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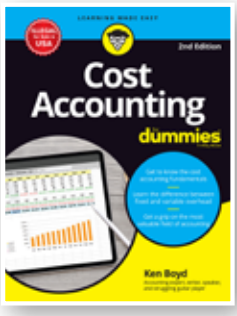
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ACCOUNTING



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

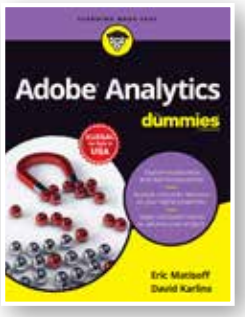
Cost Accounting For Dummies 2e will track to an entry-level college cost accounting course. It is the perfect resource for accounting students who need a little extra Dummies knowledge to pass their class. Learn the difference between fixed and variable costs. Answer practice questions. Read real-world 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.

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9789357460446 | Pages: 452 | ₹ 959

ANALYTICS



Adobe Analytics For Dummies | e

David Karlins, Eric Matisoff

ABOUT THE AUTHOR

Mark Stringham has more than a decade of experience in the digital analytics industry. He helps Fortune 500 companies and top brands build and deploy measurement strategies using Adobe Analytics. Mark enjoys training about Adobe Analytics and is passionate about helping clients and students achieve high value from their analytics tools. Eric Matisoff (New York, NY) is Adobe's lead evangelist for their Analytics product. He appears regularly at tech and industry events to speak about the product as well as data science. David Karlins (New York, NY) is a long-time tech author and trainer with books on web design, HTML, CSS, and JavaScript to his credit.

ABOUT THE BOOK

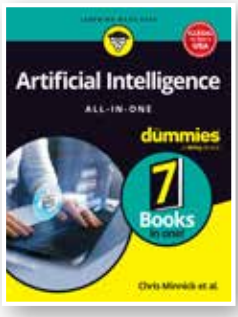
Implementing and utilizing Adobe Analytics can be intimidating to any digital marketer that doesn't have their hands in data day in and day out. You can empower yourself by breaking down the complicated nature of an Adobe Analytics implementation into relatable processes that take the fear out of utilizing this powerful tool. You'll gain a basic knowledge of key aspects and a solid foundation that will enable you to get the best possible use out of this tool.

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• Getting Started with Adobe Analytics • Analyzing Data • Massaging Data for Complex Analysis • Visualizing Data to Reveal Golden Nuggets • The Part of Tens

9788126504442 | Pages: 408 | ₹ 849

ARTIFICIAL INTELLIGENCE



Artificial Intelligence All-in-One For Dummies

Chris Minnick, John Paul Mueller, Luca Massaron, Stephanie Diamond, Pam Baker, Daniel Stanton, Shiv Singh, Paul Mladjenovic, Sheryl Lindsell-Roberts

ABOUT THE AUTHOR

Chris Minnick (Portland, OR), author of Microsoft Copilot For Dummies and Coding with AI For Dummies; John Mueller (deceased) and Luca Massaron (Italy), co-authors of Artificial Intelligence For Dummies, 3rd Edition (with Stephanie Diamond) and Machine Learning For Dummies; Jeffrey Allan (Victor, NY) and and Stephanie Diamond (metro New York, NY) co-authors of Writing AI Prompts For Dummies; Sheryl Lindsell-Roberts (Marlborough, MA), author of Business Writing with AI For Dummies; Pam Baker (metro Atlanta, GA), author of ChatGPT For Dummies and Generative AI For Dummies; Shiv Singh (metro San Francisco, CA), author of Marketing with AI For Dummies; Daniel Stanton (Charlotte, NC), author of Project Management with AI For Dummies; and Paul Mladjenovic (metro New York, NY), author of AI Investing For Dummies.

ABOUT THE BOOK

Your one-stop reference for all things AI Artificial intelligence is the latest need-to-know technology. This book offers the broadest collection of AI know-how you're going to find. Dive into the inner workings of AI, including where systems find their facts. You can also get familiar with top AI tools like ChatGPT and Microsoft Copilot. Finally, put AI to work for you as you use generative tools as an office assistant, apply AI solutions to industries like marketing and project management, and even create programming code with AI. Get instant answers to your AI questions without bothering your favorite generative tools for the answers.

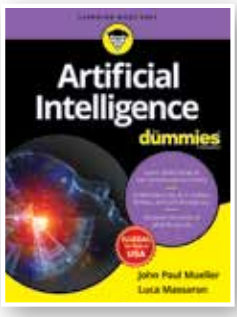
8 books in 1

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Chapter 2: Crunching the Numbers with Copilot • Chapter 3: Presenting with Copilot • Chapter 4: Meeting and Collaborating with Copilot • Chapter 5: Working with AI in a Roundup of Business Disciplines • Chapter 6: Managing AI Adoption and Change in Your Organization • Book 4: Creating Content with AI • Chapter 1: Using AI for Ideation and Planning • Chapter 2: Managing and Writing Emails with AI • Chapter 3: Developing Creative Assets • Chapter 4: Producing Long-Form Content • Chapter 5: Search Engine Optimization (SEO) in the AI Era • Chapter 6: Fine-Tuning Content with Localization and Translation • Book 5: AI at Home • Chapter 1: Relying on AI to Improve Human Interaction • Chapter 2: Using AI to Address Medical Needs • Chapter 3: Leveraging AI in Education • Chapter 4: Using GenAI in the Real World • Chapter 5: Financial Planning and Other Money Matters • Chapter 6: Retirement and Estate Planning • Book 6: Applying AI in Coding • Chapter 1: How Coding Benefits from AI • Chapter 2: AI Coding Tools • Chapter 3: Coding with Chatbots • Chapter 4: Progressing from Plan to Prototype • Book 7: Creating Custom AI Solutions • Chapter 1: Personalizing the Customer Journey by Using AI • Chapter 2: Boosting Online Business Growth with AI • Chapter 3: Enhancing Customer Service with Conversational AI Chatbots • Chapter 4: Making Custom Copilots • Chapter 5: Expanding Copilot's Capabilities with Plugins

9789377061340 | Pages: 752 | ₹ 1500



Artificial Intelligence For Dummies | e

John Paul Mueller, Luca Massaron

ABOUT THE AUTHOR

John Mueller is a freelance author and technical editor. He is the author of Machine Learning for Dummies and Algorithms for Dummies, which both require some knowledge of AI.

Luca Massaron is a data scientist specialized in organizing and interpreting big data and transforming it into smart data. He has been involved in quantitative data since 2000 with different clients and in various industries.

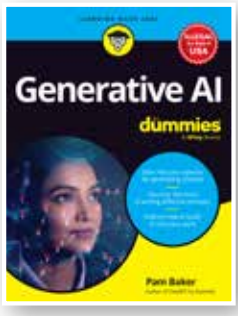
ABOUT THE BOOK

The term "Artificial Intelligence" has been around since the 1950s, but a lot has changed since then. Today, AI is referenced in the news, books, movies, and tv shows, and the exact definition is often misinterpreted. Artificial Intelligence For Dummies provides a clear introduction to AI, and how it is being used today. This book will give an overview of the technology, and address common misconceptions regarding Artificial Intelligence.

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• Considering the Uses of AI in Society • Working with Software-Based AI Applications • Working With AI in Hardware Applications • Considering the Future of AI • The Part of Tens

9788126576104 | Pages: 340 | ₹ 859



Generative AI For Dummies | e

Pam Baker

ABOUT THE AUTHOR

Pam Baker is an award-winning freelance journalist, analyst, and author. Her previous book, ChatGPT For Dummies, was one of the first how-to guides for effective use of the ChatGPT platform. She writes for several media outlets, including The New York Times, CNN, Ars Technica, InformationWeek, and CSO. Baker is also an instructor on GenAI for LinkedIn Learning.

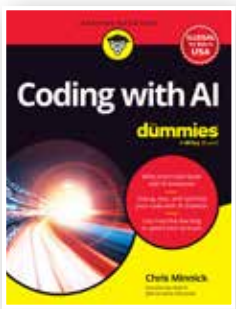
ABOUT THE BOOK

Generate a personal assistant with generative AI Generative AI tools capable of creating text, images, and even ideas seemingly out of thin air have exploded in popularity and sophistication. This valuable technology can assist in authoring short and long-form content, producing audio and video, serving as a research assistant, and tons of other professional and personal tasks. Generative AI For Dummies is your roadmap to using the world of artificial intelligence to enhance your personal and professional lives. You'll learn how to identify the best platforms for your needs and write the prompts that coax out the content you want. Written by the best-selling author of ChatGPT For Dummies, this book is the ideal place to start when you're ready to fully dive into the world of generative AI.

TABLE OF CONTENTS

• Mapping the Lay of the Generative AI Land • Introducing the Art of Prompt Engineering • Collaborating Creatively with GenAI • Navigating the Evolving Landscape of GenAI • Applying GenAI in Practical Scenarios • Manipulating the GenAI Model to Milk It for More or Better Content • Producing Long-Form Content • Customizing Content for Niche Topics • Creating Short-Form Content • Luring Images, Music, and Video Out of GenAI • Speeding, Improving, and Checking Your and GenAI's Work • Leaning on Advanced Tactics to Move Your Content to Another Level • Delving into Specialized GenAI Tools • Enhancing Creativity and Productivity with GenAI • Upholding Responsible AI Standards in GenAI Use • Unveiling the Human Element in GenAI • Ten Ways GenAI Can Boost Your Creativity • Ten Tips for Advanced Prompting

9789363864733 | Pages: 308 | (Exclusive)



Coding with AI For Dummies | e

Chris Minnick

ABOUT THE AUTHOR

Chris Minnick is an accomplished author, teacher, and programmer. Minnick authored or co-authored over 20 books, including titles in the For Dummies series. He has developed video courses for top online training platforms and he teaches programming and machine learning to professional developers at some of the largest global companies.

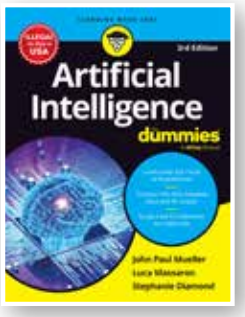
ABOUT THE BOOK

Boost your coding output and accuracy with artificial intelligence tools Coding with AI For Dummies introduces you to the many ways that artificial intelligence can make your life as a coder easier. Even if you're brand new to using AI, this book will show you around the new tools that can produce, examine, and fix code for you. With AI, you can automate processes like code documentation, debugging, updating, and optimization. The time saved thanks to AI lets you focus on the core development tasks that make you even more valuable. Learn the secrets behind coding assistant platforms and get step-by-step instructions on how to implement them to make coding a smoother process. Thanks to AI and this Dummies guide, you'll be coding faster and better in no time.

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Artificial Intelligence For Dummies, 3ed | e

John Paul Mueller, Luca Massaron, Stephanie Diamond

ABOUT THE AUTHOR

John Paul Mueller was a long-time tech author whose credits include previous editions of this book along with Machine Learning For Dummies and Algorithms For Dummies. Luca Massaron is a data scientist who specializes in organizing big data and transforming it into smart data. He is a Google Developer Expert (GDE) in AI and machine learning. Stephanie Diamond is a marketing professional and author of or contributor to over two dozen books, including Digital Marketing All-in-One For Dummies and Writing AI Prompts For Dummies.

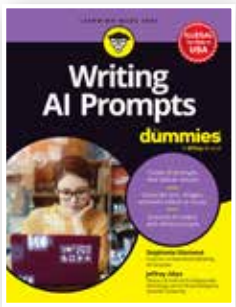
ABOUT THE BOOK

ive into the intelligence that powers artificial intelligence Artificial intelligence is swiftly moving from a sci-fi future to a modern reality. This edition of Artificial Intelligence For Dummies keeps pace with the lighting-fast expansion of AI tools that are overhauling every corner of reality. This book demystifies how artificial intelligence systems operate, giving you a look at the inner workings of AI and explaining the important role of data in creating intelligence. You'll get a primer on using AI in everyday life, and you'll also get a glimpse into possible AI-driven futures. What's next for humanity in the age of AI? How will your job and your life change as AI continue to evolve? How can you take advantage of AI today to make your live easier? This jargon-free Dummies guide answers all your most pressing questions about the world of artificial intelligence.

TABLE OF CONTENTS

• Introducing AI • Understanding How AI Works • Recognizing How We Interact with AI Every Day • AI Applied in Industries • Getting Philosophical About AI • The Part of Tens

9789363861749 | Pages: 368 | (Exclusive)



Writing AI Prompts For Dummies | e

Stephanie Diamond, Jeffrey Allan

ABOUT THE AUTHOR

Stephanie Diamond is a marketing professional and author or coauthor of more than two dozen books, including Digital Marketing All-in-One For Dummies and Facebook Marketing For Dummies.

Jeffrey Allan is the Director of the Institute for Responsible Technology and Artificial Intelligence (IRT) at Nazareth University.

ABOUT THE BOOK

Learn the art of writing effective AI prompts and break into an exciting new career field Unlock the full power of generative AI with Writing AI Prompts For Dummies, a comprehensive guide that will teach you how to confidently write effective AI prompts. Whether it's text, images, or even videos and music you're aiming to create, this book provides the foundational knowledge and practical strategies needed to produce impressive results.

TABLE OF CONTENTS

• Getting Started with Generative AI • Mastering the Art of Prompting • Delving into AI-Powered Business Strategies • Future-Proofing Your Career • Using AI Responsibly • The Part of Tens

9789363865426 | Pages: 288 | (Exclusive)



ChatGPT For Dummies | e

Pam Baker

ABOUT THE AUTHOR

Pam Baker is a freelance journalist who is focused on emerging tech topics like artificial intelligence, data analytics, and edge computing. She is the author of Decision Intelligence For Dummies.

ABOUT THE BOOK

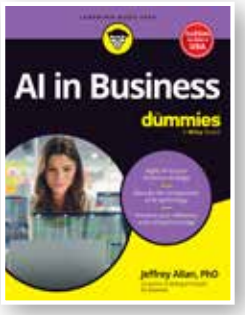
ChatGPT For Dummies demystifies the artificial intelligence tool that can answer questions, write essays, and generate just about any kind of text it's asked for. This powerful example of generative AI is widely predicted to upend education and business. In this book, you'll learn how ChatGPT works and how you can operate it in a way that yields satisfactory results. You'll also explore the ethics of using AI-generated content for various purposes. Written by a journalist who's been on the front lines of artificial intelligence for over a decade, this book dives deep into ChatGPT's potential, so you can make informed decisions—without asking ChatGPT for help.

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• Introducing ChatGPT • Discovering How ChatGPT Works • Writing Prompts for ChatGPT • Understanding GPT Models in ChatGPT • Warnings, Ethics, and Responsible AI • Probing Professional and Other Uses for ChatGPT • Working with ChatGPT in Education • Using ChatGPT in Daily Life • Recognizing the Ways ChatGPT and Generative AI Will Change the World • Ten Other Generative AI Tools to Try

9789363861633 | Pages: 176 | ₹ 849

ARTIFICIAL INTELLIGENCE- BUSINESS



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.

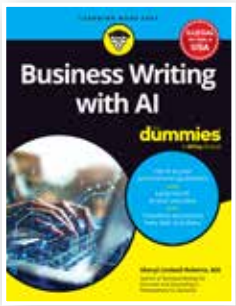
ABOUT THE BOOK

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.

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9789377061135 | Pages: 336 | ₹ 800



Business Writing with AI For Dummies | e

Sheryl Lindsell-Roberts

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

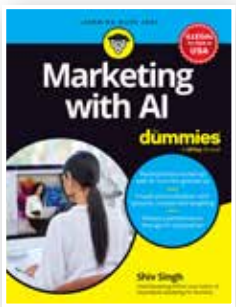
This essential guide helps business writers and other professionals learn the strengths and weaknesses of AI as a writing assistant. You'll discover how AI can help you by chopping through writer's block, drafting an outline, generating headlines and titles, producing meaningful text, maintaining consistency, 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.

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9789363865020 | Pages: 384 | (Exclusive)

ARTIFICIAL INTELLIGENCE-MARKETING



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

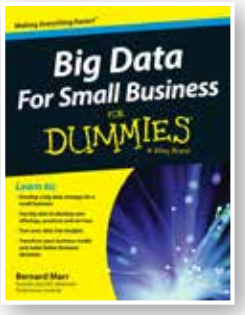
Stay ahead in the marketing game by harnessing the power of artificial intelligence Marketing with AI For Dummies is your introduction to the revolution that's occurring in the marketing industry, thanks to artificial intelligence tools that can create text, images, audio, video, websites, and beyond. 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.

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• 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)

BIG DATA/ ANALYTICS



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.

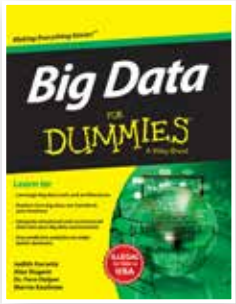
ABOUT THE BOOK

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.

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• 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.

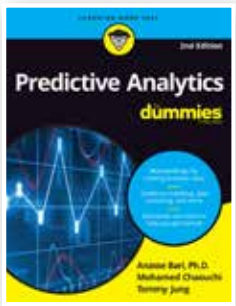
ABOUT THE BOOK

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



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.

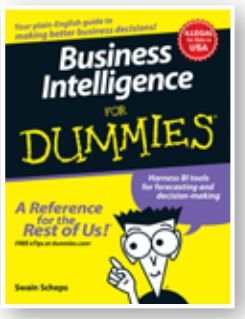
ABOUT THE BOOK

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.

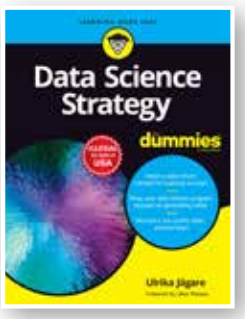
ABOUT THE BOOK

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: 840 | ₹ 1249



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

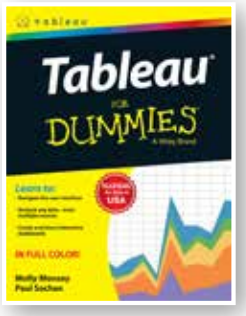


Tableau For Dummies | e

Molly Monsey, Paul Sochan

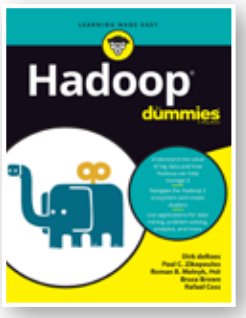
ABOUT THE BOOK

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



Hadoop for Dummies | e

Dirk Deroos, Paul C. Zikopoulos, Roman B. Melnyk, Bruce Brown, Rafael Coss

ABOUT THE AUTHOR

Roman B. Melnyk is a senior member of the DB2 Information Development team. Paul Zikopoulos is the executive for Technical Sales in IBM Information Management, and an award winning speaker and author of 16 books. Dirk deRoos is the world-wide technical sales lead for IBM's Hadoop offering: InfoSphere BigInsights.
Bruce Brown is a technical specialist focused on structured data in Hadoop on IBM's World-Wide Big Data team.
Rafael Coss is the leader of the IBM's Big Data Enablement team.

ABOUT THE BOOK

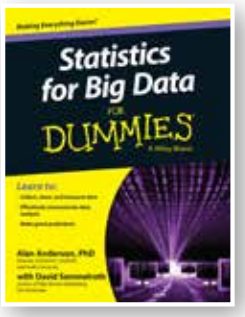
Big data has become big business, and companies and organizations of all sizes are struggling to find ways to retrieve valuable information from their massive data sets with becoming over-

whelmed. Enter Hadoop and this easy-to-understand For Dummies guide. Hadoop for Dummies helps readers understand the value of big data, make a business case for using Hadoop, navigate the Hadoop ecosystem and build and manage Hadoop applications and clusters.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Hadoop • Part II: How Hadoop Works • Part III: Hadoop and Structured Data • Part IV: Administering and Configuring Hadoop • Part V: The Part of Tens • Index

9788126550517 | Pages: 412 | ₹ 799



Statistics for Big Data for Dummies | e

Alan Anderson, David Semmelroth

ABOUT THE AUTHOR

Alan Andersonis a professor of economics and finance at Fordham University and New York University. He's a veteran economist, risk manager and fixed income analyst.

David Semmelroth is an experienced data analyst, trainer and statistics instructor who consults on customer databases and database marketing.

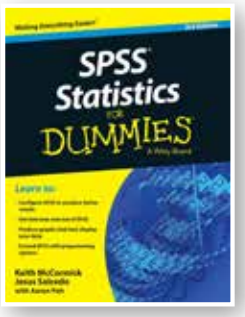
ABOUT THE BOOK

Statistics For Big Data For Dummies breaks this often-overwhelming subject down into easily digestible parts, offering new and aspiring data analysts the foundation they need to be successful in the field. Inside, you'll find an easy-to-follow introduction to exploratory data analysis, the lowdown on collecting, cleaning and organizing data, everything you need to know about interpreting data using common software and programming languages, plain-English explanations of how to make sense of data in the real world and much more.

TABLE OF CONTENTS

• Introducing Big Data Statistics • Preparing and Cleaning Data • Exploratory Data Analysis (EDA) • Big Data Applications • The Part of Tens

9788126558223 | Pages: 388 | ₹ 749



SPSS Statistics for Dummies, 3ed | e

Keith Mccormick, Jesus Salcedo, Aaron Poh

ABOUT THE AUTHOR

Jesus Salcedo is QueBIT's Director of Advanced Analytics Training. In this role, Jesus wrote and edited many training manuals on how to use IBM SPSS Statistics while training thousands of customers.

Keith McCormick is the Vice President and General Manager of QueBIT's Advanced Analytics team. He brings a wealth of consulting/training experience in statistics, predictive modeling and analytics and data mining. Keith has trained thousands of customers and is the lead author of the IBM SPSS Modeler Cookbook.

Aaron Poh is a business analyst supporting IT strategy, enterprise architecture and analytics at Booz Allen Hamilton and serves as a director at the Institute for Supply Management–Northern Virginia.

ABOUT THE BOOK

This book contains everything you need to know to get up and running quickly with this industry-leading software with clear, helpful guidance on working with both the software and your data. Every chapter of this new edition has been updated with screenshots and steps that align with SPSS 23.0. You'll learn how to set up the software and organize your workflow, then delve deep into analysis to discover the power of SPSS capabilities.

9788126557059 | Pages: 392 | ₹ 639



Ethereum For Dummies | e

Michael G. Solomon

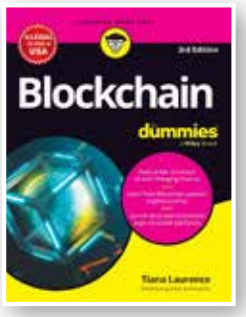
ABOUT THE AUTHOR

Michael G. Solomon, CISSP, PMP, CISM (metro Atlanta, GA) is a full-time security, privacy, blockchain, and data science speaker, consultant, and author. He is currently a professor of Cybersecurity and Global Business with Blockchain Technology at the University of the Cumberlands. He is author of over 20 books on security, IT, and the PMP exam.

ABOUT THE BOOK

Professionals look to Ethereum as a blockchain-based platform to develop safe applications and conduct secure transactions. It takes a knowledgeable guiding hand to understand how Ethereum works and what it does — and Ethereum For Dummies provides that guidance. Written by one of the leading voices in the blockchain community and best selling author of Blockchain For Dummies, this book demystifies the workings of Ethereum and shows how it can enhance security, transactions, and investments.

9788126504466 | Pages: 280 | ₹ 1059



Blockchain For Dummies, 3ed

Tiana Laurence

ABOUT THE AUTHOR

Tiana Laurence (Austin, TX) is co-founder of Factom, the world's first enterprise blockchain software companies. She moved on to found Laurence Innovations, a seed-stage venture capital firm focused on emerging tech and underserved business leaders. She is author of both previous editions of Blockchain For Dummies as well as co-author of NFTs For Dummies.

