

A smiling man in a white shirt is standing and presenting to a group of people seated around a table in a meeting room. He is holding a document and gesturing with his other hand. The room has large windows in the background, and the table has laptops, coffee cups, and pens on it.

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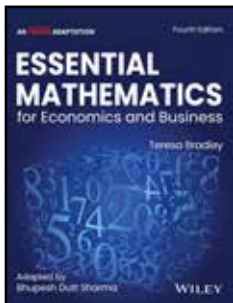
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BUSINESS / FINANCE / ECONOMICS

BUSINESS



Essential Mathematics for Economics and Business, 4ed, An Indian Adaptation | New

Bradley

About the Author

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Blockchain for Enterprise Application Developers | IM | e | k

Choudhari

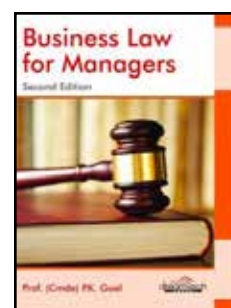
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Business Law for Managers, 2ed | k

Goel

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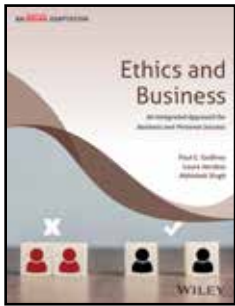
the rank of commodore. He was bestowed by the President of India Ati Vishisht Sewa Medal (AVSM) and Vishisht Sewa Medal (VSM).

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

Godfrey

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Guntha

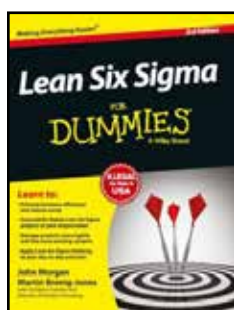
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Vamshi Guntha is the Founder and CEO of Propl Innovations, a firm dedicated to making organizations digital-first. Vamshi's passion for transforming businesses is reflected in his writing, speaking, and consulting.

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Lean Six Sigma for Dummies, 3ed

Morgan

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International Business, 2ed, An Indian Adaptation | IM | e | k

Morris, Singh

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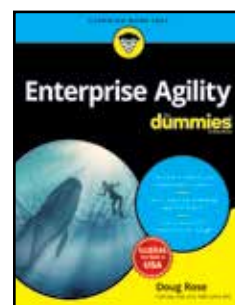
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Enterprise Agility for Dummies | e

Rose

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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.

Description

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.

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Saurabh

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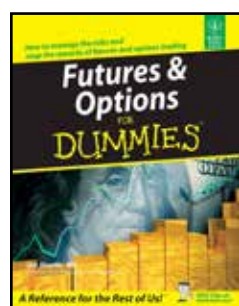


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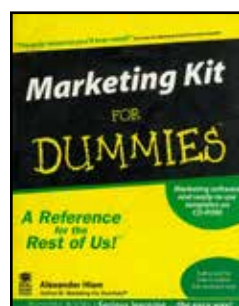
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Description

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.

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BUSINESS ANALYTICS



Reimagining Data Visualization Using Python | e | k

Acharya

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Mastering Data Visualization using Tableau | e

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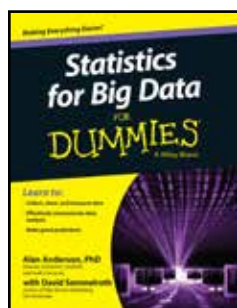
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Statistics for Big Data for Dummies | e

Anderson

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Blockchain Technology: Algorithms and Applications | e

Asharaf

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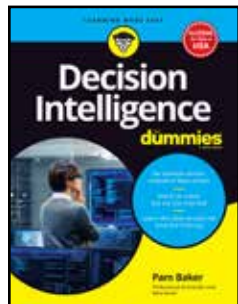
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Decision Intelligence for Dummies

Baker

About the Author

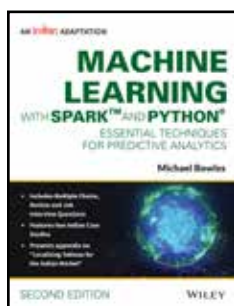
Pam Baker is a recognized and respected business analyst and journalist with work primarily focused on the worlds of big data, artificial intelligence, machine learning, business intelligence, and data analysis. She's contributed to numerous business and tech publication and is the author of Data Divination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

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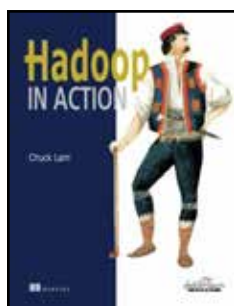
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Hadoop in Action

Chuck

About the Author

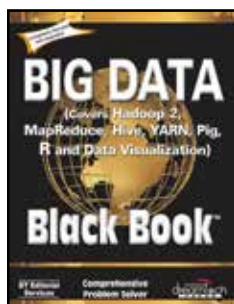
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About the Author

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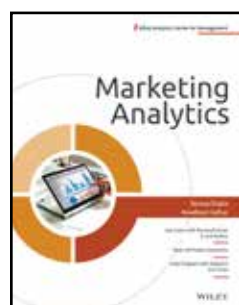
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About the Author

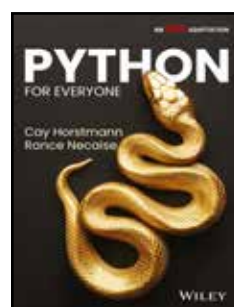
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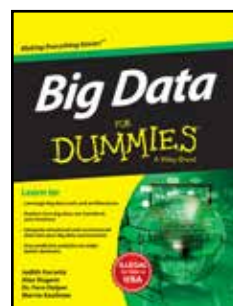
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Big Data for Dummies | e

Hurwitz

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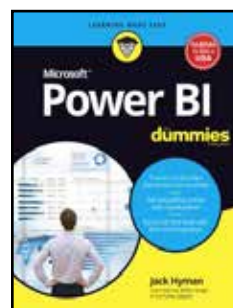
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Microsoft Power BI for Dummies | e

Hyman

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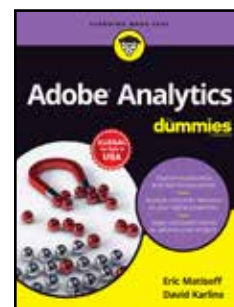
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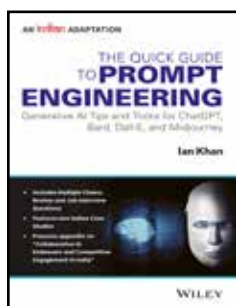
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About the Author

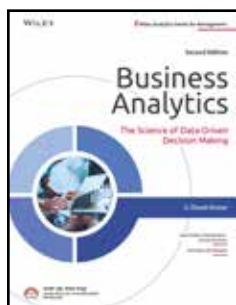
Ian Khan is a prolific Technology Futurist, documentary filmmaker, author, and commentator who has been regularly featured on CNN, Bloomberg, BCC, Fox, and other

