

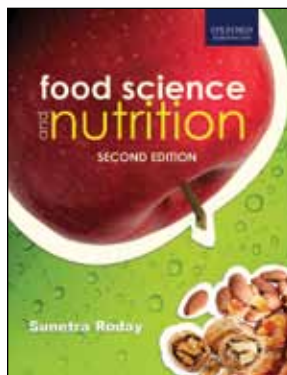
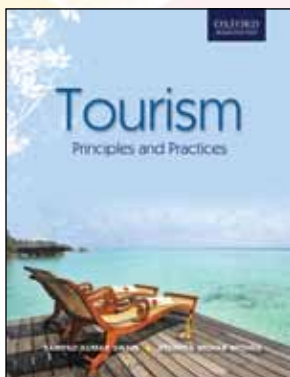
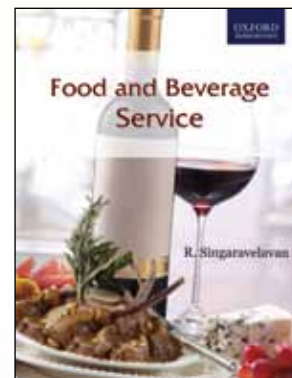
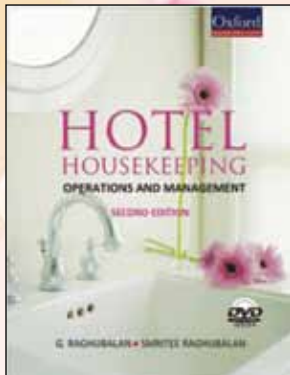


# Hospitality Management

November 2012

**OXFORD**  
UNIVERSITY PRESS

# Highlights





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Oxford University Press is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide.

The specifications in this catalogue, without limitation price, extent, jacket images and month of publication were as accurate as possible at the time the catalogue went to press.

Second Edition

## Hotel Housekeeping Operations and Management

(Includes DVD)

**G. Raghubalan**, Head of Training, Processes and Exec. Search at HCMG, Mumbai and **Smritee Raghubalan**, Dept. of Hotel Management and Compliant Officer Quality Systems Garden City College, Bangalore.

The book explores the key elements of housekeeping as also its theoretical foundations and techniques of operations. It provides an exhaustive coverage of the core concepts as well as guidelines on practical aspects of the subject.

### New to this Edition:

- Chapter on ergonomics in housekeeping
- Sections dealing with anti-terrorism measures, odour control, and use of hotel management software
- Case studies based on real-life, sensitive situations encountered by housekeeping staff in the course of their routine work
- Detailed illustrations of cleaning equipment and flower arrangements to aid students requiring to sketch these in their journals

### In The DVD

- Videos explaining the exact procedure involved in bed-making, room cleaning, flower arrangement, and organizing the maid's cart
- Colour plates showcasing illustrations of manual and mechanical cleaning equipment used in housekeeping, various types of flower arrangements, screenshots from hotel management software, etc.

**Contents:** 1. The Hotel Industry—An Overview; 2. The Housekeeping Department; 3. Managing Housekeeping Personnel; 4. Contracts and Outsourcing; 5. Planning Housekeeping Operations; 6. Daily Routines and Systems; 7. Housekeeping Inventories; 8. Composition, Care, and Cleaning of Different Surfaces; 9. Hotel Guestrooms; 10. Standard Contents of a Guestroom; 11. Cleaning Guestrooms; 12. Cleaning Public Areas; 13. Supervision in Housekeeping; 14. Housekeeping Control Desk; 15. Budgeting for Housekeeping Expenses; 16. Textiles; 17. Linen and Laundry Operations; 18. Uniforms; 19. Sewing Room; 20. Safety and Security; 21. Ergonomics in Housekeeping; 22. Pest Control and Waste Disposal; 23. Internal Environment; 24. Interior Designing; 25. Interior Decoration; 26. Hotel Renovation; 27. Flower Arrangement; 28. Horticulture; 29. Ecotels; 30. New Property Operations; 31. Changing Trends in Housekeeping;

### Review

"Hotel Housekeeping: Operations and Management is a boon for all hospitality professionals. Processes are explained simply using illustrated flowcharts, ready-to-use formats and photographs ... I have found the book very useful when improving processes or even redesigning existing ones."

—Brinda Sherman, Taj Group of Hotels

### Online Resource

For Lecturers : Instructor Manual & PowerPoint Presentation  
For Students : MCQs

July 2009

₹ 495 | 9780198061090 | Paperback | 744 Pages | Indian Original



## Hotel Front Office Operations and Management

**Jatashankar R. Tewari**, Assistant Professor, Uttarakhand Open University.

This book explores the core concepts of front office operations and management, and uses numerous industry-related examples to explain them.

### Key Features:

- Gives an overview of the hospitality industry.
- Discusses the functioning of front office operations, and suggests ways and means to make them more effective.
- Includes well-illustrated chapters with numerous photographs, flowcharts, illustrations, tables, and examples.
- Provides end-chapter review questions to reinforce concepts.
- Contains mini case studies to enhance critical thinking and relate the concepts to real life situations.

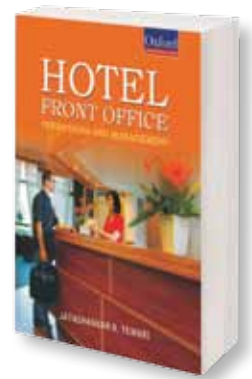
**Contents:** PART I: THE HOSPITALITY INDUSTRY: 1. Introduction to the Hospitality Industry; 2. Classification of Hotels; 3. Hotel Organization; PART II: FRONT OFFICE OPERATIONS; 4. Front Office Organization; 5. Front Office Communication; 6. Room Tariff; 7. Guest Cycle and Room Reservations; 8. Registration; 9. Guest Services; 10. Check-out And Settlement; 11. Front Office Accounting; 12. Night Auditing; 13. Safety and Security; PART III: FRONT OFFICE MANAGEMENT; 14. Computer Applications in Front Office; 15. Evaluating Hotel Performance; 16. Yield Management and Forecasting; 17. Hospitality Marketing; 18. Human Resource Management; 19. Environmental Management; 20. Total Quality Management;

### Online Resource

For Lecturers : Instructor Manual & PowerPoint Presentation

June 2009

₹ 395 | 9780195699197 | Paperback | 464 Pages | Indian Original



## Food and Beverage Service

**R. Singaravelvan**, Head, Department of Catering Science and Hotel Management at SNR Sons College, Coimbatore.

*Food and Beverage Service* is a comprehensive textbook and covers all aspects of the food and beverage department (F&B), as required by the syllabi of hotel management courses.