ABOUT THE BOOK

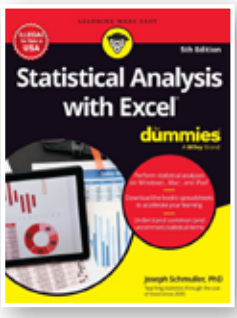
Cryptocurrency. NFTs. Smart contracts. What do they all have in common? They're all built on blockchain platforms, the distributed

databases that add new levels of record-keeping to transactions. To fully understand these disruptors in the world of finance, you have to know the technology that runs them. This book, updated to cover the latest blockchain platforms and investment options, simplifies the technology to make it easier to evaluate opportunities and make smart decisions.

TABLE OF CONTENTS

• Part 1: Getting Started with Blockchain • Chapter 1: Introducing Blockchain • Chapter 2: Picking a Blockchain • Chapter 3: Getting Your Hands on Blockchain • Part 2: Developing Your Knowledge • Chapter 4: Beholding the Bitcoin Blockchain • Chapter 5: Encountering the Ethereum Blockchain • Chapter 6: Uncovering the Cardano Blockchain • Chapter 7: Finding the Polkadot Blockchain • Chapter 8: Examining the Solana Blockchain • Part 3: Powerful Blockchain Platforms • Chapter 9: Getting Your Hands on Hyperledger • Chapter 10: Applying Microsoft Azure • Chapter 11: Getting Busy with IBM • Part 4: Industry Impacts • Chapter 12: Financial Technology • Chapter 13: Real Estate • Chapter 14: Insurance • Chapter 15: Government • Chapter 16: Other Industries • Part 5: The Part of Tens • Chapter 17: Ten (or So) Free Blockchain Resources • Chapter 18: Ten Rules to Never Break on the Blockchain • Chapter 19: Ten Top Metaverse Projects

9789363862296 | Pages: 272 | ₹ 799



Statistical Analysis with Excel For Dummies, 5ed

Joseph Schmuller

ABOUT THE AUTHOR

JOSEPH SCHMULLER (JACKSONVILLE, FL) is a research scholar at the University of North Florida. He has taught statistics at both undergraduate and graduate levels. He is the author of all previous editions of Statistical Analysis with Excel For Dummies.

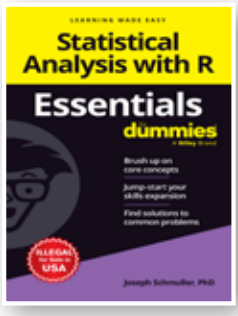
ABOUT THE BOOK

Statistical Analysis with Excel For Dummies 5e isn't for stats wizards. This book can help Excel users of any level use the popular spreadsheet program to interpret their data, learn the basics of statistics, and use the full power of Excel's available tools. Don't be daunted by the ghosts of math classes past. Graph, analyze, and find probability with ease in Excel.

TABLE OF CONTENTS

• Part 1: Getting Started With Statistical Analysis With Excel: A Marriage Made In Heaven • Part 2: Describing Data • Part 3: Drawing Conclusions From Data • Part 4: Probability • Part 5: The Part of Tens • Part 6: Appendices

9789377068417 | Pages: 576 | ₹ 979



Statistical Analysis with R Essentials For Dummies | e

Joseph Schmuller

ABOUT THE AUTHOR

Joseph Schmuller, PhD, is a cognitive scientist and statistical analyst. He creates online learning tools and writes books on the technology of data science. His books include R All-in-One For Dummies and R Projects For Dummies.

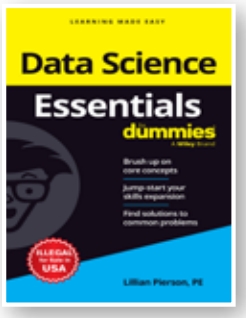
ABOUT THE BOOK

Statistical Analysis with R Essentials For Dummies is your reference to all the core concepts about R—the widely used, open-source programming language and data analysis tool. This no-nonsense book gets right to the point, eliminating review material, wordy explanations, and fluff. Understand all you need to know about the foundations of R, swiftly and clearly. Perfect for a brush-up on the basics or as an everyday desk reference on the job, this is the reliable little book you can always turn to for answers.

TABLE OF CONTENTS

• Data, Statistics, and Decisions • Introducing R • Digging Deeper Into R • Finding Your Center • Deviating from the Average • Standards, Standings, and Summaries • What's Normal? • The Confidence Game: Estimation • One-Sample Hypothesis Testing • Two-Sample Hypothesis Testing • Testing More Than Two Samples • Linear Regression • Correlation: The Rise and Fall of Relationships • Ten Valuable Online Resources

9789363868397 | Pages: 192 | (Exclusive)



Data Science Essentials For Dummies | e

Lillian Pierson

ABOUT THE AUTHOR

Lillian Pierson, PE, is the founder and fractional CMO at Data-Mania, as well as a globally recognized growth leader in technology. To date, she has helped educate approximately 2 million professionals on how to leverage AI, data strategy, and data science to drive business growth.

ABOUT THE BOOK

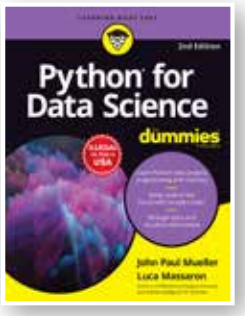
Feel confident navigating the fundamentals of data science Data Science Essentials For Dummies is a quick reference on the core concepts of the exploding and in-demand data science field, which involves data collection and working on dataset cleaning, processing, and visualization. This direct and accessible resource helps you brush up on key topics and is right to the point—eliminating review material, wordy explanations, and fluff—so you get what you need, fast.

TABLE OF CONTENTS

• Wrapping Your Head Around Data Science • Tapping into Critical Aspects of Data Engineering • Using a Machine to Learn from Data • Math, Probability, and Statistical Modeling • Grouping Your Way into Accurate Predictions • Coding Up Data Insights and Decision

Engines • Generating Insights with Software Applications • Telling Powerful Stories with Data • Ten Free or Low-Cost Data Science Libraries and Platforms

9789363868090 | Pages: 192 | (Exclusive)



Python for Data Science For Dummies, 2ed | e

John Paul Mueller, Luca Massaron

ABOUT THE AUTHOR

John Mueller is a freelance author and technical editor. He has writing in his blood, having produced 99 books and more than 600 articles to date. The topics range from networking to home security and from database management to heads-down programming. During his time at Cubic Corporation, John was exposed to reliability engineering and has had a continued interest in probability ever since.

Luca Massaron is a data scientist specialized in organizing and interpreting big data and transforming it into smart data by means of the simplest and most effective data mining and machine learning techniques. Because of his job as a quantitative marketing consultant and marketing researcher, he has been involved in quantitative data since 2000 with different clients and in various industries. Luca was able to quickly rank among the top 10 Kaggle data scientists.

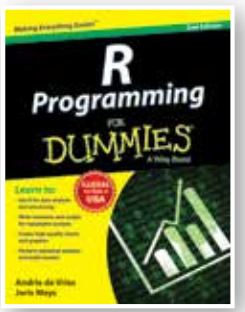
ABOUT THE BOOK

Python is a general-purpose programming language that is popular with data scientists. It is free, as are a number of open-source libraries help acquire, organize, and process information. This book is designed for beginners to data analysis and covers the basics of Python data analysis programming and statistics. The book covers the Python fundamentals that are necessary to data analysis, including objects, functions, modules, and libraries. The book provides the statistical background needed to get started in data science programming, including probability, random distributions, hypothesis testing, confidence intervals, and building regression models for prediction.

TABLE OF CONTENTS

• Getting Started With Data Science and Python • Getting Your Hands Dirty With Data • Visualizing Information • Wrangling Data • Learning From Data • The Part of Tens

9788126524938 | Pages: 504 | ₹ 849



R Programming For Dummies, 2ed

Andrie de Vries, Joris Meys

ABOUT THE AUTHOR

Joris Meys is a statistician and R programmer with the faculty of Bio-Engineering, the University of Ghent.

Andre de Vries Business Services Director, Revolution Analytics and is responsible for delivering consulting and training services in the use of R. He is a leading R expert and has over 20 years' experience delivering smart, data-driven analytics and strategic insights for clients, most recently at his own consultancy, PentaLibra and previously at Nokia, Symbian, Psion, Bain and Andersen Consulting.

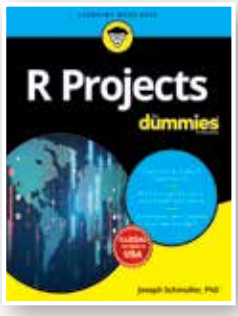
ABOUT THE BOOK

Getting to grips with R can be a tough, even for seasoned statisticians and data analysts. Enter R For Dummies 2e, the quick, easy way to master all the R you'll ever need. Requiring no prior programming experience and packed with practical examples, easy, step-by-step exercises and sample code, this extremely accessible guide is the ideal introduction to R for complete beginners. It also makes an excellent technical reference for experienced R programmers.

TABLE OF CONTENTS

• Getting Started with R Programming • Getting Down to Work in R • Coding in R • Making the Data Talk • Working with Graphics • The Part of Tens

9788126562183 | Pages: 440 | ₹ 939



R Projects For Dummies | e

Joseph Schmuller

ABOUT THE AUTHOR

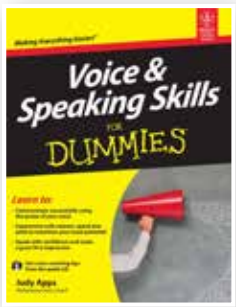
Joseph Schmuller is a Research Scholar at the University of North Florida. He is a former member of the American Statistical Association and has taught statistics at the undergraduate, honors undergraduate and graduate levels. He is a veteran of over 25 years in Information Technology and has held many academic positions. He is the author of several books on computing, including four editions of Statistical Analysis with Excel For Dummies, and Statistical Analysis with R For Dummies, and hehas created online coursework for Lynda.com.

ABOUT THE BOOK

R Projects For Dummies offers a unique learn-by-doing approach. You will increase the depth and breadth of your R skillset by completing a wide variety of projects. By using R's graphics, interactive, and machine learning tools, you'll learn to apply R's extensive capabilities in an array of scenarios. The depth of the project experience is unmatched by any other content online or in print. And you just might increase your statistics knowledge along the way, too!

9788126575312 | Pages: 368 | ₹ 639

COMMUNICATION



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.

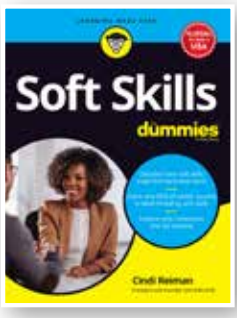
ABOUT THE BOOK

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



Soft Skills For Dummies | e

Cindi Reiman

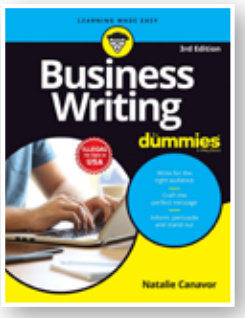
ABOUT THE AUTHOR

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.

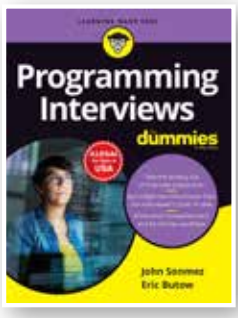
ABOUT THE BOOK

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



Programming Interviews for Dummies | e

John Sonmez, Eric Butow

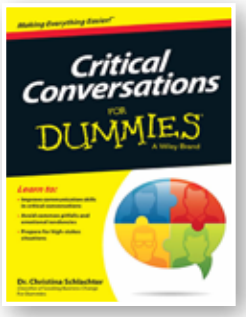
ABOUT THE AUTHOR

Erik D. Jones is CEO of Jacobian Engineering in Oakland, California. Jacobian Engineering is an information security company that provides managed services in security, IT, and compliance program management in addition to audit testing, training, and forensics. For the past 27 years, Erik has been working in technology as an IT and software engineer, aerospace engineer, and security expert. Eric Butow is the owner of Butow Communications Group (BCG). BCG offers online marketing ROI improvement services for businesses.

ABOUT THE BOOK

Programming Interviews For Dummies will tell you not only the topics and problems you need to know to ace the programming test, but also the interview(s) with other people in the company...and do so under pressure. Additionally, This book will also talk about creating interviews from the interviewer's point of view that will not only help companies prepare to interview programmers but help programmer candidates understand what companies are looking for.

9788126562008 | Pages: 280 | ₹ 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 profession-

als and dealing with difficult conversations. She has worked with Sony and Mazda as well as the Department of labor.

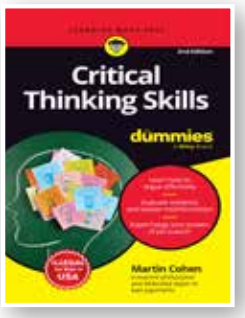
ABOUT THE BOOK

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



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

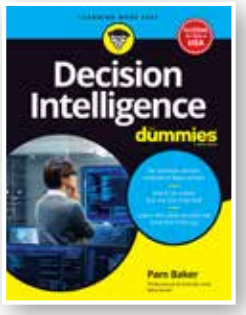
The ability to think clearly and critically is a lifelong benefit that you can apply in any situation that calls for reflection, analysis, and planning. Being able to think systematically and solve problems is also a great career asset. Critical Thinking Skills For Dummies helps you hone your thinking 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)

DECISION SCIENCE



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).

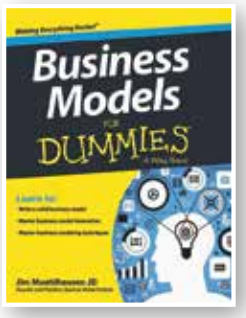
ABOUT THE BOOK

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 | ₹ 959



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

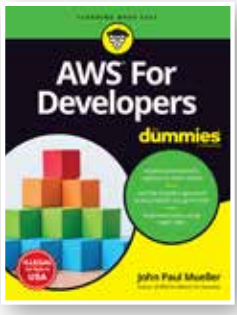
Business Models for Dummies helps professionals write a solid business model to further define their company's goals and increase attractiveness to customers. Covered topics include:

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

CLOUD COMPUTING



AWS for Developers For Dummies

John Paul Mueller

ABOUT THE AUTHOR

John Mueller is a freelance author and technical editor. He has writing in his blood, having produced 101 books and more than 600 articles to date. The topics range from networking to home security and from database management to heads-down programming. His current work in progress is Amazon Web Services for Admins for Dummies. Some of his current books include a book on Python for beginners, Python for Data Scientists, a discussion of machine learning for multiple audiences, and a book about MATLAB.

ABOUT THE BOOK

Modern businesses rely on Infrastructure-as-a-Service (IaaS)—a setup in which someone else foots the bill to create application environments—and developers are expected to know how to write both platform-specific and IaaS-supported applications. If you're a developer who writes desktop and web applications but have little-to-no experience with cloud development, this book is an essential tool in getting started in the IaaS environment with Amazon Web Services.

9788126570850 | Pages: 392 | ₹ 699



Cloud Computing for Dummies, 2ed | e

Judith Hurwitz, Daniel Kirsch

ABOUT THE AUTHOR

Daniel Kirsch, Managing Director of Hurwitz & Associates, is a thought leader, researcher, author, and consultant in cloud, AI, and security.

Judith Hurwitz, President of Hurwitz & Associates, is a consultant, thought leader, and coauthor of 10 books including Augmented Intelligence, Cognitive Computing and Big Data Analytics, and Hybrid Cloud for Dummies

ABOUT THE BOOK

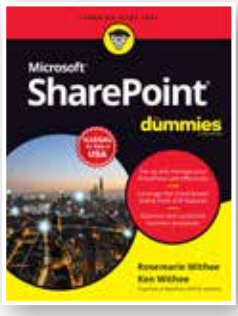
Cloud computing is no longer just a clever new toy in the world of IT infrastructure. Despite the nebulous name, it's become a real and important part of our information architecture—and tech professionals who ignore it or try to skim their way through risk falling behind rapidly. The new edition of Cloud Computing For Dummies gets you up to speed fast, clarifying your Cloud options, showing you where can save you time and money, giving you ways to frame your decisions, and helping you avoid weeks of research. Cloud computing is no longer just a clever new toy in the world of IT infrastructure.

TABLE OF CONTENTS

• Understanding Cloud Concepts • Examining Architectural Considerations • Understanding Cloud Models • Managing in a Multi cloud World • Developing Your Cloud Strategy • The Part of Tens

9788126570553 | Pages: 320 | ₹ 909

COLLABORATION TOOLS



Microsoft SharePoint For Dummies | e

Ken Withee, Rosemarie Withee

ABOUT THE AUTHOR

Ken Withee has been a Microsoft SharePoint consultant for many years. He currently writes for Microsoft's TechNet and MSDN sites and is President of Portal Integrators LLC (www.portalint.com), which is a software development and services company focused on developing world class business solutions for the SharePoint platform. He is the author or coauthor of several other books including Microsoft Office 365 For Dummies, SharePoint 2016 For Dummies, and Microsoft Business Intelligence For Dummies. Ken earned a Master of Science degree in Computer Science at San Francisco State University.

ABOUT THE BOOK

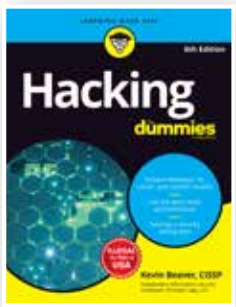
SharePoint For Dummies will be a thorough update to show users how to make the most of all the new SharePoint and Office features while still building on the great and well-reviewed content in the prior editions. The book shows those new to SharePoint or new to SharePoint 2019 how to get a site up and running, branded, populated with content, workflow and managed. This new edition adds the high need-to-know information for administrators, "techsumers", and page admins who want to leverage the cloud-hosted features online either as a standalone product or in conjunction with an existing SharePoint infrastructure.

TABLE OF CONTENTS

• Getting Started with SharePoint • Diving Headfirst into SharePoint • Customizing SharePoint • Becoming a SharePoint Administrator • Managing Enterprise Content • The Part of Tens

9788126528882 | Pages: 428 | ₹ 739

CYBERSECURITY



Hacking For Dummies, 6ed | e

Kevin Beaver

ABOUT THE AUTHOR

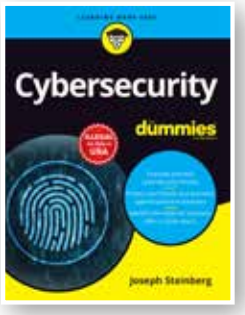
Kevin Beaver is an independent information security consultant with Atlanta-based Principle Logic, LLC. He has over two decades of experience and specializes in performing information security assessments for Fortune 1000 corporations,

independent software developers, universities, and government agencies. He has appeared on CNN television as an information security expert and has been quoted in The Wall Street Journal, Entrepreneur, and others.

ABOUT THE BOOK

Hacking For Dummies, 6th Edition gives insight into the hacker's mind so that you can protect your data and your system from a variety of attacks. With this book, you will learn how to recognize the vulnerabilities in your systems so you can protect them more diligently. Expert author Kevin Beaver shares his knowledge on penetration testing, vulnerability assessments, security best practices, and every aspect of ethical hacking that is essential in order to protect your data and your system.

9788126577040 | Pages: 420 | ₹ 849



Cybersecurity for Dummies | e

Joseph Steinberg

ABOUT THE AUTHOR

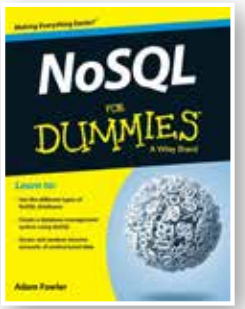
Joseph Steinberg is a CyberSecurity and Emerging Technologies Advisor. He has led businesses within the information-security industry for over two decades, wrote the official study guide from which many CISOs study for certification exams, and has been calculated to be one of the top 3 cybersecurity influencers worldwide. His cybersecurity-related inventions are cited in over 150 US patent filings.

ABOUT THE BOOK

Protecting your business and family against cyber attacks! If keeping your business or your family safe from Cybersecurity threats is on your to-do list, Cybersecurity For Dummies will introduce you to the basics of becoming cyber-secure! You will learn what threats exist, and how to identify, protect against, detect, and respond to these threats, as well as how to recover once there has been a breach! This book helps you identify vulnerabilities that may make you a target of cyber-crime and helps you stay on top of your security game.

9788126562138 | Pages: 380 | ₹ 849

DATABASE MANAGEMENT



NoSQL for Dummies | e

Adam Fowler

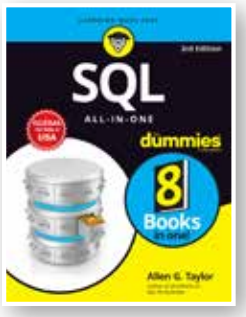
ABOUT THE AUTHOR

Adam Fowler is Senior Pre-Sales Consultant in the UK Public Sector of the Enterprise NoSQL vendor, MarkLogic Corporation and has previously worked in pre-sales for IPK, FileNet and IBM. He writes for and runs a popular blog on NoSQL and big data, which is republished on DZone.com. He's spoken about current NoSQL issues at conferences and podcasts and will be speaking at more NoSQL conferences in 2014.

ABOUT THE BOOK

This easy to read guide to NoSQL databases provides the type of no-nonsense overview and analysis that you need to learn, including what NoSQL is and which database is right for you. Featuring specific evaluation criteria for NoSQL databases, along with a look into the pros and cons of the most popular options, NoSQL for Dummies provides the fastest and easiest way to dive into the details of this incredible technology. You'll gain an understanding of how to use NoSQL databases for mission-critical enterprise architectures and projects and real-world examples reinforce the primary points to create an action-oriented resource for IT pros.

9788126554904 | Pages: 464 | ₹ 539



SQL All-In-One For Dummies, 3ed | e

Allen G. Taylor

ABOUT THE AUTHOR

Allen G. Taylor is a 30-year veteran of the computer industry and the author of over 20 books, including SQL For Dummies 9th Edition. He frequently lectures nationally on databases, innovation, and entrepreneurship. As well as, teaches database development internationally through a leading online education provider. He teaches computer architecture locally at Portland State University and via distance learning at the International Institute for Information Science and Technology in Shanghai, China

ABOUT THE BOOK

SQL is the international standard language for creating and maintaining relational databases. This book is a compendium of information about SQL and relational database design, development, and maintenance. The eight mini-books cover the full spectrum of issues that arise in building, using, and maintaining relational database systems.

TABLE OF CONTENTS

• SQL Concepts • Relational Database Development • SQL Queries • Data Security • SQL and Programming • SQL, XML, AND JSON • Database Tuning Overview

9788126534494 | Pages: 776 | ₹ 959



Java Essentials For Dummies | e

Doug Lowe, Paul McFedries

ABOUT THE AUTHOR

Doug Lowe is a computer programming guru and author of more than 30 tech books, including Java All-in-One For Dummies.

Paul McFedries is a long-time technical author with more than 100 published titles, including Web Coding & Development All-in-One For Dummies.

ABOUT THE BOOK

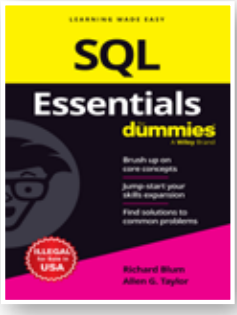
Swiftly brush up on the foundations of Java programming

Java Essentials For Dummies is a reliable and succinct reference on the core components of Java—the multifaceted general-purpose language used for desktop, mobile, and web applications. This straightforward book gets right to the point—eliminating review material and wordy explanations—so you get what you need, fast.

