

Business Skills All-in-One for Dummies is your complete guide to perfecting your communication, management and organizational skills. Inside you'll find simple techniques for improving your performance at work - everything from presentation skills, project management, persuading and influencing people, motivating, managing your workload, managing a team & much more. No other book offers you this much in one volume. It's like having a whole team of business, communication & management experts sitting on your bookshelf...but much less crowded!

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• Introduction • Book I: Communicating Effectively • Book II: Building your Commercial Acumen • Book III: Managing and Leading Others • Book IV: Increasing Productivity and Performance

9788126541461 | Pages: 616 | ₹ 529



Decision Making for Dummies | e

Dawna Jones

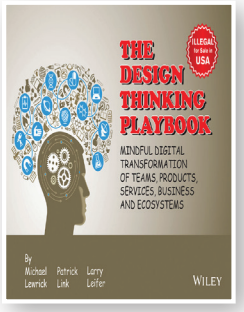
ABOUT THE AUTHOR

Dawna Jones has facilitated multiparty team and strategic partnership decision-making for over 25 years and has trained over 50 companies on the art and science of problem-solving. She is a speaker and workshop leader helping companies evolve their thinking and transform their business cultures to be more effective in complex and uncertain environments.

ABOUT THE BOOK

Today's business leaders have to face the facts-you can't separate leadership from decision making. The importance of making decisions, no matter how big or small, cannot be overstated. Decision Making for Dummies is a candid resource that helps leaders understands the impact of their choices, not only on business, but also on their credibility and reputation. Designed for managers, business owners and anyone else who makes tough decisions on a daily basis, this guide helps you figure out if the decisions you're making are the right ones. In addition to helping you explore how to evaluate your choices, the books covers ways to receive support for decision making, delves into various decision-making styles, reviews the importance of sifting through data and information.

9788126554416 | Pages: 388 | ₹ 849



The Design Thinking Playbook : Mindful Digital Transformation of Teams, Products, Services, Business and Ecosystems | e

Michael Lewrick, Patrick Link, Larry Leifer

ABOUT THE AUTHOR

Michael Lewrick is Chief Innovation Officer of Swisscomm, the national phone company of Switzerland. His research interests centers on the management issues related to the design, development and commercialization of technological and business model innovation.

Patrick Link is a lecturer at the University of Applied Science in Lucerne, Switzerland, teaching product management, marketing and collaboration management. He has12 years of practical experience as head of product management and in strategic planning, market analysis, strategic projects and as process engineer and project leader.

Larry Leifer is a professor of engineering at Stanford University and has been a key contributor to the design thinking movement in Silicon Valley and globally, though teaching and consulting, and through the world-renowned design firm IDEO, which was founded by one of his students. Larry's design thinking work is focused on tools to help design teams understand, support, and improve design practice and theory.

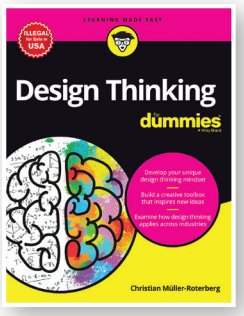
ABOUT THE BOOK

The Design Thinking Playbook is an actionable guide to the future of business. By stepping back and questioning the current mindset, the faults of the status quo stand out in stark relief—and this guide gives you the tools and frameworks you need to kick off a digital transformation. Design Thinking is about approaching things differently with a strong user orientation and fast iterations with multidisciplinary teams to solve wicked problems. It is equally applicable to (re-)design products, services, processes, business models, and ecosystems. It inspires radical innovation as a matter of course, and ignites capabilities beyond mere potential.

TABLE OF CONTENTS

• Understand Design Thinking • Transform Organizations • Design the Future

9788126578832 | Pages: 352 | (Exclusive)



Design Thinking For Dummies | e

Christian Muller-Roterberg

ABOUT THE AUTHOR

Prof. Dr. Christian Muller-Roterberg (Mulheim, GERMANY) is a professor and lecturer in technology, management, and entrepreneurship at Ruhr West University. He heads the university's graduate program in business management. Prof. Dr. Muller-Roterberg has also been involved in a number of startups and IPOs. He is author of Handbook of Design Thinking.

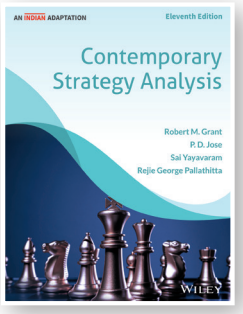
ABOUT THE BOOK

Design thinking is not just the property of graphic designers. This approach to creating solutions by thinking from the customer perspective can lead to new and innovative ideas that old methods could not approach. Design Thinking For Dummies provides a jump-start to get you and your organization on the path to new creativity. Written by a design thinking thought leader, this book helps you through the design thinking cycle and shows how it can help any industry.