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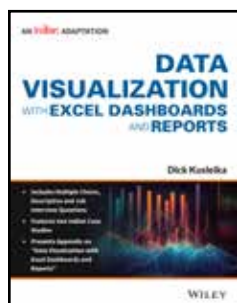
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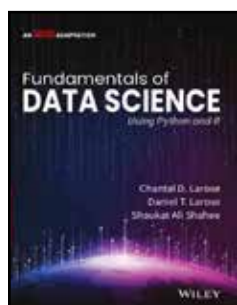
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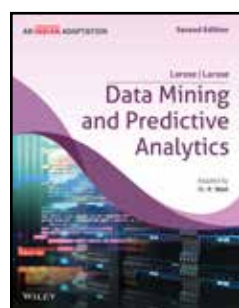
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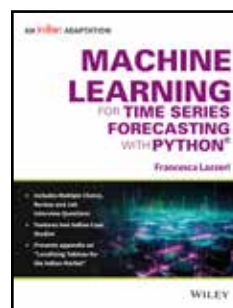
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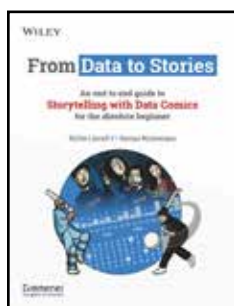
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From Data to Stories : An end to end guide to Storytelling with Data Comics for the absolute beginner

Lionell

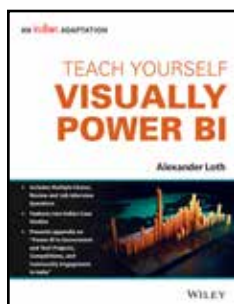
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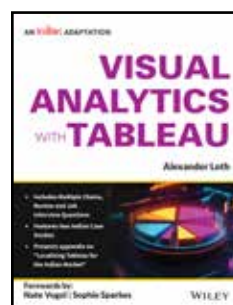
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Visual Analytics with Tableau, An Indian Adaptation | New

Loth

About the Author

Alexander Loth is a data scientist with a background in computational nuclear research. Since 2015, he has been with Tableau Software as digital strategist. In that role, he has advised many large companies in their transformation to become data-driven organizations.

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Introduction to Data Science: Practical Approach with R and Python | IM | BS | e | k

Maheswari

About the Author

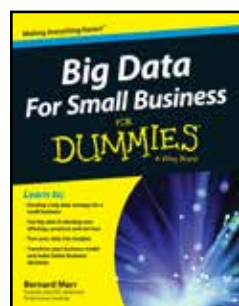
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Big Data for Small Business for Dummies | e

Marr

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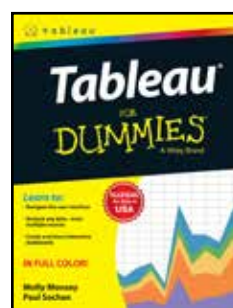


Tableau for Dummies | e

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Motwani

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Machine Learning for Text and Image Data Analysis: Practical Approach with Business Use Cases | IM | e | k

Motwani

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Approach Using Python and Data Analytics Using Python. Her books are accepted as textbooks in IIM and other premium institutions.

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About the Author

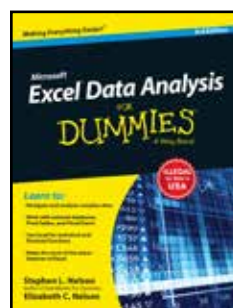
Dr. Bharti Motwani is an analytical professional, IT and analytics consultant, result-driven and articulate academican who can think out of the box, with more than 21 years of experience in corporate world and academics. She has written more than 75 research papers in leading national and international journals and books, including journals indexed in Scopus. She is the recipient of Young Scientist of the Year award (2015) from the Institute of

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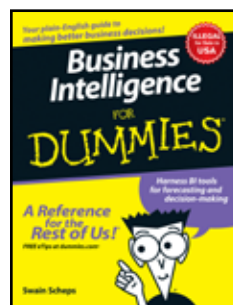
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Stephen L. Nelson is an author and CPA. He provides accounting, business advisory, tax planning, and tax preparation services to small businesses such as manufacturers, retailers, professional service firms, and startup technology companies. Steve is the author of more than 100 books, including QuickBooks For Dummies (all editions) and Quicken For Dummies (all editions).

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Business Intelligence For Dummies | New

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.

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Big Data MBA Driving Business Strategies with Data Science, An Indian Adaptation | New | IM | e | k

Schmarzo

About the Author

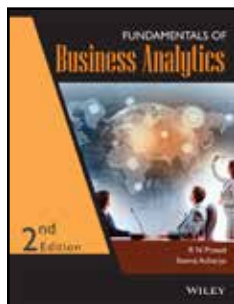
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Fundamentals of Business Analytics, 2ed, w/cd | IM | BS | e | k

Prasad

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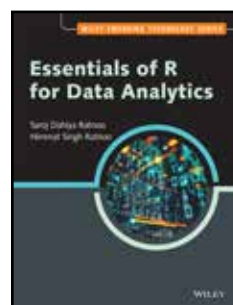
Digital Transformation, Analytics & Big Data related executive education, Analytics certification assessments design, University curriculum innovation consulting and IGIP (International Society for Engineering Pedagogy)-based faculty certification.

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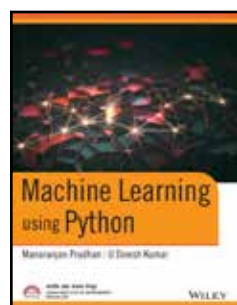
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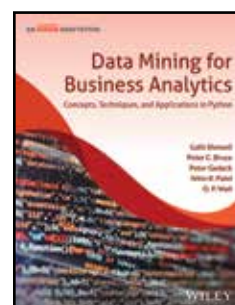
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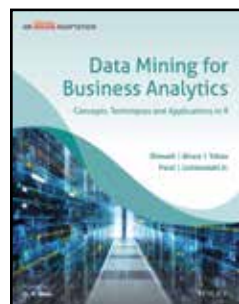
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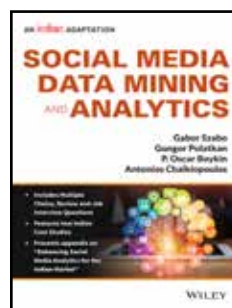
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Emerging Technologies for Managers | New | IM | e | k

Thareja

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Supply Chain Analytics

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Practical Data Science with R

Zumel

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COMMUNICATION



Business Communication, 3ed, An Indian Adaptation | IM | e | k

Bell, Islam

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Soft Skills: An Integrated Approach to Maximise Personality, w/cd | IM | e | k

Chauhan

About the Author

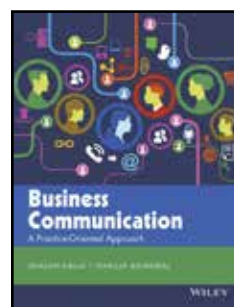
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Business Communication: A Practice-Oriented Approach | IM | e | k

Kalita

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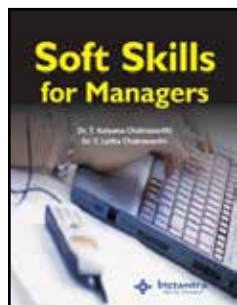
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Soft Skills for Managers | e | k

Kalyana

About the Author

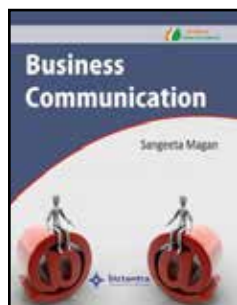
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Business Communication | e | k

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Soft Skills for Dummies

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.

Description

•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.

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ENTREPRENEURSHIP



The Startup Launchbook : A Practical Guide for Launching Customer-Centric Ventures | e | k

Batra

About the Author

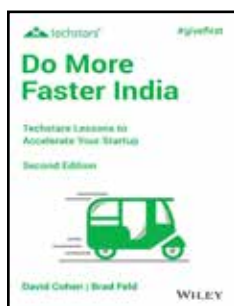
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Description

"The Startup LaunchBook is a practical guide for entrepreneurs who wish to design, launch, and grow successful startups. Based on the author's work with hundreds of startups, this book has curated global startup success lessons in an actionable 5-stage framework. Use the book's Startup Maturity Model to develop an entrepreneurial mindset that helps convert an idea into a successful startup. Leverage the book's practices to build fundamentally-sound, investable and customer-centric ventures."