TABLE OF CONTENTS

• Introduction • Chapter 1: Installing and Using Java Tools • Chapter 2: Working with TextPad • Chapter 3: Java Programming Basics • Chapter 4: Working with Variables and Data Types • Chapter 5: Working with Numbers and Expressions • Chapter 6: Making Choices • Chapter 7: Going Around in Circles (or, Using Loops) • Chapter 8: Adding Some Methods to Your Madness • Chapter 9: Handling Exceptions • Chapter 10: Making Your Own Classes • Chapter 11: Using Subclasses and Inheritance • Chapter 12: Using Arrays • Chapter 13: Ten Techniques for Easier Java Coding

9789363865785 | Pages: 280 | (Exclusive)



SQL Essentials For Dummies | e

Richard Blum, Allen G. Taylor

ABOUT THE AUTHOR

Richard Blum is a network and systems administrator. He has worked with database systems such as Microsoft SQL Server, PostgreSQL, and MySQL. Rich also teaches online courses in programming.

Allen G. Taylor is author of more than 40 books, including SQL For Dummies. He also teaches database development through a leading online education provider.

ABOUT THE BOOK

A right-to-the-point guide on all the key topics of SQL programming

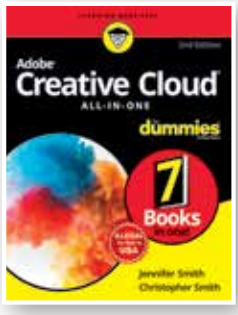
SQL Essentials For Dummies is your quick reference to all the core concepts of SQL—a valuable common standard language used in relational databases. This useful guide is straightforward—with no excess review, wordy explanations, or fluff—so you get what you need, fast. Great for a brush-up on the basics or as an everyday desk reference, this book is one you can rely on.

TABLE OF CONTENTS

• Getting to Know SQL • Creating a Database with SQL • Drilling Down to the SQL Nitty-Gritty • Values, Variables, Functions, and Expressions • SELECT Statements and Modifying Clauses • Querying Multiple Tables with Subqueries • Querying Multiple Tables with Relational Operators • Cursors • Assigning Access Privileges • Ten Retrieval Tips

9789363860384 | Pages: 208 | (Exclusive)

DESIGN TOOLS



Adobe Creative Cloud All-in-One For Dummies, 2ed | e

Jennifer Smith, Christopher Smith

ABOUT THE AUTHOR

Jennifer Smith is a user experience consultant, designer, educator, mentor, and author of more than a dozen books on digital imaging and web publishing. She has advised numerous companies on design projects and works on various platforms and devices.

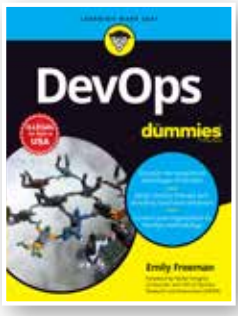
Christopher Smith is president of the American Graphics Institute. He is the author of more than ten books on web, interactive, and print publishing technology, including many of the Adobe official training guides.

ABOUT THE BOOK

Adobe Creative Cloud is the most popular suite of tools among creative professionals, and a valuable resource you can use to fulfill all of your design goals. Ready to get started? The only book on the market of its kind, Adobe Creative Cloud All-in-One For Dummies is written by designers for designers. It will provide you with expert instruction that spans seven mini-books, with helpful information that can grant insight regardless of your current level of knowledge.

9788126575299 | Pages: 772 | ₹ 849

DEVOPS



DevOps For Dummies | e

Emily Freeman

ABOUT THE AUTHOR

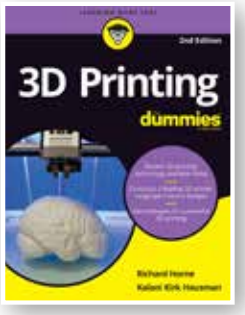
Emily Freeman made the career switch from freelance editor and ghost writer to software developer and hasn't looked back. She's currently Vice President of Developer Relations and Product Marketing for Kickbox, an email technology company. She's a frequent speaker and keynote at DevOps events around the world, speaking at 18 events scheduled for 2018 thus far.

ABOUT THE BOOK

DevOps embraces a culture of unifying the creation and distribution of technology in a way that allows for faster release cycles and more resource-efficient product updating. DevOps For Dummies provides a guidebook for those on the development or operations side in need of a primer on this way of working. DevOps evangelist Emily Freeman provides a roadmap for adopting the management and technology tools, as well as the culture changes, needed to dive head-first into DevOps.

9788126553495 | Pages: 376 | ₹ 739

EMERGING TECHNOLOGY



3D Printing For Dummies, 2ed

Richard Horne, Kalani Kirk Hausman

ABOUT THE AUTHOR

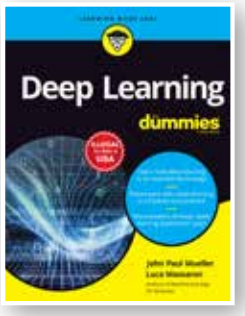
Richard Horne is an Electronics Engineer, Product Designer, Technical Salesman, and Problem Solver working in a wide range of industries and applications. He has twenty years of experience in the electronics industry as an engineer, marketer, and product designer. In his work with the RepRap project, he blogs and shares ideas to make 3D Printing easier for everyone to understand.

Kirk Hausman has spent more than 20 years as an IT consultant, enterprise architect, and auditor, and ISO. He currently conducts research on integrating 3D printed materials into educational curricula at Texas A&M and other colleges and universities.

ABOUT THE BOOK

3D printing is one of the coolest inventions we've seen in our lifetime, and now you can join the ranks of businesspeople, entrepreneurs, and hobbyists who use it to do everything from printing foods and candles to replacement parts for older technologies—and tons of mind-blowing stuff in between! With 3D Printing For Dummies at the helm, you'll find all the fast and easy-to-follow guidance you need to grasp the methods available to create 3D printable objects using software, 3D scanners, and even photographs through open source software applications like 123D Catch.

9788126569892 | Pages: 416 | ₹ 529



Deep Learning For Dummies | e

John Paul Mueller, Luca Massaron

ABOUT THE AUTHOR

John Mueller is a freelance author and technical editor. He has writing in his blood, having produced 108 books and more than 600 articles to date. The topics range from networking to home security and from database management to heads-down programming. Some of his current books include AI for Dummies, Python for Data Science for Dummies, Machine Learning for Dummies, and Algorithms for Dummies, all of which require some knowledge of AI.

Luca Massaron is a data scientist specialized in organizing and interpreting big data and transforming it into smart data by means of the simplest and most effective data mining and machine learning techniques. Because of his job as a quantitative marketing consultant and marketing researcher, he has been involved in quantitative data since 2000 with different clients and in various industries.

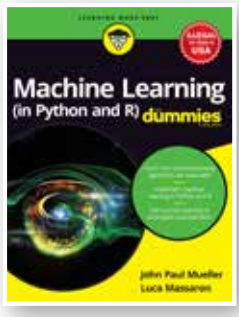
ABOUT THE BOOK

This book makes sense of those increasingly confusing algorithms, and it creates a simple and safe environment to experiment with deep learning. It develops a sense of precisely what deep learning can do at a high level and then it provides examples of the major deep learning application types. The book includes simple example code, but there is also approachable text with real world examples, and even some hands on activities. The reader learns the topic in more than one way and from more than one perspective.

TABLE OF CONTENTS

• Discovering Deep Learning • Considering Deep Learning Basics • Interacting with Deep Learning • The Part of Tens

9788126529988 | Pages: 380 | ₹ 859



Machine Learning (in Python and R) For Dummies | e

John Paul Mueller, Luca Massaron

ABOUT THE AUTHOR

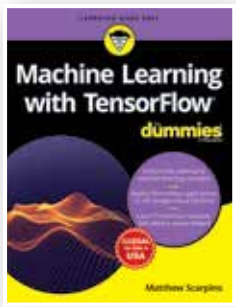
John Mueller is a freelance author and technical editor. He has writing in his blood, having produced 99 books and more than 600 articles to date. The topics range from networking to home security and from database management to heads-down programming. During his time at Cubic Corporation, John was exposed to reliability engineering and has had a continued interest in probability ever since.

Luca Massaron is a data scientist specialized in organizing and interpreting big data and transforming it into smart data by means of the simplest and most effective data mining and machine learning techniques. Because of his job as a quantitative marketing consultant and marketing researcher, he has been involved in quantitative data since 2000 with different clients and in various industries.

ABOUT THE BOOK

Machine learning can be a mind-boggling concept for the masses, but those who are in the trenches of computer programming know just how invaluable it is. Without machine learning, fraud detection, web search results, real-time ads on web pages, credit scoring, automation and email spam filtering wouldn't be possible and this is only showcasing just a few of its capabilities. Written by two data science experts, Machine Learning For Dummies offers a much-needed entry point for anyone looking to use machine learning to accomplish practical tasks.

9788126563050 | Pages: 432 | ₹ 909



Machine learning with TensorFlow For Dummies | e

Matthew Scarpino

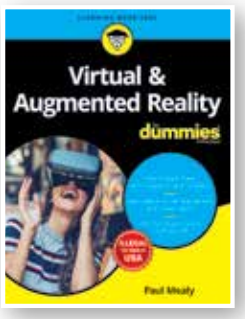
ABOUT THE AUTHOR

Matthew Scarpino is a programmer and engineer with over fourteen years of experience, and the author of several books covering various technology topics. He has worked extensively with machine learning algorithms on Android devices, particularly involving financial analysis and image recognition.

ABOUT THE BOOK

Machine learning has become ubiquitous in modern society, and its applications include language translation, robotics, handwriting analysis, financial prediction, and image recognition. TensorFlow is Google's preeminent toolset for machine learning, and this hands-on guide makes it easy to understand, even for those without a background in artificial intelligence.

9788126575732 | Pages: 360 | ₹ 849



Virtual & Augmented Reality For Dummies | e

Paul Mealy

ABOUT THE AUTHOR

Paul Mealy brings over 16 years of experience developing, managing and speaking within the interactive industry, with his primary focus on the intersection of design and technology. Mr. Mealy is currently employed as Director of Interactive at a Seattle-based interactive agency. His resume includes founding startups focused on educational mobile app development to virtual reality design and development. In addition, he has worked with virtual reality since the release of the Oculus Rift Development Kit 1 in 2013

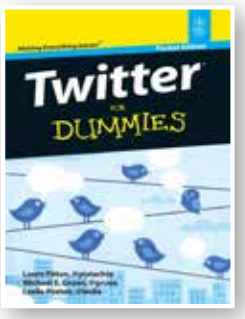
ABOUT THE BOOK

For such a large-scale technology revolution that is about to happen in the VR/AR space, there are very few books that address Virtual Reality outside of programing language specific "How to program VR applications." There is a huge market for a book that offers an easy to understand primer on Virtual Reality and Augmented Reality and how it will affect the future. Rather than focus on a specific piece of hardware (HTC Vive, Oculus Rift, iOS ARKit), or software (Unity, Unreal Engine), the book functions to offer a broad look at VR/AR/MR -- what they are, a history of the technologies, how they are being used currently, how they will affect the reader both professionally and personally in the future, and where things could go from here.

TABLE OF CONTENTS

• Getting Started with Virtual and Augmented Reality • Consuming Content in Virtual and Augmented Reality • Creating Content in Virtual and Augmented Reality • Virtual and Augmented Reality in the Wild • The Future of Virtual and Augmented Reality • The Part of Tens

9788126577071 | Pages: 356 | ₹ 849



Twitter for Dummies, Pocket ed

Laura Fitton, Michael E. Gruen, Leslie Poston

ABOUT THE AUTHOR

Laura Fitton is the Inbound Marketing Evangelist for HubSpot.

Michael E. Gruen assists startup companies by using cutting-edge technologies.

Leslie Poston is founder of Uptown Uncorked, a social media marketing firm.

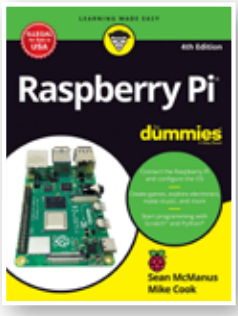
ABOUT THE BOOK

The fastest-growing social network utility sports new features, and they're all covered in this how-to guide from a leading Twitter marketing consultant. Nearly 20 million people are tweeting on Twitter, and this book shows you how to join them and why you should. You'll learn the nuts and bolts of using Twitter, how to make good connections, and how it can benefit your life and your business.

TABLE OF CONTENTS

• Introduction • Hello, Twitter World • Getting Your Tweet Wet • Flying Around the Interface • The User Multi-Face: Interacting with Twitter Every Which Way • Twitter Minus Twitter.com • Establishing Your Twitter Voice • Ten Useful Twitter-Based Services

9788126536528 | Pages: 144 | ₹ 109



Raspberry Pi For Dummies, 4ed | e

Sean McManus, Mike Cook

ABOUT THE AUTHOR

"Sean McManus is an expert technology and business author. His previous books include Mission Python, Coder Academy, Cool Scratch Projects in Easy Steps, Scratch Programming in Easy Steps, and Web Design in Easy Steps. His tutorials and articles have appeared in magazines including The MagPi, Internet Magazine, Internet Works, Business 2.0, Making Music, and Personal Computer World. He has been a Code Club volunteer, helping children at a local school to learn computer programming.

Mike Cook is former lecturer in physics at Manchester Metropolitan University, he wrote more than 300 computing and electronics articles in the pages of computer magazines for 20 years starting in the 1980s. His other books include Raspberry Pi Projects, Raspberry Pi Projects for Dummies, and Arduino Music and Audio Projects. He also works with Drake Music Labs North, a charity for disabled musicians, developing accessible music equipment.

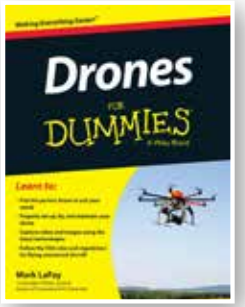
ABOUT THE BOOK

With the invention of the unique credit card-sized single-board computer comes a new wave of hardware geeks, hackers, and hobbyists who are excited about the possibilities with the Raspberry Pi and this is the perfect guide to get you started. InÂ Raspberry Pi For Dummies,Â veteran tech authors Sean McManus and Mike Cook make it easier than ever to get you up and running on your Raspberry Pi, from setting it up, downloading the operating system, and using the desktop environment to editing photos, playing music and videos, and programming with Scratch and everything in between.

TABLE OF CONTENTS

• Setting Up Your Raspberry Pi • Getting Started with Linux • Using the Raspberry Pi for Both Work and Play • Programming the Raspberry Pi • Exploring Electronics with the Raspberry Pi • The Part of Tens

9789357460422 | Pages: 512 | ₹ 959



Drones for Dummies | e

Mark Lafay

ABOUT THE AUTHOR

Mark LaFay is COO and founder of DCODIA and cofounder of Conversion in a Box. Author has 12-years of experience in the music business and marketing. LaFay assisted in the growth of the events and entertainment division of Bohlsen Group, an Indianapolis-Based PR firm.

ABOUT THE BOOK

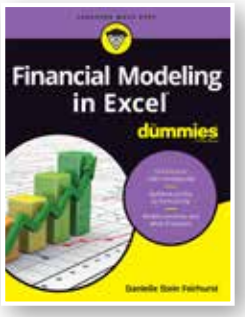
The book gives readers information for finding and purchasing the right drone to suit their needs, examples on ways to use the drone including drone etiquette. Users learn the basics of flight, including coverage of the laws governing consumer drone usage and suggestions and examples of ways to use drones to capture photos and video. Drones For Dummies provides readers with the information and skills they need to discover cool ways to expand their drone's use beyond simply flying -- all in the easy-to-understand, casual, fun and informative style found in all For Dummies books.

TABLE OF CONTENTS

• Getting Started with Drones • Before You Fly • Miracle of Flight • Aerial Photos and Videos • The Part of Tens

9788126554430 | Pages: 292 | ₹ 959

FINANCE



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.

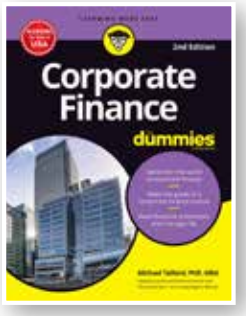
ABOUT THE BOOK

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.

TABLE OF CONTENTS

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

9788126569182 | Pages: 340 | ₹ 689



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!

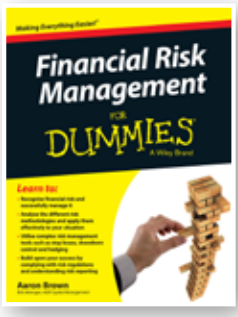
ABOUT THE BOOK

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



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

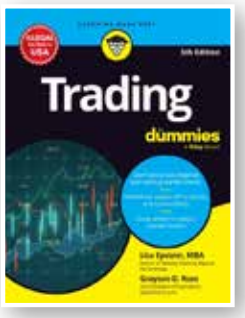
Written by bestselling author and past winner of the GARP Award's Risk Manager of the Year, Aaron Brown, Financial Risk Management For Dummies offers thorough and accessible guidance on successfully managing and controlling financial risk within your company. Through easy-to-follow instruction, you'll 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)



Trading For Dummies, 5ed

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.

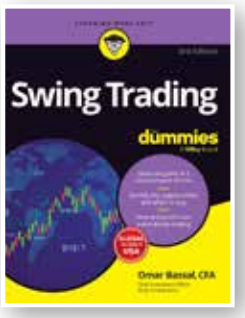
ABOUT THE BOOK

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

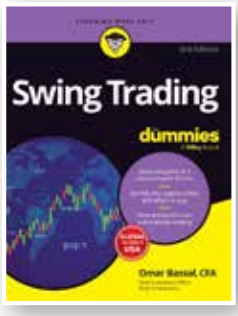
ABOUT THE AUTHOR

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.

9789377062019 | 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.

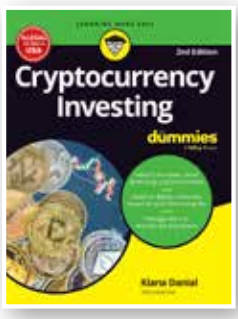
ABOUT THE BOOK

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



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.

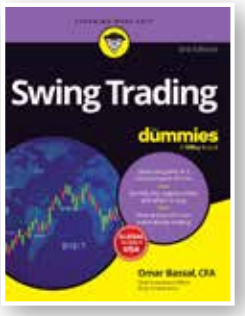
ABOUT THE BOOK

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 | ₹ 849



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

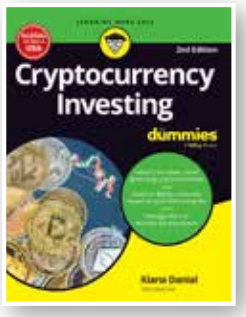
ABOUT THE BOOK

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

9789377062019 | 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

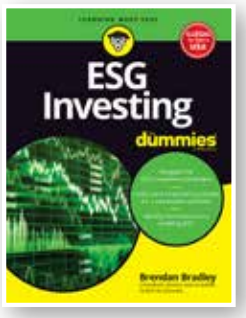
ABOUT THE BOOK

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

9789373328317 | 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.

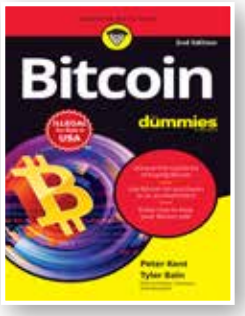
ABOUT THE BOOK

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.

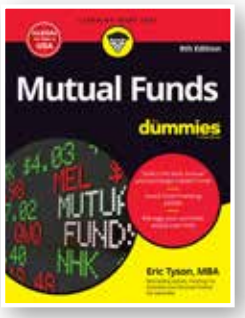
ABOUT THE BOOK

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.

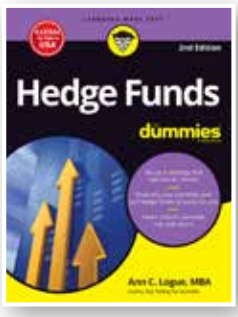
ABOUT THE BOOK

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.

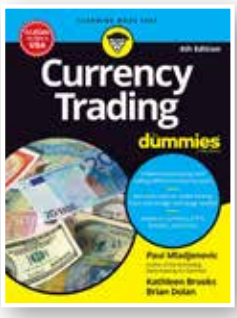
ABOUT THE BOOK

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.

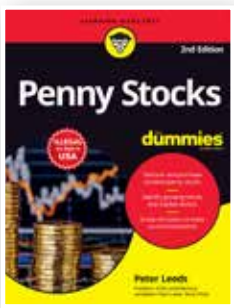
ABOUT THE BOOK

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



Penny Stocks For Dummies, 2ed | e

Peter Leeds

ABOUT THE AUTHOR

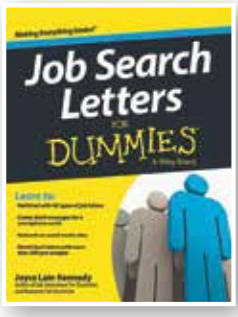
Peter Leeds is a highly respected authority on penny stocks who has been quoted in major media outlets and published in Forbes and Business Excellence Magazine. His popular Peter Leeds Stock Picks newsletter, available at www.peterleeds.com, has sold more than 42,000 subscriptions.

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)

GENERAL MANAGEMENT



Job Search Letters for Dummies

Joyce Lain Kennedy

ABOUT THE AUTHOR

Joyce Lain Kennedy is a nationally syndicated careers columnist. Her column, CAREERS NOW, appears twice weekly in newspapers and on websites across the US. She is the author of seven career books, including Job Interviews for Dummies and Resumes for Dummies.

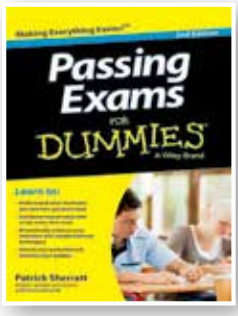
ABOUT THE BOOK

The economy and job market are slowly recovering from recession and the number of applicants for available jobs is steadily increasing. To help applicants stand out from the crowd, a good cover letter is essential, now more than ever. Job Search Letters for Dummies includes bleeding edge information from Joyce Lain Kennedy.

TABLE OF CONTENTS

• Part I: New Tools for New Times • Part II: Essential Job Search Letters • Part III: Creative Fresh Messages • Part IV: Best Writing Elements • Part V: The Part of Tens • Appendix: Directory of Job Letter Writers • Index

9788126543762 | Pages: 360 | ₹ 429



Passing Exams for Dummies, 2ed

Patrick Sherratt

ABOUT THE AUTHOR

Patrick Sherratt teaches and facilitates training in meta-cognitive (learning how to learn), knowledge and performance psychology. His aim is to help enable individuals and organisations achieve higher levels of performance and success. For more information, visit: www.innervate.co.nz

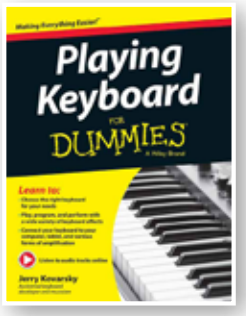
ABOUT THE BOOK

Improve your memory, manage your time and control your anxiety with this essential guide Do you panic at the thought of exams? Do you think you're just not the academic type? No matter how old you are, exams can be stressful -- but they don't need to be. This essential guide provides expert tips on how to change your mindset, improve your learning, control your anxiety and get good marks -- whether you're studying at school, college, university or as part of career exams. Change the way you think about yourself and study - become an A-grade student through finding out what motivates you and how you learn best Explore the power of relaxation - from making your brain more receptive to incoming information to coping with exam pressure and anxiety Review your notes -- set your intention for revision and improve your reading techniques Use basic mnemonics to improve your memory -- from mapping your notes to using rhymes, music and flash cards Rehearse exam recall and performance -- visualisation skills for mentally and physically rehearsing passing your exams

TABLE OF CONTENTS

• Introduction • Part I: Releasing Your Potential to Pass Exams • Part II: Relaxing Comes First • Part III: Reviewing and Rewriting Your Notes • Part IV: Remembering with Pictures and Patterns • Part V: Rehearsing for Recall and Performance • Part VI: The Part of Tens • Part VII: Appendixes • Index

9788126545353 | Pages: 226 | ₹ 329



Playing Keyboard for Dummies

Jerry Kovarsky

ABOUT THE AUTHOR

Keyboard for Dummies is authored by Jerry Kovarsky, a regular columnist for Keyboard Magazine and longtime product management guru with Casio, Korg and other companies who have been instrumental in bringing keyboard technology into people's homes.