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• Getting Started with Design Thinking • The Problem Phases • The Solution Phases • The Part of Tens

9788126520688 | Pages: 316 | ₹ 849



Contemporary Strategy Analysis, 11ed (An Indian Adaptation) | e | IM

Robert M. Grant, P. D. Jose, Sai Yayavaram, Rejie George Pallathitta

ABOUT THE AUTHOR

Robert M. Grant is Professor of Strategic Management at Bocconi University, Milan, Italy and a Visiting Professor at Cass Business School, London. He was born in Bristol, England and has taught at Georgetown University, London Business School, University of British Columbia, California Polytechnic, UCLA, Insead, and University of South Africa.

P. D. Jose is a Professor in the Strategy Area at IIM Bangalore. Prior to joining IIMB, he was a member of the faculty at the Administrative Staff College of India, Hyderabad.

Sai Yayavaram is a Professor in the Strategy Area at IIM Bangalore. Prior to joining IIM Bangalore, he was with the National University of Singapore for nine years. He worked as a consultant in the Tata Strategic Management Group, Mumbai, from 1994 to 1998.

Rejie George Pallathitta is a Professor in the Strategy Area at IIM Bangalore.

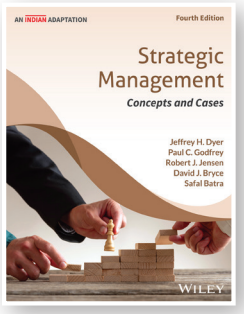
ABOUT THE BOOK

Contemporary Strategy Analysis, 11e, focuses on the essential tasks of strategy, showing readers how to use the tools of strategy analysis to identify, analyze, and exploit the sources of superior business performance to secure competitive advantage. This edition examines the role of strategy in a world reshaped by the COVID-19 pandemic and discusses a wide range of trending topics — such as the corporate social responsibility movement and environmental, social, and governance innovation.

TABLE OF CONTENTS

• The Tools Of Strategy Analysis • Business Strategy And The Quest For Competitive Advantage • Corporate Strategy

9789354645945 | Pages: 620 | ₹ 1099



Strategic Management, 4ed (An Indian Adaptation) : Concepts and Cases | e | IM

Jeffrey H. Dyer, Paul C. Godfrey, Robert J. Jensen, David J. Bryce, Safal Batra

ABOUT THE AUTHOR

"Jeffrey H. Dyer is the Horace Beesley Professor of Strategy at the Marriott School, Brigham Young University, where he serves as Chair of the Department of Organizational Leadership and Strategy. Before joining BYU, Dr. Dyer was a professor at the University of Pennsylvania's Wharton School, where he maintains an adjunct professor position and continues to teach Executive MBAs.

Paul C. Godfrey currently serves as the William and Roceil Low Professor of Business Strategy in the Marriott School of Management at Brigham Young niversity. He was honored in 2013 with the Marriott School's Teaching Award, and in 2017 with the school's research award.

Robert J. Jensen is an associate professor of Strategy and International Business and is a Whitman Faculty and Peery Research Fellow at the Marriott School of Management, Brigham Young University. He has published in many of the top management journals including Strategic Management Journal, Organization Science, Management Science, and the Journal of International Business Studies.

David J. Bryce is Associate Professor of Organizational Leadership and Strategy at the Marriott School of Management and has been an adjunct Associate Professor of Management at the Wharton School where he has taught strategy in the MBA program for executives.

Safal Batra is a professor in the Department of Strategic Management and Entrepreneurship at IIM Kashipur since March 2015. He completed his master's degree at IIM Calcutta and doctorate from IIM Ahmedabad. His dissertation, which explored innovation in small businesses, was awarded the IFCI Best Thesis Award at IIM Ahmedabad.

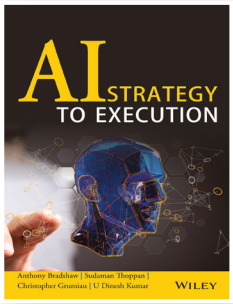
ABOUT THE BOOK

Strategic Management fourth edition delivers an insightful, clear, concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world. Written in an accessible Harvard Business Review style with lots of practical examples and strategy tools, the book engages students with an easy-to-understand learning experience to strategic management concepts. This Indian Adaptation sparks ideas, fuels creative thinking and discussion, while engaging students via contemporary examples, outstanding author-produced cases, and much more.