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Do More Faster India : Techstars Lessons to Accelerate Your Startup, 2ed

Cohen

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Brad Feld (Boulder, CO) has been an early stage investor and entrepreneur for over twenty years. Prior to co-founding Foundry Group, he co-founded Mobius Venture Capital and, prior to that, founded Intensity Ventures, a company that helped launch and operate software companies and later became a venture affiliate

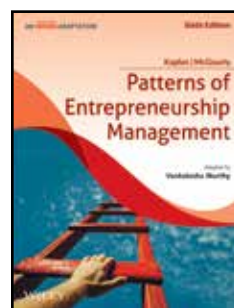
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Patterns of Entrepreneurship Management, 6ed, An Indian Adaptation | IM | e | k

Kaplan, Murthy

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Smash Innovation Smashing the Hand-Mind-Market Barrier, 2ed | e | k

Katragadda

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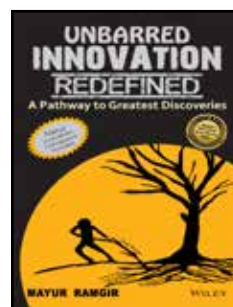
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Dr Gopichand holds MS and PhD degrees in Electrical Engineering from Iowa State University, Ames, Iowa.

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Unbarred Innovation Redefined : A Pathway to Greatest Discoveries | k

Ramgir

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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.

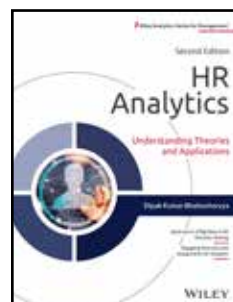
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HUMAN RESOURCE MANAGEMENT



HR Analytics, 2ed | e | k

Bhattacharyya

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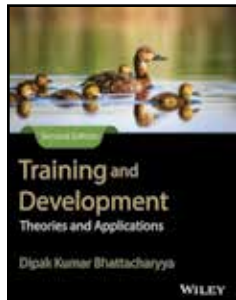
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Training and Development: Theories and Applications, 2ed | e

Bhattacharyya

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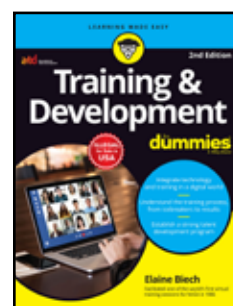
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Training & Development for Dummies, 2ed

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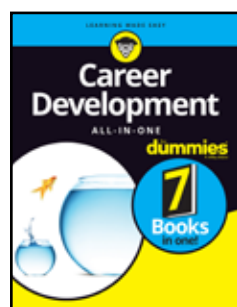
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Janakiram

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Motwani

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

Preet

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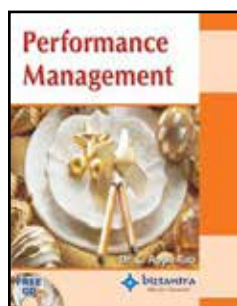
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Yadav

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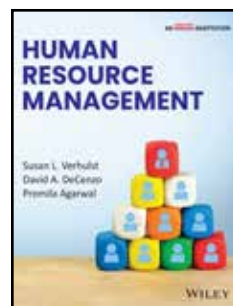
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Human Resource Management, 15ed, An Indian Adaptation | New | IM | e | k

Verhulst, DeCenzo, Agarwal

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Human Resource Management, 13ed, An Indian Adaptation | IM | e | k

Verhulst, DeCenzo

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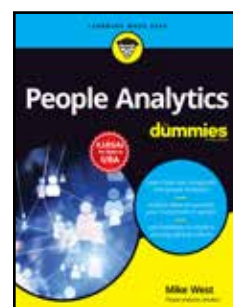
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People Analytics for Dummies | e

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.

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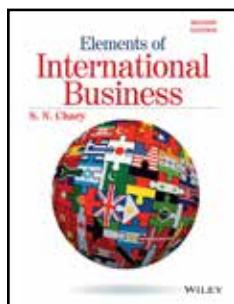


asking questions • Using people data in business analysis • Applying statistics to people management • Combining people strategy, science, statistics, and systems • Blazing a New Trail for Executive Influence and Business Impact • Moving from old HR to new HR • Using data for continuous improvement • Accounting for people in business results • Competing in the New Management Frontier • • Chapter 2: Making the Business Case for People Analytics • Getting Executives to Buy into People Analytics • Getting started with the ABCs • Creating clarity is essential • Business case dreams are made of problems, needs, goals • Tailoring to the decision maker • Peeling the onion • Identifying people problems • Taking feelings seriously • Saving time and money • Leading the field (analytically) • People Analytics as a Decision Support Tool • Formalizing the Business Case • Presenting the Business Case • • Chapter 3: Contrasting People Analytics Approaches • Figuring Out What You Are After: Efficiency or Insight • Efficiency • Insight • Having your cake and eating it too • Deciding on a Method of Planning • Waterfall project management • Agile project management • Choosing a Mode of Operation • Centralized • Distributed • • Part 2: Elevating Your Perspective • Chapter 4: Segmenting for Perspective • Segmenting Based on Basic Employee Facts • “Just the facts, ma’am” • The brave new world of segmentation is psychographic and social • Visualizing Headcount by Segment • Analyzing Metrics by Segment • Understanding Segmentation Hierarchies • Creating Calculated Segments • Company tenure • More calculated segment examples • Cross-Tabbing for Insight • Setting up a dataset for cross-tabs • Getting started with cross-tabs • Good Advice for Segmenting • • Chapter 5: Finding Useful Insight in Differences • Defining Strategy • Focusing on product differentiators • Identifying key jobs • Identifying the characteristics of key talent • Measuring If Your Company is Concentrating Its Resources • Concentrating spending on key jobs • Concentrating spending on highest performers • Finding Differences Worth Creating • • Chapter 6: Estimating Lifetime Value • Introducing Employee Lifetime Value • Understanding Why ELV Is Important • Applying ELV • Calculating Lifetime Value • Estimating human capital ROI • Estimating average annual compensation cost per segment • Estimating average lifetime tenure per segment • Calculating the simple ELV per segment by multiplying • Refining the simple ELV calculation • Identifying the highest-value-producing employee segments • Making Better Time-and-Resource Decisions with ELV • Drawing Some Bottom Lines • • Chapter 7: Activating Value • Introducing Activated Value • The Origin and Purpose of Activated Value • The imitation trap • The need to streamline your efforts • Measuring Activation • The calculation nitty-gritty • Combining Lifetime Value and Activation with Net Activated Value (NAV) • Using Activation for Business Impact • Gaining business buy-in on the people analytics research plan • Analyzing problems and designing solutions • Supporting managers • Supporting organizational change • Taking Stock • • Part 3: Quantifying the Employee Journey • Chapter 8: Mapping the Employee Journey • Standing on the Shoulders of Customer Journey Maps • Why an Employee Journey Map? 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INTERNATIONAL BUSINESS



Elements of International Business, 2ed | IM | e | k

Chary

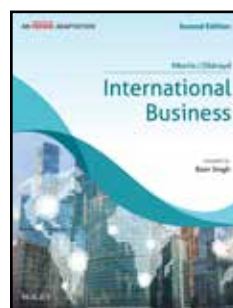
About the Author

S. N. Chary has formerly been a Professor with the Indian Institute of Management Bangalore, where he taught for over a quarter of a century. A prolific management analyst and thinker, he is the author of several books.