### Key Features:

- Illustrates the key concepts with the help of photographs of various table layouts and other services, sample menus, and side bars
- Discusses the duties and responsibilities of the F&B staff
- Provides a detailed description of the various types of wines, non-alcoholic beverages, guéridon service, and specialized service skills for breakfast, afternoon tea, brunch, and so on
- Includes the French terms used for the various staff members, menu, and dishes





**Contents:** PART I: INTRODUCTION TO FOOD & BEVERAGE SERVICE; 1. Food Service Industry; 2. Food and Beverage Staff of Hotel; 3. Food Service Equipment; 4. Ancillary Sections; 5. Styles of Food Service; PART II: MENU KNOWLEDGE AND PLANNING; 6. Menu; 7. Cover and Accompaniments for Selected Dishes; 8. French and Culinary Terms; 9. Menu Planning; PART III: FOOD SERVICE; 10. Preparing the Restaurant—Before and After the Service; 11. Service Procedure; 12. Breakfast; 13. Brunch and Afternoon Tea; 14. Room Service; 15. Guéridon Service; 16. Order Taking and Billing Methods; 17. Handling Situations; PART IV: BEVERAGES AND TOBACCO; 18. Non-Alcoholic Beverages; 19. Alcoholic Beverages; 20. Wine; 21. Winemaking; 22. Fortified Wines; 23. Vermouth and Bitters; 24. Wines of France; 25. Wines of Italy; 26. Wines of Germany; 27. Wines of Spain and Portugal; 28. Wines of the USA, Australia, and Other Countries; 29. Food and Wine; 30. Beer; 31. Cider and Perry; 32. Whisky; 33. Brandy; 34. Gin; 35. Rum; 36. Vodka; 37. Tequila and Mezcal; 38. Other Spirits; 39. Liqueurs and Eau-de-vie; 40. Service of Alcoholic Beverages; 41. Cocktails and Mocktails; 42. Tobacco; PART V: CELLAR AND BAR OPERATIONS; 43. Cellar; 44. Bar Operations; PART VI: ANCILLARY FUNCTIONS; 45. Function Catering; 46. Supervisory Function; 47. Customer Relationship Management; 48. Food Safety and Environmental Concerns

**July 2011**

₹ 550 | 9780198065272 | Paperback | 716 Pages | Indian Original

## Food Production Operations

(Includes DVD)

**Parvinder S. Bali** is Programme Manager—Culinary Services at Oberoi Centre of Learning and Development (OCLD), Delhi.

The book covers the basics of all kitchens—Western, Indian, and pastry—along with the latest tools and technologies. The concepts are illustrated with the help of photographs, charts, layouts, tables, and videos.

### Key Features:

- Explains practical applications with photographs and videos
- Discusses the various methods of cooking such as sautéing, steaming, braising, microwave cooking, etc.
- Includes chapters on stocks, soups, sauces, fish, eggs, bread making, etc.
- Is accompanied by a DVD containing 55 videos and 365 recipes

### In the DVD

- Videos showcasing various food production procedures and techniques to operate complex kitchen equipment
- Recipes which include methods to prepare Indian, Western, and pastry food items

**Contents:** PART I: INTRODUCTION TO PROFESSIONAL KITCHENS; 1. Introduction to Cookery; 2. Hierarchy of Kitchen Department; 3. Layout of Kitchen Department; 4. Equipment and Fuels Used in the Kitchen; 5. Basic Menu Planning; PART II: BASIC FOOD PRODUCTION OPERATIONS; 6. Basic Principles of Vegetable Cookery; 7. Classification of Fruits and Their Uses in Cooking; 8. Stocks; 9. Soups; 10. Sauces; 11. Salads; 12. Introduction to Meats; 13. Introduction to Fish and Shellfish; 14. Introduction to Eggs; 15. Seeds, Nuts, and Spices; 16. Introduction to Rice, Cereals, and Pulses; 17. Methods of Cooking; PART III: BASICS OF BAKERY AND CONFECTIONERY; 18. Basic Commodities Used in Bakery and Pastry; 19. Bread Fabrication; 20. Basic Sponges and Cakes; 21. Pastes, Creams, Fillings, and Sauces; 22. Laminated Pastries; PART IV: BASICS OF INDIAN COOKING; 23. Introduction to

Indian Cooking; 24. Condiments, Herbs, and Spices used in Indian Cuisine; 25. Masalas and Pastes; 26. Understanding Commodities and Their Usage in Indian Kitchen; 27. Basic Indian Gravies

### Online Resource

For Lecturers : Instructor Manual & PowerPoint Presentation

**August 2009**

₹ 525 | 9780198061816 | Paperback | 604 Pages | Indian Original

## Quantity Food Production Operations and Indian Cuisine

(Includes CD)

**Winner of Best Professional Book from India, Gourmand Awards, 2011**

**Parvinder S. Bali** is Programme Manager—Culinary Services at Oberoi Centre of Learning and Development (OCLD), Delhi.

*Quantity Food Production Operations and Indian Cuisine* aims to familiarize the readers with the fundamentals of volume cooking and Indian cuisine.

### Key Features:

- Concepts supported by suitable photographs including 32 colour plates
- An appendix on internship training in hotels
- Accompanying CD containing 337 recipes

### In the CD

Recipes of various Indian cuisines have been categorized on the basis of:

- region (such as Kashmir, Maharashtra)
- tradition (such as Awadhi, Parsi)
- style (such as dum, tandoor)

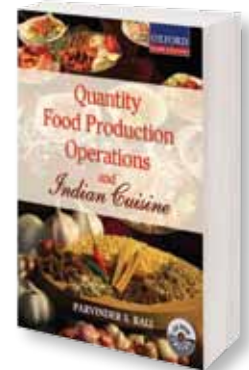
**Contents:** 1. Introduction to Equipment Used in Volume Cookery; 2. Types of Volume Catering Establishments; 3. Purchasing and Indenting for Volumes; 4. Planning for Volume Catering; 5. Regional Cuisines of India; 6. Dum Cooking; 7. Tandoor Cooking; 8. Rice Cooking; 9. Introduction to Indian Sweets; 10. Traditional Home-style Cooking; Appendix: Internship Training in Hotels; Introduction; What to Observe in Professional; Kitchens; Food and Beverage Service; What to Observe in Kitchens

### Online Resource

For Lecturers : Hints to Project Assignments, PowerPoint Presentation & Teaching Notes

**April 2011**

₹ 365 | 9780198068495 | Paperback | 372 Pages | Indian Original



## International Cuisine and Food Production Management

(Includes CD)

**1st Prize in Category TextBooks:  
Colleges (English) by the Federation of  
Indian Publishers, 2012**

New

**Parvinder S. Bali** is Programme Manager—  
Culinary Services at Oberoi Centre of Learning and  
Development (OCLD), Delhi.

*International Cuisine and Food Production Management* is a comprehensive textbook specially designed for the final year degree/diploma students of hotel management. The book explores key concepts and illustrates them through numerous figures, photographs, and tables.