TABLE OF CONTENTS

• What Is Business Strategy? • Analysis of the External Environment: Opportunities and Threats • Internal Analysis: Strengths, Weaknesses, and Competitive Advantage • Cost Advantage • Differentiation Advantage • Corporate Strategy • Vertical Integration and Outsourcing • Strategic Alliances • International Strategy • Innovative Strategies That Change the Nature of Competition • Competitive Strategy and Sustainability • Implementing Strategy • Corporate Governance and Ethics • Strategy and Society

9789357462075 | Pages: 564 | ₹ 1099



AI Strategy to Execution | e

Anthony Bradshaw, Sudaman Thoppan Mohanchandralal, Christopher Grumiau, U Dinesh Kumar

ABOUT THE AUTHOR

"Anthony Bradshaw is an experienced international executive from the insurance industry and a former partner of a global consulting firm. He is the former CEO for the Benelux region of a global insurance group. Tony is currently the Chairman of various companies in the insurance and in the data sectors. As a qualified actuary with a degree in Mathematics from the University of Manchester, Tony couples deep technical knowledge with management experience at the top of companies, in order to place business solutions into a competitive environment.

Sudaman Thoppan Mohanchandralal is an established thought leader and executive from Data and Analytics with a demonstrated experience of setting up and running Data office for Global banks and insurance companies. He is the former Chief Data and Analytics officer for the Benelux region of a global insurance group. Currently, he serves as a pricing leader for a global insurance company and actively engaged as an angel investor/board advisor for different companies in the data sector across industries.

Christopher Grumiau is an entrepreneur andis the founder and partner of NautilusPrinciple since 2022, a consulting company based in Belgium and specializing in CxO advisories, business transformation services and business execution services. He is also an invited Professor at the University of Antwerp (Belgium). Chris began his career in the academics, completing Ph.D. in Applied Mathematics at the University of Mons (Belgium), focusing on optimization and numerical approaches of non-linear differential equations.

Dr. U Dinesh Kumar is a Professor of Decision Sciences at IIM Bangalore and Chairperson of MBA (Business Analytics), he is also IIMB chair of excellence since January 2020. He holds a doctorate in Mathematics from IIT Bombay. He introduced Business Analytics elective course in 2008 to PGP students at IIMB and started one of the first certificate programs in Business Analytics in India in 2010.

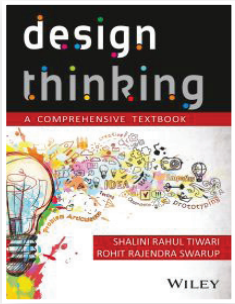
ABOUT THE BOOK

In this book, we discuss the "strategy to the execution gap" a leader of an organization encounters while adopting Artificial Intelligence (AI) in that organization. The main focus is on value creation using AI and use of AI as competitive strategy. Although every organization across various industries is interested in integrating Artificial Intelligence into their business, a significant dilemma is the right AI strategy for their organization.

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• Strategy to Execution Gap • Analytics Landscape • School of Outputs and Outcomes • Data Culture and Change Management • The School of Expertise, Innovation, and Organizational Intelligence • The School of Execution • Data Value Management • Strategy for Data and Analytics • Ethics and Privacy by Design • Strategy to Execution (S2E) Framework • Data Inspired Organization Management Technologies • Data Storytelling

9789357469975 | Pages: 356 | ₹ 1129



Design Thinking : A Comprehensive Textbook | e | IM

Shalini Rahul Tiwari, Rohit Rajendra Swarup

ABOUT THE AUTHOR

Shalini Rahul Tiwari is an Associate Professor in the area of Strategy, Innovation & Entrepreneurship at the Institute of Management Technology Ghaziabad. She is the President of the Institute Innovation Council (IIC), NISP Coordinator (National Innovation and Start-Up Policy) for the institute, and Faculty Mentor for the Entrepreneurship Cell (E-Cell). She teaches courses such as Strategic Management, Strategy Implementation, Strategy Simulations (Capsim, Marketplace, and EnParadigm), Entrepreneurship and Business Development in India, Strategies in Emerging Markets, and Design Thinking.