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International Business, 2ed, An Indian Adaptation | New | IM | e | k

Morris, Singh

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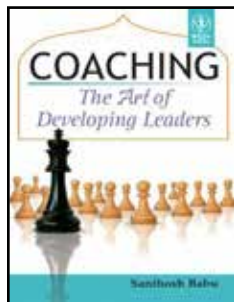
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MANAGEMENT



Coaching: The Art of Developing Leaders | e | k

Babu

About the Author

Santhosh Babu is the founder Managing Director of ODA (Organisation Development Alternatives Consultancy Pvt. Ltd.). Born and raised in Thrissur, Kerala, he started his career as a school teacher in far-away Bhutan, a five-year stint that stoked his interest in all things being taught. In 1994, Santhosh shifted to Delhi to work with the World Wildlife Fund (WWF) as an

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Cleansing Moments: Developing Leadership Skills For All Times | e | k

Kamdar

About the Author

Professor Dishan Kamdar is the Vice-Chancellor (VC) of FLAME University, the forerunner of liberal education in India. He is also a leading researcher, senior faculty member, and executive coach to CEOs of renowned corporates and family businesses in the country.

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Disaster Management, 2ed | e | k

Pandey

About the Author

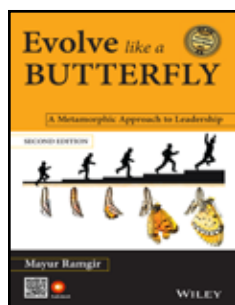
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Evolve like a Butterfly, 2ed | k

Ramgir

About the Author

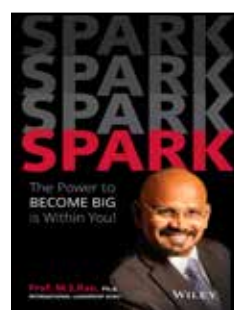
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Spark: The Power to Become Big is Within You | k

Rao

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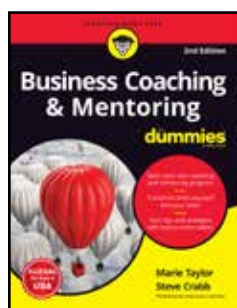
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Business Coaching & Mentoring for Dummies, 2ed

Taylor

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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

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Description

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.

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MANAGEMENT INFORMATION SYSTEMS



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

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

Marchewka

About the Author

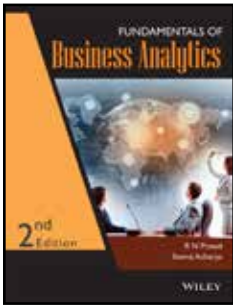
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Fundamentals of Business Analytics, 2ed, w/cd | IM | BS | e | k

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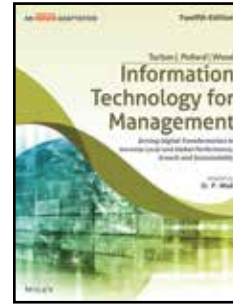
Digital Transformation, Analytics & Big Data related executive education, Analytics certification assessments design, University curriculum innovation consulting and IGIP (International Society for Engineering Pedagogy)-based faculty certification.

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Turban, Wali

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MARKETING & SALES



Branding and Disruptive Innovation : Owing Game-Changing Subcategories (Exclusively distributed by Atlantic Publisher & Distributors) | New | e | k

Aaker, Jain

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Aaker, Das

About the Author

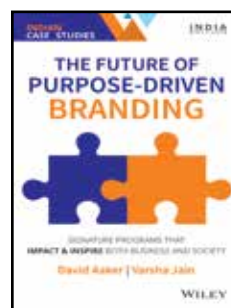
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The Future of Purpose-Driven Branding: Signature Programs that Impact & Inspire Both Business and Society | e | k

Aaker, Jain

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Store Operations | e | k

Agarwal

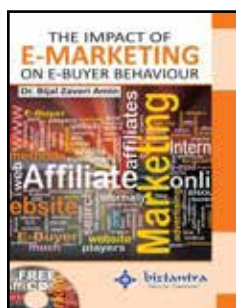
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Vishal Agarwal is Head Academics and Assistant Professor of Marketing at G L Bajaj Institute of Management and Research, Greater Noida (U. P.), having an experience of more than 10 years in teaching and Industry.

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The Impact of E-Marketing on E-Buyer Behaviour, w/cd | e | k

Amin

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International and National Conferences and attended various workshops.

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- E-branding: branding in electronic era • Case Studies

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Marketing Management: An Indian Perspective, 2ed | e

Anand

About the Author

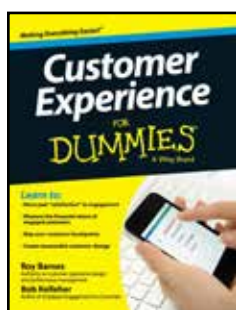
Prof. Vijay Prakash Anand is a management post graduate in Marketing from Symbiosis, Pune and an economics honours graduate from St. Xavier's College, Ranchi. He has more than 18 years of experience in the field of Marketing, Advertising, Corporate Communications, Academics and Research. He has taught at leading B-Schools in India like IIM Ranchi, Symbiosis, Pune,

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Customer Experience for Dummies | e

Barnes

About the Author

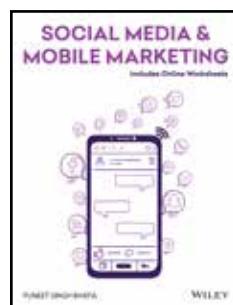
"Roy Barnes is an acclaimed thought leader, keynote speaker, trainer and consultant. As President of Blue Space Customer Consulting, he travels worldwide to share his insights on customer engagement, strategic execution, performance management and leadership development. His consulting practice includes Fortune 500 clients in diverse industry types, including state, fed-

eral government agencies as well as large and small non-profit entities. Bob Kelleher is the founder of The Employee Engagement Group

Description

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.

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Social Media & Mobile Marketing: Includes Online Worksheets | IM | e | k

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

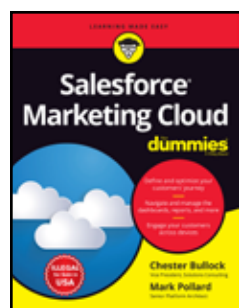
Marketing is Puneet's third book in marketing.

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Salesforce Marketing Cloud for Dummies | e

Bullock

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 has worked with several top brands, including AAA, Bose, and Ticketmaster. Chester is based in Denver, Colorado with his wife and three children.

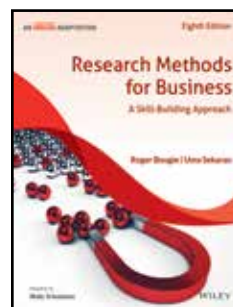
Mark Pollard has worked in some form of digital marketing for well over a decade and has a broad range of knowledge and experience. Through the strategic use of segmentation, dynamic content and automation he sees email as the perfect vehicle for achiev-

ing 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.

Description

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.

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Research Methods of Business 8ed: A Skill-Building Approach, An Indian Adaptation | IM | BS | e | k Bougie, Sekaran, Srivastava

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Essentials of Managing Marketing | k

Capon, 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 contributes extensively to Columbia Business Schools Executive Education. He is the Founding Director of Managing Strategic Accounts and the Global Account Manager Certification program

in conjunction with St. Gallen University (Switzerland). He teaches on Columbias Full-time MBA and Executive MBA (EMBA) programs and its partner program with London Business School. He founded and directed the Advanced Marketing Management Program in conjunction with CEIBS. He also designs, directs and teaches in numerous custom programs for major corporations globally. In 2001, Professor Capon co-founded The Chief Sales Executive Forum, offering multiple educational opportunities for sales and account management leaders.