### Key Features:

- Elaborates on the culinary history, regions, specialties, famous dishes of various international cuisines such as Western, European, Oriental
- Devotes a complete part to advance confectionary including cakes, pastries, chocolates, desserts, cookies and biscuits
- Includes key managerial issues like production planning and scheduling, production quality and quantity control; forecasting and budgeting, menu costing, yield management; new product development
- Includes 16 colour plates

### In the CD

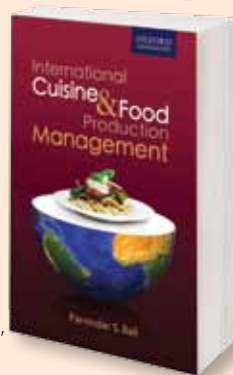
- Over 370 recipes together with formulas to calculate waste percentage and food cost of the dish
- Recipes divided into cold kitchen, international cuisines, and advanced pastry and confectionery
- PowerPoint presentations on step-by-step preparation of terrine and Pâtés

**Contents:** PART I – COLD SECTION; 1. Larder and Cold Kitchen; 2. Charcuterie and Pâtés; 3. Appetizers and Garnishes; 4. Sandwiches; 5. Use of Herbs and Wines in Cooking; PART II – INTERNATIONAL CUISINES; 6. Western Cuisines; 7. European Cuisines; 8. Western Plated Food ; 9. Concept of Health Food; 10. Oriental Cuisines; PART III – ADVANCED PASTRY & CONFECTIONARY; 11. Cakes and Pastries; 12. Chocolate; 13. Desserts/Ice; 14. Ice Creams and Frozen Desserts; 15. Sauces and Coulis; 16. Cookies and Biscuits; PART IV – FOOD PRODUCTION MANAGEMENT; 17. Production Management; 18. Research and Product Development

**Online Resource:** Coming soon

**April 2012**

₹ 445 | 9780198073895 | Paperback | 560 Pages | Indian Original



### Key Features:

- Provides numerous photographs, tables, and figures to explain the engineering systems employed in the hotel industry
- Contains many industrial examples along with simple and solved problems to explain the concepts
- Includes maintenance and troubleshooting guides of engineering systems in the hotel industry

**Contents:** 1. Hospitality Industry and Engineering Systems; 2. Basics of Motion, Electricity, and Electrical Machines; 3. Basic Electrical Wiring, Safety, and Electrical Tariff; 4. Elementary Illumination Science and Lighting Systems; 5. Basics of Heat, Fuel, And Heat Appliances; 6. Hardness of Water and Its Removal; 7. Water Distribution System; 8. Sanitation, Waste Disposal, and Pollution; 9. Fire—Prevention and Control; 10. Refrigeration System; 11. Ventilation and Air Conditioning; 12. Maintenance Management; 13. Equipment Replacement Policy; 14. Miscellaneous Utility Systems; 15. Safety and Security; 16. Care, Maintenance, and Troubleshooting of Select Engineering Equipment;

**February 2011**

₹ 335 | 9780198062912 | Paperback | 452 Pages | Indian Original

## Human Resource Management in Hospitality

New

**Malay Biswas**, Assistant Professor, Indian Institute of Management, Rohtak

*Human Resource Management in Hospitality* is a comprehensive textbook, designed especially for students of hotel management programmes. It explores the core concepts of human resource management (HRM) and uses numerous industry-related examples and case studies to explain them.

### Key Features:

- provides guidelines on the practical aspects of HRM in hospitality industry
- contains numerous examples, figures, tables, templates, and diagrams
- provides a holistic view by also taking into account aspects of organizational behaviour
- discusses specific laws related to the hospitality industry
- includes appendices on abusive supervision and counterproductive behaviour

**Contents:** 1. Introduction to HRM; 2. Manpower Planning; 3. Recruitment; 4. Training and Development; 5. Performance Appraisal; 6. Employee Motivation; 7. Compensation and Benefit Management; 8. Job Satisfaction; 9. Organizational Culture; 10. Organizational Conflict and Collective Bargaining; 11. Indian Labour Laws in Hospitality Industry; 12. Disciplinary Action; 13. HR Information System; 14. International HRM

**September 2012**

₹ 275 | 9780198069850 | Paperback | 356 Pages | Indian Original



## Hotel Engineering

**Sujit Ghosal**, Professor, Mechanical Engineering Department at Jadavpur University, Kolkata. He also teaches hotel engineering at the Institute of Hotel Management, Kolkata.

The book begins with an introduction to the engineering systems in a hotel and goes on to discuss the fundamental concepts of work, power, and energy. It also touches upon basic electrical wiring and safety precautions with respect to electrical appliances in a hotel.





## Hotel Facility Planning

**Tarun Bansal**, Faculty Coordinator, Institute of Hotel Management, Catering and Technology, Lucknow.

This book explains the basic concepts of planning and designing hotel facilities with the help of numerous examples, tables, and illustrations.

### Key Features:

- Provides guidelines on how to draft a detailed report for hotel project approval at the planning stage
- Enumerates Indian government rules and American norms for physically challenged guests
- Explains rules and procedures for network analysis and design of network models
- Includes numerous tables and thumb rules to explain key concepts
- Provides end-chapter practical assignments and concept review questions to put learning into practice
- Includes model test papers at the end of the book for self-evaluation



**Contents:** 1. Hotel Classification and Guidelines; 2. Hotel Design; 3. Restaurant Design; 4. Kitchen Design; 5. Specifications for Equipment, Ventilation, and Kitchen Safety; 6. Storage Facilities, Layout, and Design; 7. Project Management; 8. Energy Conservation Programme in the Hotel Industry; 9. Facilities for Physically Challenged; 10. Masterpieces in Facility Planning; Model Test Papers;

### Online Resource

For Lecturers : Instructor Manual & PowerPoint Presentation

**February 2010**

₹ 295 | 9780198064633 | Paperback | 336 Pages | Indian Original

## Hotel Finance

**Anand Iyengar**, Institute of Hotel Management, Aurangabad.

Written in an easy-to-understand and student-friendly manner, the book provides a thorough understanding of the language and function of finance, which is crucial to being successful and competitive in the industry.

### Key Features:

- Explains the key concepts through numerous examples, exhibits, tables, and figures
- Contains adequate self-test questions in each chapter to assess the level of understanding
- Includes solved problems, numerical illustrations, and projects that demonstrate the application of financial principles



**Contents:** 1. Financial Management in the Hospitality Industry; 2. Factors Affecting the Hotel Industry; 3. Time Value of Money; 4. Financial Statements of Hospitality Business; 5. Analysis and Interpretation of Financial Statements; 6. Funds Analysis, Cash Flow Analysis; 7. Working Capital of Hotel Companies; 8. Management of Cash; 9. Inventory and Receivables Management; 10. Short-term Finance for Hotels and Restaurants; 11. Basics of Capital Budgeting and Estimating Cash Flows; 12. Capital Budgeting Techniques; 13. Valuation of Hotel Real Estate; 14. Risk in the Hospitality Industry; 15. The Financial System; 16. Sources of Long-term Finance; 17. Franchising; 18. Leasing

**February 2008**

₹ 315 | 9780195694468 | Paperback | 336 Pages | Indian Original

## Computers in Hotels: Concepts and Applications

Forthcoming

**Partho Pratim Seal**, Assistant Professor, Durgapur Society of Management Sciences (DSMS), Durgapur

*Computers in Hotels: Concepts and Applications* is a comprehensive textbook designed to meet the needs of students of under graduate hotel management programmes. The book covers the fundamentals of computers and their applications in the hotel industry. It will also be useful for hospitality professionals with its practice-oriented approach.