Rohit Rajendra Swarup is the recipient of two National Awards—Shiksha Bharti Puraskar and Indian Leadership Award for Educational Excellence. He is the Chairman & Managing Director (CMD) of Explorra Education Pvt. Ltd., India's premier digital media design education organization having numerous campuses in India and China. He is working with various state governments in India and China on projects related to education and innovation ecosystem creation in the areas of Management, Technology, and Design.

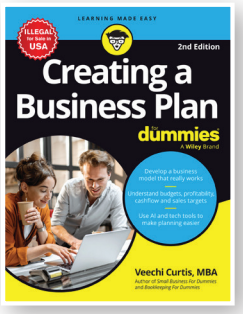
ABOUT THE BOOK

As an aspiring business leader, you are required to think critically and creatively to find and solve complex problems or address possibilists so as to foster sustainable business growth. Your ability to think analytically as well as outside the box and delve into the perspectives of your stakeholders, especially your customers, is paramount. This book will empower you to master such skills. This textbook gives you a toolkit to navigate the complex world using design thinking by offering simple techniques that you can use to identify challenges and then transform those challenges into opportunities. You will learn to put observation and empathy at the core of your decision-making, ideating, and prototyping competencies, and test your solutions with real users. The book is packed with real-life case studies to showcase the power of design thinking in identifying, articulating, and solving diverse challenges. The book is replete with in-class and field-based activities to help you sharpen your problem-solving and decision-making skills by challenging assumptions and designing meaningful solutions.

TABLE OF CONTENTS

• What Is Design Thinking, Really? • Setting the Stage for Design Thinking in Management Education • Establishing the Design Thinking Essentials • The DT Process—Understanding the Environment • Understanding the Stakeholders' Perspective—Empathy • Defining the Point of View—Problem Articulation • Ideation • Creating the Prototype • Testing • Reflection • Execution • The Conclusion

9789357468640 | Pages: 340 | ₹ 825



Creating a Business Plan For Dummies, 2ed | e

Veechi Curtis

ABOUT THE AUTHOR

Veechi Curtis specializes in mentoring small businesses, helping business owners find the secrets to their own success. She is the author of the bestselling Small Business For Dummies and Bookkeeping For Dummies.

ABOUT THE BOOK

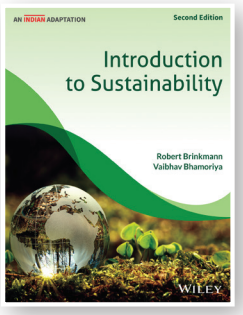
Learn how to create a sound, profitable business plan that will take your business to the next level

Whether you're starting a new business or you're looking to revitalise your strategy, Creating a Business Plan For Dummies covers everything you need to know. This step-by-step guide shows you how to figure out whether your business idea will work. With Dummies, your business plan can be a simple process that you tackle in stages. You'll identify your strategic advantage, discover how to gain an edge over your competitors and transform your ideas to reality using the latest tools (including AI!).

TABLE OF CONTENTS

• Getting Started • Looking to the World Outside • Laying the Groundwork • Checking Your Idea Makes Financial Sense • Joining the Dots and Writing a Plan • The Part of Tens

9789363863224 | Pages: 304 | (Exclusive)



Introduction to Sustainability, 2ed (An Indian Adaptation) | e

Robert Brinkmann, Vaibhav Bhamoriya0

ABOUT THE AUTHOR

Robert Brinkmann is the Dean of the College of Liberal Arts and Sciences at Northern Illinois University where he is also a Professor in the Department of Geology and Environment. Vaibhav Bhamoriya is a faculty member of Economics, specializing in Sustainability and Agri-entrepreneurship. He also served as the Assistant Dean (Development) at the Indian Institute of Management Kashipur.

ABOUT THE BOOK

This Indian adaptation provides a comprehensive compilation of theories, scenarios, events, strategies, and plans essential for holistically achieving sustainability. Every chapter now includes new questions to help readers test their understanding of the subject. There are also new mini cases that are contemporary and more relevant to the Indian scenario.

TABLE OF CONTENTS

• Roots of the Modern Sustainability Movement • Understanding Natural Systems • Measuring Sustainability • Energy • Global Climate Change and Greenhouse Gas Management • Water • Food and Agriculture • Green Building • Transportation • Pollution and Waste • Environmental Justice • Sustainability Planning and Governance • Sustainability, Economics, and the Global Commons • Corporate and Organizational Sustainability Management • Sustainability at Universities, Colleges, and Schools* (Available online)

9789357466356 | Pages: 364 | ₹ 1099



Managing Innovation, 8ed (An Indian Adaptation) : Integrating Technological, Market and Organizational Change | e | IM

Joe Tidd, John Bessant, Safal Batra

ABOUT THE AUTHOR

JOE TIDD is a physicist with subsequent degrees in technology policy and business administration. He is Professor of Technology and Innovation Management at Science Policy

Research Unit (SPRU), University of Sussex Business School, and Visiting Professor at University College London, and previously at Imperial College, Bayes Business School, Copenhagen Business School, and Rotterdam School of Management.