ABOUT THE BOOK

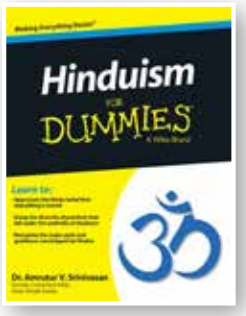
Keyboard for Dummies explains the ins-and-outs of modern keyboards and helps readers get the most out of their capabilities. Key content coverage includes:

• An overview of the types of keyboards available today (personal / portables, digital pianos, synthesizers, organs, etc.) and how they differ from acoustic pianos • Expert advice on choosing the right keyboard for your wants / needs and how to shop and compare the various models • A close look at the types of sounds an electronic keyboard offers and how to achieve them • Information on understanding and using a wide range of common keyboard effects as well as onboard drum rhythms and other accompaniment features

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Keyboards • Part II: Dipping Your Toes Fingers into Music Basics • Part III: Using Common Keyboard Features • Part IV: Moving into More-Advanced Keyboard Features • Part V: The Part of Tens • Appendix: Discovering What's on the Audio Tracks • Index

9788126546268 | Pages: 364 | ₹ 539



Hinduism for Dummies

Dr. Amrutur V. Srinivasan

ABOUT THE AUTHOR

Dr. Amrutur V. Srinivasan (Glastonbury, CT), is primary founder and first president of the Connecticut Valley Hindu Temple Society and he has functioned as a Hindu priest in Connecticut performing a wide variety of pujas (worships), weddings, and other ceremonies since 1971. Dr. Srinivasan has delivered monthly lectures on the Bhagavadgita and the Mahabharata to the Indian community for a decade and as Adjunct Professor in the Department of Asian American Studies at the University of Connecticut he has taught courses in Sanskrit, Epics of India, and Hindu Weddings as well as published/presented over 100 papers on a variety of cultural, social and religious issues in the U.S. and India

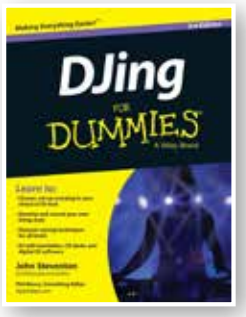
ABOUT THE BOOK

Hinduism For Dummies provides readers with a thorough introduction to this ancient and popular world belief system. It provides readers with information on the rites, rituals, deities, and teachings associated with the practice of Hinduism.

TABLE OF CONTENTS

• Introduction • Part I: Introducing Hinduism • Part II: The Hindu Pantheon and Its Religious Leaders • Part III: The Sacred Texts • Part IV: Hinduism in Practice • Part V: Delving Deeper into the Hindu Concept of Reality • Part VI: The Part of Tens • Index

9788126549467 | Pages: 388 | ₹ 529



DJing for Dummies, 3ed | e

John Steventon

ABOUT THE AUTHOR

John Steventon (DJ Recess) built a reputation as successful club DJ. Via his website, recess.co.uk and the first two editions of DJing for Dummies, John has taught thousands of aspiring DJs the tricks of the trade. During the day John works as a producer for BBC Scotland.

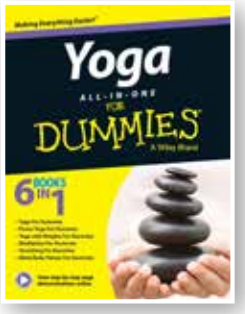
ABOUT THE BOOK

If you've ever spent hours in your bedroom with two turntables and an earful of tracks that sound out-of-key and off-beat, DJing for Dummies, 3rd Edition is your ideal guide. Everything is covered from the basics of mixing, creating your own DJing style to playing your set in front of a live crowd. This revised edition is bursting with expert advice on the latest digital know-how, equipment essentials and the best editing software.

TABLE OF CONTENTS

• Introduction • Getting Started with DJing • Stocking up your DJ Toolbox • The Mix • Getting noticed and playing Live • The Part of Tens • Index

9788126553419 | Pages: 336 | ₹ 529



Yoga All-in-One for Dummies

Larry Payne, Georg Feuerstein, Sherri Baptiste, Doug Swenson, Stephan Bodian, Iknoian, Chabut

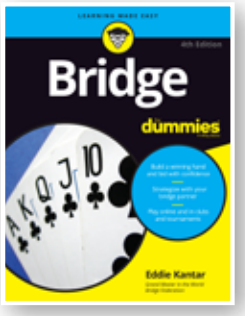
ABOUT THE BOOK

If you want to incorporate yoga into your daily routine or ramp up what you're already doing, Yoga All-In-One for Dummies is the perfect resource! This complete compendium of six separate titles features everything you need to improve your health and peace of mind with yoga and includes additional information on, stretching, meditation, adding weights to your yoga workouts and power yoga moves.

TABLE OF CONTENTS

• Introduction • Book I: Getting Started with Yoga Principles • Book II: Basic Yoga Techniques and Postures • Book III: Yoga for Life • Book IV: Powering Your Way to Fitness: Power Yoga • Book V: Yoga-ing Your Way to a Toned Body: Yoga with Weights • Book VI: Ancient Practices in the Modern World: Hot Trends in Yoga • Book VII: Meditation, Mindfulness and Letting Go of Stress

9788126555178 | Pages: 584 | ₹ 539



Bridge For Dummies, 4ed

Eddie Kantar

ABOUT THE AUTHOR

Eddie Kantar is a Grand Master in the World Bridge Federation and a two-time world bridge champion. He wrote Complete Defensive Play, a book listed as a top ten all-time bridge favorite and is the author of the first three editions of Bridge For Dummies.

ABOUT THE BOOK

Bridge is the most popular card game in the world—and, as any player will tell you, is simply the best card game ever. Whether you're new to the game or a long-time player looking for new tricks, this new edition of Bridge For Dummies walks you through the intricacies of the game and arms you with tried-and-true tips and strategies for being a better player and beating your opponents from the very first draw. Covering not only traditional contract bridge, but other popular variations of the game—including ACOL, Rubber and Duplicate Bridge—this hands-on, friendly guide takes the guesswork out of this beloved game and arms you with the knowledge and know-how to make your game mates your minions.

9788126563265 | Pages: 436 | ₹ 529



Instagram For Business For Dummies | e

Jenn Herman, Eric Butow, Corey Walker

ABOUT THE AUTHOR

Jenn Herman (jenns_trends) is a social media consultant, speaker, and globally recognized Instagram expert.

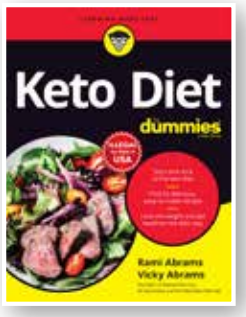
Eric Butow (ericbutow) is the author of more than 30 books.

Corey Walker (coreycwalker) is the owner of The Marketing Specialist in El Dorado Hills, California.

ABOUT THE BOOK

Instagram is the photo- and video-sharing app used by millions across the globe. More than just a social platform for users to share their experiences with family and friends, it's become a vital tool for business owners and marketers to create visual narratives about what makes them, and their products, different from everything else that's out there. Instagram For Business For Dummies shows you how to use the app to connect with your audience in a meaningful way as you showcase your products and offer a unique insider's view of your brand. Perfect for Instagram newbies or those who want to spruce up an existing account, this book helps you set up a powerful business profile, compose successful posts, and tell your story to the world.

9788126576586 | Pages: 316 | ₹ 539



Keto Diet For Dummies | e

Rami Abrams, Vicky Abrams

ABOUT THE AUTHOR

Rami Abrams and Vicky Abrams (Jersey City, NJ) are the co-founders of Tasteaholics.com, a top low carb diet resource with millions of readers. They created Dinner in Five, the first of the Keto in Five 4-book series, to show just how easy it is to be low carb by making cooking easier and more approachable with minimal ingredients and maximum flavor. To date, that series has sold over 100,000 copies.

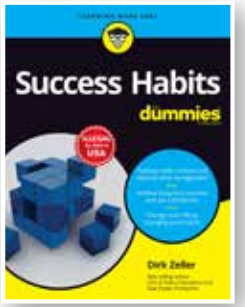
ABOUT THE BOOK

The ketogenic diet (also known as keto diet) is a very low-carb, high-fat diet that shares many similarities with the Atkins and low-carb diets, Ketogenic diets can cause massive reductions in blood sugar and insulin levels. This, along with the increased ketones, has numerous health benefits. Keto Diet For Dummies explains the latest research behind the keto diet, dispelling the myths and revealing how to create a keto plan that works! You get delicious recipes and lots of tips to make your keto lifestyle a success.

TABLE OF CONTENTS

• Getting Started with the Keto Diet • Doing the Keto Diet • Overcoming Obstacles • Maximizing the Benefits • Keto Recipes • The Part of Tens

9788126534241 | Pages: 380 | ₹ 749



Success Habits For Dummies | e

Dirk Zeller

ABOUT THE AUTHOR

Dirk Zeller (Bend, OR) is President of Real Estate Champions. He is recognized as the premier coach for the real estate industry. Dirk has developed a system that takes ""regular"" Agents and ""regular"" Managers and transforms them into Champion Agents and Managers. Real Estate Champions coaching systems are built around Dirk's incredible success as one of the Top Agents in all of North America.

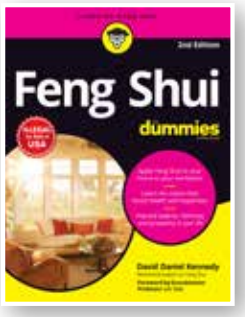
ABOUT THE BOOK

Most people lack success in numerous areas of their life because they haven't defined it. What is success and most specifically, what is it to you? How do you define success? Who is successful? What is needed is the how to's to define success for us as a person, spouse, parent, employee, business owner, and friend? The clearer we are in the what we desire, the how becomes easier. The clarity connects to staying focused and motivated to achievement. The gas to make the fire grow is the habits, routines, or rituals. Zeller breaks those desires, goals, and objectives down to executable daily actions.

TABLE OF CONTENTS

• Principles and Formulas for Success • Putting Together Your Success Plan • Achieving Optimum Health • Success Through Relationships • Success with Wealth and Money • The Time and Success Connection • The Part of Tens

9788126529858 | Pages: 412 | ₹ 749



Feng Shui For Dummies, 2ed | e

David Daniel Kennedy, Lin Yun

ABOUT THE AUTHOR

David Kennedy is one of America's best-known experts on the subject of Feng Shui. He's a featured speaker at numerous international conferences and conventions, a columnist for the journal Feng Shui, a former student of the late Grandmaster Professor Lin Yun, an avid Ch'i Kung teacher and practitioner, and a designer of custom training programs for Feng Shui practitioners and enthusiasts.

ABOUT THE BOOK

Feng Shui (pronounced fung shway), which means wind water, is the ancient Chinese study of harmony and energy flow between you and your physical surroundings. Now, Feng Shui For Dummies, 2nd Edition shows you how you can apply Feng Shui principles to your home (inside and out) and workplace (from window office to cubicle) in order to achieve a better life.

TABLE OF CONTENTS

• Getting Started: Feng Shui Made Clear • Energizing Your Home's Exterior • Feathering the Nest: Nurturing and Nourishing Indoor Spaces • Going to the Next Level: Using Feng Shui for Life Change • The Part of Tens

9788126554041 | Pages: 460 | ₹ 739



Blogging For Dummies, 7ed | e

Amy Lupold Bair

ABOUT THE AUTHOR

Amy Lupold Bair is the founder of Resourceful Mommy Media, LLC, and former owner and author of the popular parenting and lifestyle blog, Resourceful Mommy. In 2008, Amy invented the social media marketing tool, the Twitter Party, and in early 2009, she created the Global Influence Network for bloggers. A former English teacher and mother of two, Amy is also the author of Raising Digital Families For Dummies, a guide for parents raising digital natives.

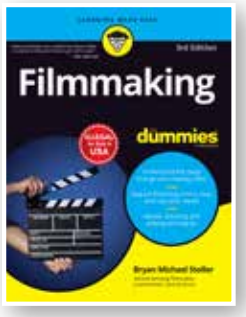
ABOUT THE BOOK

Ready to make your mark on the online world? Start a blog! Blogging For Dummies will provide you with information on blogging basics, the anatomy of a good blog, and the tools required to get started. You'll get advice on a blog topic, choosing a domain name and host, writing your first post, planning an editorial calendar, and using your blog as an important part of your personal brand.

TABLE OF CONTENTS

• Getting Started with Blogging • Setting Up Your Blog • Fitting In and Feeling Good • Going Beyond Words • Marketing and Promoting Your Blog • Getting Business-y with It • The Part of Tens

9788126553266 | Pages: 440 | ₹ 849



Filmmaking For Dummies, 3ed | e

Bryan Michael Stoller

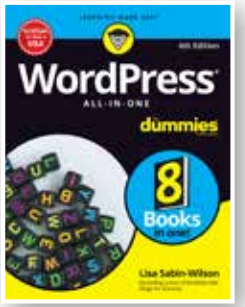
ABOUT THE AUTHOR

Bryan Michael Stoller is an international award-winning filmmaker who has produced, written and directed over eighty productions that include, short comedy films, half hour television, music videos, commercials and feature films. Bryan attended The American Film Institute, and his films have screened at MIFED in Italy, The Cannes Film Festival in France, and The American Film Market in Santa Monica, California. In various productions, Bryan has directed: George Carlin, Howie Mandel, Gilbert Gottfried,

ABOUT THE BOOK

This new edition of Filmmaking For Dummies includes coverage of the latest filmmaking technology, software, apps, and distribution methods and helps aspiring filmmakers learn the ins and outs of financing a film, planning a location, hiring a cast and crew and much more.

9788126561995 | Pages: 456 | ₹ 849



WordPress All-in-One For Dummies, 4ed | e

Lisa Sabin-Wilson

ABOUT THE AUTHOR

LisaSabin-Wilson co-owns WebDevStudios, a development company specializing in custom WordPress plugins, themes, and deployments. She's also a popular conference speaker.

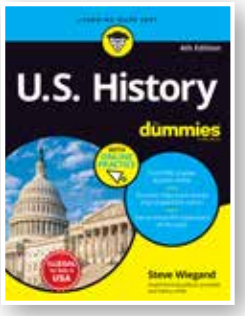
ABOUT THE BOOK

Take your WordPress experience to the next level with the information packed inside this All-in-One. From the basics of setting up your account, to choosing a host and theme, to managing content with editor Gutenberg, to keeping your site secure, these 8 books of expert information will help you take the WordPress community by storm.

TABLE OF CONTENTS

• WordPress Basics • Setting Up the WordPress Software • Exploring the WordPress Dashboard • Publishing Your Site with WordPress • Examining SEO and Social Media • Customizing the Look of Your Site • Using and Developing Plugins • Running Multiple Sites with WordPress

9788126568789 | Pages: 848 | ₹ 1599



U.S. History For Dummies, 4ed | e

Steve Wiegand

ABOUT THE AUTHOR

Steve Wiegand is an award-winning political journalist and history writer. Over a 35-year career, he worked as a reporter and columnist at the San Diego Evening Tribune, San Francisco Chronicle, and Sacramento Bee. He is the author or coauthor of seven books dealing with various aspects of U.S. and world history.

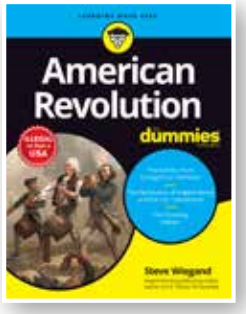
ABOUT THE BOOK

The United States is undergoing a period of intense political and social change. From the rise of the Tea Party to social media's effect on American life and politics, this new edition fills in the gaps of this nation's story. This book guides you through the events that shaped the nation, from pre-Columbian civilizations to the 21st century. It's all here—you'll find all the wars, leaders, and eras that explain and demonstrate how the past influences the future.

TABLE OF CONTENTS

• Getting Started With U.S History • Growing Pains • Coming of Age • America in Adulthood • Facing the New Millennium • The Part of Tens

9788126525584 | Pages: 476 | ₹ 749



American Revolution For Dummies | e

Steve Wiegand

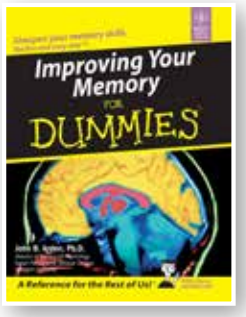
ABOUT THE AUTHOR

Steve Wiegand is an award-winning political journalist and history writer. He'sworked as a reporter and columnist for the San Diego Evening Tribune, San Francisco Chronicle and the Sacramento Bee, where he currently writes a thrice-weekly political column. During his career, he has interviewed four presidents and six California governors. Wiegand is a graduate of Santa Clara University, where he majored in American literature and U.S. history

ABOUT THE BOOK

American Revolution For Dummies capitalizes on the recent resurgence of interest in the Revolutionary War period—one of the most important in the history of the United States. From the founding fathers to the Declaration of Independence, and everything that encapsulates this extraordinary period in American history, American Revolution For Dummies is your one-stop guide to the birth of the United States of America.

9788126553204 | Pages: 392 | ₹ 739



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

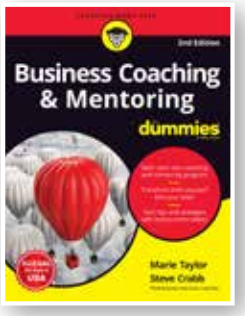
ABOUT THE BOOK

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

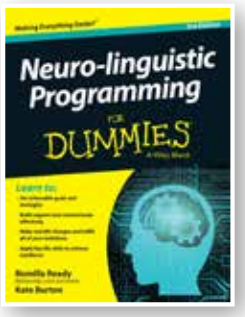
Marie Taylor had over 25 years' experience in HR and Organizational Development. Her consultancy business focuses on success and transformational coaching and Organizational Development. Working with senior professionals, business owners and individuals, she also delivered well-being retreats for busy 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

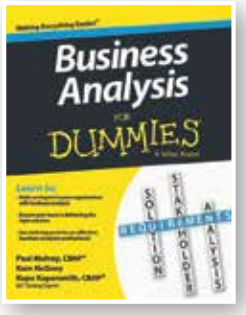
Romilla Ready is an NLP master practitioner who runs professional development workshops across a range of areas and has provided training for clients at multi-national companies in the UK and overseas.

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

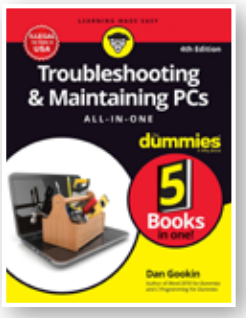
Business Analysis for Dummies provides readers with the tools and techniques used by successful business analysts to understand business environments and make informed decisions.

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: 384 | ₹ 479

HARDWARE



Troubleshooting & Maintaining PCs All-in-One For Dummies, 4ed | e

Dan Gookin

ABOUT THE AUTHOR

"Dan Gookin wrote the very first For Dummies book in 1991. The author of several bestsellers, Dan enjoys worldwide success with books that have been translated into 32 languages and have more than 11 million copies in print. Dan is the bestselling author of Samsung Galaxy Tabs For Dummies, Nexus Tablets For Dummies,

Android Tablets For Dummies, 4th Edition, and Android Phones For Dummies, 4th Edition.

ABOUT THE BOOK

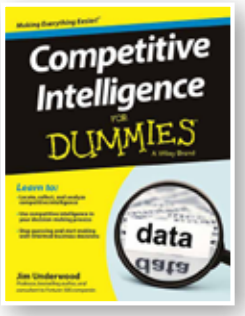
Troubleshooting & Maintaining PCs All-in-One For Dummies offers 5 books in 1 and takes the pain out of wading through those incomprehensible manuals, or waiting for a high-priced geek to show up days or weeks after you need them. Arming you with everything you need to get that pesky PC working for you ASAP, this handy guide walks you through all the steps to diagnosing and restoring whatever's making your PC go rogue so you can get back to making it work for you.

TABLE OF CONTENTS

• Solve My Problem Now! • O, We Got Trouble! • Tools to Use • PC Privacy and Security • This Old PC

9789357460392 | Pages: 464 | ₹ 959

HUMAN RESOURCE MANAGEMENT



Competitive Intelligence for Dummies

James D. Underwood

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.

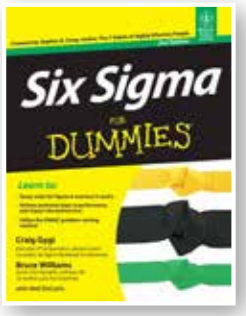
ABOUT THE BOOK

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



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.

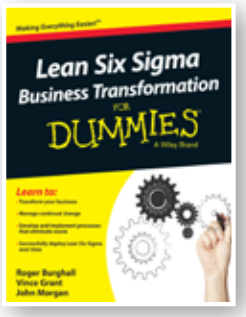
ABOUT THE BOOK

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

ABOUT THE AUTHOR

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

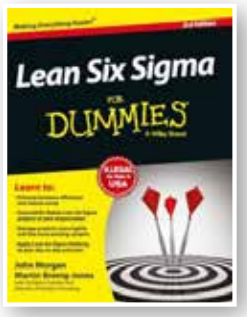
Use Lean Six Sigma to transform your business. Lean Six Sigma is a powerful method for improving both the efficiency and quality of projects and operations. In this new book, the team that bought you Lean Six Sigma for Dummies shows you how to take Lean Six Sigma to the next level and manage continual 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.

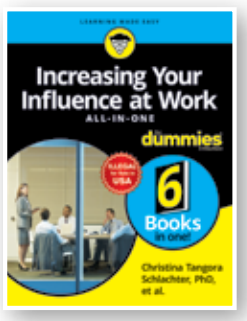
ABOUT THE BOOK

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



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

Christina Tangora Schlachter

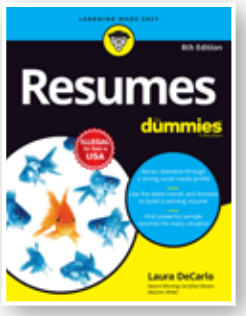
ABOUT THE AUTHOR

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 | ₹ 749



Resumes For Dummies, 8ed | e

Laura DeCarlo

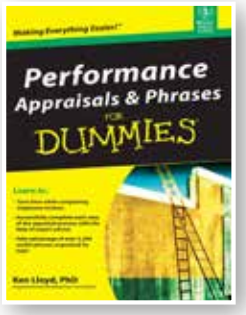
ABOUT THE AUTHOR

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: 476 | ₹ 749



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.

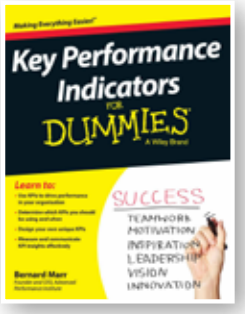
ABOUT THE BOOK

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: 360 | ₹ 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.