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. Professor Singh consults regularly with both Indian and global companies across several industries. He is also involved with several entrepreneurial start-ups and takes keen interest in helping them grow. At ISB, Professor Singh participates regularly in executive education programs both as instruction and program designer. He teaches in ISBs Post Graduate Program (PGP), Family Business Program (FBP) and several custom programs.

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Managing Marketing: An Applied Approach | IM | e | k

Capon, 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 contributes extensively to Columbia Business Schools Executive Education. He is the Founding Director of Managing Strategic Accounts and the Global Account Manager Certification program

in conjunction with St. Gallen University (Switzerland). He teaches on Columbias Full-time MBA and Executive MBA (EMBA) programs and its partner program with London Business School. He founded and directed the Advanced Marketing Management Program in conjunction with CEIBS. He also designs, directs and teaches in numerous custom programs for major corporations globally. In 2001, Professor Capon co-founded The Chief Sales Executive Forum, offering multiple educational opportunities for sales and account management leaders.

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Managing Marketing: A Concise Approach | IM | e | k

Capon, 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 contributes extensively to Columbia Business Schools Executive Education. He is the

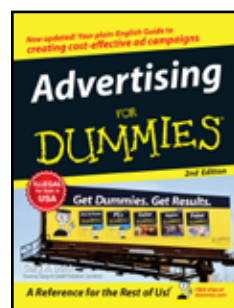
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Advertising For Dummies, 2ed

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.

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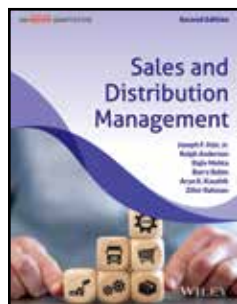
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Sales and Distribution Management, 2ed, An Indian Adaptation | New | IM | e | k

Hair, Mehta, Babin, Kaushik, Rahman

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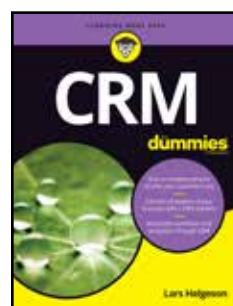
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CRM for Dummies

Helgeson

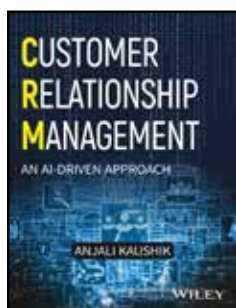
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Lars Helgeson is a sales and marketing technology pioneer. In 2011, he launched GreenRope, a CRM platform for small and mid-sized businesses worldwide. Built from scratch, GreenRope has grown to over 3,000 clients in over 40 countries without any venture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

Description

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

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Customer Relationship Management, An AI-driven Approach | New | IM | e | k

Kausik

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Digital Marketing: Strategy & Tactics | IM | e | k

Kagan, Singh

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International Marketing 8e, An Indian Adaptation | IM | e | k

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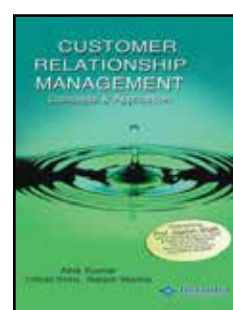
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Customer Relationship Management: Concepts & Application

Kumar

Description

Bridging the chasm between theory and practice this unique book Customer Relationship Management Concepts and Application puts the evolving discipline of CRM/Relationship Marketing in a holistic perspective. The book lucidly covers in detail topics like the concept and context of CRM, types of customers, customer value,

and technology of CRM, managing customer relationships, consumer research, CRM strategy, CRM measurement and HR in CRM. The text is interspersed with a profusion of cases and examples from various businesses. Service verticals covered include banking, retail, telecom, airlines and electronic media. The book helps students / practitioners and general management to gain insights into valuable customer relationships

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Integrated Marketing Communication in Digital Age | IM | e | k

Kumar, Rehman, Rahman

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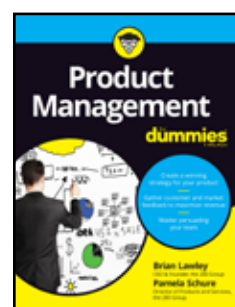
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Product Management for Dummies | e

Lawley

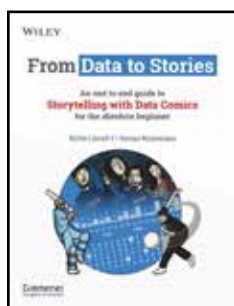
About the Author

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.

Description

- 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.

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

Lionell

About the Author

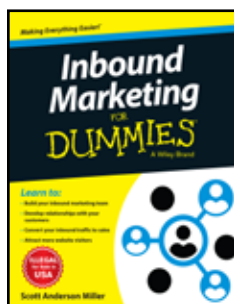
Richie Lionell V & Ramya Mylavarapu are data storytellers at Gramener Inc pushing boundaries to tell insightful stories from data through innovative formats.

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Inbound Marketing for Dummies | e

Miller

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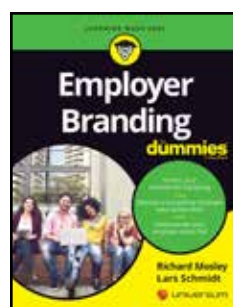
About the Author

Dr. Sanjay Mohapatra is a Professor in Information Systems in XIMB, India. Professor Mohapatra has more than 21 years of industry experience. He has worked in various capacities in different organizations. His teaching interests are in IT Strategy and Management Information Systems and research interests are in the area of IT-enabled processes.

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Employer Branding for Dummies

Mosley

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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.

Description

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.

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Marketing to Millennials for Dummies

Padveen

About the Author

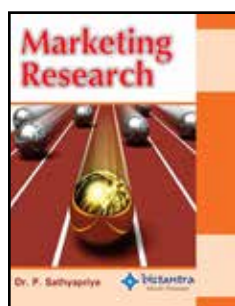
Corey Padveen is a globally-recognized leader in the field of marketing economics and data. He is the principal theorist behind the concepts of Social Equity and ResponsiveBranding, and has presented his findings, research and insights to audiences on three continents. Corey is Google AdWords and Analytics Certified and a Partner at t2 Marketing International.

Description

- 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.

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Marketing Research | e

Sathyapriya

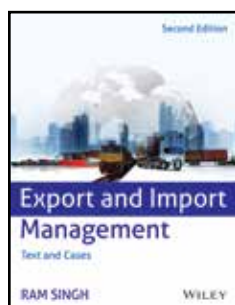
About the Author

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

Singh

About the Author

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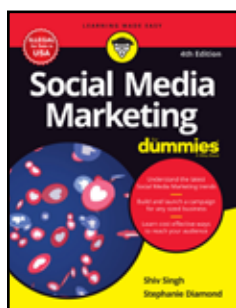
He specializes in both training and research in areas such as EXIM procedure, trade policy and trade logistics.

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Social Media Marketing for Dummies, 4ed | e

Singh

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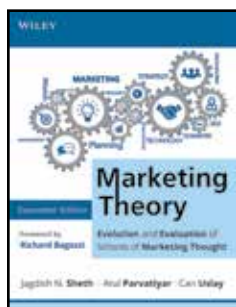
Shiv Singh (San Francisco, CA) is one of the leading voices in social media marketing. He's currently the Head of Global Brand and Marketing Transformation at Visa, Inc. He previously was Head of Digital for PepsiCo. Stephanie Diamond (New York, NY) is president of Digital Media Works, a firm that offers e-commerce and branding assistance to businesses. She is also

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Description

- 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.