### Key Features:

- Covers the fundamentals of computers as well as applications of computers in the hotel industry
- Introduces the different hotel departments to beginners who do not have exposure to hotels
- Discusses functions of computers in revenue generating and non-revenue generating departments
- Includes various flowcharts and case studies for better understanding of the concepts discussed

**Contents:** Part One: Computer Fundamentals; Chapter1: Introduction to Computers; Chapter2: Software Concepts and Operating Systems; Chapter3: MS-Office; Chapter4: Internet; Chapter5: Introduction to DBMS; Part Two: Computer Applications in the Hotel Industry; Chapter6: Introduction to Hotel Information System; Chapter7: Computerized Reservation System & Room Management; Chapter8: Account Management Module; Chapter9: Food & Beverage Management; Chapter10: Property Management System Interface; Chapter11: Management Information System

9780198084006 | Paperback | Indian Original

## Tourism Marketing

**Manjula Chaudhary**, Director, Indian Institute of Tourism and Travel Management, Ministry of Tourism, Govt of India, Gwalior.

The book explains the role of marketing in the tourism and hospitality industry through examples, illustrations and cases.

### Key Features:

- The concepts are explained in a simple and student friendly manner
- The chapters have been written with an Indian context along with case studies to understand the concepts better
- An extensive use of tables and figures to explain the processes, making learning more interesting.
- Discusses marketing management information system (MMIS) and the various methods of demand forecasting

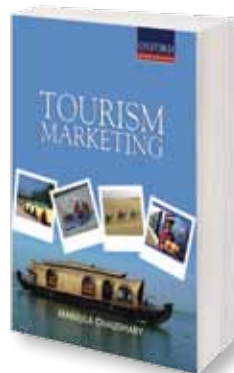
**Contents:** 1. Introduction to Tourism Marketing; 2. Challenges of Tourism Marketing; 3. Tourism Marketing Environment and Marketing Mix; 4. Marketing Management Information System and Demand Forecasting; 5. Tourism Markets and Tourist Behaviour; 6. Market Segmentation, Targeting and Positioning; 7. Tourism Product; 8. Tourism Distribution; 9. Tourism Pricing; 10. Tourism Promotion; 11. People in Tourism; 12. Process in Tourism Marketing; 13. Physical Evidence; 14. Market Competition and Competitive Tourism Marketing Strategies; 15. Technology in Tourism Marketing; 16. Tourism Marketing and Development

### Online Resource

For Lecturers : Instructor Manual & PowerPoint Presentation, Answers to Practice Problems, Hints to Project Assignments, Solutions to Case Studies & Teaching Notes

**September 2010**

₹ 295 | 9780198066309 | Paperback | 404 Pages | Indian Original



**Contents:** 1. Introduction to Travel and Tourism; 2. History of Travel and Tourism; 3. Types of Tourism; 4. Tourism Infrastructure; 5. Tourist Transport; 6. Tourism Organizations; 7. The Travel Agent and the Tour Operator; 8. Travel Formalities and Regulations; 9. Airline Geography; 10. Itinerary Planning; 11. Tourism Product; 12. Tourism Marketing; 13. Customer Service Skills; 14. Impacts of Tourism; 15. Attraction Planning and Development; 16. Emerging Trends in Tourism

### Online Resource

For Lecturers : Instructor Manual, PowerPoint Presentation, Hints to Concept Review Questions, Hints to Critical Thinking Exercises, Hints to Project Assignments & Teaching Notes

**March 2009**

₹ 375 | 9780198060017 | Paperback | 512 Pages | Indian Original

## Tourism Principles and Practices

**Dr Sampad Kumar Swain**, Reader, Department of Tourism Studies, School of Management, Pondicherry University, Puducherry and **Dr Jitendra Mohan Mishra**, Assistant Professor, Department of Tourism Studies, School of Management, Pondicherry University, Puducherry.

The book focuses on a wide array of concepts, principles, and practices in tourism and is supplemented with numerous exhibits, examples, illustrations, and cases.

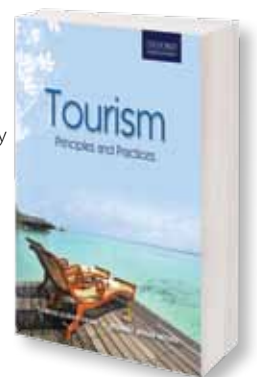
### Key Features:

- adopts an integrated multi-disciplinary approach to explain the various dimensions of the tourism business
- includes over 200 exhibits, detailed chapter-end case studies, and project work in all chapters
- contains detailed cases on Indian and global travel organizations such as IRCRC, Jet Airways, Amadeus, IATA, and SOTC and also cases on the latest trends in tourism, such as medical tourism and branding Indian Tourism
- includes eight colour pages of photographs of various tourist destinations

**Contents:** 1. Introduction to Tourism Concept; 2. Development of Tourism Through the Ages; 3. Tourist Motivation and Travel Behaviour; 4. Cultural and Sociological Tourism for Refinement of Human Life; 5. Passenger Transport Business; 6. Hospitality Services; 7. Travel Agency Business Perspective; 8. Tour Operation Management; 9. Ancillary Tourism Sector; 10. Measurement of Tourism Demand; 11. Basic Tourism Supply Components; 12. Economic and Environmental Impact of Tourism; 13. Tourism Policy and Planning; 14. International, National, Regional Tourism and Related Organizations; 15. Fundamentals of Tourism Marketing and Research; 16. E-tourism; 17. Contemporary Trends and Practices

**November 2011**

₹ 495 | 978019198072362 | Paperback | 772 Pages | Indian Original



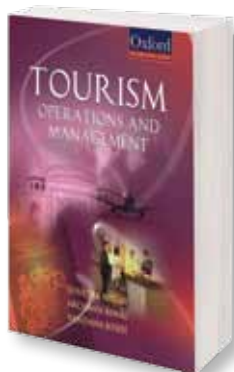
## Tourism Operations and Management

**Sunetra Roday** is the Principal of Maharashtra State Institute of Hotel Management & Catering Technology (MSIHMCT), Pune and **Archana Biwal** and **Vandana Joshi** also of MSIHMCT.

Beginning with an introduction to the travel and tourism industry, the book goes on to discuss various types of tourism, tourism infrastructure, telecommunications, tourist transport, and Indian and international tourism organizations. The book explains how to set up travel agencies and tour operations and their role in the tourism industry.

### Key Features:

- Explains important concepts of tourism operations and management through industry-related examples, formats, and photographs.
- Includes topics such as travel formalities and regulations, customer service skills, tourism marketing, impact of tourism, and emerging trends in tourism.
- Covers operational areas such as setting up travel agencies and tour operations and planning itineraries.





## Second Edition

# Food Science and Nutrition

**Sunetra Roday** is the Principal of Maharashtra State Institute of Hotel Management & Catering Technology (MSIHMCT), Pune.

Divided into two parts – (a) food science and (b) nutrition – the book presents the fundamental concepts of food science and nutrition in a manner that students can understand easily. It also suggests methods for planning nutritionally balanced meals for all ages, and discusses menu planning, nutrient enhancement, and diet modifications.

### Key Features:

- Provides ample examples, review questions, analytical thinking exercises, and reference charts and tables
- Emphasizes the importance of both organoleptic quality and health benefits of food
- Clarifies food facts and exaggerated health claims made by manufacturers
- It will also be an invaluable reference tool for professionals in planning healthy meals, by virtue of its reference charts and tables.