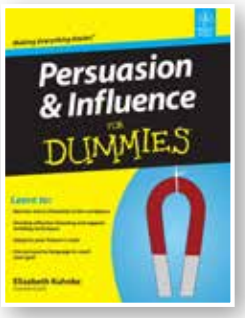
ABOUT THE BOOK

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



Persuasion & Influence for Dummies

Elizabeth Kuhnke

ABOUT THE AUTHOR

Elizabeth Kuhnke is an Executive Coach founder of Kuhnke Communication

ABOUT THE BOOK

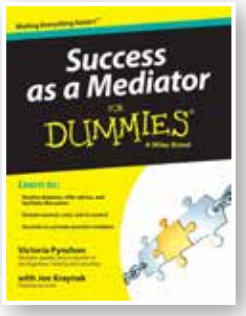
"Many people want to gain trust or support in business and throughout life, but the true skill is doing so in a charming fashion! Whether you're convincing the boss about your much deserved promotion or a busy restaurateur to offer a better table, the power of persuasion can help improve and increase 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

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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).

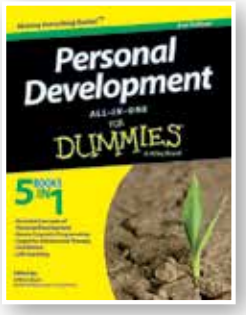
ABOUT THE BOOK

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.

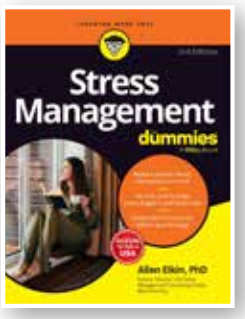
Lisa Walden, head of marketing, is a lead researcher on the Generations and Gender initiative, and has helped develop and launch many of Bridgeworks larger projects including rebranding, website development, and implementing new offerings.

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



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.

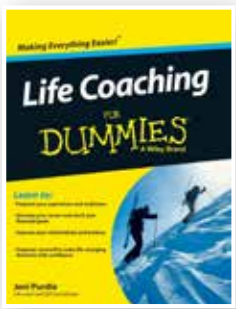
ABOUT THE BOOK

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



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.

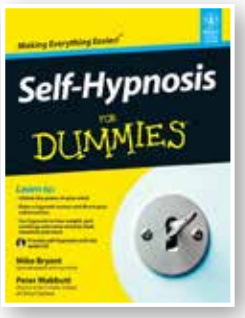
ABOUT THE BOOK

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."

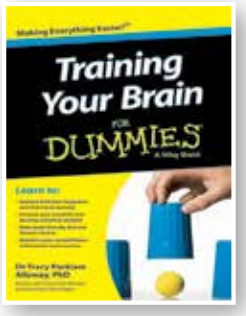
ABOUT THE BOOK

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.

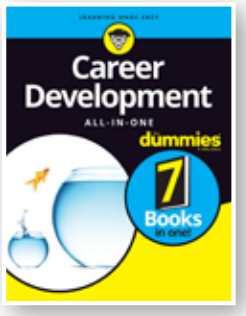
ABOUT THE BOOK

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



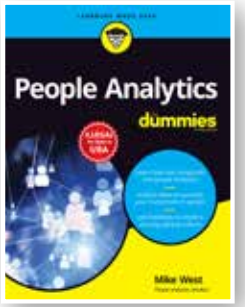
Career Development All-in-One For Dummies | e

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: 680 | ₹ 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.

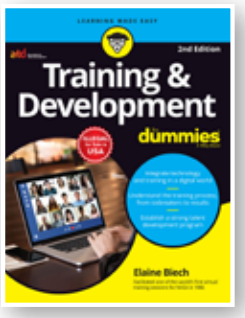
ABOUT THE BOOK

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.

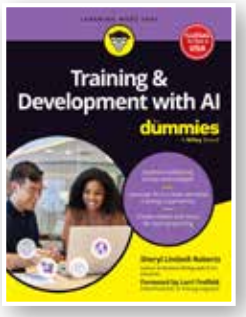
ABOUT THE BOOK

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.

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• 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 & 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

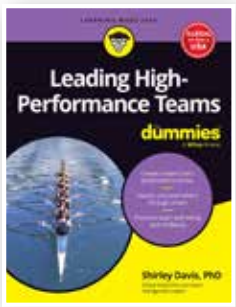
"Enhance your training & development program with AI strategies and skills.

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.

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



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 annu-

ally 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

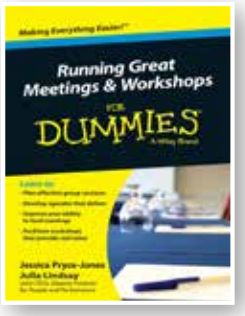
Leading High-Performance Teams For Dummies is a practical and comprehensive resource guide for navigating the complexities of today's ever-changing workplace. It draws from over 30 years of real-world business experience from its author, Dr. Shirley Davis, a global workforce consultant, business executive, 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 | ₹ 1249



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

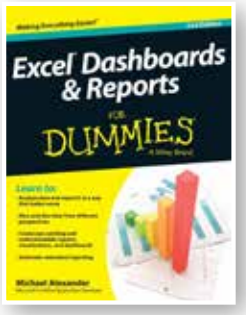
Running Great Workshops & Meetings for Dummies delivers the tools managers need to facilitate engaging and rewarding group sessions. Who hasn't walked away from a training session (or meeting) feeling as if the entire session could have been summarized in 10 minutes? We can help you avoid being the source 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

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

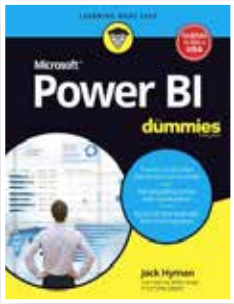
Large corporations like IBM and Oracle are using Excel dashboards and reports as a Business Intelligence tool, and many other smaller businesses are looking to these tools in order to cut costs for budgetary reasons. An effective analyst not only has to have the technical skills to use Excel in a productive 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.

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• 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.

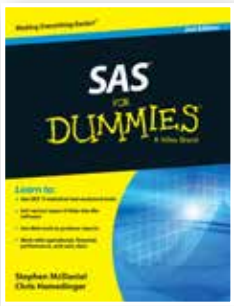
ABOUT THE BOOK

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

LANGUAGE



French For Dummies, 3ed

Zoe Erotopoulos

ABOUT THE AUTHOR

Zoe Erotopoulos (Norwalk, CT) holds an M.A., M.Phil, and Ph.D. in French and Romance Philology from Columbia University in New York City. She has also studied in Aix-en-Provence, at the Sorbonne and at the Ecole Normale Supérieure in Paris. Her teaching experience in French ranges from elementary to advance level courses including literature and theater. Dr. Erotopoulos has taught at a number of institutions including Columbia University, Reid Hall in Paris, and Trinity College in Hartford, Connecticut. For the past fifteen years, she has been teaching in the Department of Modern Languages and Literatures at Fairfield University in Fairfield, Connecticut. She's also written French For Dummies and more.

ABOUT THE BOOK

French For Dummies, 3rd Edition is your handy, all-encompassing resource to exploring one of the most-spoken languages in the world. Whether you're a beginner or touching up on your French skills for the classroom or for traveling, French For Dummies, 3rd Edition untangles any confusion with straightforward direction to ensure you'll be understanding the basics of French in no time. Know how to make small talk, pronounce French words correctly, use accents and conjugate accurately, and use this knowledge effectively when traveling to a French-speaking country with this essential resource to have at the ready.

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• Part 1: Getting Started with French • Chapter 1: The French You Already Know • Chapter 2: Laying the Foundation: Basic French Grammar • Chapter 3: Getting Started with Pronunciation and Basic Expressions • Chapter 4: Getting Your Numbers, Dates, and Times Straight • Chapter 5: Talking about Your Home, Family, and Daily Routine • Part 2: French in Action • Chapter 6: Getting to Know You: Making Small Talk • Chapter 7: Asking Directions and Finding Your Way • Chapter 8: Bon Appétit ! Dining Out and Going to the Market • Chapter 9: Shopping Made Easy • Chapter 10: Going Out on the Town • Chapter 11: Recreation and the Outdoors • Chapter 12: Taking Care of Business and Telecommunicating • Part 3: French on the Go • Chapter 13: Dealing with Money in a Foreign Land • Chapter 14: Planning a Trip • Chapter 15: Getting Around: Planes, Trains, Taxis, and More • Chapter 16: Finding a Place to Stay • Chapter 17: Handling Emergencies • Part 4: the Part of Tens • Chapter 18: Ten Ways to Pick Up French Quickly • Chapter 19: Ten Things Never to Say in French • Chapter 20: Ten Favorite French Expressions • Part 5: Appendixes

9789377061586 | Pages: 400 | ₹ 849



German for Dummies, 2ed | e

Paulina Christensen, Anne Fox, Wendy Foster

ABOUT THE AUTHOR

Wendy Foster is a language instructor and the author of Intermediate German For Dummies
Paulina Christensen, Ph.D. & Anne Fox are veteran language instructors.
First published in April 2000, German For Dummies is still among the top-selling books on conversational German. After taking a close look at our For Dummies language titles--asking how we can make them better than ever while keeping pace with the other books on the crowded language learning shelf--we learned that new.

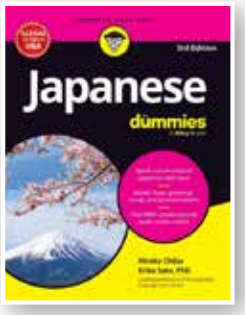
ABOUT THE BOOK

German For Dummies, 2nd Edition, includes major updates in addition to all the necessary foundational information the For Dummies reader needs in order to start speaking German, including expanded coverage of grammar, verb conjugations and pronunciations, a refreshed and expanded mini-dictionary complete with even more essential vocabulary, more useful exercises and practice opportunities, and much more.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started • Part II: German in Action • Part III: German on the Go • Part IV: The Part of Tens • Part V: Appendixes

9788126534647 | Pages: 380 | ₹ 479



Japanese For Dummies, 3ed

Hiroko M. Chiba, Eriko Sato

ABOUT THE AUTHOR

Eriko Sato, PhD (Stony Brook, NY) earned her PhD degree in Linguistics from the State University of New York at Stony Brook, and has been teaching Japanese language and directing the Japanese Teacher Certification Program there. She has authored multiple books in the Dummies Series including the first and second edition of Japanese For Dummies, Japanese Phrases For Dummies, and Japanese For Dummies, Audio Set, as well as many Japanese textbooks and teaching materials including Contemporary Japanese (Tuttle).

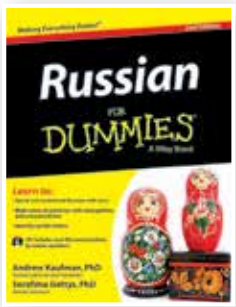
ABOUT THE BOOK

This title includes updates to all the necessary foundational information the Dummies reader needs in order to start speaking Japanese, including: Expanded coverage of grammar, verb conjugations, and pronunciations A refreshed and expanded mini-dictionary with even more essential vocabulary More useful exercises and practice opportunities

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9789370602649 | Pages: 416 | ₹ 799



Russian for Dummies, 2ed

Andrew Kaufman, Serafima Gettys

ABOUT THE AUTHOR

Andrew Kaufman has taught courses on Tolstoy, Checkhov, Russian language, literature and society.
Serafima Gettys is Director of the Foreign Language Program at Lewis University, where she also teaches Russian.

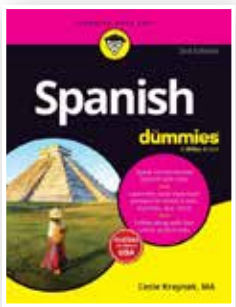
ABOUT THE BOOK

Russian For Dummies provides basic instruction to those seeking to grasp the basics of conversational Russian. Students, travelers and businesspeople with little or no language experience will gain a clearer understanding on how to communicate in Russian. This book is an excellent resource for students, tourists and businesspeople looking for an introduction to this popular and complex language. This updated edition offers new and improved content, more useful exercises and practice opportunities, all new content devoted to the Cyrillic alphabet and much more.

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• Introduction • Part I: Getting Started • Part II: Russian in Action • Part III: Russian on the Go • Part IV: The Part of Tens • Part V: Appendixes • Index

9788126547548 | Pages: 384 | ₹ 539



Spanish For Dummies, 3ed

Cecie Kraynak

ABOUT THE AUTHOR

Cecie Kraynak, MA (Crawfordsville, IN) has taught and tutored Spanish for more than 25 years. She studied at the University of the Americas in Cholula, Mexico and the Universidad Complutense in Madrid, Spain, earning her bachelor's degree in secondary education in 1980 and her master's degree in Spanish literature from Purdue University in 1983. Cecie has authored and co-authored several books, including Spanish Verbs For Dummies and Spanish

All-In-One For Dummies. She is currently teaching in the South Montgomery School District in New Market, Indiana and loves to travel to see new places and learn about different cultures.

ABOUT THE BOOK

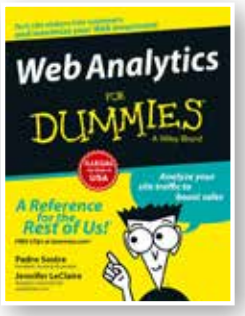
Spanish For Dummies, 3rd Edition helps you understand the basics of the Spanish language in a digestible manner. Not only does this useful guide start off with the basics of the Spanish language, it also provides practical tips for applying your understanding in real-world situations and conversations, including when traveling to a Spanish-speaking country. Understand the foundations of Latin American Spanish with ease with Spanish For Dummies, 3rd Edition!

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• Part 1: Getting Started • Chapter 1: Spanish in a Nutshell • Chapter 2: Warming Up with Spanish Grammar Basics • Chapter 3: Getting Started with Basic Expressions • Chapter 4: Getting Your Numbers, Times, and Measurements Straight • Chapter 5: Speaking Spanish at Home • Part 2: Spanish in Action • Chapter 6: Getting to Know You: Making Small Talk • Chapter 7: Asking for Directions • Chapter 8: Dining Out and Going to the Market • Chapter 9: Shopping Made Easy • Chapter 10: Going Out on the Town • Chapter 11: Taking Care of Business and Telecommunications • Chapter 12: Recreation and the Great Outdoors • Part 3: Spanish on the Go • Chapter 13: Planning a Trip • Chapter 14: Dealing with Money in a Foreign Land • Chapter 15: Getting Around: Planes, Trains, Taxis, and More • Chapter 16: Finding a Place to Stay • Chapter 17: Handling Emergencies • Part 4: The Part of Tens • Chapter 18: Ten Ways to Pick Up Spanish Quickly • Chapter 19: Ten Things Never to Say in Spanish • Chapter 20: Ten (or So) Common Spanish Expressions • Chapter 21: Ten Phrases That Make You Sound Fluent in Spanish • Part 5: Appendixes

9789377068356 | Pages: 384 | ₹ 849

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.

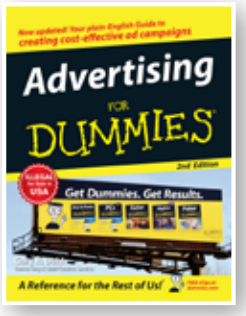
ABOUT THE BOOK

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



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



Microsoft Excel Sales Forecasting For Dummies, 2ed

Conrad Carlberg

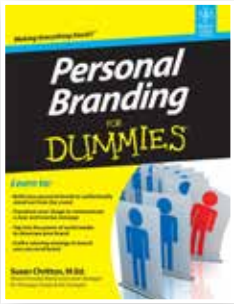
ABOUT THE AUTHOR

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



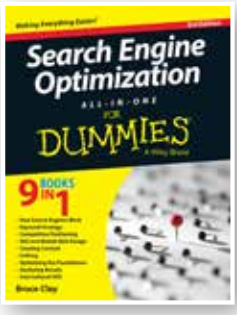
Personal Branding for Dummies

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.

9788126538737 | Pages: 360 | ₹ 749



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.""

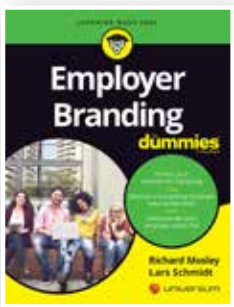
ABOUT THE BOOK

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.

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• Getting Started • Tizen Web APIs • Advanced Tizen

9788126558759 | Pages: 792 | ₹ 639



Employer Branding For Dummies

Richard Mosley, Lars Schmidt

ABOUT THE AUTHOR

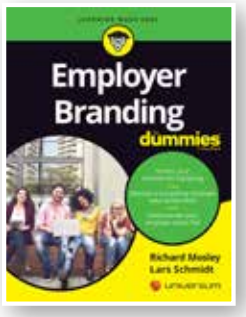
Universum is the world's leading employer branding research agency working with a large proportion of the Global Fortune 500 companies as well as a significant number of local/regional companies in 55+ countries.

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: 368 | ₹ 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



Customer Experience for Dummies | e

Roy Barnes, Bob Kelleher

ABOUT THE AUTHOR

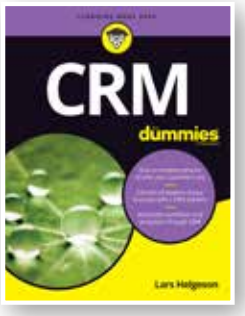
Roy Barnes is an acclaimed thought leader, keynote speaker, trainer and consultant. As President of Blue Space Customer Consulting, he travels worldwide to share his insights on customer

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.

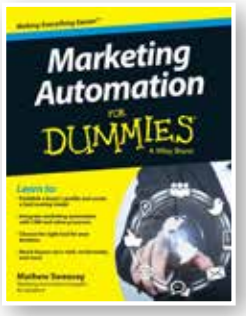
ABOUT THE BOOK

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



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.

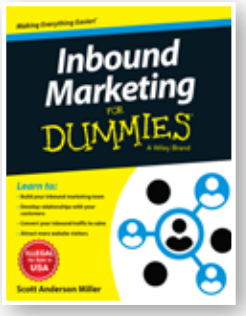
ABOUT THE BOOK

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

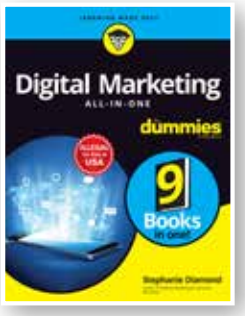
"Inbound Marketing For Dummies will help you survive in today's complex business climate by showing you how to increase brand awareness, cement your brand loyalty, engage with potential buyers in a more conversational, human way and attract new buyers to your site. You'll discover how to use your website, 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



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.

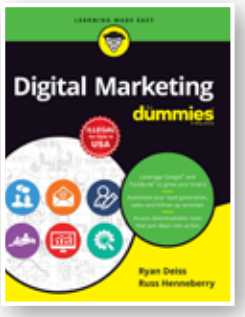
ABOUT THE BOOK

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 | ₹ 959



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.

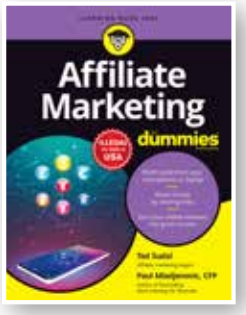
ABOUT THE BOOK

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.

TABLE OF CONTENTS

• 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



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

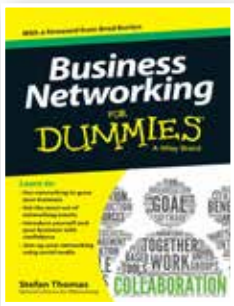
Nothing drives interest from customers more than giving them the chance to win. From old school sweepstakes and stamp collect-

ing 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



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.

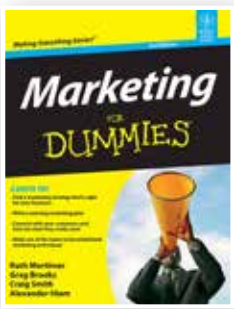
ABOUT THE BOOK

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.

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



Marketing for Dummies, 3ed

Ruth Mortimer, Greg Brooks, Craig Smith, Alexander Hiam

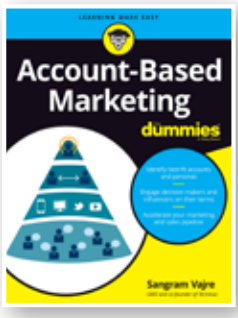
ABOUT THE BOOK

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



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.

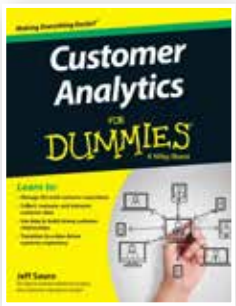
ABOUT THE BOOK

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



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.

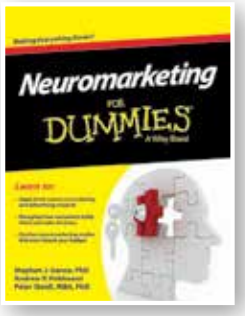
ABOUT THE BOOK

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



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.

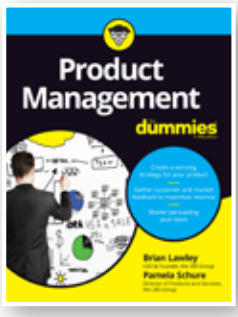
ABOUT THE BOOK

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

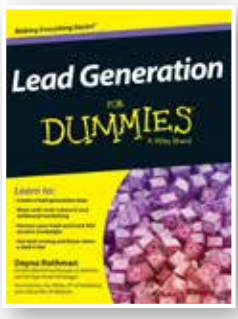
ABOUT THE AUTHOR

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



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.

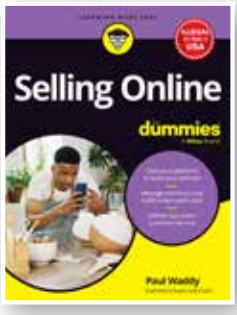
ABOUT THE BOOK

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



Selling Online For Dummies | e

Paul Waddy

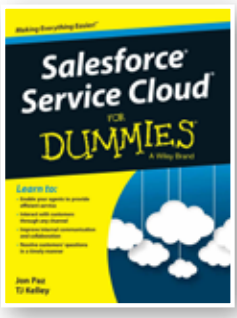
ABOUT THE AUTHOR

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

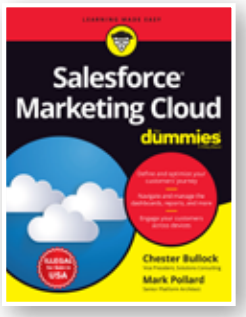
Jon Paz has worked with enterprise clients to deliver world-class solutions to perplexing business challenges. After working with various clients and industries to implement Service Cloud, Jon has witnessed the transformative value of the product and evangelizes the need for it across verticals.

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

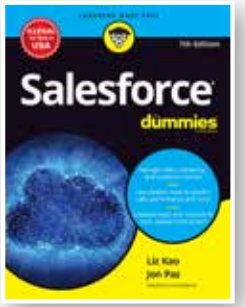
Chester Bullock has been involved in Digital Marketing since the mid-1990's, when he built the first website for Copper Mountain Ski Resort in Colorado. A graduate of Embry-Riddle Aeronautical University, he was doing social media well before it had a name (anyone remember USENET?). He has been focused 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

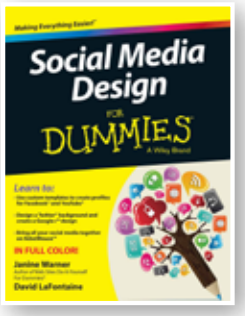
Liz Kao (San Francisco, CA) has played both in-house and consultant roles at salesforce.com. As a salesforce.com consultant and a member of salesforce.com's Professional Services team, Liz implemented dozens of CRM solutions for companies of all sizes across a variety of industries.

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. 0

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.