JOHN BESSANT, originally a chemical engineer, has been active in the field of research and consultancy in technology and innovation management for over 40 years. He is Emeritus

Professor of Innovation and Entrepreneurship at the University of Exeter and also has visiting appointments at the universities of Stavanger, Norway, and the Friedrich-Alexander

SAFAL BATRA is an Associate Professor of Strategic Management and Entrepreneurship at Indian Institute of Management Kashipur. He earned his master's degree from Indian Institute of Management Calcutta and completed his doctorate at Indian Institute of Management Ahmedabad.

ABOUT THE BOOK

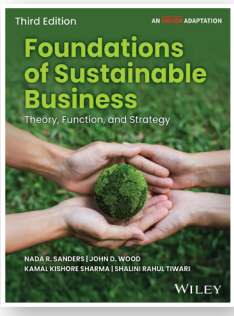
Managing Innovation: Integrating Technological, Market and Organizational Change, eighth edition, is a classic textbook that provides the knowledge base required to manage innovation, technology, and new product development, with an integrated process approach that helps students develop the unique skill set needed in the commercial, public, and social sectors. Offering a strong empirical approach that is supportive of tailored experimentation, this text emphasizes real-world application over abstract theory. It offers numerous practical and experience-tested processes, models and tools to help students develop a productive innovation management mindset. A wealth of case studies and examples demonstrate that successful innovation management involves much more than managing a single aspect such as creativity, entrepreneurship, or product development. Fully updated with new data, new methods, and new approaches, this Indian adaptation includes new review and hands-on questions to enhance comprehension, and new chapter-wise cases and research notes focused on managing innovation within the Indian context, providing practical insights into local business challenges and strategies.

TABLE OF CONTENTS

• 1 Innovation – What It Is and Why It Matters • 2 Digital Is Different? • 3 Innovation as a Core Business Process • 4 Developing an Innovation Strategy • 5 Building the Innovative Organization • 6 Sources of Innovation • 7 Search Strategies for Innovation • 8 Innovation Networks • 9 Dealing with Uncertainty • 10 Creating

New Products and Services • 11 Exploiting Open Innovation and Collaboration • 12 Promoting Entrepreneurship and New Ventures • 13 Capturing the Business Value of Innovation • 14 Creating Social Value • 15 Capturing Learning from Innovation • Index

9789370601772 | Pages: 676 | ₹ 1099



Foundations of Sustainable Business, 3ed (An Indian Adaptation) | e | IM

Nada R. Sanders, John D. Wood, Kamal Kishore Sharma, Shalini Rahul Tiwari

ABOUT THE AUTHOR

Nada R. Sanders is an internationally recognized thought leader and expert in forecasting and supply chain management.

John D. Wood is an attorney, author, educator, entrepreneur, and philanthropist.

Kamal Kishore Sharma is a distinguished educationist and seasoned professional with over three decades of combined experience in academics, public service, industry, and entrepreneurship.

Shalini Rahul Tiwari is an Associate Professor in the area of Strategy, Innovation, and Entrepreneurship at the Institute of Management Technology (IMT) Ghaziabad.

ABOUT THE BOOK

"Foundations of Sustainable Business: Theory, Function, and Strategy, 3rd edition, offers a comprehensive introduction to the social and environmental challenges shaping today's business landscape. This text guides aspiring leaders through the practical application of sustainability in areas such as leadership, finance, marketing, and operations and supply chain management. It serves as an ideal primary or supplementary resource for business courses at all levels, as well as a valuable guide for professionals and executives seeking an accessible, insightful foundation in sustainability practices relevant to modern organizations.

This Indian adaptation enhances learning with new, India-focused case studies on sustainability in companies like Tata, Mahindra Lifespaces, ITC, Hero Motocorp, Flipkart, Infosys, and Dabur. Chapters now reflect contemporary themes—legal frameworks, finance, marketing, supply chain, and more—while aligning global concepts with Indian realities. The updates empower readers to critically explore sustainability as both a global necessity and a local driver of innovation, preparing the next generation of leaders to balance profit with purpose and responsible growth.

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