### New to this edition

- Two new chapters on Fruits and Vegetables, and Food Microbiology
- New sections on cereals and cereal products, pulses, nuts and oilseeds, spices and herbs, storage of food, food additives, factors affecting food intake and food habits, animal sources of protein, special protein supplements, beverages and their daily requirement, food guide pyramid, trans-fatty acids, prebiotics and probiotics, phytochemicals, and antioxidants

**Contents:** 1. Introduction to food science; 2. Food science concepts; 3. Colloidal systems in foods; 4. Carbohydrates; 5. Proteins; 6. Fruits and Vegetables (new chapter); 7. Fats and oils; 8. Flavour; 9. Browning reactions; 10. Food Microbiology (new chapter); 11. Food processing and Preservation; 12. Evaluation of food; 13. New trends in foods; 14. Introduction to nutrition; 15. Carbohydrates; 16. Proteins; 17. Lipids 18. Water; 19. Vitamins; 20. Minerals; 21. Energy metabolism; 22. Balanced diet 23. Menu planning and mass food production; 24. Modified diets; 25. New trends in nutrition

July 2012

₹ 325 | 9780198078869 | Paperback | 436 Pages | Indian Original

New edition



## Fourth Edition

# Essentials of Human Nutrition

**Jim Mann**, University of Otago, New Zealand and **Stewart Truswell**, University of Sydney, Australia.

*Essentials of Human Nutrition* is the established starting point for those embarking on courses in nutrition and related fields. The new edition of this book charts the involvement and impact of nutrition across different age groups and from the genetic to the community level.

### Key Features:

- Written by international experts in the field, bringing a high-calibre, global orientation to the content
- Describes the aspects of nutrition essential to the understanding and practice of human nutrition
- Integrates evidence from the molecular, organismal, and population level to promote the practical application of nutritional science in metabolic, clinical, and public health nutrition
- Beyond the nutrients themselves, coverage includes major issues such as chronic disease and nutritional crises

### New to this edition

- New chapters on Genes and Nutrition and Sustainability of Food Supplies
- Enhanced coverage of the B vitamins and obesity
- Several new case studies on topics such as diabetes, trans fatty acids, and whether people really need to take extra vitamin C

**Contents:** Part 1: Energy & Macronutrients; Part 2: Organic and Inorganic Essential Nutrients; Part 3: Nutrition-related disorders; Part 4: Foods; Part 5: Nutritional Assessment; Part 6: Life Stages; Part 7: Changing Food Habits; Part 8: Applications

### Online Resource

For Lecturers : Figures from the book

For Students : Topical updates, Useful weblinks to journal articles, Forest plot to accompany chapter 22

May 2012

₹ 1475 | 9780199566341 | Paperback | 720 Pages | Special Price Import

New edition



## Related Titles

Second Edition

### Business Communication

(Includes CD)

**Meenakshi Raman**, Group Leader, Humanities and Management, at the BITS Pilani, Goa campus and **Prakash Singh**, Assistant Professor, Indian Institute of Management, Lucknow.

The second edition of this text provides in-depth coverage of the core components of business communication: oral communication, written communication, and group and persuasive communication.

#### New to this edition

- Revised and updated chapters
- New sections on interpersonal communication, communication styles, fluency development strategies, types of interviews, videoconferencing, teleconferencing, etc.
- Two new chapters on cross-cultural communication and resume
- New features such as sidebars, business communication insight, and communication tools
- New figures and photographs
- Includes appendices on transitional words and phrases, action words, interview questions, common usage errors, commonly misspelt words, and British and American vocabulary
- Sidebars for easy recall and recapitulation

#### In the CD:

- Group discussion videos
- Text supplements
- PowerPoint presentations
  - body language
  - listening
  - interviews
  - group discussions

**Contents:** PART I: UNDERSTANDING BUSINESS COMMUNICATION; 1. Nature and Scope of Communication; 2. Non-verbal Communication; 3. Cross-cultural communication; 4. Technology-enabled Business Communication; PART II: WRITING BUSINESS MESSAGES AND DOCUMENTS; 5. Business writing; 6. Business Correspondence; 7. Instructions; 8. Business Reports and Proposals; 9. Career building and Resume writing; PART III: DEVELOPING ORAL COMMUNICATION SKILLS FOR BUSINESS; 10. Effective Listening; 11. Business Presentations and Public Speaking; 12. Conversations; 13. Interviews; 14. Meetings and Conferences; 15. Group Discussions and Team Presentations; 16. Team Briefing; PART IV: UNDERSTANDING SPECIFIC COMMUNICATION NEEDS; 17. Communication across Functional Areas; 18. Corporate Communication; 19. Persuasive Strategies in Business Communication; 20. Ethics in Business Communication; 21. Business Communication Aids; Appendices; Transitional words and phrases, Action words, Interview questions, Common usage errors, Commonly misspelt words, British and American vocabulary

August 2012

₹ 425 | 9780198077053 | Paperback | 672 Pages | Indian Original



### Communication Skills

(Includes CD)

**Sanjay Kumar**, Associate Professor in English at JK Lakshmi Pat University (JKLU), Jaipur and **Pushp Lata**, Head of the Department of Languages at BITS, Pilani.

*Communication Skills* is a textbook designed to help students acquire the ability to speak and write English effectively in real-life situations.

#### Key Features:

- Covers English grammar in detail with plenty of examples, practice tests, and exercises
- Contains numerous samples of business letters, reports, proposals, paragraphs, essays, and email correspondence
- Provides tips on editing and proofreading
- Includes interesting illustrations in the text and a Wisewell Quips series at the end of the chapters that emphasize the nuances of the English language

#### In the CD

- Videos on GDs, interviews and professional presentations
- Audio exercises for enhancing listening and conversational skills

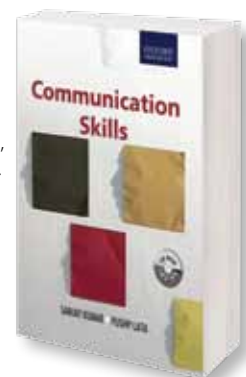
**Contents:** 1. Fundamentals of Communication; 2. Essentials of Grammar; 3. Applied Grammar and Usage; 4. Common Errors and 154 Misappropriations; 5. Jumbled Sentences; 6. Indianisms; 7. Basics of Phonetics; 8. Building Advanced Vocabulary; 9. Developing Effective Listening Skills; 10. Non-verbal Communication; 11. Dynamics of Professional; 12. Group Discussion; 13. Job Interviews; 14. Public Speaking; 15. Conversations, Dialogues and Debates; 16. Art of Effective Reading; 17. Reading Comprehension; 18. The Art of Condensation; 19. Note Making; 20. Paragraph Writing; 21. Essay Writing; 22. Business Letters and Resumes; 23. Business Reports; 24. Technical Proposals; 25. Research Papers; 26. Email Writing; 27. Other Business Writings; 28. Editing and Proofreading; Appendices

#### Online Resource

For Lecturers : PowerPoint Presentation  
For Students : Further reading, Web links

September 2011

₹ 395 | 9780198069324 | Paperback | 684 Pages | Indian Original



### Personality Development and Soft Skills

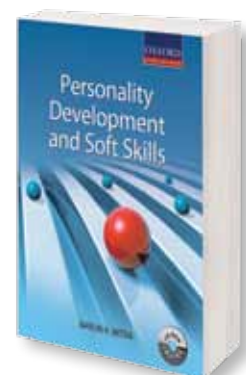
(Includes CD)

**Barun K. Mitra**, formerly Professor of English, Indian Institute of Technology Kharagpur

The book aims to provide crucial insights into various facets of developing one's personality, as well as to improve written, verbal, and non-verbal communication skills.