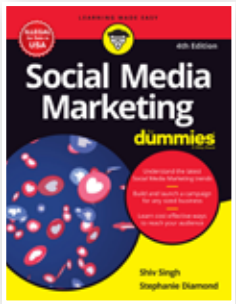
ABOUT THE BOOK

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 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 | ₹ 799



Marketing to Millennials For Dummies

Corey Padveen

ABOUT THE AUTHOR

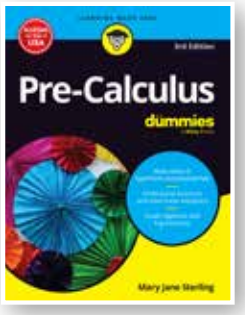
Corey Padveen is a globally-recognized leader in the field of marketing economics and data. He is the principal theorist behind the concepts of Social Equity and ResponsiveBranding, and has presented his findings, research and insights to audiences on three continents. Corey is Google AdWords and Analytics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

MATHEMATICS / STATISTICS



Pre-Calculus For Dummies, 3ed | e

Mary Jane Sterling

ABOUT THE AUTHOR

Mary Jane Sterling aught algebra, business calculus, geometry, and finite mathematics at Bradley University in Peoria, Illinois for more than 30 years. She is the author of several For Dummies books, including Algebra Workbook For Dummies, Algebra II For Dummies, and Algebra II Workbook For Dummies.

ABOUT THE BOOK

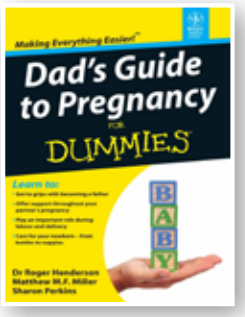
Pre-Calculus For Dummies is an invaluable resource for students enrolled in pre-calculus courses. By presenting the essential topics in a clear and concise manner, the book helps students improve their understanding of pre-calculus and become prepared for upper level math courses.

TABLE OF CONTENTS

• Getting Started with Pre-Calculus • The Essentials of Trigonometry • Analytic Geometry and System Solving • The Part of Tens

9789363866485 | Pages: 416 | ₹ 959

MEDICAL SCIENCE



Dad's Guide to Pregnancy for Dummies

Dr Roger Henderson, Matthew M.F. Miller, Sharon Perkins

ABOUT THE AUTHOR

Dr Roger Henderson has been a practicing GP for more than 20 years. In addition to his practice, Roger is the author of Stress Beaters: 100 Proven Ways to Manage Stress; 100 Ways to Live to 100, and the Over 50 Men's Health Check. He has a regular health column with The Sunday Times and has appeared as a medical advisor on the BBC2 series Supersizers Eat.

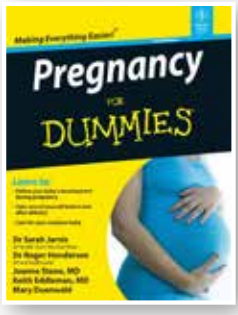
ABOUT THE BOOK

Dad's Guide to Pregnancy For Dummies is packed with practical, straightforward information for fathers-to-be, covering all of the logistical, physical and emotional aspects of pregnancy from a dad's unique point of view. When it comes to pregnancy, dads' roles have changed so much in the past few decades that expectant fathers don't always know where to turn to for guidance and advice on this milestone event. Now they do!

TABLE OF CONTENTS

• Introduction • Part I: So You Want to Be a Dad . . . • Part II: Great Expectations: Nine Months and Counting • Part III: Game Time! Labour, Delivery and Baby's Homecoming • Part IV: A Dad's Guide to Worrying • Part V: The Part of Tens

9788126535873 | Pages: 332 | ₹ 379



Pregnancy for Dummies, 2ed

Dr. Sarah Jarvis, Dr. Roger Henderson, Joanne Stone, Keith Eddleman, Mary Duenwald

ABOUT THE AUTHOR

Dr Roger Henderson has been a practicing GP for more than 20 years. In addition to his practice, Roger is the author of Stress Beaters: 100 Proven Ways to Manage Stress; 100 Ways to Live to 100, and the Over 50 Men's Health Check. He has a regular health column with The Sunday Times and has appeared as a medical advisor on the BBC2 series Supersizers Eat.

Dr Sarah Jarvis is a full time GP and ITN's Lunchtime News medical expert. Sarah takes part in regular interviews for BBC1, BBC2, Channel 4, Channel 5, Sky and various radio stations. She has written articles for Today newspaper, Doctor magazine, was the Good HouseKeeping doctor and the co-author of A Younger Woman's diagnose-it-yourself Guide to Health. Sarah is also the author of the bestselling Diabetes For Dummies. Sarah is based in London, England.

ABOUT THE BOOK

Having a baby is one of the most exciting times for a parent. Each pregnancy is different from the last. Both new and seasoned parents alike have questions and concerns over the course of the nine-month adventure. Pregnancy For Dummies, 2nd Edition will offer comfort and reassurance while serving as a guide to what mother and baby experience before, during, and just after birth.

TABLE OF CONTENTS

• Introduction • Part I: The Game Plan • Part II: Pregnancy: A Drama in Three Acts • Part III: The Big Event: Labour, Delivery and Recovery • Part IV: Special Concerns • Part V: The Part of Tens • Appendix: The Pregnant Man: Having a Baby from a Dad's Perspective • Index

9788126535880 | Pages: 372 | ₹ 379

SOFTWARE DEVELOPMENT



Android App Development for Dummies, 3ed | e

Michael Burton

ABOUT THE AUTHOR

Michael Burton is the Engineering Manager for Android at Groupon and the creator of the popular RoboGuise programming framework for Android that is used by thousands of apps and hundreds of millions of users. Michael is the author for the Groupon, Digg, TripIt and OpenTable Android apps. Michael is in the top 10% of contributors for the Android and Java tags on Stackoverflow.

ABOUT THE BOOK

If you have ambitions to build an Android app, this hands-on guide

gives you everything you need to dig into the development process and turn your great idea into a reality! In this new edition of Android App Development For Dummies, you'll find easy-to-follow access to the latest programming techniques that take advantage of the new features of the Android operating system. Plus, two programs are provided: a simple program to get you started and an intermediate program that uses more advanced aspects of the Android platform.

TABLE OF CONTENTS

• Getting Started with Your First Android Application • Building and Publishing Your First Application • Creating a Feature-Rich Application • Android Is More than Phones • The Part of Tens

9788126557868 | Pages: 440 | ₹ 899



iOS App Development for Dummies

Jesse Feiler

ABOUT THE AUTHOR

Jesse Feiler is a developer, consultant and author specializing in Apple technologies. He is the creator of Minutes Machine for iPad, the meeting management app and Saranac River Trail --both available in Apple's App Store. He is heard regularly on WAMC Public Radio for the Northeast's The Roundtable.
Neal Goldstein is a recognized leader in making state of the art and cutting edge technologies practical for

ABOUT THE BOOK

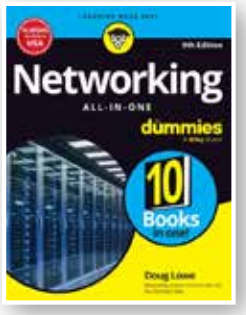
Creating a killer universal iPhone and iPad application by creating a great user experience, becoming an Apple developer, downloading the iPad SDK, provisioning the iPhone and iPad, understanding how iPhone and iPad applications run and the differences between them and going through the development of two applications step-by-step as a way to understand nib files, views, view controllers, interface objects, gesture recognizers and much, much more!

TABLE OF CONTENTS

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9788126550548 | Pages: 576 | ₹ 579

NETWORKING



Networking All-in-One For Dummies, 9ed

Doug Lowe

ABOUT THE AUTHOR

Doug Lowe (Fresno, CA) is the information technology director for a civil engineering firm in Clovis, CA. He has been managing networks at publishing companies and non-profits for over 20 years and is the bestselling author of Networking For Dummies and Networking All-in-One Desk Reference For Dummies. His 50+ technology books include over 30 in the Dummies series. He has demystified everything from memory management to client/server computing.

ABOUT THE BOOK

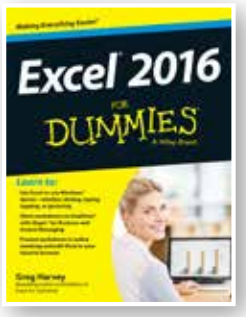
Networking All-in-One For Dummies, 9th Edition serves as the perfect beginner's guide as well as the professional's ideal reference book. Whether you're in charge of a small network or a large network, Networking All-in-One contains every bit of information that is necessary to set up a network and keep it functioning. Minibooks cover essential, up to date information for networking in systems such as Windows 10 and Linux, as well as best practices for security, mobile networking, and much more.

TABLE OF CONTENTS

• Book 1: Getting Started with Networking • Book 2: Understanding Network Protocols • Book 3: Planning a Network • Book 4: Implementing a Network • Book 5: Implementing Virtualization • Book 6: Implementing Windows Server 2025 • Book 7: Administering Microsoft 365 • Book 8: Implementing Linux • Book 9: Managing a Network • Book 10: Dealing with Cybersecurity

9789377063658 | Pages: 960 | ₹ 1599

OFFICE PRODUCTIVITY



Excel 2016 for Dummies

Greg Harvey

ABOUT THE AUTHOR

Greg Harvey is the president of Mind Over Media, Inc. Greg wrote his first computer book more than twenty years ago and since that time, he has amassed a long list of best-selling titles including Excel For Dummies (all editions), Excel All-In-One For Dummies (all editions), Excel Workbook For Dummies (all editions) and many more. Greg has extensive training and teaching experience and in addition to being the author of numerous books Greg is a certified secondary education teacher.

ABOUT THE BOOK

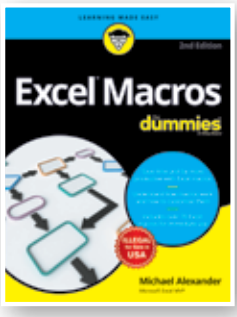
The book covers everything you need to know to perform the task at hand. Includes information on creating and editing worksheets, formatting cells, entering formulas, creating and editing charts, inserting graphs, designing database forms, adding database

records, using seek-and-find options, printing, adding hyperlinks to worksheets, saving worksheets as web pages, adding existing worksheet data to an existing webpage and sending worksheets via e-mail.

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9788126558964 | Pages: 440 | ₹ 849



Excel Macros For Dummies, 2ed | e

Michael Alexander

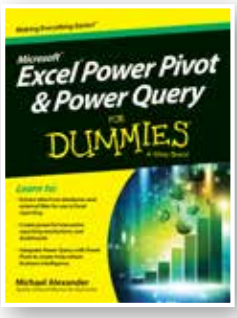
ABOUT THE AUTHOR

Michael Alexander is a Microsoft Certified Application Developer (MCAD) who has been named a Microsoft MVP for his ongoing contributions to the Excel community. He has more than 15 years of experience in consulting and developing Office solutions, and shares basic Access and Excel tips on his free tutorial site

ABOUT THE BOOK

Looking for ready-made Excel macros that will streamline your workflow? Look no further! Excel Macros For Dummies, 2nd Edition helps you save time, automate, and be more productive–even with no programming experience at all. Each chapter offers macros you can implement right away, with practical exercises that extend your knowledge and help you understand the mechanics at work. You'll find over 70 of the most effective Excel macros for solving common problems and explanations of why and where to use each one–plus invaluable guidance and step-by-step instruction for applying them effectively.

9788126575282 | Pages: 320 | ₹ 639



Microsoft Excel Power Pivot & Power Query For Dummies

Michael Alexander

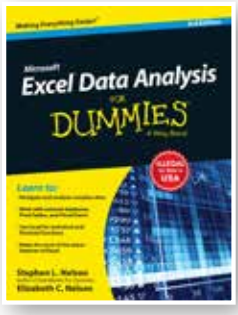
ABOUT THE AUTHOR

Michael Alexander is a Microsoft Certified Application Developer (MCAD) and author of more than a dozen books on advanced business analysis with Microsoft Access and Excel. He has more than 16 years' experience consulting and developing Office solutions. Michael has been named a Microsoft MVP for his ongoing contributions to the Excel community. He has written many other Excel books for Wiley, including Excel Macros For Dummies and Excel Dashboards & Reports For Dummies.

ABOUT THE BOOK

Want to familiarize yourself with the rich set of Microsoft Excel tools and reporting capabilities available from PowerPivot and Power Query? Look no further! Excel PowerPivot & Power Query For Dummies shows you how this powerful new set of tools can be leveraged to more effectively source and incorporate 'big data' Business Intelligence and Dashboard reports. You'll discover how PowerPivot and Power Query not only allow you to save time and simplify your processes, but also enable you to substantially enhance your data analysis and reporting capabilities.

9788126562305 | Pages: 288 | ₹ 879



Microsoft Excel Data Analysis For Dummies, 3ed | e

Stephen L. Nelson, E. C. Nelson

ABOUT THE AUTHOR

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).

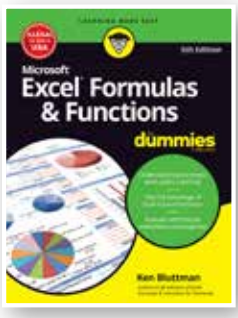
ABOUT THE BOOK

Data collection, management and analysis is the key to making effective business decisions, and if you are like most people, you probably don't take full advantage of Excel's data analysis tools. With Excel Data Analysis For Dummies, 3rd Edition, you'll learn how to leverage Microsoft Excel to take your data analysis to new heights by uncovering what is behind all of those mind-numbing numbers. The beauty of Excel lies in its functionality as a powerful data analysis tool. This easy-to-read guide will show you how to use Excel in conjunction with external databases, how to fully leverage PivotTables and PivotCharts, tips and tricks for using Excel's statistical and financial functions, how to visually present your data so it makes sense, and information about the fancier, more advanced tools for those who have mastered the basics!

TABLE OF CONTENTS

• Getting Started with Data Analysis • PivotTables and Pivot Charts • Advanced Tools • The Part of Tens

9788126573455 | Pages: 392 | ₹ 849



Microsoft Excel Formulas & Functions For Dummies, 5ed | e

Ken Bluttman

ABOUT THE AUTHOR

Ken Bluttman (Katonah, NY) has been working as a software developer for 25 years. He specializes in VB/VBA based applications, often with an emphasis on Microsoft Office. Ken has written articles on various computing topics including Office/VBA development, XML, SQL Server, and InfoPath, and several books, including Excel Formulas and Functions For Dummies and Excel Charts For Dummies

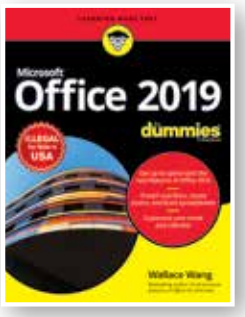
ABOUT THE BOOK

There are more than 400 built-in functions in Excel X, from AGGREGATE to Z.TEST. The question is which ones will make my work easier? How and why should I use a particular function in my formulas? Excel Formulas and Functions For Dummies, 5th Edition is a thorough but easy-to-read coverage of powerful Excel functions. This book gives detailed step-by-step instruction on Excel's 150 most useful functions. The use of each function will be illustrated by helpful, real-world examples showing how a function is used within a formula. Another 85 specialized functions will be described in abbreviated form.

TABLE OF CONTENTS

• Getting Started with Formulas and Functions • Doing the Math • Solving with Statistics • Dancing with Data • The Part of Tens

9789390466733 | Pages: 412 | ₹ 889



Microsoft Office 2019 For Dummies | e

Wallace Wang

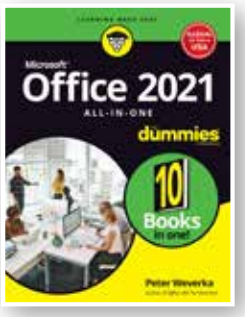
ABOUT THE AUTHOR

Wallace Wang is a best-selling author with more than 3 million For Dummies books in print. He has written more than 50 computer books, and his recent titles include Office 2016 For Dummies and Beginning Programming All-in-One For Dummies. Wally has been involved in computers, stand-up comedy, teaching, writing, and game designing for most of his life.

ABOUT THE BOOK

Microsoft Office basics including typing and formatting text in Word, designing your Word documents, navigating an Excel spreadsheet, editing a spreadsheet, creating formulas, charting and analyzing data, creating a PowerPoint presentation, adding color, pictures, and sound to a presentation, preparing your presentation for an audience, configuring e-mail with Outlook, storing contacts and organizing tasks, scheduling your time and setting appointments, designing an Access database, editing and modifying a database, searching, sorting, and querying a database, creating a database report, and more. Information is presented in the straightforward but fun language that has defined the Dummies series for more than twenty years.

9788126578559 | Pages: 436 | ₹ 849



Microsoft Office 2021 All-in-One For Dummies | e

Peter Weverka

ABOUT THE AUTHOR

Peter Weverka may be the last person living in San Francisco city limits who didn't found a huge tech company. Instead, he is a long-time Dummies technology author who's written some of the series top-selling titles of all time. His Office 365 All-in-One For Dummies took over the spot as top selling Office book shortly after publication and hasn't relenquished it since. He's also authored standalone books on Office 2019, PowerPoint, OneNote, Word, and Quicken and has done this work long enough to have written books on defunct software products like Microsoft Money and Microsoft FrontPage.

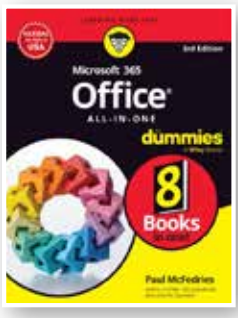
ABOUT THE BOOK

Every Office user has days where they just need to know how to format something in Word or use the right Excel function or figure out how to set up a meeting on Teams. Office 2021 All-in-One For Dummies serves up quick and simple answers to those questions along with the hundreds of other tasks you're expected to know how to do in Office. Filled with mini books to cover the key Office 2021 applications, this updated edition offers guidance on the core Office applications as well as the tools that make collaborating with remote colleagues a cinch. Whether you're new to Office or just need a refresher for the newest updates, this book answers your questions.

TABLE OF CONTENTS

• Common Microsoft Office Tasks • Word 2021 • Excel 2021 • PowerPoint 2021 • Outlook 2021 • Access 2021 • Publisher 2021 • Working with Charts and Graphics • Office 2021: One Step Beyond • File Sharing and Collaborating

9789357460439 | Pages: 804 | ₹ 959



Microsoft 365 Office All-in-One For Dummies, 3ed

Paul McFedries, Peter Weverka

ABOUT THE AUTHOR

Paul McFedries (Toronto, Canada) is a long-time technical author with more than 100 published titles. His For Dummies work includes HTML, CSS, & JavaScript All-in-One For Dummies, Web Coding & Development All-in-One For Dummies, and Excel Data Analysis For Dummies.

Peter Weverka (San Francisco, CA) was the author of previous editions of the book.

ABOUT THE BOOK

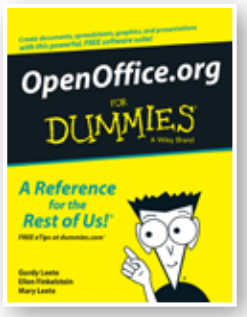
Whether utilizing Office for your personal or professional endeavors, Office 365 All-in-One For Dummies, 3rd Edition is your all-encompassing resource to help you use Word to draft content, use Teams productively, create an Outlook system that helps you organize and clean out your inbox, use the new Copilot artificial intelligence feature to help you save time and energy, and more. With this useful resource, you'll have the latest on Word, Excel, PowerPoint, Outlook, Access, Teams--with quick, to-the-point answers on any issues or questions you run into.

TABLE OF CONTENTS

• Book 1: Common Office Tasks • Chapter 1: Getting Your Bearings • Chapter 2: Populating Documents with Text • Chapter 3: Becoming Enviously Efficient • Chapter 4: Making Office 365 Your Own • Chapter 5: Handling Graphics and Photos • Book 2: Word 365 • Chapter 1: Getting Up to Speed with Word • Chapter 2: Laying Out Pages Just So • Chapter 3: Making Looking Good Look Easy: Styles • Chapter 4: Building a Table with Your Bare Hands • Chapter 5: Polishing Your Prose • Chapter 6: Designing Fancy-Schmancy

Documents • Chapter 7: Printing Envelopes and Labels • Chapter 8: Advanced (But Useful) Document Design • Chapter 9: Writing and Editing with Copilot at Your Side • Book 3: Excel 365 • Chapter 1: Excel: The 50-Cent Tour • Chapter 2: Sprucing Up a Worksheet • Chapter 3: Fiddling with Your Worksheets • Chapter 4: Taming Your Worksheets • Chapter 5: Building Basic Formulas • Chapter 6: Analyzing Data • Chapter 7: Visualizing Data with Charts • Chapter 8: Automating Excel with Copilot • Book 4: PowerPoint 365 • Chapter 1: Putting Together a PowerPoint Presentation • Chapter 2: Formatting Slides • Chapter 3: Creating Dynamic Presentations • Chapter 4: Delivering a Presentation • Book 5: Outlook 365 • Chapter 1: Sending and Receiving Email • Chapter 2: Managing Your Contacts • Chapter 3: Keeping Track of Appointments • Book 6: Access 365 • Chapter 1: Forging Databases and Tables • Chapter 2: Entering, Sorting, and Filtering Data • Chapter 3: Querying Data • Book 7: Microsoft Teams • Chapter 1: Getting around in Teams • Chapter 2: Getting Up to Speed with Teams and Channels • Chapter 3: Chin-wagging with Channels and Chats • Chapter 4: Fiddling with Files in Teams • Chapter 5: Getting Together for Online Meetings • Book 8: File Sharing and Collaborating • Chapter 1: Sharing Files • Chapter 2: Making the Most of OneDrive • Chapter 3: Collaborating in SharePoint • Chapter 4: Collaborating on Documents

9789377064990 | Pages: 928 | ₹ 1499



OpenOffice.org For Dummies

Gurdy Leete, Ellen Finkelstein, Mary Leete

ABOUT THE AUTHOR

Gurdy Leete has been a computer animator, animation software engineer, and teacher of computer animation since 1981. He teaches Flash and other programs. He has been using Open Source software for years, including OpenOffice.org. Mr. Leete is the co-author of a plug-in for The GIMP, an open source image editor.

Ellen Finkelstein has written numerous best-selling computer books on AutoCAD, Word, PowerPoint, and Flash and provides training on these programs. She is an avid user of OpenOffice.org and maintains her own Web site at www.ellenfinkelstein.com.

Mary Leete (Fairfield, IA) was a contributing author to 50 Fast Flash MX Techniques and used OpenOffice.org extensively to design and build her new log home.

ABOUT THE BOOK

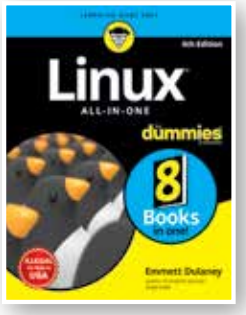
OpenOffice.org For Dummies shows Linux and Windows users how to use the OpenOffice (OO) desktop productivity suite in the For Dummies friendly, easy-to-understand style. This book explains how to download, install, and set up both the Linux and Windows versions of OO. The book is organized by the four key desktop applications provided in the OO suite: Writer (word processing product), Calc (spreadsheet product), Impress (presentation product), and Draw (graphics product). Each part focuses on one of the applications and explains how to use it and work with it on the Web.

TABLE OF CONTENTS

• Introducing OpenOffice.org. • Using Writer -- The Word Processor. • Using Calc -- The Spreadsheet. • Using Impress -- The Presentation Package. • Using Draw: The Graphics Program. • The Part of Tens.

9788126569991 | Pages: 388 | ₹ 479

OPERATING SYSTEMS



Linux All-In-One For Dummies, 6ed | e

Emmett Dulaney

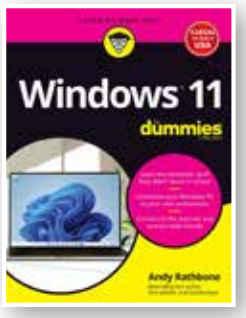
ABOUT THE AUTHOR

Emmett Dulaney is the author or coauthor of numerous books across the board on operating systems and certifications, including The CompTIA Security+ Study Guide, The CompTIA A+ Complete Study Guide, and the CompTIA Network+ Exam Cram. While he is a professor at a small university in Indiana you can also find him writing columns for Certification Magazine as well as contributing to several others.