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Sheth

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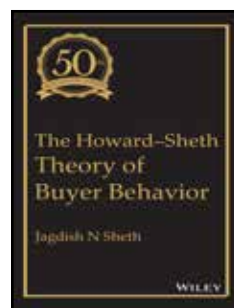
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The Howard-Sheth Theory of Buyer Behavior | k

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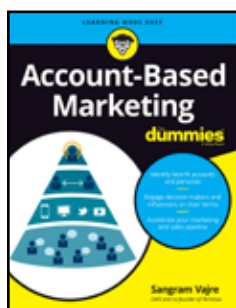
Dr. Jagdish N. Sheth is known nationally and internationally for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. He has over 50 years of combined experience in teaching and research at the University of Southern California, the University of Illinois, Columbia University, MIT, and Emory University.

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Vajre

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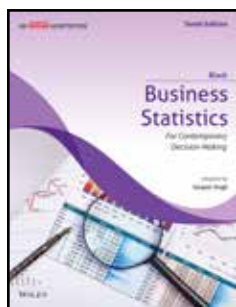
invaluable experience from his exposure to startups, consulting and global companies.

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OPERATIONS MANAGEMENT



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

Black, Singh

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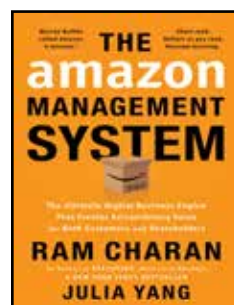
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The Amazon Management System

Charan

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Successful Product Design and Management Toolkit | e | k

Fradin

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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.

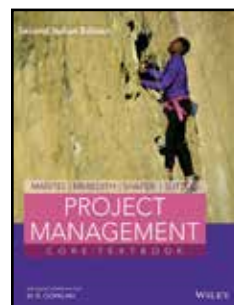
His vast experience encompasses areas of product management, product marketing management, product engineering management, product support management and consulting.

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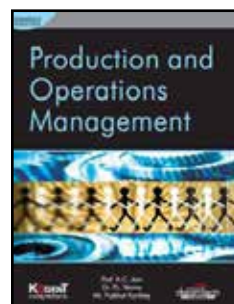
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Production and Operations Management | e | k

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Quality Control | e | k

Kulkarni

About the Author

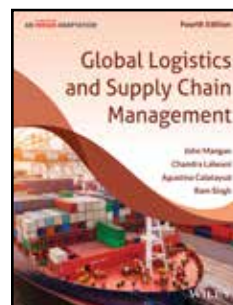
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Global Logistics and Supply Chain Management, 4ed, An Indian Adaptation | IM | e | k

Mangan, Singh

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

Marchewka

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Project Management, 11ed, An Indian Adaptation | IM | BS | e | k

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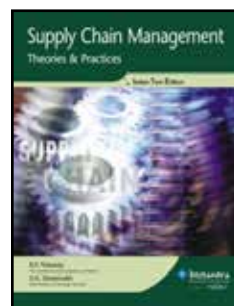
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Supply Chain Management (Theories & Practices)

Mohanty

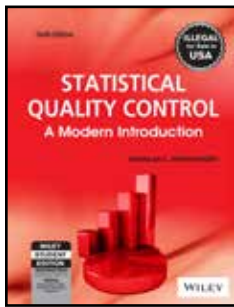
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Prof. Mohanty is currently the Vice President (Manpower & Training) at the Associated Cement Companies Ltd., Mumbai. He holds a Ph.D in Management.

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Statistical Quality Control: A Modern Introduction, 6ed | IM

Montgomery

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Operations Research | IM | e | k

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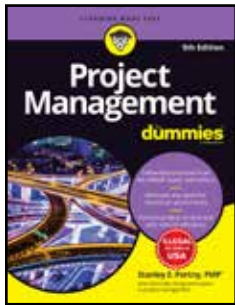
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Project Management for Dummies, 5ed

Portny

About the Author

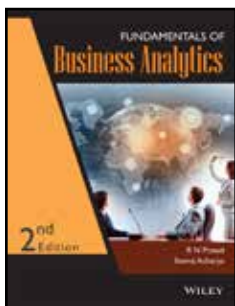
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Description

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.

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Fundamentals of Business Analytics, 2ed, w/cd | IM | BS | e | k

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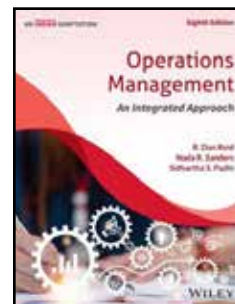
Digital Transformation, Analytics & Big Data related executive education, Analytics certification assessments design, University curriculum innovation consulting and IGIP (International Society for Engineering Pedagogy)-based faculty certification.

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Operations Management: An Integrated Approach, 8ed, An Indian Adaptation | New | IM | e | k Reid, Sanders, Padhi

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Sanders, Padhi

About the Author

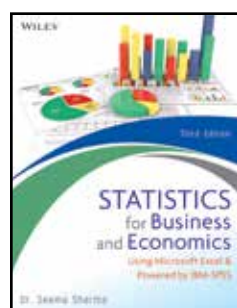
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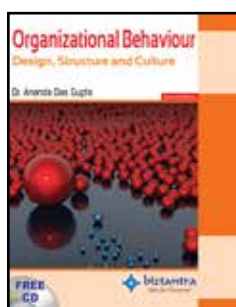
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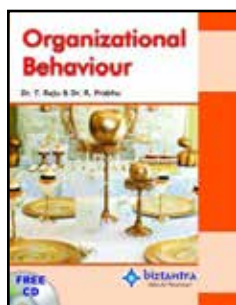
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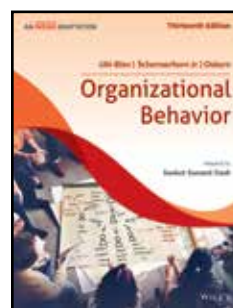
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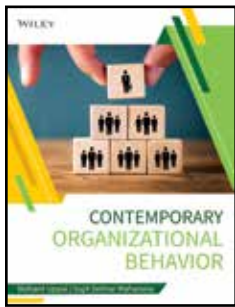
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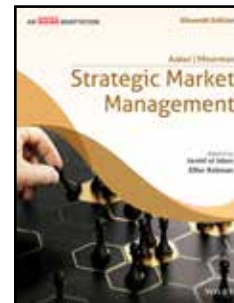
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Strategic Market Management, 11ed, An Indian Adaptation | IM | e | k

Aaker, Islam

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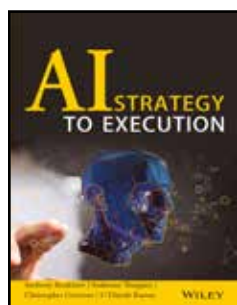
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Bradshaw, Kumar

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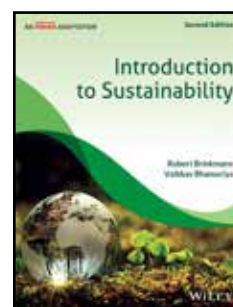
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Introduction to Sustainability, 2ed, An Indian Adaptation | e | k