#### Key Features:

- Provides inputs on avoiding common mistakes in speaking English
- Provides several case studies, examples and illustrations to elucidate the concepts discussed





- Contains several classroom-based activities for students to develop their personalities and enhance their soft skills

#### In the CD

Provides presentations on the following topics:

- Group Discussion
- Job Interviews
- Body Language

**Contents:** Introduction; 1. Personality Development: A Must for Leadership and Career Growth; 2. Soft Skills: Demanded by Every Employer; 3. Communication Skills: Spoken English, Phonetics, Accent, Intonation; 4. Your Résumé or Curricular Vitae—The First Step Forward; 5. Group Discussion: A Test of Your Soft Skills; 6. Job Interviews: The Gateway to the Job Market; 7. Body Language: Reveals Your Inner Self and Personality; 8. Enhance Your Writing Skill to Create an Impression; 9. Fog Index: Provides Guidance for Proper Writing; 10. Beware of Pitfalls—Avoid Errors; 11. Language Laboratory and Modern Methods of Learning; Conclusion; Bibliography

**April 2011**

₹ 295 | 9780198066217 | Paperback | 276 Pages | Indian original

## Management

### Principles, Processes and Practices

**Anil Bhat** and **Arya Kumar**, both from BITS, Pilani

*Management—Principles, Processes, and Practices* is a comprehensive textbook which discusses both managerial (planning, organizing, leading, and controlling) as well as organizational functions (finance, marketing, operations management, MIS, strategy, and human resources) in detail.

#### Key Features:

- Describes several managerial and economic analytical tools
- Provides chapter-end exercises to facilitate experiential learning, information gathering, and analysis
- Discusses Indian and Japanese management approaches in addition to other schools of management thought
- Includes a detailed section on managerial competencies with separate chapters on motivation, team effectiveness, communication, conflict management, leadership, decision making, emotional intelligence, stress management, and creativity and entrepreneurship
- Contains chapters on MIS and international management



**Contents:** PART I MANAGEMENT FUNCTIONS AND BUSINESS ENVIRONMENT; 1. Essentials of Management; 2. Evolution of Management Theory; 3. Management—Business Environment and Society; 4. Planning—A Tool for Effective Management; 5. Organizational Structure; 6. Organizational Effectiveness; PART II ECONOMIC AND FINANCIAL ANALYSIS; 7. Business—Economic Fundamentals; 8. Principles of Production; 9. Markets; 10. National Income Accounting; 11. Goals and Functions of Finance; 12. Financial Statements; 13. Financial Ratio Analysis; PART III EXCELLING THROUGH PEOPLE; 14. Overview of Human Resource Management; 15. Job Design; 16. Recruitment and Selection; 17. Training and Development; PART IV MANAGERIAL COMPETENCIES; 18. Motivation; 19. Team Effectiveness; 20. Communication; 21. Conflict Management; 22. Dynamics of Leadership; 23. Decision Making; 24. Emotional Intelligence; 25. Stress Management; 26. Creativity and Entrepreneurship; PART V CREATING AND DELIVERING CUSTOMER VALUE; 27. Marketing Research;

28. Marketing Planning; 29. Designing Marketing Mix; 30. Customer Relationship Management; 31. Advertising Management; 32. Brand Management; PART VI QUANTITATIVE METHODS 33. Statistical Inference; 34. Forecasting; 35. Regression Analysis; 36. Index Numbers; 37. Statistical Quality Control; PART VII OPERATIONS AND TECHNOLOGY MANAGEMENT; 38. Production and Operations Management; 39. Supply Chain Management; 40. Kaizen; 41. Six Sigma; 42. The Japanese 5S Practice; 43. Total Quality Management; 44. Technology Management; 45. Management Information Systems and IT; 46. International Management

#### Online Resource

For Lecturers : PowerPoint Presentation

**March 2008**

₹ 395 | 9780195694451 | Paperback | 604 Pages | Indian Original

## Organizational Behaviour

### Concepts and Applications

**Dipak Kumar Bhattacharyya**, Professor, Xavier Institute of Management (XIM), Bhubaneswar.

*Organizational Behaviour* is a comprehensive textbook designed and developed to help students appreciate and manage the complexities and challenges of human behaviour in modern-day organizations, the book covers the core concepts and emphasizes on managerial applications.

#### Key Features:

- Developed with a business orientation, the book also touches upon psychological and sociological issues.
- Each chapter starts with a corporate practice example and ends with a case study. The cases are from HP, Dell, AMD, BHEL, NTPC, Dabur, TCS, and Marico.
- The book highlights the contemporary organizational behaviour concepts associated with TQM, Six Sigma practices, and innovation and creativity.
- The book adds value with chapters on emotional intelligence, knowledge management, and organizational behaviour research.

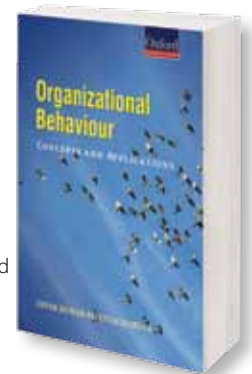
**Contents:** 1. Introduction to Organizational Behaviour and Management; 2. Evolution of Organizational Behaviour; 3. Organizational Strategies and Policies; 4. Organizational Structure and Systems; 5. Personality and Its Influence on Organizational Behaviour; 6. Attitude and Its Measurement; 7. Emotional Intelligence and Organizational Behaviour; 8. Organizational Behaviour and Group; 9. Conflict Management and Stress in Organizations; 10. Organizational Behaviour and Job Design; 11. Employee Motivation; 12. Leadership; 13. Power and Politics in Organizations; 14. Communication and Negotiation in Organizations; 15. Globalization and Organizational Behaviour; 16. Ethics and Organizational Behaviour; 17. Learning Organizations; 18. Organizational Culture; 19. Knowledge Management; 20. Organizational Behaviour Research; 21. Total Quality Management and Organizational Behaviour;

#### Online Resource

For Lecturers : Instructor Manual, PowerPoint Presentation, Hints to Concept Review Questions, Hints to Critical Thinking Exercises, Solutions to Case Studies & Teaching Notes

**February 2009**

₹ 410 | 9780195695946 | Paperback | 644 Pages | Indian Original



### Third Edition

## Udai Pareek's Understanding Organizational Behaviour

**Sushama Khanna**, Dean and Director (Outreach) and **Udai Pareek**, HR-LABS, EMPI, New Delhi.

It provides in-depth coverage of the issues and challenges faced by Indian organizations in the areas of traditional culture and modern management. This edition continues the accepted process approach to understand OB. It emphasizes on the role of personality and leadership styles, emotional intelligence, and the roles and functions of the individual, the team, and the organization.