ABOUT THE BOOK

This new edition of Linux All-in-One For Dummies has a unique focus on Ubuntu, while still including coverage of Debian, Red Hat, SuSE, and others. The market is looking for administrators, and part of the qualifications needed for job openings is the authentication of skills by vendor-neutral third parties (CompTIA/Linux Professional Institute)—and that's something other books out there don't address.

9788126577637 | Pages: 564 | ₹ 909



Windows 11 For Dummies | e

Andy Rathbone

ABOUT THE AUTHOR

Andy Rathbone probably didn't think ""someday I'm going to be the world's all-time best-selling tech how-to book author"" when he was finishing his comparative literature degree. A stint writing for computer magazines led to him writing Windows For Dummies, published in October 1992. Since then the book has seen 18 editions published and sold millions of copies. When not helping people find the Start button, Andy enjoys bird watching and playing ukulele.

ABOUT THE BOOK

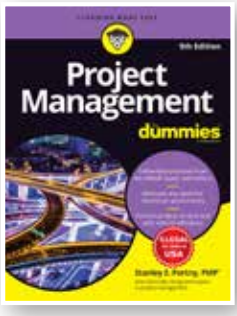
Windows 11 arrives with the promise of being the fastest, most secure, and most flexible of the operating system yet. That doesn't mean it's always easy to make your computer work faster, more securely, and more flexible. This book offers help for those moments when you ask yourself "what the heck is my computer doing?" You'll find guidance on how to get around the newly updated Windows 11 interface, how to use new Windows tools like Teams and widgets, and even how to bring Android apps on board your device to simplify your processes.

TABLE OF CONTENTS

• Windows 11 Stuff Everybody Thinks you Already Know • Working with Programs, Apps, and Files • Getting Things Done on the Internet • Customizing and Upgrading Windows 11 • Music, Photos, and Videos • help! • The Part of Tens

9789357460460 | Pages: 468 | ₹ 949

OPERATIONS



Project Management For Dummies, 5ed

Stanley E. Portny

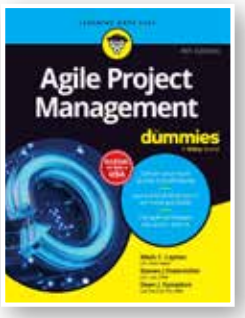
ABOUT THE AUTHOR

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

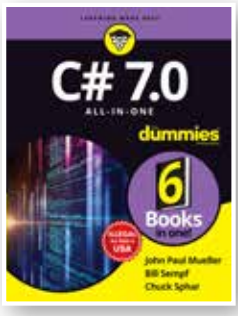
Agile project management is a fast and flexible approach to managing all projects, not just software development. By learning the principles and techniques in this book, you will be able to create a product roadmap, schedule projects, and prepare for product launches with the ease of agile software developers. 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

PROGRAMMING



C# 7.0 All-in-One For Dummies | e

John Paul Mueller, Bill Sempf, Chuck Sphar

ABOUT THE AUTHOR

John Paul Mueller is a prolific writer with a focus on programming topics. He's closing in on 100 books authored and over 300 articles published, including books on Python, Java, HTML, CSS, and JavaScript. He makes his home in rural Wisconsin, about an hour north of Madison. Bill Sempf and Chuck Sphar were co-authors of previous editions of this book.

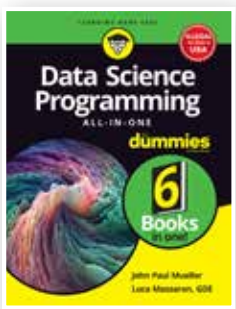
ABOUT THE BOOK

C# know-how is a must if you want to be a professional Microsoft developer. It's also good to know a little C# if you're building tools for the web, mobile apps, or other development tasks. This reference offers a deep dive into C# for coders still learning the nuances of the valuable programming language. Pop it open to get an intro into coding with C#, how to design secure apps and databases, and even pointers on building web and mobile apps with C#.

TABLE OF CONTENTS

• The Basics of C# Programming. • Object-Oriented C# Programming • Designing for C#. • A Tour of Visual Studio. • Windows Development with WPF. • Web Development with ASP.NET.

9788126574742 | Pages: 868 | ₹ 849



Data Science Programming All-in-One for Dummies | e

John Paul Mueller, Luca Massaron

ABOUT THE AUTHOR

John Mueller is a freelance author and technical editor. He has writing in his blood, having produced 99 books and more than 600 articles to date. The topics range from networking to home security and from database management to

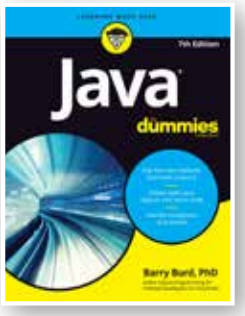
heads-down programming. During his time at Cubic Corporation, John was exposed to reliability engineering and has had a continued interest in probability ever since. Be sure to read John's blog at http://blog.johnmuellerbooks.com/.

Luca Massaron is a data scientist specialized in organizing and interpreting big data and transforming it into smart data by means of the simplest and most effective data mining and machine learning techniques. Because of his job as a quantitative marketing consultant and marketing researcher, he has been involved in quantitative data since 2000 with different clients and in various industries. Luca was able to quickly rank among the top 10 Kaggle data scientists.

ABOUT THE BOOK

Most of the books on the market are written for the science professional and often limit their audience to a reader specializing in data science, AI, or computer science. These books focus on people who already have the coding knowledge to write applications, the math background to work with algorithms, and the data management background to interact with data sources successfully. This book addresses their needs by providing simple techniques to access data, manipulate it using clearly described algorithms, and interacting with it using code written in one of three languages. The result is a book that has a broad audience of people who need this resource.

9789388991209 | Pages: 780 | ₹ 1059



Java For Dummies, 7ed

Barry Burd

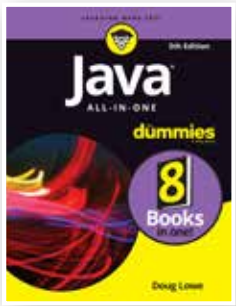
ABOUT THE AUTHOR

Dr. Barry Burd has a M.S. in CS from Rutgers University, and a Ph.D. in Math from the University of Illinois. Barry is the author of all editions of Java For Dummies, Beginning Programming with Java For Dummies, Ruby on Rails For Dummies and Android Application Development All-in-One For Dummies. Barry is a CS professor at Drew University where he has been named to Drew's ""List of Teachers Ranked as Excellent by Students"" five times. Barry writes frequently for several online publications including JavaBoutique.com and he was just recently invited to write the cover article for the premier issue of BZ Media's ""Eclipse Review"" magazine.

ABOUT THE BOOK

Java For Dummies remains the straightforward reference on Java, covering object-oriented programming basics with Java, code reuse, and the essentials of creating a Java program. The book helps readers create basic Java objects as well as figure out when they can reuse existing code. This edition is updated to cover the changes with the newest version of Java including enhanced multimedia capabilities, updates for Android and cloud coverage and new programming features such as closures, new libraries, new tools, parallel frameworks and more.

9788126568147 | Pages: 512 | ₹ 749



Java All-in-One For Dummies, 5ed

Doug Lowe

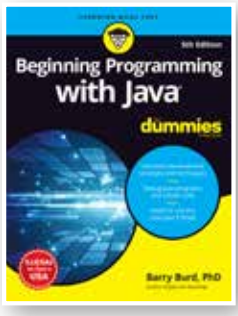
ABOUT THE AUTHOR

Doug Lowe is skilled at simplifying complex tech topics. His Networking For Dummies and Networking All-in-One For Dummies have been helping would-be and pro networking engineers learn their craft and get through tough spots for years. He's helped over 65,000 programmers get a better grasp on Java skills over four editions of Java All-in-One For Dummies. When not writing, Doug is a one-man IT department for an engineering consulting firm in California's Central Valley.

ABOUT THE BOOK

"If you've always wanted to program with Java but didn't know where to start, this will be the java-stained reference you'll turn to again and again. Fully updated for the JDK 9, this deep reference on the world's most popular programming language is the perfect starting point for building things with Java—and an invaluable ongoing reference as you continue to deepen your knowledge. Clocking in at over 900 pages, Java All-in-One For Dummies takes the intimidation out of learning Java and offers clear, step-by-step guidance on how to download and install Java tools; work with variables, numbers, expressions, statements, loops, methods, and exceptions; create applets, servlets, and JavaServer pages; handle and organize data; and so much more.

9788126569151 | Pages: 964 | ₹ 749



Beginning Programming with Java For Dummies, 5ed

Barry A. Burd

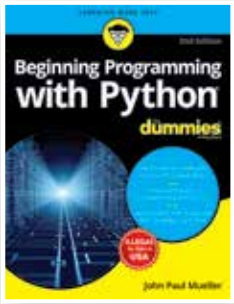
ABOUT THE AUTHOR

Dr. Barry Burd has a M.S. in CS from Rutgers University, and a Ph.D. in Math from the University of Illinois. Barry is the author of all editions of Java For Dummies, Beginning Programming with Java For Dummies, Ruby on Rails For Dummies, and Android Application Development All-in-One For Dummies. Barry is a CS professor at Drew University where he has been named to Drew's ""List of Teachers Ranked as Excellent by Students"" five times. Barry writes frequently for several online publications including JavaBoutique.com and BZ Media's ""Eclipse Review"" magazine.

ABOUT THE BOOK

Are you new to programming and have decided that Java is your language of choice? Are you a wanna-be programmer looking to learn the hottest lingo around? Look no further! Beginning Programming with Java For Dummies, 5th Edition is the easy-to-follow guide you'll want to keep in your back pocket as you work your way toward Java mastery! In plain English, it quickly and easily shows you what goes into creating a program, how to put the pieces together, ways to deal with standard programming challenges, and so much more.

9788126570867 | Pages: 552 | ₹ 799



Beginning Programming with Python For Dummies, 2ed | e

John Paul Mueller

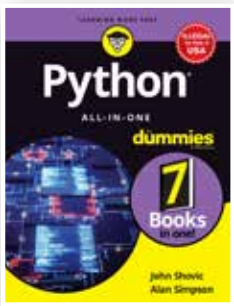
ABOUT THE AUTHOR

John Paul Mueller is a freelance author and technical editor with more than 107 books and 600 articles to his credit. His subjects range from networking and artificial intelligence to database management and heads-down programming. He also consults and writes certification exams.

ABOUT THE BOOK

Python is a remarkably powerful and dynamic programming language that's used in a wide variety of application domains. Some of its key distinguishing features include a very clear, readable syntax, strong introspection capabilities, intuitive object orientation, and natural expression of procedural code. Plus, Python features full modularity, supporting hierarchical packages, exception-based error handling, and modules easily written in C, C++, Java, R, or .NET languages, such as C#. In addition, Python supports a number of coding styles that include: functional, imperative, object-oriented, and procedural.

9788126575251 | Pages: 416 | ₹ 799



Python All-in-One For Dummies | e

John Shovic, Alan Simpson

ABOUT THE AUTHOR

John Shovic (Coeur d'Alene, ID) is a computer science faculty member at the University of Idaho. He is also author of Raspberry Pi IoT Projects (APress). Alan Simpson (metro Philadelphia, PA) is a web development professional and prolific tech author with over 100 publications to his credit.

ABOUT THE BOOK

There's almost no type of project that Python can't make better. From creating apps to building complex web sites to sorting big data, Python provides a way to get the work done. Python All-in-One For Dummies offers a starting point for those new to coding by explaining the basics of Python. Experienced coders looking for more than the basics can also find how Python can be applied to projects in the enterprise, including data analysis and other major undertakings.

9789388991216 | Pages: 840 | ₹ 1249



Python Essentials For Dummies | e

John C. Shovic, Alan Simpson

ABOUT THE AUTHOR

John C. Shovic, PhD, is a computer science faculty member specializing in robotics and artificial intelligence at the University of Idaho.

Alan Simpson is a web development professional and prolific tech author with more than 100 publications to his credit.

ABOUT THE BOOK

"The no-nonsense way to get started coding in the Python programming language

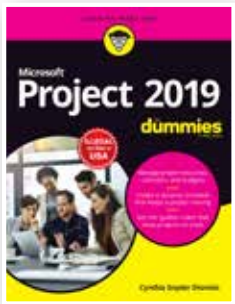
Python Essentials For Dummies is a quick reference to all the core concepts in Python, the multifaceted general-purpose language used for everything from building websites to creating apps. This book gets right to the point, with no excess review, wordy explanations, or fluff, making it perfect as a desk reference on the job or as a brush-up as you expand your skills in related areas. Focusing on just the essential topics you need to know to brush up or level up your Python skill, this is the reliable little book you can always turn to for answers.

TABLE OF CONTENTS

• Starting with Python • Using Interactive Mode, Getting Help, and Writing Apps • Python Elements and Syntax • Building Your First Python Application • Working with Numbers, Text, and Dates • Controlling the Action • Speeding Along with Lists and Tuples • Wrangling Bigger Chunks of Code • Sidestepping Errors • Working with External Files • Juggling JSON Data • Interacting with the Internet • Libraries, Packages, and Modules • The Ten Most Essential Aspects of Python

9789363868618 | Pages: 192 | (Exclusive)

PROJECT MANAGEMENT



Microsoft Project 2019 For Dummies | e

Cynthia Snyder Dionisio

ABOUT THE AUTHOR

Cynthia Snyder Dionisio is a project management consultant, trainer, and author with a dozen books to her credit. She leads the team that creates the PMBOK Guide, the guidebook that outlines the project management standards and frameworks advocated by the Project Management Institute.

ABOUT THE BOOK

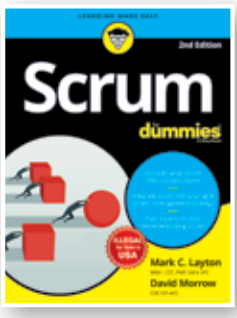
Microsoft Project can be a godsend for project managers. The powerful software helps both full-time project managers and those who manage projects as one of many job functions keep projects on track. Microsoft Project 2019 For Dummies offers some assistance

with this valuable software assistant. Written by a project management pro, the book helps you figure out the nuts and bolts of the software while providing valuable project management insight that keeps tasks on schedule and projects under budget.

TABLE OF CONTENTS

• Getting Started with Project 2019 • Managing Resources • Before You Baseline • Staying on Track • The Part of Tens

9788126523207 | Pages: 364 | ₹ 749



Scrum For Dummies, 2ed | e

Mark C. Layton, David Morrow

ABOUT THE AUTHOR

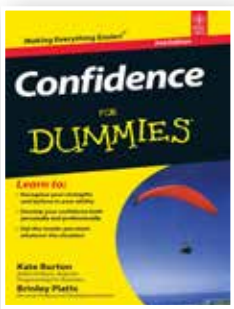
Mark C. Layton is an organizational strategist and PMI certification instructor with over 20 years of experience in the project and program management field. He is the Los Angeles chair for the Agile Project Leadership Network, a certified Project Management Professional (PMP), a Certified Scrum Trainer (CST), and the co-author of Agile Project Management for Dummies.

ABOUT THE BOOK

Scrum is an agile project management framework that allows for flexibility and collaboration to be a part of your workflow. Primarily used by software developers, scrum can be used across many job functions and industries. Scrum can also be used in your personal life to help you plan for retirement, a trip, or even a wedding or other big event. Scrum provides a small set of rules that create just enough structure for teams to be able to focus their innovation on solving what might otherwise be an insurmountable challenge. Scrum For Dummies shows you how to assemble a scrum taskforce and use it to implement this popular Agile methodology to make projects in your professional and personal life run more smoothly—from start to finish.

9788126575992 | Pages: 412 | ₹ 749

PSYCHOLOGY



Confidence for Dummies, 2ed

Kate Burton, Brinley Platts

ABOUT THE AUTHOR

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. Kate is also the co-author of NLP For Dummies and the NLP Workbook For Dummies.

Brinley Platts is a leading authority on the development of senior executives.

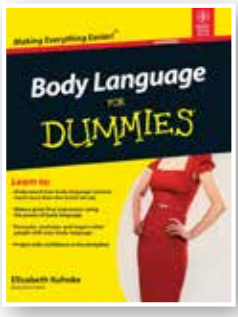
ABOUT THE BOOK

Everybody could do with some extra confidence in one or more areas of their lives, whether it's at work, in a relationship or when meeting new people. Confidence is important in helping us make the most of our opportunities: we all have a wide range of strengths, skills, abilities and strategies that we can utilise to improve our confidence, but often we're not fully aware of them. This friendly guide shows you how to understand confidence and offers practical tips and techniques to build on your skills and improve your confidence in all areas of life.

TABLE OF CONTENTS

• Introduction • Part I: Considering the Basics • Part II: Gathering the Elements • Part III: Building Your Confident Self • Part IV: Engaging Other People • Part V: The Part of Tens

9788126536498 | Pages: 292 | ₹ 279



Body Language for Dummies, 2ed

Elizabeth Kuhnke

ABOUT THE AUTHOR

Elizabeth Kuhnke is a communications coach and the Managing Director and Founder of Kuhnke Communications, a company that delivers bespoke communication coaching programmes to individuals and teams across the UK, Europe and the Far East. Elizabeth has also led communication skills workshops at international conferences throughout the UK and Europe and is frequently called upon to speak at business events to share her insight on how to present with impact. Her clients have included Vodafone, Gillette, KPMG, Lundbeck Pharmaceuticals and Rieter Automotive Systems.

Her career started in acting and singing on stage, television and radio in the US. Since then she has gathered various qualifications and developed her expertise in communication. These include an MFA in Theatre Arts, a BSc in Speech and Communications, Myers Briggs accreditation and NLP accreditation. She has also taught drama, voice and movement. Elizabeth is a tried and tested Dummies author: she is currently writing Persuasion and Influence For Dummies.

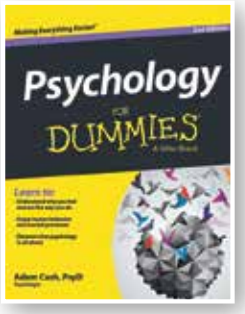
ABOUT THE BOOK

Actions really do speak louder than words. If you are puzzled by other people or want to improve the impression you give, having an insight into body language is key. In this book you'll discover how the body reveals what people really mean, and how you can use your body and your expressions to make a positive impact. It also explores why we give the signals we do, how to read the most common expressions and goes on to show how you can use body language to transform your personal and professional relationships.

TABLE OF CONTENTS

• Introduction • Part I: In the Beginning Was the Gesture • Part II: Starting at the Top • Part III: The Trunk: Limbs and Roots • Part IV: Putting the Body into Social and Business Context • Part V: The Part of Tens

9788126536504 | Pages: 380 | ₹ 539



Psychology for Dummies, 2ed

Adam Cash

ABOUT THE AUTHOR

Adam Cash teaches psychology at both community college and university levels. He has worked as a clinical psychologist in a wide variety of settings and currently works as a forensic psychologist with mentally disordered criminal offenders. He is also in private practice, specializing in chronic mental illness, stress and coping, and men's issues.

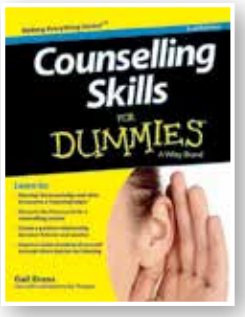
ABOUT THE BOOK

Understanding why people behave the way they do can be a real challenge. Psychology for Dummies, 2nd Edition explains human behavior and mental processes in an accessible, user-friendly guide. Following in the successful steps of Psychology for Dummies, this 2nd edition will include new and updated information on a variety of psychology topics.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Psychology • Part II: Picking Your Brain (And Body) • Part III: Thinking and Feeling and Acting • Part IV: Me, You, and Everything in Between • Part V: Building a Better You • Part VI: The Part of Tens • Index

9788126543809 | Pages: 384 | ₹ 1059



Counselling Skills for Dummies, 2ed

Gail Evans

ABOUT THE AUTHOR

Gail Evans is a BASRT (British Association for Sexual and Relationship Therapy) Accredited, UKCP (UK Council for Psychotherapy) Registered and Relate (the UK's largest provider of relationship counselling and sex therapy) Licensed Counsellor. She has over 30 years' experience of counselling. She was previously Head of the Counselling Studies Unit at Sheffield Hallam University, and now works as Programme Director at The Academy: Sheffield Psychotherapy and Counselling Education (SPACE), a new institute for teaching counselling and related subjects. Gail is also the co-owner of Cornerstone Counselling and Therapy Centre, based in Sheffield.

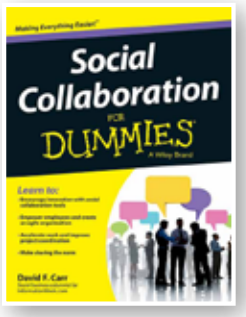
ABOUT THE BOOK

"Whether you are considering becoming a counsellor, have to provide some form of counselling as part of your job, or are simply interested in communicating well, Counselling Skills For Dummies provides the perfect introduction to the practical basics of counselling. Starting with a thorough guide to the qualities, knowledge and skills needed to become a ˜listening helper', the book goes on to provide a framework for a counselling session, helping you to successfully manage a potentially daunting process.
Counselling Skills For Dummies, 2nd Edition:

TABLE OF CONTENTS

• Introduction • Part I: Focusing on Yourself First • Part II: The Listening Helper • Part III: Structuring a Helping Conversation • Part IV: Understanding People and Problems • Part V: Handling Challenges • Part VI: The Part of Tens • Part VII: Appendixes

9788126545346 | Pages: 840 | ₹ 1249



Social Collaboration for Dummies

David F. Carr

ABOUT THE AUTHOR

David F. Carr is the Editor of InformationWeek Education.

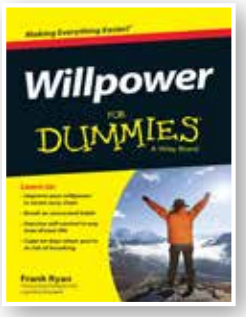
ABOUT THE BOOK

Social Collaboration for Dummies will help you understand and realize the potential of social collaboration to improve operational performance through improved collaboration, knowledge sharing and communication within your organization, big or small. It explains the principles and technologies behind social collaboration and how these can be applied to address various business problems and challenges, leading to improvements in productivity, organizational agility, innovation and employee engagement.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Social Collaboration • Part II: Organizing Work with Social Collaboration • Part III: Exploring the Social Collaboration Software Market • Part IV: Managing Social Collaboration • Part V: Playing Your Part in a Social Business • Part VI: The Part of Tens • Appendix: Case Studies: Learn from Others • Index

9788126545971 | Pages: 412 | ₹ 479



Willpower for Dummies

Frank Ryan

ABOUT THE AUTHOR

Frank Ryan is a clinical psychologist and cognitive therapist, specializing in cognition and impulse control. He works for Camden & Islington NHS Foundation Trust and is an honorary senior lecturer at Imperial College London.

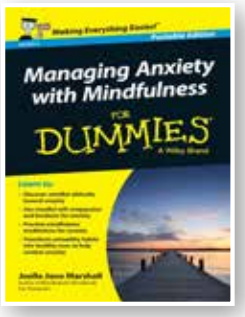
ABOUT THE BOOK

Willpower for Dummies shows you how to train, strengthen and improve your willpower in seven easy steps! Written by a clinical psychologist and cognitive therapist, the book proves that willpower can be learned like any other skill and provides tons of practical exercises and strategies you can start using today. You'll learn how willpower works inside the brain and how choosing goals and identifying challenges can affect your success. The book stresses the importance of patience, rewards and being kind to yourself and walks you through the techniques that will keep you on the right track, even on your worst days.