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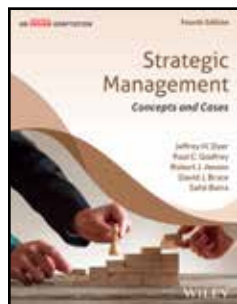
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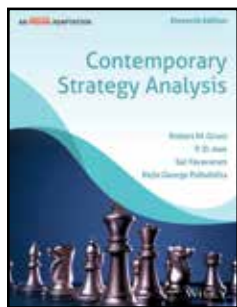
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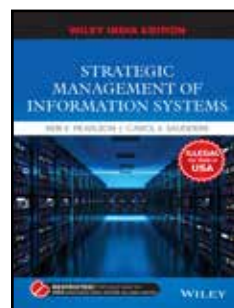
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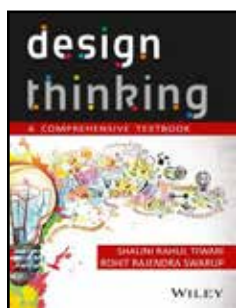
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Credit Risk Analytics with R | IM | e

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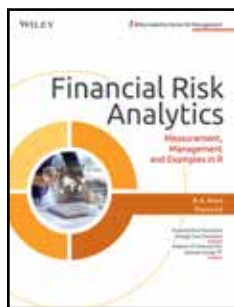
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Financial Risk Analytics: Measurement, Management and Examples in R | IM | e | k

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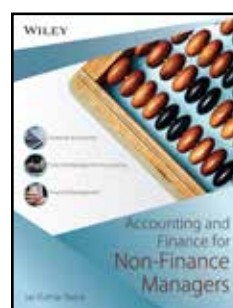
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Accounting and Finance for Non-Finance Managers | IM | e | k

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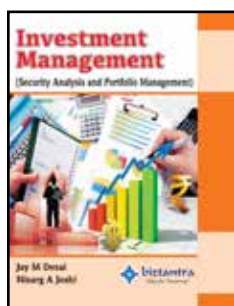
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Investment Management (Security Analysis and Portfolio Management)

Desai

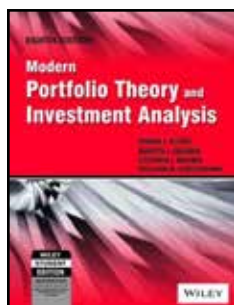
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Elton

About the Author

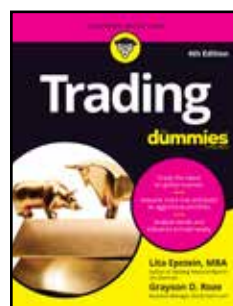
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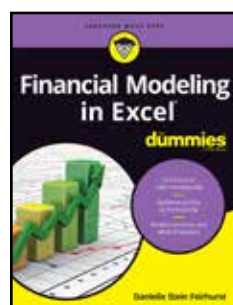
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Description

Taking the stress out of the stock market, this no-nonsense guide walks you through all the steps to trade with authority—and takes your portfolio to exciting new heights. Whether you're an investor looking for a clear guide to successfully trading stocks in any type of market, or an investor who has experience trading and are looking for new, proven methods to enhance the profitability of investments, you'll find a proven system for eliminating doubt, decreasing risk, and, ultimately, increasing return.

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Fairhurst

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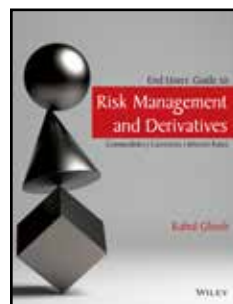
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Excel For Business Analysis: A Guide to Financial Modelling Fundamentals. With her expertise outlined in this book, businesses will be able to utilize Excel's capabilities for their benefit.

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End Users' Guide to Risk Management and Derivatives | e | k

Ghosh

About the Author

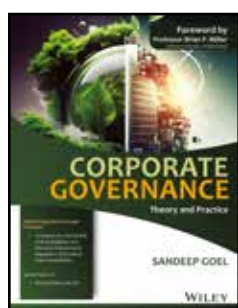
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Corporate Governance: Theory and Practice | IM | e | k

Goel

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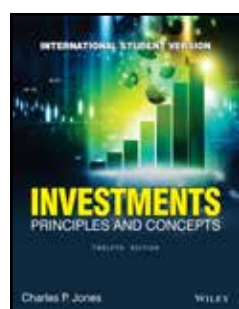
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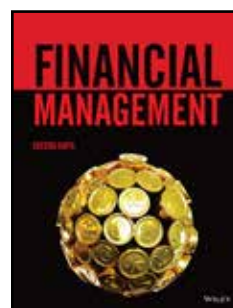
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Kapil

About the Author

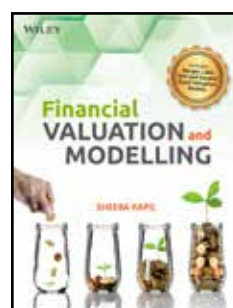
Dr. Sheeba Kapil has authored several books on Corporate Finance and published research papers dealing with Corporate Finance, Investment Analysis, Financial Instrument and Structured Investment Vehicles, and M&A Determinants and Firm Performance in various international and national journals of repute. 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.

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Financial Valuation and Modelling | IM | e | k

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

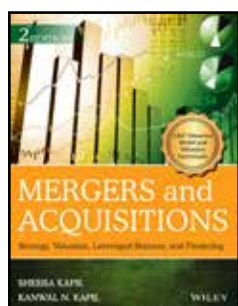
exercises that are actively used in classroom teaching. She is also actively involved in consulting activities, executive education and executive training and management development programs for various organizations.

Description

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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Kapil

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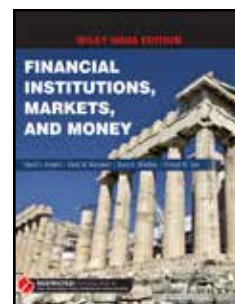
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Financial Institutions, Markets and Money | e

Kidwell

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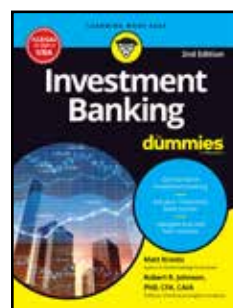


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Investment Banking for Dummies, 2ed | e

Krantz

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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."

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Financial Analytics | IM | e | k

Mohanty

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FinTech for Dummies | e

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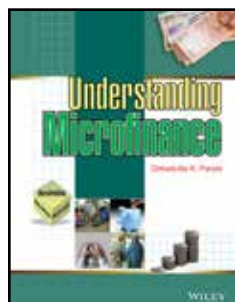
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Understanding Microfinance | e | k

Panda

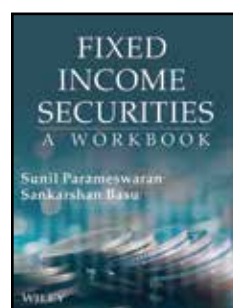
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Fixed Income Securities | e | k

Parameswaran

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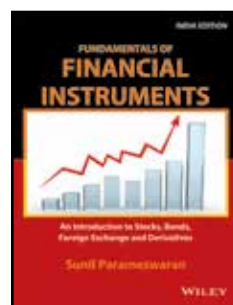
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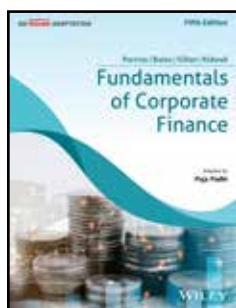
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Fundamentals of Financial Instruments | e

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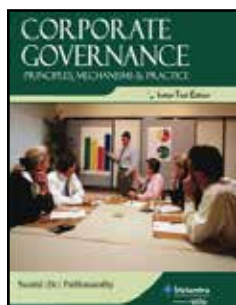
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Corporate Governance: Principles, Mechanisms & Practice | e | k

Parthasarathy

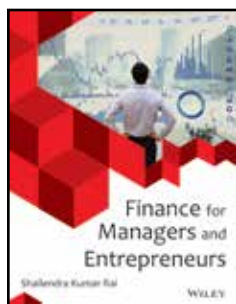
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A monk of the Ramakrishna Cult, Swami (Dr.) Parthasarathy is an eminent personality of management academia in India and abroad. Swamiji, who is on the one hand an embodiment of high spirituality with diversified versatile intellect and on the other, is a unique combination of Indian traditional spiritual culture and modern dynamic thought.