### New to this edition

- New chapter on the foundations of individual behaviour
- Revised and updated content in most chapters
- New exhibits, illustrations, and examples
- Self-assessment tools to help students analyse various concepts and theories of OB
- Sidebars for recapitulation of key concepts

**Contents:** 1. Introduction to Organizational Behaviour; 2. Changing context; 3. Positive Perspective; 4. Foundations of Individual Behaviour; 5. Personality and Personal Effectiveness; 6. Learning Process; 7. Motivational Process; 8. Managing Work Motivation; 9. Perceptual Process, Attitudes and Values; 10. Attributional Process: Internality and Optimism; 11. Roles and Role Effectiveness; 12. Coping with Frustration, Stress, and Burnout; 13. Decisional Process and Consensus Building; 14. Transactional Analysis and Managerial Interpersonal Styles; 15. Effective Groups and Teams; 16. Conflict Management; 17. Developing Collaboration; 18. Leadership Theories and Styles; 19. Developing Leadership for Tomorrow; 20. Organizational Structure; 21. Communication; 22. Power and Politics; 23. Organizational Culture and Climate; 24. Organizational Learning and the Learning Organization; 25. Organizational Change; 26. Organization Development

### Praise for Previous Editions

'[It] is too well-presented to be called a simple textbook. This book on OB looks at the subject from an Indian context, giving emphasis to the human process. A book that can demystify what baffles you in organisations.'

–The Hindu Business Line

'This book is a very good initiative at an Indian alternative to some of the standard international OB textbooks.'

– Prof. Unnikrishnan Nair, IIM Kozhikode

### Online Resource

For Lecturers : Instructor Manual, PowerPoint Presentation, Hints to Critical Thinking Exercises, Hints to Project Assignments & Solutions to Case Studies

### September 2011

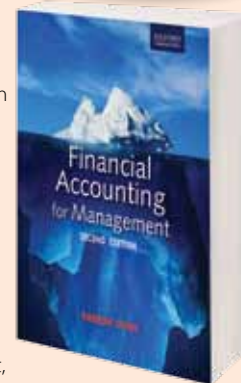
₹ 485 | 9780198070733 | Paperback | 772 Pages | Indian Original

### Second Edition

## Financial Accounting for Management

**Paresh Shah** has over two decades of experience in teaching financial accounting at the postgraduate level. He has also served as Assistant Professor, Institute of Management, Nirma University, Ahmedabad.

Beginning with the fundamentals of accounting, the book discusses the recognition of transactions. It goes on to discuss the preparation, analysis, and interpretation of financial statements, which is followed by a separate section on analytical accounting. Finally, it discusses cash flow statement, legal and regulatory aspects of accounting, corporate governance, accounting standards, shares and debentures, and the contemporary issues in accounting. The text material has been restructured to focus on the changes since the last edition. It is now divided into 18 chapters and has appendices on accounting standards.



Forthcoming

### Key Features:

- Discusses essential concepts and principles of financial accounting
- Provides management decision-making insights
- Uses up-to-date data, suitable for the present business environment
- Includes multiple choice questions, numerical solved illustrations, self-evaluation exercises, tips to problem solving and case studies

### New to this edition

- IFRS update
- New chapter on the contemporary issues in accounting
- Revised content in all chapters with new problems, practice problems, and solved examples
- Formula review section
- Answers to numerical problems
- New sections on forms of business organization, personal accounts, accounting standards, role of ethics in accounting, owners' equity, operating cycle, business transaction through plastic cards, franchise, factoring, inflation accounting, etc.

**Contents:** PART I: FUNDAMENTALS OF ACCOUNTING; Chapter 1: Basic Understanding of Accounting; Chapter 2: Balance Sheet; Chapter 3: Income Statement; PART II: RECOGNITION AND TYPES OF TRANSACTIONS; Chapter 4: Objectively Verifiable Evidence; Chapter 5: Revenue and Expense Recognition; Chapter 6: Accounting for Business Transactions; Chapter 7: Fixed Assets and Depreciation; Chapter 8: Inventory Valuation; Chapter 9: Average Due Date, Account Current, and Negotiable Instruments; PART III: PREPARATION OF FINANCIAL STATEMENTS; Chapter 10: Bank Reconciliation Statement; Chapter 11: Preparation of Financial Statements; Chapter 12: Accounting from Incomplete Records; PART IV: ANALYTICAL ACCOUNTING; Chapter 13: Cash Flow Statement; PART V: SPECIAL TOPICS; Chapter 14: Legal and Regulatory Framework of Accounting and Auditing; Chapter 15: Company Accounts; Chapter 16: Foreign Exchange Accounting; Chapter 17: Contemporary Issues; Appendices: Accounting standards

₹ 465 | 9780198077039 | Paperback | 580 Pages | Indian Original

## Human Resource Management

New

**Uday Kumar Haldar**, Principal, Swami Vivekananda Institute of Management and Computer Science, Kolkata and **Juthika Sarkar**, HR practitioner with more than 15 years of industry experience, including a decade in Siemens.

### Key Features:

- Includes numerous exhibits and examples to help readers relate to the concepts
- Covers various facets of HR systems including acquiring, retaining, and developing talent
- Dedicates a chapter exclusively to the contemporary research findings in the field of HRM
- Discusses HR strategies in different sectors such as manufacturing, service, and knowledge industry

**Contents:** PART I: INCEPTION; 1. Understanding Organizations; 2. Changing Business Scenario—focus on Human Resource Management; 3. Human Resource Management: An Overview; 4. Talent Management and Employee Engagement; 5. Competency Framework for Talent Management; PART II: HR SYSTEMS; 6. Manpower Planning, Recruitment, and Selection; 7. Induction and Placement; 8. Performance Management System; 9. Training and Development; 10. Multi-source Assessment and Feedback System; 11. Potential Appraisal, Career System, and Succession Planning; 12. Compensation, Rewards, Incentives, and Wage Administration; 13. Separation and Beyond; 14. Developing Workers and Subordinate Staff; PART III: CONTEMPORARY ISSUES IN HRM; 15. Managing Change; 16. Knowledge Management; 17. Human Resource Development Audit; 18. Ethics and Corporate Social Responsibility; 19. Managing Globalization; 20. Technology and HRM; 21. Work–Life Balance; 22. Quality Management and HRM: JIT, 5S, Kaizen, Six Sigma; 23. HRM Strategies; 24. HRM in Various Sectors; PART IV: RESEARCH IN HRM; 25. Research in HRM; Appendix A: Stress Management; Appendix B: Organizational Climate and Organizational Role Stress; Appendix C: Leadership Styles in Organizations

### Online Resource

For Lecturers : Hints to Critical Thinking Exercises, Solutions to Case Studies, PowerPoint Presentation, Teaching Notes, Guidelines for Assignments & Hints to Questions of Manager's Insight

### May 2012

₹ 465 | 9780198076681 | Paperback | 860 Pages | Indian Original

### Second edition

## Human Resource Management

**Dr P. Jyothi**, Reader in the School of Management Studies, University of Hyderabad and **Dr D. N. Venkatesh** is working as a consultant the area of human resource management (HRM) and organizational development (OD). He was earlier working as AVP-HR at HSBC Global Resourcing, Hyderabad.