TABLE OF CONTENTS

• Introduction • Part I: Getting Started with Willpower • Part II: Taking Seven Steps to Improved Willpower • Part III: Following Up for Success • Part IV: The Part of Tens • Index

9788126552191 | Pages: 224 | ₹ 169



Managing Anxiety with Mindfulness for Dummies

Joelle Jane Marshall

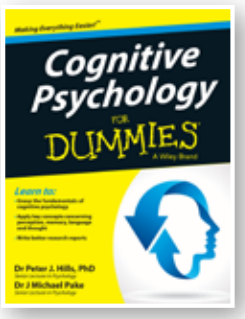
ABOUT THE AUTHOR

Joelle Jane Marshall is a freelance speaker and mindfulness coach who works closely with fellow Mindfulness For Dummies coauthor Shamash Alidina on workshops for 'Mindfulness and Overcoming Fear'. She trained in mindfulness with Shamash and meditates and practices yoga regularly.

ABOUT THE BOOK

Managing Anxiety with Mindfulness for Dummies is a practical guide to overcoming your worries and minimising anxiety using mindfulness techniques. The National Health Service and the National Institute for Care and Excellence recommend mindfulness as a legitimate treatment for anxiety and its also been proven to alleviate stress, depression, low self-esteem, and insomnia. This book explains the benefits of mindfulness and how it can help you face your fears and defeat persistent, irrational worries. Learn how to break the anxiety cycle with an optimistic approach, live in the present moment and manage your thoughts using the fundamental techniques of mindfulness therapy.

9788126555697 | Pages: 196 | ₹ 169



Cognitive Psychology For Dummies | e

Peter J. Hills, Michael Pake

ABOUT THE AUTHOR

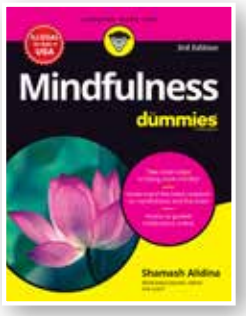
Peter J. Hills is a senior lecturer in psychology and the Year 1 module leader for cognitive psychology at Anglia Ruskin University.

Michael Pake is also a senior lecturer in psychology and an admissions tutor at Anglia Ruskin University.

ABOUT THE BOOK

Cognitive Psychology For Dummies follows the structure of a typical university course, which makes it the perfect supplement for students in need of a clear and enjoyable overview of the topic. The complexities of a field that explores internal mental processes – including the study of how people perceive, remember, think, speak and solve problems – can be overwhelming for first-year psychology students. This practical resource cuts through the academic-speak to provide a clear understanding of the most important elements of cognitive psychology.

9788126562473 | Pages: 380 | ₹ 539



Mindfulness for Dummies, 3ed | e

Shamash Alidina

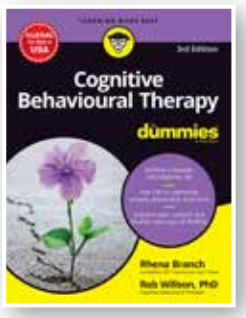
ABOUT THE AUTHOR

Shamash Alidina is well-known in the field of mindfulness. He's been teaching mindfulness since 1998 and training mindfulness teachers since 2013. He's trained with Jon Kabat-Zinn in the USA and holds a Post-Graduate Certificate in Teaching Mindfulness-Based Approaches from Bangor University's Centre for Mindfulness. He is co-founder of the world's first Museum of Happiness, headquartered in London, UK. He is one of 100 fellows from the Global Facebook Community Leadership Program.

ABOUT THE BOOK

Are you tired, unproductive or stressed out? Maybe you're suffering from high-blood pressure, illness or even chronic pain? Recommended by medical professionals throughout the UK, mindfulness helps to clear the mind of the distracting thoughts and mental clutter that accumulate day-to-day. Focusing on breathing and other self-control techniques, mindfulness is scientifically proven to leave patients calmer, more self-aware, and free from the unrealistic expectations that damage the way we all live and work. And with this expert, easy-to-follow guide, there's never been a better time to get to grips with mindfulness and the many ways it can help you lead a happier, healthier life.

9789388991162 | Pages: 404 | ₹ 749



Cognitive Behavioural Therapy for Dummies, 3ed | e

Rob Willson, Rhena Branch

ABOUT THE AUTHOR

Dr. Rob Willson, PhD is a cognitive behavior therapist based in North London. He currently divides the majority of his work time between seeing patients, conducting research, writing and teaching. He is currently the chair Body Dysmorphic Disorder (BDD) Foundation, the world's first charity exclusively devoted to BDD. His main clinical interests are anxiety and obsessional problems, and disseminating CBT principles through self-help.

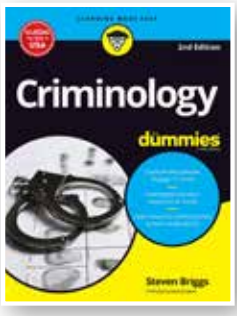
Rhena Branch is a BABCP accredited CBT practitioner, supervisor and trainer. She has been treating clients and training students for over 15 years. In that time she has had the pleasure of teaching hundreds of CBT trainees. She has authored several books on the subject and contributed to newspaper articles. Rhena currently is a lecturer at the University of East Anglia.

ABOUT THE BOOK

Cognitive Behavioural Therapy For Dummies, 3rd Edition will help readers identify negative and unhealthy patterns of thinking which have been holding them back from the changes they want. CBT can help readers overcome anxiety and depression, boost self-esteem, lose weight, manage anger, beat addiction or simply improve their outlook in both their professional and personal lives. The straight-

forward and practical advice will help readers apply CBT principles to their own lives, whatever issues they'd like to work on.

9789388991179 | Pages: 444 | ₹ 749



Criminology For Dummies, 2ed | e

Steven Briggs

ABOUT THE AUTHOR

Steven Briggs is a nationally recognized expert on law enforcement and prosecution topics and has trained numerous local, state and federal and civic organizations. He has had a diverse legal career, beginning as a clerk for the Oregon Supreme Court, then serving as a criminal prosecutor where he handled every conceivable case from trespassing to capital murder. He was then picked to serve as Chief of the Oregon Criminal Justice Division, where he managed a police agency, prosecutors, criminal intelligence analysts, crime victim advocates and a variety of other criminal specialties.

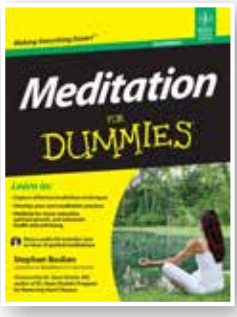
ABOUT THE BOOK

Criminology For Dummies 2e takes its reader into the world of crime by providing such information as reasons for crime and the consequences that follow, society's response to it, and how to prevent it Criminology For Dummies 2e contains updated anecdotes and cases for the current day, and will take a detailed look into: Internet Crime, Marijuana legalization and changes in drug crime, and reform in the relationship between race and policing

TABLE OF CONTENTS

• Defining and Measuring Crime • Identifying Types of Crime • Figuring Out Who Commits Crimes and Why • Fighting Crime • Prosecuting and Punishing Crime • The Part of Tens

9789357460484 | Pages: 420 | ₹ 949



Meditation for Dummies, 3ed

Stephan Bodian

ABOUT THE AUTHOR

Stephan Bodian is a pioneer in the integration of Eastern wisdom and Western psychology. He graduated from Columbia University and did graduate work at Stanford, then spent 10 years as a Buddhist monk and another decade studying with a master of Indian non dualism.

ABOUT THE BOOK

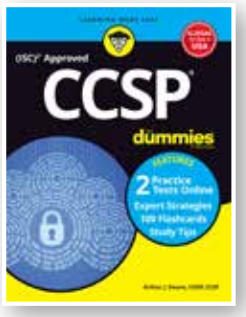
Meditation is a great way to reduce stress, increase energy, and enjoy better health. It is believed to result in a state of greater calmness and physical relaxation, and psychological balance. Plus, practicing meditation can change how you relate to the flow of emotions and thoughts in your everyday life.

TABLE OF CONTENTS

• Getting Acquainted with Meditation • Getting Started • Troubleshooting and Fine-Tuning Your Practice • Meditation in Action • The Part of Tens • Appendixes

9788126538744 | Pages: 384 | ₹ 429

SECURITY



CCSP For Dummies with Online Practice | e

Arthur J. Deane

ABOUT THE AUTHOR

Arthur J. Deane (Washington, DC) is a security and compliance executive at Google. He is a technical professional with 12+ years experience in information security, cloud security, IT risk management, and systems engineering.

ABOUT THE BOOK

If you are a cloud security professional seeking your CSSP certification, this book is a perfect way to prepare for the exam. Covering in detail all six domains, the expert advice in this book gives you key information you'll need to pass the exam. In addition to the information covered on the exam, you'll get tips on setting up a study plan, tips for exam day, and access to an online test bank of questions.

9789354245770 | Pages: 380 | ₹ 959

SERVER ADMINISTRATION



Windows Server 2019 & PowerShell All-in-One For Dummies | e

Sara Perrott

ABOUT THE AUTHOR

Sara Perrott (metro Seattle, WA) is an IT pro with a focus on server and cloud networking and security. She is a Microsoft Certified Trainer specializing in Windows Server and Azure.

ABOUT THE BOOK

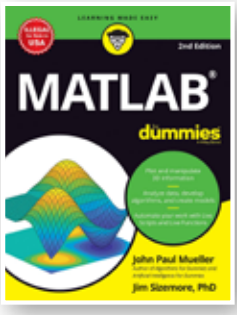
Windows Server runs about a third of the hardware that runs the Internet. This book offers a single reference to help you build and expand your knowledge of all things Windows Server, including the all-important PowerShell framework. Written by a pair of networking pros, this book covers the broad range of topics a system administrator needs to know to run Windows Server 2019, including how to install, configure, and secure a system.

TABLE OF CONTENTS

• Cost Accounting Has Purpose • Refresher on Cost Terms • Cost Behavior and Cost

9788126534500 | Pages: 780 | ₹ 949

SIMULATION



MATLAB For Dummies, 2ed | e

John Paul Mueller, Jim Sizemore

ABOUT THE AUTHOR

John Paul Mueller is a freelance author and technical editor. He has writing in his blood, having produced hundreds of books and articles to date. The topics range from networking to home security and from database management to heads-down programming. During his time at Cubic Corporation, John was exposed to reliability engineering and has had a continued interest in probability ever since. He is a veteran Dummies author.

ABOUT THE BOOK

MATLAB is a high-level language and problem-solving environment used across all the STEM (science, technology, engineering, and mathematics) fields and commonly adopted for use in colleges around the world. The computational tools within the software are powerful and can be easy to use with experience, but a comprehensive and easy-to-use manual is an essential introduction. MATLAB For Dummies is a painless introduction to one of the most popular software tools for numerical computation, visualization, and programming and will cover everything a student or new professional would need to get started.

TABLE OF CONTENTS

• Getting Started With MATLAB • Manipulating and Plotting Data in MATLAB • Streamlining MATLAB • Employing Advanced MATLAB Techniques • Specific MATLAB Applications • The Part of Tens

9789357460354 | Pages: 496 | ₹ 959

SOFTWARE DEVELOPMENT



Android Application Development All-In-One for Dummies, 3ed | e

Barry Burd, John Paul Mueller

ABOUT THE AUTHOR

Barry Burd (Madison, NJ) Dr. Barry Burd holds a M.S. in Computer Science from Rutgers University, and a Ph.D. in Mathematics from the University of Illinois. As a teaching assistant in Champaign-Urbana, Illinois, he was elected five times to the university-wide List of Teachers Ranked as Excellent by their Students.

ABOUT THE BOOK

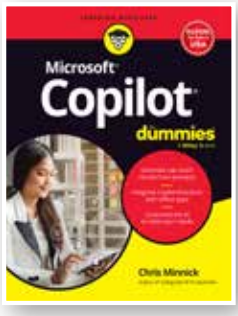
6 books in 1 takes you from Android newbie to confident programmer! Follow along with Java expert Barry Burd as he introduces you to Android programming in six self-contained minibooks! Series Features: Like all For Dummies books, this book will be written in clear, plain English explanations and careful organization that make For Dummies the easiest way for experienced programmers to get up to speed quickly!

TABLE OF CONTENTS

• Getting Started with Android Application Development • Android Background Material • The Building Blocks • Programming Cool Phone Features • Apps for Tablets, Watches, TV Sets, and Cars • The Job Isn't Done Until

9789354245787 | Pages: 812 | ₹ 949

OFFICE PRODUCTIVITY



Microsoft Copilot For Dummies

Chris Minnick

ABOUT THE AUTHOR

Chris Minnick (Portland, OR) is an accomplished author, teacher, programmer, and an enthusiastic learner. Minnick authored or co-authored over twenty books, including titles in the For Dummies series and several books for teaching kids to code. He has developed video courses for online training providers Pluralsight, O'Reilly Video, Ed2Go, and Skillshare and teaches programming and machine learning to professional developers at some of the largest companies globally.

ABOUT THE BOOK

"Have a safe AI landing with Microsoft Copilot

AI is unavoidable. AI tools are swiftly becoming part of the apps and tools we use daily, especially if you use Microsoft tools. This book navigates the world of Microsoft Copilot, the AI functionality assisting users of Office apps, Window, and even special AI-enhanced laptops. Discover how to write Copilot-friendly prompts, enhance output with integrated Copilot tools, and how to apply Copilot to specific tasks like project management.

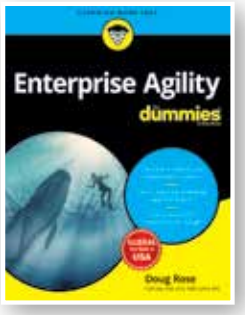
Inside...

TABLE OF CONTENTS

• Introduction • Part 1: Meeting Your AI Assistant • Chapter 1: Getting Started with Microsoft Copilot • Chapter 2: Chatting with Copilot • Chapter 3: Browsing with Copilot • Chapter 4: Going Mobile with Copilot • Chapter 5: Using a Copilot+ PC • Part 2: Getting Work Done with Microsoft 365 Copilot • Chapter 6: Writing with Copilot • Chapter 7: Crunching the Numbers with Copilot • Chapter 8: Presenting with Copilot • Chapter 9: Emailing with Copilot • Chapter 10: Meeting and Collaborating with Copilot • Chapter 11: Generating and Manipulating Images • Chapter 12: Using Copilot for Project Management • Part 3: Jumpstarting Your Productivity with Copilot • Chapter 13: Making Custom Copilots • Chapter 14: Expanding Copilot's Capabilities with Plugins • Chapter 15: Troubleshooting Common Issues with Copilot • Part 4: The Part of Tens • Chapter 16: Ten Plugins for Copilot • Chapter 17: Ten Hidden Copilot Gems

9789377062439 | Pages: 330 | ₹ 750

STRATEGY



Enterprise Agility For Dummies | e

Doug Rose

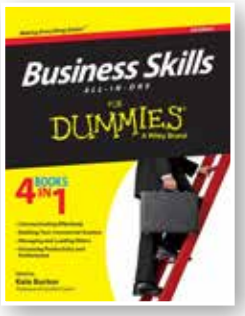
ABOUT THE AUTHOR

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



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.

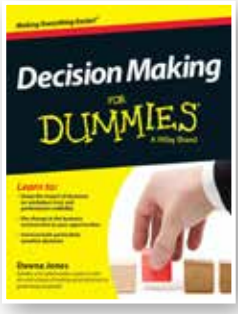
ABOUT THE BOOK

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!

TABLE OF CONTENTS

• 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

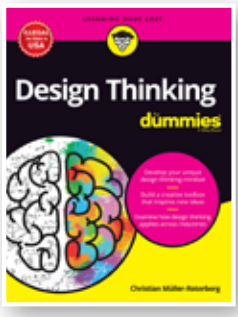
ABOUT THE AUTHOR

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



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.

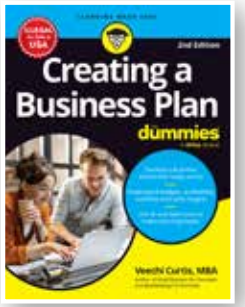
ABOUT THE BOOK

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 jumpstart 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

TABLE OF CONTENTS

• Getting Started with Design Thinking • The Problem Phases • The Solution Phases • The Part of Tens

9788126520688 | Pages: 316 | ₹ 849



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

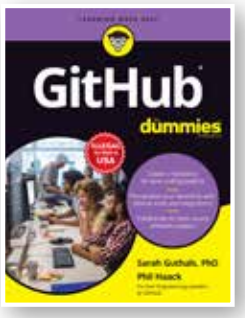
Whether you're starting a new business or you're looking to revitalise your strategy, Creating a Business Plan For Dummies covers everything you need to know. This step-by-step guide shows you how to figure out whether your business idea will work. With Dummies, your business plan can be a simple process 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)

VERSION CONTROL



GitHub For Dummies | e

Sarah Guthals, Phil Haack

ABOUT THE AUTHOR

Sarah Guthals is an Engineering Manager for GitHub. Sarah is also an accomplished technology teacher and founder of numerous coding education initiatives. She is co-author of Helping Kids with Coding For Dummies, Minecraft Modding For Kids For Dummies, and Modding Minecraft (Dummies Jr) as well as sole author of Building a Minecraft City and Building Mobile Apps both in the ""Dummies Jr."" line.

ABOUT THE BOOK

Software is rarely written by a lone wolf developer, cranking out thousands of lines of code on their own. Truly effective software typically comes from the collaboration of engineers, designers, product managers, analysts, and others committed to creating a brilliant final product. GitHub is the tool that makes this collaboration possible. Packed with insight from one of GitHub's engineering managers, this book offers novice software developers the steps for creating collaborative projects, enhancing teamwork, and drawing off the work others have done before them.

TABLE OF CONTENTS

• Getting Started with GitHub.Com • Starting Your First Solo Project • Contributing to Your First Project • Manage and Contribute to Large Projects • Make GitHub Work for You • The GitHub Ecosystem • The Parts of Tens

9788126530779 | Pages: 376 | ₹ 749

WEB DEVELOPMENT



HTML & CSS Essentials For Dummies | e

Paul McFedries

ABOUT THE AUTHOR

Paul McFedries is a longtime technical author with more than 100 published titles. His work includes Web Coding & Development All-in-One For Dummies, iPad and iPad Pro For Dummies, Alexa For Dummies, G Suite For Dummies, and Excel Data Analysis For Dummies.

ABOUT THE BOOK

The easy way to brush up on your HTML & CSS programming skills

HTML & CSS Essentials For Dummies is your quick and handy reference to all the core concepts of HTML & CSS—the must-know markup and style languages that make the internet go. This no-nonsense book gets right to the point, eliminating review material, wordy explanations, and fluff. Understand all the fundamentals of HTML and CSS, quickly. Perfect for a brush-up on the basics or as an everyday desk reference on the job, this is the reliable little book you can always turn to for answers.

TABLE OF CONTENTS

• Getting to Know HTML and CSS • Constructing Pages with Good Bones • Adding Links, Lists, and Images • Building Web Forms • Exploring the CSS Box Model • Selecting Stuff with Selectors • Taking the Measure of CSS • Decorating Element Colors and Backgrounds • Tweaking Text Typographically • Ten Must-Memorize CSS Selectors

9789363869448 | Pages: 176 | (Exclusive)



JavaScript Essentials For Dummies | e

Paul McFedries

ABOUT THE AUTHOR

Paul McFedries is a longtime technical author with more than 100 published titles. His work includes Web Coding & Development All-in-One For Dummies, iPad and iPad Pro For Dummies, Alexa For Dummies, G Suite For Dummies, and Excel Data Analysis For Dummies.

ABOUT THE BOOK

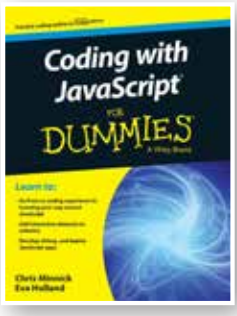
The concise and digestible get-started guide to JavaScript programming JavaScript Essentials For Dummies is your quick reference to all the core concepts about JavaScript—the dynamic scripting language that is often the final step in creating powerful websites. This no-nonsense book gets right to the point, eliminating review material,

wordy explanations, and fluff. Find out all you need to know about the foundations of JavaScript, swiftly and crystal clear. Perfect for a brush-up on the basics or as an everyday desk reference on the job, this is the reliable little book you can always turn to for answers.

TABLE OF CONTENTS

• JavaScript: The Big Picture • Programming with Variables • Building Expressions • Controlling the Flow of JavaScript • Harnessing the Power of Functions • Coding the Document Object Model • Working with Arrays • Coding Strings and Dates • Debugging JavaScript • Dealing with Form Data • Ten JavaScript Debugging Strategies

9789363866775 | Pages: 192 | (Exclusive)



Coding with Javascript for Dummies | e

Chris Minnick, Eva Holland

ABOUT THE AUTHOR

Chris Minnick is an accomplished author, trainer and web developer who has worked on web and mobile projects for both small and major businesses.

Eva Holland is an experienced writer and trainer who has designed and taught online, in-person and video courses. They are cofounders of WatzThis?

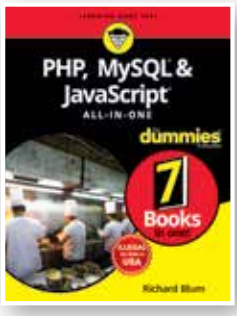
ABOUT THE BOOK

Coding with JavaScript For Dummies provides easy, hands-on instruction for anyone looking to learn this popular client-side language. No experience? No problem! This friendly guide starts from the very beginning and walks you through the basics, then shows you how to apply what you've learned to real projects. You'll start building right away, including web page elements and simple applications, so you can immediately see how JavaScript is used in the real world.

TABLE OF CONTENTS

• Getting Started with JavaScript • Organizing Your JavaScript • JavaScript on the Web • Beyond the Basics • JavaScript and HTML5 • The Part of Tens

9788126556663 | Pages: 368 | ₹ 799



PHP, MySQL & JavaScript All-in-One For Dummies | e

Richard Blum

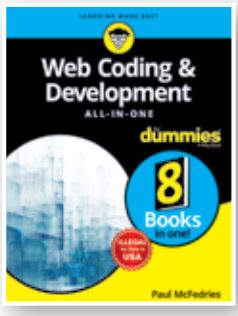
ABOUT THE AUTHOR

Richard Blum has over three decades of experience as a network and systems administrator. He also teaches online courses covering PHP, JavaScript, HTML5, and CSS3 programming. He is also author of the most recent edition of Linux For Dummies

ABOUT THE BOOK

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Paul McFedries

ABOUT THE AUTHOR

Paul McFedries is the president of Logophilia Limited, a technical writing company. He's worked with computers large and small since 1975 with experience as a programmer, consultant, database developer, and website builder. Paul is author of more than 90 books with four million in combined sales worldwide, including several best selling titles in Wiley's Teach Yourself VISUALLY series.

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SALES

A. Srinivasan
Director
srinivasan1@wiley.com

NORTH

Raj Yadav
Regional Manager
rajyadav@wiley.com

Kamaraj Rajan
Key Account Manager
kamrajan@wiley.com

Manoj Gupta
Key Account Manager
magupta@wiley.com

Naveen Rai
Account Manager
nrai@wiley.com

EAST

Kiran Powrely
Key Account Manager
kpowrely@wiley.com

WEST

Swapnil Koranne
Senior Key Account Manager
skoranne@wiley.com

Gaurav Gagwani
Account Manager
ggagwani@wiley.com

SOUTH

Tamil Nadu & Kerala

M. Murugan
Regional Manager
mm@wiley.com

T. Appuraj
Key Account Manager
tappuraj@wiley.com

R. Sathiya
Key Account Manager
satr@wiley.com

Andhra Pradesh & Telangana

Pramod
Key Account Manager
pamanchi@wiley.com

Karnataka & Goa

Surendra K
Key Account Manager
ksurendra@wiley.com

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