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Financial Engineering, Risk Management & Financial Institutions, w/cd | e

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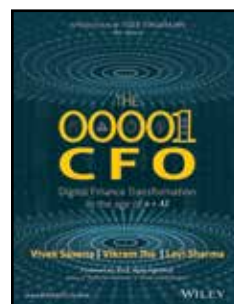
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The 00001 CFO: Digital Finance Transformation in the age of x + AI | e | k

Saxena

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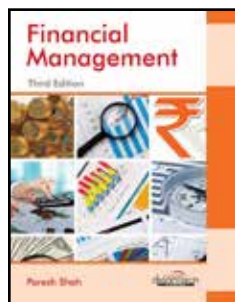
AI. In his role as F&A leader, Genpact's biggest service line has grown revenues by 10 times. Vivek's engagements have created a billion-dollar impact for global clients and market analysts have consistently rated Genpact amongst the top two leaders in the F&A space.

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Financial Management, 3ed | e Shah

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Financial Services, 2ed | e | k Shanmugham

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International Financial Management, 11ed, An Indian Adaptation | e | k

Shapiro, Hanouna, Seal

About the Author

Alan C. Shapiro, Ivadelle and Theodore Johnson, Professorship in Banking & Finance

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Corporate Finance for Dummies, 2ed

Taillard

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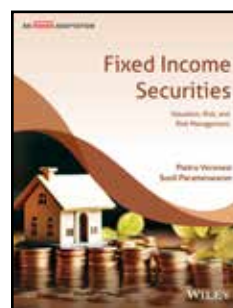
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Fixed Income Securities : Valuation, Risk, and Risk Management, An Indian Adaptation | IM

Veronesi, Parameswaran

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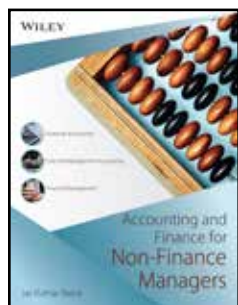
He has published his research in premier national and international journals.

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

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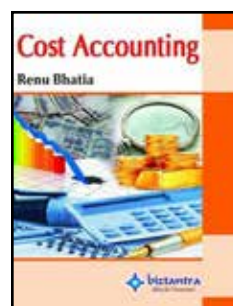
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Cost Accounting | e

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About the Author

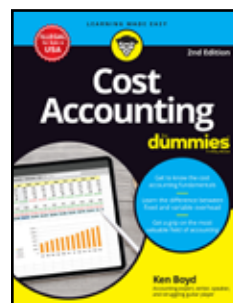
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Kenneth Boyd is the Co-Founder of Accountinged.com, and owns St. Louis Test Preparation. He prides himself on making accounting interesting and fun, so he opened an online community for people to chat, comment, and give advice about accounting.

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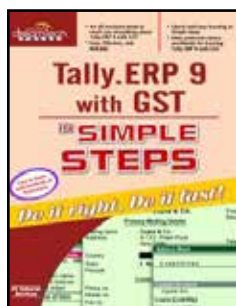


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Tally.ERP 9 with GST in Simple Steps

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About the Author

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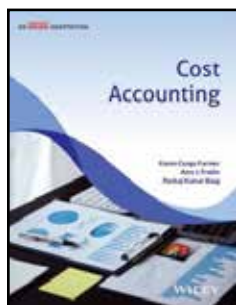
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About the Author

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. McMaster University introduced me

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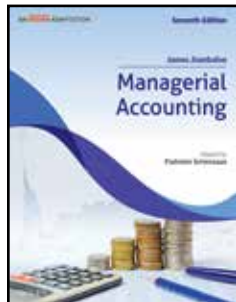


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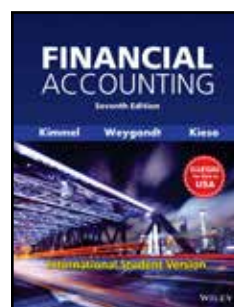
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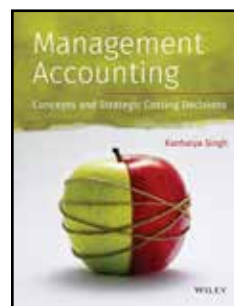
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Management Accounting: Concepts and Strategic Costing Decision | IM

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Singh

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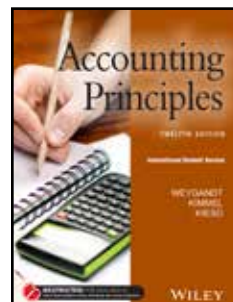
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ECONOMICS

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

Besanko, Chakraborty

About the Author

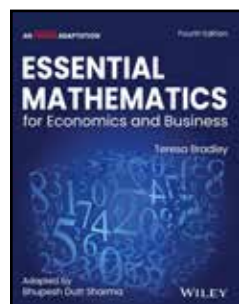
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Essential Mathematics for Economics and Business, 4ed, An Indian Adaptation | New

Bradley

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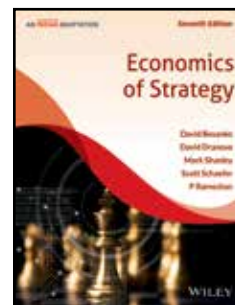
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Economics of Strategy, 7ed, An Indian Adaptation | IM | e | k

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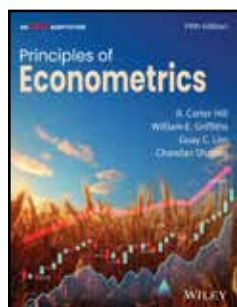
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Principles of Econometrics, 5ed, An Indian Adaptation | New | IM | e | k

Hill, Griffiths, Lim, Sharma

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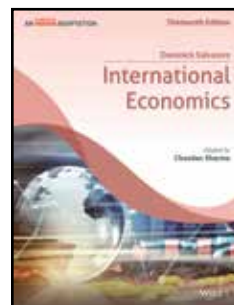
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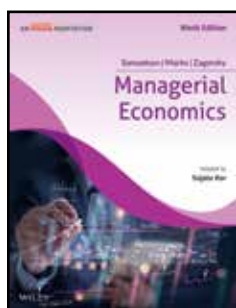
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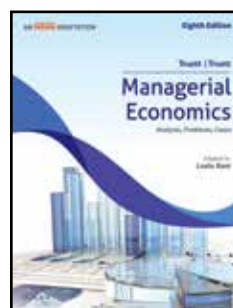
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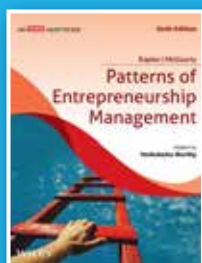
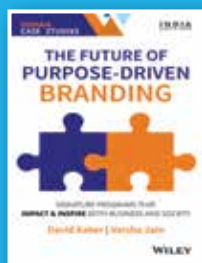
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