### Key Features:

- Discusses essential concepts and principles of human resource management
- Provides management decision-making insights
- Includes end-chapter case studies



### New to this edition:

- Revised and updated chapters
- Three new chapters on strategic human resource management, e-HR, and international HRM
- New sections on major functions of HRM, HRM in India, recruitment practices in India, selection practices in India, etc.
- New features such as multiple choice questions (MCQ) in all chapters
- 22 new case studies

**Contents:** 1. Nature and Concept of HRM; 2. HRM in a Dynamic Environment; 3. SHRM; 4. Human Resource Planning; 5. Job Analysis and Design; 6. Recruitment and Retention; 7. Employee Selection; 8. Placement Procedures; 9. Career Development; 10. Training and Development; 11. Developing Managers; 12. Need and Importance of Performance Appraisal; 13. E-HR; 14. Employee Motivation, Incentive Plans, and Fringe Benefits; 15. Compensation Packages and the Wages and Bonus Act; 16. Industrial Relations and Issues; 17. Collective Bargaining and Workers' Participation in Management; 18. Managing Employee Safety and Health; 19. Knowledge Management; 20. Human Resource Accounting and Audit; 21. Leadership, Values, and Corporate Social Responsibility; 22. International HR

### Online Resource

For Lecturers : Hints to Concept Review Questions, Hints to Project Assignments, Solutions to Case Studies, PowerPoint Presentation & Teaching Notes

### September 2012

₹ 465 | 9780198074113 | Paperback | 584 Pages | Indian Original

## Services Marketing, Operations and Management

**Vinnie Jauhari**, Director, IIMT, Gurgaon and **Kirti Dutta**, Assistant Professor, BULMIM, Delhi.

### Key Features:

- Explores aspects relating to technology management, ethics, strategies for growth, business excellence, balanced scorecard approach, and emerging service sectors
- Discusses the practices of Indian and global companies such as HDFC, LIC, Ferns n Petals, Hewlett-Packard, KFC, and McDonald's.
- Integrates elements of technology management, strategies, entrepreneurship, people management, service excellence models
- Includes Internet-based exercises

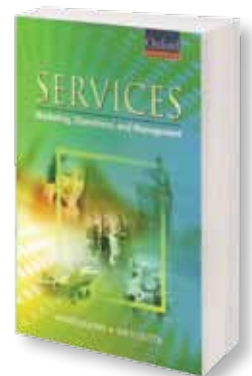
**Contents:** 1. Introduction to Service Industry; 2. The Service Product 3. Marketing Research in Service Industry; 4. Understanding Consumer Behaviour; 5. Segmentation, Targeting, and Positioning for a Services Firm; 6. Customer Perceptions of Service; 7. Customer Expectations 8. Physical Evidence ; 9. Managing Service Operations and Processes; 10. Customer Feedback and Service Recovery; 11. Managing Distribution Channels in Service Industry; 12. Managing People in Service Industry; 13. Pricing Strategies for Services; 14. Strategies for Promotion for Service Sector; 15. Impact of Technology on Marketing of Services; 16. Managing Quality and Excellence; 17. Ethics in Service Firms; 18. Strategies for Business Growth; 19. Emerging Service Sectors in India

### Online Resource

For Lecturers : Hints to Concept Review Questions, Hints to Critical Thinking Exercises, Hints to Internet Exercises, Hints to Project Assignments, Solutions to Case Studies & Teaching Notes

### April 2009

₹ 425 | 9780195689082 | Paperback | 604 Pages | Indian original

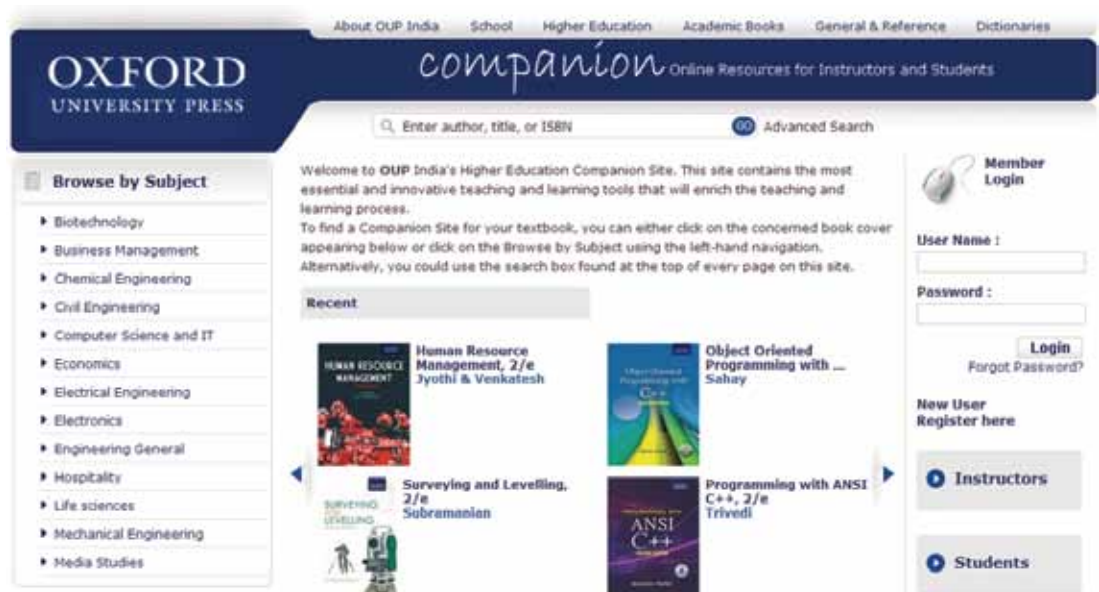




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**Online Resources available for the following users:**

<p><b>Instructors</b></p> <ul style="list-style-type: none"> <li>PowerPoint Presentation</li> <li>Solution Manual</li> <li>Teaching Notes</li> <li>Solutions to Case Studies</li> </ul> <p style="text-align: right; font-size: small;">and more...</p>	<p><b>Students</b></p> <ul style="list-style-type: none"> <li>Web links</li> <li>Projects</li> <li>Multiple Choice Questions</li> <li>Scholastic Capability Test</li> </ul> <p style="text-align: right; font-size: small;">and more...</p>
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**Resources are book specific and may vary from title to title.**

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| <b>Chandigarh:</b> SCO 60-61, I Floor, Sector 34A,<br>Chandigarh 160009<br>Ph: 0172-2601617; Fax: 0172-2601794   | <b>Nagpur:</b> Plot no. 3, Harsh Apartment,<br>Great Nag Road,<br>Jagnade Square, Nagpur 440009<br>Ph : 0712 – 2755511   |
| <b>Cochin:</b> 28/71-B, G 66, Elders Forum Road,<br>Panampilly Nagar, Cochin, 682036 Kerala<br>Ph: 0484-2322425-8; Fax: 0484-2322428                                   | <b>Patna:</b> 'Emarat-Al-Harmain',<br>Near Punjab National Bank,<br>Bank Road, Patna 800001<br>Ph: 0612-2230971; Fax: 0612-2200845   |
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